Is bigger better? NATPE finds out this week

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

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

MINNEAPOLIS · ST. PAUL

*Source: Nielsen, January 1978, "Arbitron, January 1978, program audiences. 10 p.m./7-day avg. and 6 p.m./6-day avg. TSA. Estimates subject to limitations as said reports.
WORLDVISION ENTERPRISES proudly announces the release for the 1978/79 season of television’s most exciting, proven, primetime access series —THE NEXT STEP BEYOND. Audience-tested by more than 130 stations!

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

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

* Source: National Nielsen (Jan. 2-22, 1978) Subject to qualifications available on request.
Director and Host
Executive Producer
Producer
Writer and Creator

John Newland
Collier Young
Alan Jay Factor
Merwin Gerard

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

WORLDVISION ENTERPRISES INC.
The World's Leading Distributor
for Independent Television Producers

Prime VI

19 motion pictures of the highest quality

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

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

Featuring top stars...

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

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WORLDVISION ENTERPRISES INC.
The World's Leading Distributor for Independent Television Producers
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The Newly

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

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

The hottest game show in television
-- and the funniest!

A CHUCK BARRIS PRODUCTION
Starring Bob Eubanks
Visit us at NATPE
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Come up and meet Bob Eubanks

WORLVDISION ENTERPRISES INC.
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244 Cartoons/Color
A runaway hit, year after year...now playing in 68 markets

Earning top ratings

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

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

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

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Let's Make a Deal

The all-time hit series starring MONTY HALL

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

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Come and meet Monty Hall

WORLDVISION ENTERPRISES INC.
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Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome
ALFRED HITCHCOCK’S “FAMILY PLOT”

People are dying to see it.

Universal Grand 50
MCA TV
Movies that command attention!
REWRITE BILL BY JUNE 1 □ Van Deerlin and Frey set a date to introduce legislation, with the chairman confident he'll get strong backing from members of his
subcommittee. This week they'll face a heavy agenda of meetings on the matter. PAGE 35.

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

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

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

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

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

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

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

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

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

THE CURTAIN RISES ON NATPE □ Los Angeles is playing host to almost 3,000 people interested in the business of television programing as the 15th annual National Association of Television Program Executives convention gets under way. The gathering is the group's most ambitious. PAGE 46. An agenda appears on PAGE 48. Firms with hospitality suites are listed on PAGE 50.
Everyone loves a parade. And with Yogi Bear and other Hanna-Barbera characters joining the crowd, it becomes more than just a parade. It's fun and laughter. A happy time that brings people closer together.

Family Entertainment. It's part of the business and philosophy of Taft Broadcasting. Through our Hanna-Barbera television and motion picture productions we reach a worldwide audience in the hundreds of millions. It's a powerful means of support to basic family values, and we're proud of our involvement in it.

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

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

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

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

Sins of father
With FCC Chairman Charles D. Ferris leading charge, commission last week began focusing on short-term renewals for all or some of CBS's owned and operated stations as possible punishment for CBS-TV network's erroneous promotion of "world heavyweight championship of tennis" as "winner take all." Tennis coverage also raised questions of violation of sponsor-identification rules, and FCC staff is said to have charged network with misrepresentations to FCC. Staff had recommended letter of admonition, but chairman said harsher penalties than that were applied to individual stations for minor rule violations. He brought up shorter renewals for O&O's. Staff is to look into legal questions and report back this week. Still to be considered is whether sanction, if adopted, should be against all O&O's, TV's only or perhaps one—KXTV(LOS Angeles, only O&O now up for renewal and facing petition to deny. Meanwhile still to be discussed at FCC is staff investigation of ABC Sports coverage of scandal-tainted U.S. Boxing Championship. Staff has recommended admonition.

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

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

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

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

Since joining subcommittee late in 1976, Mr. Russo has become increasingly active and vocal on communications, although subject is not easily exploitable with constituents who are largely blue collar west of Chicago. Probably more conservative than Mr. Van Deerlin, Mr. Russo has nonetheless shown himself to be chairman's valued ally. He took lead with Lou Frey (R-Fla.) and Mr. Van Deerlin in winning toned-down violence report last year, and he spoke most forcefully in support of chairman's June 1 deadline for rewrite draft. He's one man to watch on rewrite, observers say. Adds delighted chairman; "He's the sleeper on the subcommittee."

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

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

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

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

### Radio-TV

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

### TV only

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

**El Chico Restaurants** □ Division of

### Rep appointments

- **KAIT-TV** Jonesboro, Ark., KFRO-TV Fort Smith, Ark., KTVT-TV Fayetteville, Ark., and WHMA-TV
  Anniston, Ala.: Avery-Knodel Television, New York.
- **WJXW** Miami: P&W Radio Representatives, New York.

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

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

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

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

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

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

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

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

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

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

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

**Maine Potato Commission** □ Potatoes get three-week TV campaign beginning
Third Big Year

“In Search of...”

Brings New Light
To Mysterious Subjects

Starring
Leonard Nimoy
as Host Narrator

Explore The Bristol-Myers “In Search of...” Hospitality Suite at N.A.T.P.E. at the Bonaventure
CHICO
AND
THE
MAN
AVAILABLE SEPTEMBER 1978

... Already sold in these markets

WNEW-TV    New York
KTTV        Los Angeles
WTTG        Washington
KDOG-TV     Houston
WTCN-TV     Minneapolis-St. Paul
WXIX-TV     Cincinnati
KMBC-TV     Kansas City

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

WARNER BROS. TELEVISION DISTRIBUTION

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

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

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

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

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

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

Kraft □ Company sponsors Caribou: The 
Incredible Journey. Survival Anglia Ltd. 
production, on NBC-TV, April 12 (8-9 p.m. 
NYT) through agency J. Walter 
Thompson. Michael Landon will narrate 
story of 2,000-mile annual trek of caribou 
from Yukon Territory to Arctic Circle.

Radio only

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

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

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

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

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

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

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

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

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

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

Anderson-Little Co. □ Manufacturer/ 
retailer of men's, boy's and women's 
clothing plans three-week radio push 
begging late this month. Harold Capot & 
Co., Boston, will arrange spots in about 40 
märkets including Charlotte, N.C., and 

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

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

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

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

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

P.S. We have something for everyone else, too.
And Here Are Some of the Differences That Make It The Most Exciting New Television Idea to Come Along in Years!

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

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

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

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

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

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

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

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

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

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

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

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

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

Innovative Programming, Reasonably Priced, for Fall 1978 Premieres.

Every Day


See it at NATPE, Bonaventure Suite 3280.

GROUP W PRODUCTIONS

INCORPORATED/WESTINGHOUSE BROADCASTING COMPANY
90 PARK AVENUE, NEW YORK, N.Y. 10016 (212) 983-5088

BEING DIFFERENT IS GOOD TELEVISION. BEING DIFFERENT IS GOOD BUSINESS.
Video tape versus film: but will it save the advertiser any money?

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

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

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

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

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

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

But choices have to be made and, regrettably, much of that choice depends on the team's previous experience in the medium. Three techniques have evolved and are being used in West Coast production today:

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

- Modified film technique: Some producers have taken to using the live-on-tape shooting technique coupled with a lesson from the film industry. These producers add a cover camera to the regular cameras with which a director cuts his show together on the spot. The cover camera shoots independently of the others, almost always with a wide angle and is recorded on an isolated and time-coded reel. Post-production becomes more important in this technique, for the director seldom takes time for additional pickups because he always knows he can edit in the isolated shot to cover any directing errors.

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

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

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

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

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

The search must go on.
Celebrating the Birthday of the American Flag, PSS is proud to present "THE 21 DAYS OF AMERICA" for TV Syndication.

In 21 one-minute vignettes to run from June 14th (Flag Day) through July 4th, 21 prominent Americans describe the history of each flag that has flown over the United States. From the famous "Don't Tread on Me" flag through the Betsy Ross Flag to today's Stars and Stripes, the colorful history of our country will unfold.

Produced in the tradition of "The 24 Days of Christmas", THE 21 DAYS OF AMERICA will be at once entertaining, educational and a splendid mid-year sponsorship opportunity.

Join the celebration of "THE 21 DAYS OF AMERICA".
Advertising legislation. Pending in congressional conference committee is energy legislation, House version of which has provision prohibiting electric and natural gas utilities from passing on to consumers costs of institutional, promotional and political ads. There is no such provision in Senate version. So far, tentative agreement has been reached on electric utilities issue, to effect that federal government will leave utilities advertising regulation in states' hands. But natural gas utilities issue is tied up with larger controversy over regulation of natural gas prices, which threatens to block legislation altogether. Broadcasters have opposed advertising provision for fear it would discourage utilities from advertising on radio and TV.

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

All-channel radio. Representative John Breckinridge's (D-Ky) House Small Business subcommittee last year held antitrust inquiry into allegations that auto manufacturers are overpricing FM radio sets (Broadcasting, March 2, 1977). Those charges were not substantially supported in Booz-Allen research sponsored by National Association of Broadcasters and Corporation for Public Broadcasting (Broadcasting, March 11, 1977). Stymied by inability to get auto makers to testify about their pricing practices, subcommittee plans no more hearings, will instead draft report of its findings and probably let it go at that; subcommittee workers say House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has said he will pick up ball, however, treating issue in his subcommittee's rewrite of Communications Act. There is currently bill pending in House by Joseph Addabbo (D-N.Y.) to require all radio sets to be equipped with both AM and FM bands.

AM stereo. National AM Stereophonic Radio Committee (NASAARC), in comments filed earlier this year with FCC regarding proposed systems for AM stereo broadcasting, concluded that systems it tested—Magnavox, Motorola and Belair Corp.—all worked and differences among them were "consequence of proponents' system-design philosophy" NASAARC—made up of representatives of National Association of Broadcasters, National Association of Radio Broadcasters, Electronic Industries Association, Institute of Electrical and Electronics Engineers—and other broadcast groups, public, equipment manufacturers and auto makers was overwhelmingly in favor of idea in general (Broadcasting, Jan. 9).

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

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

Automatic transmission systems. FCC has allowed automatic transmission service for non-directional AM and FM stations (Broadcasting, March 1, 1977). Commission expects to permit ATS at AM directional and TV stations next spring.

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

Broadcasting in Congress. Following House vote last year to open chamber to live daily broadcast coverage, House Rules Committee has recommended that rather than allow pool of commercial and public broadcasting networks to run system, House should set it up and work broadcast controls itself. Recommenda-
Carter wrote commercial networks last February, urging them to make use of system. However, only ABC offered positive response. CBS and NBC were at best tentative in their answers. Technical and cost problems are cited as obstacles to use of closed captioning system. However, administration is not giving up. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

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

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

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

Crossownership (television broadcasting-cable television). FCC has amended its rules to require divestiture for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (Broadcasting, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review, arguing rule should be broadened to include system owners involved are appealing on appropriate grounds (Broadcasting, April 26, 1976). Court is holding Citizens' petition for summary judgment pending Supreme Court's disposition of petition for review in broadcast-newspaper crossownership case (Broadcasting, April 25, 1977). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

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

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (Broadcasting, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision, which will only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (Broadcasting, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcasting of material "wanton to undermine the public interest, promote the indecency of the common man or contribute to the obscenity of the public forum" (Broadcasting, Sept. 19, 1977).

FCC fees. Commission has embarked on effort to determine how much of $163 million in fees it received between 1970 and 1978 and to make necessary refunds. It is also undertaking task of developing another fee schedule to replace schedules overturned by courts. Under plan presented to commission by staff last month (Broadcasting, Jan. 16), agency would begin making refunds in July. Broadcasters' share of fees is estimated at $47.5 million. Still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, seeking order for refund of fees.

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

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

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

License renewal legislation. Bills to lengthen broadcast license terms and make licensees more secure against challenges have been relegated to back burner in Congress, where camera close-up measures in 1976 Senate Communications Subcommittee continues to exhibit little interest in subject, but House Communications Subcommittee Chairman Lionel Van Deering (D-Calif.) has proposed lengthening radio licenses to as much as 10 years in his subcommittee's rewrite of Communications Act (Broadcasting, July 17, 1977). But House will not take time away from rewrite to give separate consideration to bills such as that of subcommittee ranking Republican Lou Frey (Fla.), which would lengthen radio and TV license terms to five years, exempt radio licensees from community ascertainment requirements, and cut down on license renewal-related paperwork (Broadcasting, Feb. 28, 1977). Among renewal bills pending in Senate is measure by Commerce Committee ranking Republican James Pearson (Kan.) to lengthen license term to five years and require FCC to renew license if station's programming is responsive to its community and it operation of the licensee's station in previous term has been without "serious deficiencies."

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in broadcast and cable ownership (Broadcasting, Feb. 6, 1977). FCC already has begun inquiry into possibility of rule that would require 45 days' advance public notification of planned station sale. Proposal is held out as means of fostering increased minority participation in broadcast ownership. Comments in proceeding were filed in fall (Broadcasting, Nov. 7, 1977). National Association of Broadcasters, meanwhile, advanced its own proposal by filing petition with commission for declaratory ruling that would provide for tax certificates to licensees that sell stations to minorities or minority controlled enterprises, (Broadcasting, Sept. 5, 1977). And Small Business Administration, prodded by former FCC Chairman Richard E. Wiley, is seeking to change its policy to allow for loans.
for purchase of broadcast stations and cable systems, also seen as means of boosting minority ownership. Comments were filed late last year with SBA (Broadcasting, Dec. 19, 1977). In that regard, Representative (and broadcast producer) Cecil Heftel (D-Hawaii) has introduced legislation to allow SBA to exceed its $50,000 limit in loans to minority interests for purchase of broadcast or cable properties. Bill also incorporates NAB's tax-credit proposal (Broadcasting, Dec. 5, 1977). And, NAB and National Radio Broadcasters Association have also taken initiatives in this area. NABA establishing program for members to help minorities learn station operation, NAB setting up task force to find funds to back new minority broadcast enterprises.

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

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


Operator licensing. Comments were filed in January in FCC rulemaking looking to drop requirement for tests for what are now third-class radio operator licenses (Broadcasting, Jan. 9). Rulemaking proposal also calls for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for retiltling of licenses and for new class of license for operation of television transmitters.

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

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

Performers' royalties. Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice has scheduled hearings on Representative George Danielson's (D-Calif.) legislation to create performers royalties, which broadcasters and other users of recorded music would have to pay record performers and manufacturers. One hearing has been scheduled in Washington, March 21, for Register of Copyrights Barbara Ringer, whose final recommendation to Congress on issue was due out last week. Second hearing, for broadcasters, record manufacturers and performers and other parties with interests in bill, will be held March 26 and 29 in Los Angeles.

Pole attachment and cable forfeiture legislation. Congress passed and President signed into law in February legislation on regulation of cable pole attachment rates which also authorizes FCC for first time to fine cable systems for rule violations (Broadcasting, Feb. 13). Pole attachment provision leaves rate regulation in hands of states, but imposes FCC regulation in areas where no local authority has been set up. Forfeiture provision, besides establishing forfeitures for cable, raises limits of fines FCC can impose on cablecasters and broadcasters alike—to $2,000 for single offenses, $20,000 for multiple offenses.

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

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

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

WARC. Starting this month, U.S. and 152 other member nations of International Telecommunication Union are in what technicians and officials involved regard as homestretch in developing international positions to present to World Administrative Radio Conference in 1979. WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals are due to be submitted to ITU by next January. Preliminary work has been under way for several years. FCC, for instance, already has issued five notices of inquiry in connection with its responsibility to help prepare U.S. position. (U.S. position is being prepared by commission and office of telecommunications policy.) Named to head U.S. delegation is former FCC commissioner Glen Robinson (Broadcasting, Jan. 23).
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 6—FCC’s new date for replies in VHF drop-in inquiry (Docket 20141B). FCC, Washington.

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


March 7-9—Third annual conference on CATV reliability sponsored by Society of Cable Television Engineers and Broadcast, Cable and Consumer Electronics Society of IEEE. Holiday Inn west, St. Louis. Contact: Judith Bates (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 scholarship. Entries should go to chairman or department head at schools for forwarding to Radio Television News Directors Foundation, Information: Rob Downey, secretary of RTNDA, c/o WKAR(AM) East Lansing, Mich. 48824.


Also in March

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


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

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

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

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

March 16—George Polk Memorial Awards luncheon of Long Island University—Hotel Roosevelt, New York.

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

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


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

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


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

March 24—FCC’s new date for comments in inquiry possible interest in possible changes in commission’s form 390. Annual employment report (Docket 21474). Replies are now due April 21. FCC, Washington.

March 27—FCC’s deadline for comments on proposal to expand cable television relay service band from 127-129.50 ghz to 127-132.50 ghz (BROADCASTING, Jan. 16). Replies are due April 26. FCC. Washington.

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

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

March 31-April 1—Society of Professional Journalists, Sigma Delta Chi, region 4 conference. Cascades Holiday Inn, Aspen, Colo.


March 31-April 2—Texas AP Broadcasters conven ion. Galveston hotel, Galveston, Tex.

April

April 5—Luncheon to induct John Caples, BBDO, and Dr. George Gallup into American Advertising Federa tion of Television and Radio Directors.


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

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

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

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


June 1-8—Associated Press Broadcasters annual meeting. Stouffer’s Towers, Cincinnati.

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


She knows wild animals better than most mothers know their children.

Jane Goodall has observed wild animal behavior in Africa for 25 years.
She has studied with Dr. Louis Leakey, the famed anthropologist and paleontologist.
Earned a doctorate in ethology from Cambridge University.
Written three best-selling wildlife books.
And revealed the incredibly fascinating true nature of wild animal life and behavior in a series of award-winning, critically acclaimed network television specials. (Four Emmys top the list of numerous awards!)
Today, Jane Goodall is the world’s foremost authority on animal behavior.
And a celebrity in her own right. As the subject of national magazine cover stories, one of “Three Remarkable Women” spotlighted in a Jack Paar television special and an international spokeswoman for wildlife preservation.
MPC is pleased to offer four of Jane Goodall’s remarkable films for first-run, off-network syndication. All are narrated by Emmy Award winner Hal Holbrook. All are ideal family entertainment. And quality programming of the highest order.
"The Wild Dogs of Africa"
Wild dogs run in packs, and this is the story of one such pack, filmed over a 4-month period on Africa's Serengeti Plain. Recognized as deadly creatures and vicious hunters, it is not widely known that these "innocent killers" are intent only upon feeding their puppies and themselves.

"The Baboons of Gombe"
A troop of 40 boisterous baboons on the shore of Lake Tanganyika is threatened by the arrival of a hulking stranger who fights for a high place within the troop's military-like ranks. As Dr. Goodall focuses on leadership rivalries, mating habits and child care, there are fascinating revelations of the baboons' high-strung nature, intelligence and strict code of social conduct.

"The Hyena Story"
Long thought to be cowardly scavengers, hyenas are in fact skilled and fearless hunters determined to survive and to live in harmony with other hyenas in their clan. Dr. Goodall goes inside the Ngorongoro Crater in East Africa to present the lifestyle of a particular clan, its powerful female leader, her 2 cubs in the throes of sibling rivalry and a male interloper who woos the clan leader.

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

"Jane Goodall and the World of Animal Behavior"

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


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

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

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

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

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

April 7-9 — Women in Communications meeting for South Region 6. Inn at Chapel Hill, N.C.

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

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

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

April 9 — Association of Maximum Service Telecasters 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 Association’s spring meeting. Quality Inn, Albany.

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

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

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

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

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

April 13 — Regional meeting and sixth annual broadcast journalism seminar sponsored by William Allen White School of Journalism, University of Kansas, and region 6 of Radio Television News Directors Association. Kansas Union on campus, Lawrence, Kan.

April 13-15 — Radio Television News Directors region 6 annual meeting, Ball State hotel, Muncie, Ind.


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

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

April 14-18 — Women in Communications meeting for Pacific Northwest region 1. Maryhurst Education Center, Portland, Ore.


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

April 18-19 — Canadian Association of Broadcasters annual meeting. Queen Elizabeth hotel, Montreal.

April 19-20 — Alabama Cable Television Association annual “ Citizen of Year” awards meeting. Sponsored will be Fred Singlet, force behind establishment of Hall of Fame bowl football game in Birmingham, Hyatt House, Birmingham, Ala.

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

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

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

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

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

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

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

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


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

April 24 — Twentieth annual Broadcasting Day sponsored by Florida Association of Broadcasters and University of Miami, 8th annual convention. Miami Beach, Fla. Information: Falic Brothers, Inc., Miami Beach.

April 24 — Women in Communications Indianapolis chapter “ Matrix Dinner” Stouffer, Indianapolis.


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

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

April 29-29 — Society of Professional Journalists, Sigma Delta Chi, regions 5 and 7 joint conference, in conjunction with SDX Distinguished Service Award ceremonies, Be Air 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 56th annual meeting, Washington.

April 30-May 2 — Action for Children’s Television spring annual symposium on children’s TV. Washington.

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

May

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


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

May 5-6 — Sixth annual Gospel Radio Seminar, Chair man of steering committee is Jim Black, director of gospel music, SESAC, Airport Hilton, Nashville. Information: Gospel Radio Seminar, 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 meet ing. Sheraton Twin Towers, Orlando, Fla.


May 17-19 — 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 21-23 — Washington State Association of Broadcasters spring meeting, Sheraton Spokane hotel, Spokane, Wash.

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

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

May 23-25 — Electro 78 international electronics show and convention, sponsored by New England and New York chapters, respectively, of Institute for Electrical and Electronic Engineers and Electronic Representatives Association. Hyatt auditorium and Stouffer’s, Boston.

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


May 26-28 — 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 29-31 — Canadian Cable Television Association 21st annual convention. Queen Elizabeth hotel, Montreal.

June

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

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

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


June 7 — NBC Radio Network regional affiliate meeting. Sheraton O’Hare motel, Chicago.
One-track mind

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

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

Short gestation

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

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

The singing candidate

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

Here in California we have a candidate running for lieutenant governor by the name of Mike Curb. There are many MOR and beautiful music broadcasters who are familiar with that name. He founded the Mike Curb Congregation on MGM Records. Many of us still play selections from the Congregation's many albums. That is, there were broadcasters who played his material until he filed for lieutenant governor.

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

Should interested California broadcasters rent a recording studio and orchestrate the other candidates for lieutenant governor to sing their favorite songs?—Glenn A. Johnson, station manager, KGM5(AM)-KSFM(FM) Sacramento, Calif.

Brought to live

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

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

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

Double billing?

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

Perhaps the group representing us in these contract negotiations should explain why we "pay" and then "pay to play".—Gregory W. Sieker, president and general manager, WMLM(AM) St. Louis, Mich.
Join us at N.A.T.P.E. Bonaventure Hotel Suite 2657-8-9

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Highest rated ½-hour series in NBC history.

Undefeated in prime time, 18 shows

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More Homes than “Happy Days”
More Women than “Mary Tyler Moore”
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136 Episodes. Available This Fall

Order Now!
SHA NA NA, this season's major new access hit, will be returning next fall with an even more exciting series. The NBC O&O's have already committed for the 1978-79 season. And the 130 station line up is rapidly following NBC's lead.

Some highlights of the SHA NA NA success story...
- SHA NA NA has attracted more women 18-49 than any other new weekly prime access series, ranking first or second of all weekly access shows in virtually every market.
- SHA NA NA significantly improved its performance over last year's with women 18-49. Some important examples: New York (+132%), Washington (+144%), Dallas (+62%), Seattle (+115%), Harrisburg (+533%), Knoxville (+89%), Lexington (+150%).
- SHA NA NA's delivery of women 18-49 ranks second only to "The Muppets" of all syndicated weekly half-hour shows.
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A glittering new SHA NA NA with special guest stars from the '50's and many more innovative production numbers, is now available for syndication. Now's the time to join the NBC O&O's and let SHA NA NA work for you! Brought to you by Procter and Gamble, Lexington Broadcast Services and Pierre Cossette Productions.

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Weekly half-hour prime access musical/comedy series.

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Weekly half-hour daytime strip series began its sixth year this fall.

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Weekly half-hour children's series began its third year this fall.

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It's go for June 1 on the rewrite

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

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

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

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

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

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

Representative Martin Russo (D-Ind.), on the other hand, supported Mr. Van Deerlin, saying although he is not against more meetings, he thinks they might become "another way of putting it off." Mr. Russo said his experience on the Communications Subcommittee has showed him that "if you were to be able to get a consensus of four on any subject, you'd probably be doing terrific.'

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

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

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

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

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PARAMOUNT TELEVISION DISTRIBUTION
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And the world’s greatest titles.

37 of the most successful, highly acclaimed films available anywhere.

THE LONGEST YARD
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THE GREAT GATSBY
Starring ROBERT REDFORD • MIA FARROW

SAVE THE TIGER
Starring JACK LEMMON • JACK GILFORD

DEATH WISH
Starring CHARLES BRONSON • HOPE LANGE

The Conversation
Starring GENE HACKMAN • CINDY WILLIAMS

SURVIVE!
Starring HUGO STIGLITZ • NORMA LAZARENO

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

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

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

- **Tuesday**, March 7, 10 a.m. to noon—"Regulation versus Competition," an examination of areas where competition might replace regulation, including (1) broadcasting (especially radio), (2) telephone terminal equipment, (3) international facilities authorization and planning, (4) intercity service.
- **Wednesday**, 10 a.m. to noon—"Local Distribution of Communications Services": (1) commercial broadcasting, (2) public broadcasting, (3) local telephone service, (4) personal and private radio systems, (5) cable television, (6) translators.
- **Wednesday**, 1 to 3 p.m.—"National Communications Services": (1) television networks, (2) domestic communications satellites, (3) microwave systems, (4) specialized common carriers, (5) satellite-to-home broadcasting, (6) electronic mail and funds transfer, (7) pay cable.
- **Thursday**, 10 a.m. to noon—"International Communications Issues: (1) undersea cable, (2) international satellite, (3) facilities planning, (4) high-frequency radio, (5) authorized user, (6) transborder data flow.
- **Friday**, 10 a.m. to noon—"Federal Regulatory Framework": (1) regulatory structure, (2) jurisdiction, (3) EEO enforcement, (4) long-range planning, (5) privacy, (6) spectrum management, (7) executive branch policymaking.

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

**Agency/advertiser hostility toward networks surfaces at ANA workshops**

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

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

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

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

Mr. Ney drew applause from the more than 400 advertising executives at Wednesday's luncheon in the Plaza hotel when he said he was "very much concerned with the instability of television scheduling and its effects on audience and sponsors alike." He asserted that "in my 30 years of advertising have I seen such fickleness and unease," and blamed "frantic" ratings competition for this condition. "Some experts contend it is easier to slip a sunrise past a rooster than it is to slip a turkey past a six-week Nielsen," Mr. Ney said.

He cited these examples of instability:

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

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

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

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

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

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

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

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

"Does the turmoil in network programing mean there is more sampling and channel switching by viewers?" he asked.

"Are viewers more likely to watch, say, five or 10 minutes of a program and then switch to another channel to see what's
on? What effect would this have on attention to advertising and on commercial recall?’

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The implications, he said, are that American journalism needs the financial support of advertising to survive, and cannot exist if it is to gain their support without weakening their ability to provide the information the public needs in a democracy.

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

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

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

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

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

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

Mr. Salant was introduced by CBS News Correspondent Dan Rather as “that precious commodity in journalism—a publisher with guts.”
Joplin-area TV's are now under the FCC gun also

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

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

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

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

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

One issue limited to Gilmore asks if the licensee violated Section 315(b) of the Communications Act by charging political candidates in 1976 higher rates than it did commercial advertisers for comparable time.

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

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

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

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

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

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

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

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

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

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

In Brief

Contract providing for sale of Joe L. Allbritton's WJLA-TV Washington to Combined Communications Corp. was extended for second time, to March 10. Mr. Allbritton disclosed grand jury's readiness to grant extension.

Allbritton announced continued renewal and extension of license of WJPD-WJPD-RJPD-Ishpeming, Mich., and decided to ask for additional information from Northland Television Inc. before acting on its petition for special relief to renew license of its WREX-TV Rhinelander, Wis., and approve station's sale to Northwoods Television Inc. Revocation hearing involves allegations of fraudulent billing. Northland, whose renewal application was designated for hearing in June on various charges, said its owner, former Representative Alvin O'Konski (R-Wis.) was physically and mentally incapacitated and unable to participate in hearing and that he would not profit from sale of station since price--$723,625—was only equal to amount he had invested. Commission, however, said it wants further corroboration of Mr. O'Konski's physical condition and additional information on financial health of station.

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Announced $12-million buy of WDCA-TV Washington (channel 20) by Tribune Co. of Chicago fell through last week. Tribune spokesman, Tom O'Donnell, called original announcement of deal "premature" (BROADCASTING, Jan. 16) and said negotiations with seller, Superior Tube Co. of Philadelphia, broke down over "disagreement on the financial terms" of sale. Mr. O'Donnell said published reports that seller wanted to up price after station showed significant ratings increase in January and February were not true.
The FCC and cable television found themselves in a regulatory limbo last week, each unsure of the extent of the commission’s authority over the industry. The one certainty is that the authority is less than it was the week before.

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

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

As of last week, the commission had not decided whether it will seek reversal of the opinion. But as it pondered the matter—which involves questions of whether the commission is committed to public access to cable and whether it is prepared to push ahead with its broad-gauged approach to cable regulation with or without legislative support—observers noted that Commissioner Robert E. Lee is the only member of the commission who was with the agency when the cable rules were adopted in 1972. It is a new commission.

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

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

Not only those rules, but others linked to them, including one requiring new systems to be equipped with two-way nonvoice communication and a minimum of 20 channels, were struck down.

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

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

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

And, after referring to the commission’s view that cable systems must provide the channel capacity to achieve its objectives, he said, “Nothing whatever in the act, or anywhere else, gives the commission such power.”

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

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

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

Plurie Marshall, chairman of National Black Media Coalition, called National Association of Broadcasters “very racist organization” and said he did not expect NAB to do anything substantive for blacks in broadcasting “as long as Vince Wasilewski is president.” Comments were reported to be segment of syndicated America’s Black Forum to be shown next weekend. Mr. Marshall was also reported to have called NAB’s new minority task force “smokescreen.” “I don’t think the Grand Wizard of the Ku Klux Klan can recruit for the NAACP,” Mr. Marshall said. Mr. Wasilewski refused to comment on statements.

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

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

Position of VP, sales, has been created at the NBC Television Stations Division and Bernard (Bud) Hirsch, vice president, NBC-TV Spot Sales, has been selected to fill post, said to be the first of its kind at any network or major station group. Mr. Hirsch will be in charge of sales for both spot and local for the five company-owned stations.
mission the unlimited right to say to private industry, "We believe we have seen the future, and you must construct it.""

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

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

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

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

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

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

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

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

**Skeptical FCC takes hard look at Ti tuner**

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

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

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

Several commissioners questioned the time necessary for the new tuner to become widely used—a prerequisite for any allocation of new channels. Commissioner Robert E. Lee said, "I don’t think it would be possible to allocate adjacent channels in the future. I think the tuner would be able to do what was done with VHF channels, but not do it in the next five years."

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

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

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

**TOP OF THE WEEK**

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**NAB rallies the troops against ad ban**

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

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

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

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

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

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

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

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

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

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

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

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

Come celebrate Mickey's 50th Birthday and more!

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Programwise, sunup’s in the West this week

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

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

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

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

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

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

“This is a convention of program execu- tives,” said conference chairman Tay Voye, station manager at WTVJ-TV Miami. He explained that industrywide issues will not be ignored this year but that more emphasis has been placed on “things a pro- gram manager can write down.”

Mr. Voye noted, for example, this morning’s (March 6) opening general ses- sion entitled “The New Technologies: Full Ahead, Medium or Slow?” (which is ex- pected to set the stage for a film-versus- tape debate). Last year’s equivalent ses- sion, he said, concerned the proposed Communications Act rewrite.

Furthermore, he continued, aside from making the schedule more fun, several sessions will be broken down into smaller groupings to allow more interaction between panellists and the audience. “Pro- gramming: Buy It or Produce It?” which follows “The New Technologies” in- volves three simultaneous meetings de- pending on market size. Concurrent ses- sions, such as the Tuesday late morning choice between “Public Affairs Need Not Be Dull Affairs” and “Nine Opinions in Search of the Program Executive” should have the same effect.

Mr. Voye said that trend toward smaller groups this year “is the begin- ning” of what future NATPE conferences will look like.

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

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

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

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

WCKT’S Mr. Sternberg remained opti- mistic about the developing NATPE mar- ketsplace. Although he didn’t expect any “broad innovation” this year, he believes that the success of such shows as The Muppets (produced by Jim Henson, dis- tributed by ITC Entertainment) is setting the stage for other new forms. He referred to the Gong Show (Chuck Barris/Firestone Program Syndication) as an example that a game show “doesn’t have to be the same type.” He said he’s been seeing a “groundswell” of desire for new product and expects an upsurge of new ideas to surface “if not at this conference, then sooner or later.”

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

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

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

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

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

Absent that development, and assum-
MIKE'S HAVING A GREAT '78...

...IN PHILADELPHIA

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

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

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

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

...AND NATIONALLY


HOUSEHOLDS: +18% in NSI, +15% in ARB
WOMEN 18-49: +37% in NSI, +25% in ARB

Get the market-by-market success stories at Group W Productions
NATPE Suite, Bonaventure 3280

LET MIKE MAKE YOUR '78 GREAT
THE MIKE DOUGLAS SHOW / GROUP W PRODUCTIONS
INCORPORATED/WESTINGHOUSE BROADCASTING COMPANY
90 PARK AVENUE, NEW YORK, NY 10016

The audience figures shown are estimates, subject to the techniques and procedures used by the service noted.
ing the recommendations of the nominations committee are ratified by the members, five persons will be elected to board membership: Wes Harris of the NBC O&O TV group; Stewart B. Park of KNTV (TV) San Jose, Calif.; Amy McCombs of WPSB-TV Hartford, Conn.; Judy Girard of WXYZ-TV Binghamton, N.Y., and C. Stephen Currie of WDSU-TV New Orleans. (Mr. Currie’s previous term as a NATPE director expires this year; he is being nominated to fill two years of the unexpired term of Chuck Gingold, of KATU-TV Portland, Ore., who is being nominated to be NATPE’s second vice president (BROADCASTING, Feb. 27).

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

NATPE’s 20-person board comprises three officers (the president, first vice president and second vice president), the three immediate past presidents, the two directors representing associate members (syndicators, station representatives, agencies and advertisers), and 12 individual board members, elected in blocks of four, who serve three-years terms. There are two ex officio members: Robert Bernstein, of the March Five public relations agency in New York, who has been the annual conferences’ principal organizing force, and Pat Evans, the secretary-treasurer, of Lancaster, Pa.

Saturday, March 4

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

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

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

NATPE cocktail reception. 6 p.m.

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

Sunday, March 5

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

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

Monday, March 6

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


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

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


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. 2-4:45 p.m. Moderators: Mal Potter, WATE-TV Pittsburgh, for ABC, Bill Logan, WMT-TV Cedar Rapids, Iowa, for CBS; Dick Ballinger, WNEW-TV New York for independents; Tom Reif, KPRC-TV Houston, for NBC, and Chuck Allen, KXET 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 Stout, KXTV Los Angeles. Panelists: David Garber; David Gerber Productions; Lee Rich, Lorimar Productions; Grant Tinker, MTM; Paul Junger Witt, Witt/Thomas/Harriss Productions; David Wolper, Warner Bros. Interviewers: Dan Lewis, United Features Syndicate; Steven Scheuer, TV Key; Ciji Ware, KCET Los Angeles.

Concurrent seminars. 11:15 a.m.


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

THE WEEK RHODE ISLAND WATCHED ITSELF SURVIVE.

In Rhode Island, the week of February 6-12 was a time of crisis. It was also a time of heroism, as leaders of government, civil defense authorities, and thousands of volunteer citizens joined forces to battle the most catastrophic blizzard ever recorded in the state. And in snow-bound homes and shelters, people gathered around their TV sets and looked for help and hope. Those who were watching WJAR-TV got a lot of both. Because WJAR-TV was the only station broadcasting live around the clock from the center of the action.

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

WJAR-TV (NBC) WDBO-TV (CBS) KSAT-TV (ABC) WCMH-TV (NBC)
Providence, R.I. Orlando, Fla. San Antonio, Tex. Columbus, Oh.
Audience information based on Arbitron Coincidental survey conducted Feb. 8, 1978, 6:00-6:30 pm.

HOSPITALITY SUITES OPEN 3-7 P.M.

WEDNESDAY, MARCH 8

REGISTRATION 8:30 A.M.

CONCURRENT SEMINARS 9 A.M.

WORKSHOP A. "EVERYBODY LOVES A WINNER-THE BUSINESS OF AWARDS" Moderator: Bob Guy. KING-5 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, KABC-TV Los Angeles.

BUSINESS SESSION AND ELECTIONS 12:15-1 P.M.

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

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Our team in L.A. Members of Broadcasting's sales and editorial staffs is headquartered in suite 2205 of the Bonaventure hotel for the duration of the NATPE convention. On hand: Larry Taishoff, Dave Whitcomb, Win Levy, Bill Merrill, Ruth Lindstrom, Jay Rubin and Don West.
Dinah's going places and so is her audience.

Up, up, up.

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

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


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

At NATPE, Bonaventure Hotel, Malibu Suite 3038.
NEW!
From the same outrageous minds that brought you "The Gong Show"...

The Cheap Show

"The most ridiculously funny thing you've ever seen!"
—DICK MARTIN, HOST

The Comedy Show That Makes Fun of Game Shows!

Here it is — the ultimate insane show that asks the question: "How far will some people go to get a laugh?"
The set is the chinziest, the questions are ludicrous, the prizes are terrible, the contestants are humiliated — and everybody has a great time!

©1978 by Twentieth Century-Fox Film Corporation

SOLD
CBS O & O'S McGrath-Hill Stations
MORE TO COME!

At NATPE, suite 3038, Bonaventure Hotel
ENCORE!

We're coming back for Year #2 with the biggest stars and films ever to hit your TV screen.

26 new half-hour entertainment specials from Twentieth Century-Fox Television

At NATPE, suite 3038, Bonaventure Hotel.

© 1978 by Twentieth Century-Fox Film Corporation
Audience
Appeal:
Morning,
Noon & Night.

**Hours**
- Daniel Boone (165)
- DINAH! (weekly strip, 60 & 90 minute versions)
- The Fortunes of Nigel (5)
- The Great American Music Celebration (one-hour tape special)
- Jack the Ripper (6)
- Judd for the Defense (50)
- Lancer (51)
- Land of the Giants (51)
- Lost in Space (83, 29 b/w)
- National Enquirer (one-hour weekly magazine format)
- The Pathfinder (5)
- Voyage to the Bottom of the Sea (110, 32 b/w)

**Half-Hours**
- Audubon Wildlife Theatre (78)
- The Cheap Show (half-hour series)
- Circus! (52)
- The Ghost and Mrs. Muir (50)
- The Incredible World of Adventure (31)
- M*A*S*H (approx. 175)
- Masquerade Party (30)
- My Friend Flicka (39)
- Nanny and the Professor (54)
- Numero Uno (13)
- Orson Welles Great Mysteries (26)
- Peyton Place (514, 267 b/w)
- Room 222 (113)
- The Shari Show (24)
- That's Hollywood (26)

**Features**
- Century 5
- Century 6
- Century 7
- Century 8
- Century 9
- Fox One
- Fox Two

**Animated Half-Hours**
- Doctor Dolittle (17)
- Fantastic Voyage (17)
- The Hardy Boys (17)
- Journey to the Center of the Earth (17)

See us for availabilities in your market.

Twentieth Century-Fox Television

© 1978 by Twentieth Century-Fox Film Corporation

At NATPE, suite 3038, Bonaventure Hotel
The following listings arrived too late for the Feb. 27 issue.

**United Artists Television** 3148
720 Seventh Avenue, New York 10019

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

*Denotes new program.

**Fact!**
Nobody can match the . . .

**Spotmaster 3000 Series**
Tape Cartridge Machines

The cart machines with features competitors can’t match...

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

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

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

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

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

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

"In my wildest imagination," Dr. Robertson told Broadcasting, "I think we're going to be a legitimate fourth network, and it may be that it won't be number four before it's all over."

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

Things have changed in 18 years. According to Dr. Robertson, CBN today has 300,000 contributors, 140,000 of whom are members of his The 700 Club television show. Dr. Robertson and other
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November was 30% better than October and January 1978 was 30% better than November!

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

*Better*! WASHINGTON, D.C./WDCA-TV, Monday-Friday 7:00-7:30 p.m.
November was 30% better than October and January 1978 was 25% better than November!

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

Source: ARB/NSI—Projected Weekly January Ratings

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

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

Pat Robertson is more than the president of an organization that intends, first, to become a fourth television network in this country and then, later, an international media force. He is not only the head of a broadcast organization in the same way that, say, William Paley is the head of CBS Inc. He is also the acknowledged spiritual leader of his band of disciples. He and his associates are convinced that he has received a God-given vision, as one said, to spread his religious message to "the four corners of the world."

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

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

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

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

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

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

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

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

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

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

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*The CBN station group includes WYAH-TV Portsmouth, WAXN-TV Atlanta, WXNE-TV Boston, KXTX-TV Dallas, WXRF/FM Norfolk, Va., and the following FM stations in New York state: WEIV Ithaca, WBIW Wethersfield, WMIX South Bristol, WOIV DeRuiter township and WJIV Cherry Valley township. CBN has an application pending for a new UHF facility in Richmond, Va.*
These stations have ability, style, timing, programming know-how, foresight, initiative, money and success. They also have *Welcome Back, Kotter.*

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<tr>
<th>Station</th>
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A WARNER COMMUNICATIONS COMPANY
Now and then. CBN's programs are now produced in the studios of WW Hayes Radio WVIR in Portsmouth, Va., the network's first TV station (top photo). Late this year, the network plans to move to its new world headquarters, the main building in a $50-million, 200-acre complex that will include the campus of CBN University and a convention center (bottom photo).

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

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

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

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

"We have to abide by the law," said Dr. Robertson. "We're a public trustee of a facility, and we recognize the FCC rules. We don't try to skirt the rules or play games. If, in the event there was a request for equal time, we'd have to grant it." Although Dr. Robertson said "I don't think it hurts to give opposing views," he admitted that issues, such as abortion, that are at once political and moral do put CBN in awkward situations. "When you get into moral issues, I would tend to follow the FCC rule which says that matters of religion are not considered controversial. I believe that when something is Biblical, we should give a Biblical point of view.

"We try to be responsible broadcasters. If our lawyers say the FCC says give them equal time, and if somebody from a representative group wants it, we'll have to do it. And we'll have to seek out people with opposing points of view." According to Dr. Robertson, none of CBN's stations has yet experienced a serious fairness doctrine problem.

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

(There is no program has even sparked its own competition—The PTL Club Jim Bakker was formerly with Dr. Robertson at CBN but broke with the organization in 1973 over a theological dispute involving Dr. Robertson's "Calvinistic" or predetermined vision of the relationship between God and man, and Mr. Bakker's "Arminian" belief in the free will of man, according to Mr. Gilman. Mr. Bakker then formed the other talk show, which he syndicates. He even managed to lure Dr. Robertson's former co-host, Henry Harrison, away from Portsmouth to Charlotte, N.C., to co-host The PTL Club. According to former employees of the network, within 24 hours after the break-up between Mr. Bakker and Dr. Robertson, a $10,000 set for the former's Jim and Tammy Show was chopped up and burned at the insistence of a perturbed CBN official. Dr. Robertson, they said, "was furious" about the destruction of the set.)

"We don't try to be dogmatic or dictatorial," said Dr. Robertson about The 700 Club's delivery. "If we have a right to expect people to watch what we do, they have a right to expect us to be as good or better than anything else on television," said Mr. Ditchfield.

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

The 700 Club is only one of CBN's programs. The network also produces a number of religious-oriented musical and instructional programs. Among them are Holiday at Melodyland, a weekly entertainment show; The Ross Bagley Show, an innovative "radio program" for television during which the host introduces tapes of entertainers in performance in much the same way that radio disk jockeys introduce records; The Bible, an international Sunday school lesson taught by Dr. Robertson, and another interview program, Charisma. Although some broadcast stations, including CBN's four O&O's, carry the full CBN line-up of programs, most of the programs produced go out via the RCA Satcom II satellite to the cable systems. According to Mr.
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Ditchfield, CBN's "totally originated schedule" of 8-10 hours each day is reaching a potential audience of some three million cable subscribers.

In 1977, CBN paid $8,984,432 to stations to carry The 700 Club and other productions. Subject to clearances, it expects to purchase $14-15 million in affiliate time in 1978. (Air time for a one-hour version of the show in New York, where it is carried weekday mornings on WPIX-TV, is reported to cost CBN $50,000 a year.)

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

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

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

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

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

Rather, Mr. Gilman described a "new context" of programming that will present "the kinds of programs that are missing today."

Viewers, he said, have been "conditioned and programed to receive" whatever the three major networks offer. As an alternative, CBN envisions becoming a "family network" that will present the "standard formats like the soap opera, the situation comedy and the documentary" with a conservative, fundamentally Christian bias. "We're going to write what we know about."

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

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

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

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

The news operations, which could be operational by the end of this year, will be run slightly differently from the rest of the network. For one thing, Dr. Robertson said, news personnel will not "necessarily" be required to be devoted Chris-
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WTVF Nashville
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WBTV Charlotte
WREG-TV Memphis
WFBC-TV Greenville-Spartanburg-Asheville
WLKY-TV Louisville
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KFVZ-TV Wichita Falls-Lawton
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delinquent and was removed. "We like people who see the world through eyes with love and compassion," whose brains aren't all fogged up with too much booze or too much extracurricular activity. I think it would be to our benefit to have people who are clean living, moral individuals as our employees."

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

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

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

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

And in its 18 years, CBN has had its share of fights. In 1970, the network's proposed broadcast tower was challenged as posing a navigation danger to aircraft using an area airport. Over some stern local and national opposition, the Federal Aviation Administration eventually approved the erection of the tower. In 1971, Dr. Robertson and CBN were presented with a $25,000 tax bill from the city of Portsmouth for delinquent property taxes on some equipment. Although he contended that in the eyes of the Internal Revenue Service CBN was a nonprofit, tax exempt organization and did not have to pay the taxes, Dr. Robertson finally agreed to "walk the second mile" and presented the city with a check for twice that much, $50,000.

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

CBN also suffered a minor embarrassment last fall when Michael Pertschuk, chairman of the Federal Trade Commission, singled out a CBN advertisement in Broadcasting magazine (although it appeared in others) as an example of the broadcasting industry's attitude toward child viewers. Dr. Robertson said the appearance of the ad "unfortunate" and said that it ran, in part, because "I never saw it" before publication. He defended the advertisement—for CBN's WXNE-TV Boston—as an "acknowledgement of the fact that children do, indeed, influence the selection of a number of things in the home."

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

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

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

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

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

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

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

A former Democratic congressman from Virginia who knew Dr. Robertson in his youth called him a "remarkable man" and a "true Christian." A Tidewater area reporter after almost two years of digging he had been unable to find any improprieties at CBN or among its officials. A local city editor said Dr. Robertson was a "genius" as an evangelist and fund raiser and "the only one of those guys I trust." A news director of a local television station said he was "not even sure there's a whistle to be blown" at CBN. Even one disgruntled former employee who punctuated his comments with references to "Saint Patrick" concluded after several years with CBN that Dr. Robertson and the majority of his associates were, indeed, sincerely religious persons. Dr. Robertson is a committed man who believes CBN can and will equal and, perhaps, surpass the powers of American and world television. He believes that the Apostle Paul's declaration of the "fullness of time" holds a particular applicability to CBN. "We're not just blue-sky speculators; we're going to have to take it one bite at a time."
You're invited to preview the best in Hanna-Barbera's animated entertainment, sip some of California's finest wines and take home a bag of fun for the kids.

Entertainment. Sample television's greatest animated entertainment. We have proven family programming, including series and specials that will fit any schedule from fringe to prime access.

- Captain Inventory•The Fun World Of Hanna-Barbera—84 half-hours
- The Banana Splits And Friends—125 half-hours
- Josie—32 half-hours
- Award-Winning Childrens Specials
- Top Cat—30 half-hours
- Wait Till Your Father Gets Home—47 half-hours
- Max B. Nimble—39 half-hours
- Energy—A National Issue
- 1978 Grand Prix Tennis—32 hours of exciting tennis.

California Wines. Sample some of the superb wines from California's vineyards at our wine tasting fest. We'll have selections from the cellars of Wente Brothers and Louis M. Martini, along with wine specialists to explain California wines. The wine fest starts at 2 p.m. on Saturday and Sunday.

Bag of Fun. While with us, don't forget to pick up a free tote bag filled with special fun for the kids.

Good product, good wine and a bag of fun, plus a chance to preview the Hanna-Barbera library of family films makes Hanna-Barbera hospitality California hospitality at its best. We'll be looking forward to seeing you.
The Rat Patrol sets the Sahara ablaze with its personal war against Germany's Afrika Corps... and brings a new kind of heart-pounding excitement and adventure to your market. 58 action-packed half-hours in color.
Who holds the longest streak in baseball?

(a) LOU GEHRIG  (b) JAMES T. McGUIRE  
(c) JOE DI MAGGIO  (d) WGN TELEVISION

(a) LOU GEHRIG played 2,130 consecutive games.
(b) JAMES T. McGUIRE played most years in the majors: 26.
(c) JOE DI MAGGIO hit safely in 56 straight games.

(d) WGN TELEVISION 9 IS THE ANSWER!

SINCE APRIL 16, 1948, CHICAGO'S WGN TELEVISION HAS TELECAST MORE THAN 4,500 MAJOR LEAGUE BASEBALL GAMES, INCLUDING 30 CONSECUTIVE YEARS OF THE CHICAGO CUBS. MORE BASEBALL THAN ANY TELEVISION STATION IN THE WORLD!

WGN Television 9 Chicago

THE NATION'S LEADING INDEPENDENT
Where Live Television Lives
Baseball rights inch up in ’78 for broadcasting

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

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

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

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

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

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

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

ABC-TV’s All-Star Game is pegged at $140,000 per minute, the same as last year. The playoffs are being sold at $110,000 per minute for night games (unchanged from last year), $40,000 per minute for daytime weekday games, and $60,000 per minute for daytime weekends.

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

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

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

Major sponsors in the Saturday package are AC Delco (Campbell-Ewald), Black & Decker (BBDO), Bic (Wells, Rich, Greene), Chrysler (BBDO), Continental (Doyle Dane Bernbach), Dupont (Ayer), Gillette (Morgate), Goodyear (Campbell Ewald), J.B. Williams (Parkson), Kentucky Fried Chicken (Young & Rubicam), McDonald’s (Needham, Harper & Steers), Miller Brewing (McCann-Erickson), RCA (Leo Burnett), Polaroid (Doyle Dane Bernbach), Stanley Tool (Humphrey Browning MacDougall), Union Carbide (Leo Burnett), U.S. Tobacco (Warwick Welsh Miller) and Xerox (Needham Harper & Steers).

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

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

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

Some examples from Broadcasting's check of the 26 major league cities:

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

In Baltimore, Jim Fox, sales manager for the Orioles' originator, WBAL(AM), for the second consecutive year has put up the SRO sign for practically all elements of in-game, pregame and postgame programming.

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

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

One other barometer of the accelerating traffic in baseball broadcasts is a report from the Robert Wold Co. that it plans to rely more on satellites to relay baseball broadcasts during the coming season. Wold, based in Los Angeles, arranges both engineering and transmission facilities to interconnect stations and regional networks for the live picks-ups from road game sites. It will number at least 22 of the 26 major league radio rights holders among its clients. Some of the remaining packages are still in negotiation. Additionally, Wold will be servicing several television packagers.

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

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

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### AMERICAN LEAGUE EAST

<table>
<thead>
<tr>
<th>Team</th>
<th>1978 Rights</th>
<th>1977 Rights</th>
<th>TV Originator and Affiliates</th>
<th>Radio Originator and Affiliates</th>
<th>Rights Holder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore Orioles</td>
<td>582,500</td>
<td>582,500</td>
<td>WBZ-TV 3</td>
<td>WBAL 50</td>
<td>Carling Brewing Co. holds TV-radio rights.</td>
</tr>
<tr>
<td>Boston Red Sox</td>
<td>2,450,000</td>
<td>2,000,000</td>
<td>WSBK-TV 5</td>
<td>WMEX 66</td>
<td>WSBK-TV and WMEX for television and radio, respectively.</td>
</tr>
<tr>
<td>Cleveland Indians</td>
<td>900,000</td>
<td>900,000</td>
<td>WKJW-TV 1</td>
<td>WWWE 26</td>
<td>WWJ-TV holds TV rights: Combined Communications holds radio rights.</td>
</tr>
<tr>
<td>Detroit Tigers</td>
<td>1,300,000</td>
<td>1,200,000</td>
<td>WWJ-TV 5</td>
<td>WJR 55</td>
<td>WWJ-TV holds TV rights: WJR holds radio rights.</td>
</tr>
<tr>
<td>Milwaukee Brewers</td>
<td>800,000</td>
<td>600,000</td>
<td>WTMJ-TV 4</td>
<td>WTMJ 57</td>
<td>WTMJ Inc. holds rights for television and radio.</td>
</tr>
<tr>
<td>New York Yankees</td>
<td>1,300,000</td>
<td>1,300,000</td>
<td>WPIX 6</td>
<td>WINS 40</td>
<td>WPIX holds TV rights: Yankees retain radio rights.</td>
</tr>
<tr>
<td>Toronto Blue Jays</td>
<td>1,200,000</td>
<td>1,200,000</td>
<td>CBC-TV 38</td>
<td>CKF 20</td>
<td>CBS has television rights: Hewpex Sports Network holds radio rights.</td>
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<tbody>
<tr>
<td>California Angels</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>KTLA</td>
<td>KMPC 19</td>
<td>Golden West Broadcasters (KTLA and KMPC), which is under common ownership with the California Angels, holds broadcast rights.</td>
</tr>
<tr>
<td>Chicago White Sox</td>
<td>1,750,000</td>
<td>1,750,000</td>
<td>WSN 1</td>
<td>WMAQ</td>
<td>WSN and WMAQ hold television and radio rights, respectively.</td>
</tr>
<tr>
<td>Kansas City Royals</td>
<td>350,000</td>
<td>350,000</td>
<td>KBMA-TV 2</td>
<td>WIBW 92</td>
<td>KBMA-TV and WIBW hold television and radio rights, respectively.</td>
</tr>
<tr>
<td>Minnesota Twins</td>
<td>1,100,000</td>
<td>1,075,000</td>
<td>WTCN-TV 9</td>
<td>WCCO 20</td>
<td>Midwest Federal Savings and Loan Association holds TV and radio rights.</td>
</tr>
<tr>
<td>Oakland’s</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>KPIX 17</td>
<td>Being negotiated</td>
<td>KPIX holds TV rights.</td>
</tr>
<tr>
<td>Seattle Mariners</td>
<td>800,000</td>
<td>800,000</td>
<td>KING-TV 7</td>
<td>KVI 20</td>
<td>Seattle Mariner's retain television and radio rights.</td>
</tr>
<tr>
<td>Texas Rangers</td>
<td>700,000</td>
<td>700,000</td>
<td>KXAS-TV 17</td>
<td>WBAP 20</td>
<td>City of Arlington, Tex., holds rights under 10-year contract with sales through city's Arlington Entertainment Division.</td>
</tr>
</tbody>
</table>

AL total $15,275,000 $14,275,000 (Continues on page 79.)
If you’re not among the pre-sold markets that represent more than half of all U.S. television homes, you ought to talk to us at the NATPE Convention in Los Angeles. We’re at the Bonaventure Hotel, Suite 3117-18-20.
American International Television

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Lorne Greene's

Last of the Wild

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— Lorne Greene

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James Whitmore hosts:

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Visit us at NATPE Malibu Suite 3158 Hotel Bonaventure Los Angeles

American International Television, Inc., 9033 Wilshire Boulevard, Beverly Hills, California 90211
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<tbody>
<tr>
<td>Chicago Cubs</td>
<td>$1,500,000</td>
<td>$1,200,000</td>
<td>WGN-TV</td>
<td>WGN</td>
<td>WGN-TV and WGN hold TV and radio rights, respectively.</td>
</tr>
<tr>
<td>Montreal Expos</td>
<td>$1,200,000</td>
<td>$1,200,000</td>
<td>CBC-TV</td>
<td>CFCF</td>
<td>CBC-TV holds TV rights; CFCF holds English language rights; CKAC (Tel-Med) holds right for French language.</td>
</tr>
<tr>
<td>New York Mets</td>
<td>$1,500,000</td>
<td>$1,500,000</td>
<td>WOR-TV</td>
<td>WMCA</td>
<td>WOR-TV and the Mets share TV rights: WMCA holds radio rights.</td>
</tr>
<tr>
<td>Philadelphia Phillies</td>
<td>$1,200,000</td>
<td>$1,700,000</td>
<td>WPHL-TV</td>
<td>KYW</td>
<td>WPIL-TV holds TV rights; Phillies retain radio rights.</td>
</tr>
<tr>
<td>Pittsburgh Pirates</td>
<td>$1,200,000</td>
<td>$1,200,000</td>
<td>KDKA-TV</td>
<td>KDKA</td>
<td>Group WWestlinghouse is TV-radio rights holder.</td>
</tr>
<tr>
<td>St. Louis Cardinals</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
<td>KSD-TV</td>
<td>KMOX</td>
<td>Anheuser-Busch Inc., under common ownership with the Cardinals, is TV-radio rights holder.</td>
</tr>
</tbody>
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</thead>
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<tr>
<td>Atlanta Braves</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
<td>WTCG</td>
<td>WSB</td>
<td>WTCG is TV rights holder under arrangement with commonly owned Braves; Braves retain radio rights and selling.</td>
</tr>
<tr>
<td>Cincinnati Reds</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
<td>WLWT</td>
<td>WLW</td>
<td>Reds retain TV and radio rights.</td>
</tr>
<tr>
<td>Houston Astros</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
<td>KPRC-TV and KHTV</td>
<td>KPRC</td>
<td>Astros retain TV and radio rights.</td>
</tr>
<tr>
<td>Los Angeles Dodgers</td>
<td>$1,800,000</td>
<td>$1,800,000</td>
<td>KTTV</td>
<td>KABC</td>
<td>Dodgers retain TV and radio rights; selling through Dodgers Radio and TV Network.</td>
</tr>
<tr>
<td>San Diego Padres</td>
<td>$710,000</td>
<td>$710,000</td>
<td>XETV</td>
<td>KOGO</td>
<td>XETV holds TV rights; KOGO holds radio rights.</td>
</tr>
<tr>
<td>San Francisco Giants</td>
<td>$850,000</td>
<td>$825,000</td>
<td>KTVU</td>
<td>KSFO</td>
<td>KTVU holds TV rights; KSFO holds radio rights.</td>
</tr>
</tbody>
</table>

**NL total** $13,980,000 $14,135,000

**Major total** $29,235,000 $28,935,000

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

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

Not included in the table is ABC's payment for nationally televised games that will amount to $12.5 million this year and NBC's payment for nationally televised games that will amount to $10.7 million this year. Both are under a four-year contract that began in 1976. In addition, CBS in 1976 acquired radio rights for four years under a contract reported to be in excess of $300,000.

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**Strange bedfellows**

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

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

This joining of hands by presumed adversaries was announced last Friday in a speech to the International Radio and TV Society in New York by national PTA President Grace Baisinger. She said Gene Jankowski, president of the CBS/Broadcast Group, has agreed to help the association raise funds for the development of a program to educate youth about the television industry, its "problems and challenges," and the ways it uses the camera "to create an image, convey an emotion and imply a value."

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

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

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

Mrs. Baisinger's announcement last week seemed to signal a shift in direction for the PTA from confrontation with the television industry toward more conciliatory efforts. The association's announcement placing the networks on six months "probation" last year, during which time they were expected to show
evidence of cleaning up violence and sex on the screen, was accompanied by PTA threats of possible future boycotts of network advertisers and challenges to TV station licenses at the FCC.

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

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

**NBC-TV attacked by the gremlins**

Foul-ups result in wrong episode of 'Loose Change' going out and an ominous filler 'Update'. KUTV's edited version of miniseries gets passed on to nine affiliates

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

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

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

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

There were also problems later in the broadcast when a computer foul-up caused some brief delays in the airing of commercials. NBC said neither problem necessitated make-goods to advertisers, and a spot check with several of the network's affiliates failed to confirm that local make-goods were not required there either, although one sales manager said he expected to hear from some of this national clients about it. Whether the confusion hurt the program's ratings is impossible to say, of course, but overnight reports from New York, Los Angeles and Chicago showed that "Loose Change" pulled almost exactly the same share it had in the national ratings the first night—a 23.

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

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

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

**Schneider on standing up to TV pressure groups**

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

He told a meeting of the Beverly Hills (Calif.) Bar Association that television is not opposed to interest groups seeking to influence it to fit in with their perceptions of the public interest. He added, "We have a very real concern that the influence interest groups seek to have over television is not to be used to divert television from its responsibility to serve the public in a meaningful way."

Schneider said the current pressures were a challenge that the network was not going to "roll over and accept."

For ABC, one new weakness continued during the week: The Six Million Dollar Man, in its new time slot on Monday from...
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Available for September, 1980.
CBS builds up its bench for the new season

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

CBS-TV is “still going for the spectrum” with its series development plans for next fall’s prime-time schedule, according to B. Donald Grant, the network’s vice president of programs. A look at projects in the works shows what he means.

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

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

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

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

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

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

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

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

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

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

- Pilots in production for one-hour dramas include: Down Home, about a black family from Detroit that moves to the South; The Busters, about two contemporary cowboys on the rodeo circuit; Gunsmoke, about two World War II spies who disguise themselves as gypsies (it has a Mission: Impossible flavor to it, Mr. Grant said); Paper Chase, based on the film of the same name and featuring the film’s Oscar-winning actor, John Houseman, but with the focus on the students; War of the Worlds, based on the H.G. Wells fantasy (this is on order as a “half-hour presentation,” or outline film,
Our fourth carefully balanced package of feature films includes the legendary lizard's latest exploits on one end of the scale and the romantic stories of the award-winning "Roseland" on the other. Between them are enough sobs, sighs, laughs, gasps, howls and roars to balance your feature film format. The titles in our fourth film package, like those in the first three, have been hand picked to effect a balance of action, adventure, romance, drama and family films. Celebrate the Fourth: have some champagne with film clips of Geraldine Chaplin, Malcolm McDowell, Peter Firth, Yvette Mimieux, John Gielgud, Christopher Plummer, Vincent Price, Teresa Wright, Shelley Winters...Godzilla...that whole crowd.

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

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

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

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

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**Lear's leaving weekly grind**

* He's taking sabbatical from series work to do films, explore new concepts for television

Horn will take over from him

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

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

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

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**Program Briefs**

* On the dotted line. Suspense over continuation of Phil Donahue Show as syndicated vehicle ended last week with signing of six-year contract between star and Multimedia Broadcasting Co. There had been reports that Mr. Donahue would join NBC as host of Today Show. Donahue deal—concluded with Walter Bittel, president of Multimedia Television—covers both daily talk-variety show and other program ventures distributed by Multimedia Program Sales.

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

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

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

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

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

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

* For drive time. Frank J. Fitzgerald & Associates, Larchmont, N.Y., is making available to radio stations free of charge two-and-one-half-minute daily program, Auto Week, consisting of interviews with leaders of car industry by Lindsey Nelson. Firm is now lining up advertisers. It has similar show, The Financial Page, based on economic news and sponsored by American Iron and Steel Institute on more than 240 stations.
Like it or not, ratings are how a TV station's programming is evaluated. If your numbers are right, things are pretty bright. But most stations aren't that fortunate.

We can help put up some nice numbers on the scoreboard for your station with a big package of "just made available to TV" feature films which have been super successful at the box office, with some having recent national TV network exposure. Millions of dollars were poured into their promotion and advertising to build public awareness and interest. These G-rated films are loaded with action and excitement the entire family can enjoy. That's why they're great for prime time, fringe time, any time. They'll draw viewers and do wonders for your ratings.

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The FTC moves toward killing commercials on children's TV

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

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

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

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

Commissioner Paul Rand Dixon called the staff proposals "drastic" remedies for what he said he did not feel was necessarily a drastic problem. "In my mind there are currently so many uncertainties as to what these remedies mean, whether they could be fairly and feasibly implemented, and what their side effects would be, that it is hard for me to conclude as of now that these remedies are the one most likely to be appropriate." Commissioner Dixon introduced some editorial changes to the proposed order that broadened the scope of the inquiry and made it clear that the commission "has made no determination" that the staff proposals would be adopted.

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

Commissioner Elizabeth H. Dole said, "I think there is sufficient evidence of deception and unfairness in current advertising to the very young to warrant a rulemaking proceeding." But, the commissioner warned, "a ban on advertising warrants our closest scrutiny." "At the present time," she added, "I do not believe we have before us evidence essential to rendering a judgment about the reasonableness of the ban proposal."

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

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

One rule under the new procedures did
Society today is undergoing many changes. Issues once unheard of challenge our way of life. Channel 2 believes the role of television is to explore and expose these issues. So, when Channel 2 programs win the duPont-Columbia Award and citations, our viewers benefit, too.

Scott Craig won the duPont Award, the "Pulitzer Prize" of broadcast journalism, for his "Once a Priest" a powerful documentary about the crisis in the Catholic Church.

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

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

During the hearing last week, the staff report was presented by Tracy Westen, deputy director of the commission's Bureau of Consumer Affairs. Mr. Westen said the staff worked from the premise that "all children lack certain cognitive abilities that we as adults have. Children do not understand that the purpose of a commercial is to sell a product." He cited a study, for example, that found that during a nine-month period in 1975, children viewed "at least 7,000 ads for sugar, and only four for meat, poultry, fish, vegetables, milk or cheese" on weekend daytime programs. "I think it's safe to assume that the half a billion dollars a year spent to persuade children to buy products is probably not spent in vain."

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

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

On another point, Commissioner Dixon questioned the role of parents on the issue, whether the commission was, indeed, usurping parental responsibilities. Mr. Westen said the staff's work had indicated that parents were "increasingly unable to cope" with the pressures of advertisers who are presenting their children with commercials "edited down to perfection" convincing them they need certain products. "Parents are outgunned," he said.

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

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

In the exact words of the trade commission

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

The commission proposes the following rule which would:

a) Ban all televised advertising for any product...
which is directed to, or seen by, audiences composed of a significant proportion of children who are too young to understand the selling purpose of or otherwise comprehend or evaluate the advertising; 
b) Ban televised advertising for sugared food products directed to, or seen by, audiences composed of a significant proportion of older children, the consumption of which products poses the most serious dental health risks; 
c) Require televised advertising for sugared food products not included in paragraph (b), which is directed to, or seen by, audiences composed of a significant proportion of older children, to be balanced by nutritional and/or health disclosures funded by advertisers.

In addition, the commission desires comment on the appropriateness and workability of the following alternative remedial approaches, as well as other possible remedies not contained in the foregoing list or discussed in the staff report:
(1) Affirmative disclosures located in the body of the advertisement; 
(2) Affirmative disclosures and nutritional information contained in separate advertisements, funded by advertisers of all cariogenic products advertised to children.

Issues Related to paragraphs (b) and (c)

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

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

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

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

5. Should warnings or disclosures be presented to children in televised sugared snack food advertising? Should they include disclosure of sugar content or of dental health risks or other risks to health? How can information concerning possible harms arising out of sugar consumption be communicated most effectively to children? Should it be presented in the course of children's programming or at other times? Can that information be presented most effectively within the advertisement for the product itself, or elsewhere? Are there certain techniques or approaches, such as animation or make-believe settings, which will ensure that such messages are meaningful? How can messages be made appropriate for children of differing ages in the viewing audience? 

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

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

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

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

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

11. Should warnings or disclosures be presented to children in televised sugared snack food advertising? Should they include disclosure of sugar content or of dental health risks or other risks to health? How can information concerning possible harms arising out of sugar consumption be communicated most effectively to children? Should it be presented in the course of children's programming or at other times? Can that information be presented most effectively within the advertisement for the product itself, or elsewhere? Are there certain techniques or approaches, such as animation or make-believe settings, which will ensure that such messages are meaningful? How can messages be made appropriate for children of differing ages in the viewing audience?

12. Who should devise such messages? Should advertisers of products regulated by paragraph (c) prepare these disclosures? Or should they be prepared by other persons or organizations? Are there persons or organizations with expertise in the subject areas of dentistry, nutrition and medicine, as well as in communicating with children, who are interested in participating in a program designed to provide children with supplementary information concerning harms arising out of sugar consumption? How can the commission ensure that such messages are professionally created and produced?

13. Will the remedies proposed in paragraphs (b) and (c)—a ban on advertising to children for certain sugared foods and balanced nutritional and health disclosures for certain other sugared foods—adversely affect the quality or quantity of children's television programming? Are there considerations—economic, competitive, legal or otherwise—which would preclude or limit reductions in the quantity or quality of children's television programming?

14. Various remedies designed to undo harms arising out of television advertising of sugared products to children are identified and discussed at Part VI of the staff's report to the commission. Comment on the propriety and feasibility of each of these remedies, whether alone or in combination with others, is invited. In particular, we invite comment on whether there are certain categories of claims which, because of their special capacity to negatively influence children, would be prohibited in television advertising of sugared products to children. Such claims might include, for example, excessive promotion of the sugar or sweetness. We invite identification of others.

FTC ad proposal draws instant fire

Initial comments from advertisers and broadcasters indicate their displeasure with children's ad ban

Industry reaction to the Federal Trade Commission action was swift and predictably negative. Among broadcasters and advertisers, there was considerable doubt that the commission could accomplish its apparent goal in the time it allowed itself. How those industry figures commenting on the action said they felt the proposed rule would be an unnecessary intrusion into the private sector by a regulatory agency.

ABC issued this statement:

"ABC has had a long-standing interest and record of accomplishment in children's programming and the careful handling of commercials in that programming. We cannot comment in detail on the FTC proposals until they are published in full. However, from what we understand, some parts present serious and fundamental
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questions about the necessity for and the wisdom of such extreme remedies. Such rules, if adopted, would be clearly discriminatory against broadcast media and would be unworkable in many respects. This also represents another instance of far-reaching government intrusion into questionable areas."

Peter Alport, president of the Association of National Advertisers, said the ANA board would meet next week and take up the FTC proposals. He said it would be inconceivable if the ANA did not adopt a stand that would be unalterably opposed to the measures the FTC has under consideration. He preferred not to make additional comments yet.

William Hesse, president of the American Association of Advertising Agencies, said it is the sentiment of the association that the FTC should not set the rules governing what children may or may not watch on television. He indicated that the views expressed in the proposed rules are those of a comparative handful of people who are not representative of the country as a whole, and said he considers it highly doubtful that parents of children are in agreement with the proposals made to the FTC.

Dr. Eugene B. Hayden, president of the Cereal Institute, Chicago, who attended the FTC meeting in Washington at which the proposed rules were issued, said he was impressed by what he considered the open-mindedness of some of the FTC commissioners. He said they had questioned the breadth of some proposals, and seemed to have reservations regarding government intrusion into a responsibility that belongs to parents. Beyond that, he said, the Cereal Institute was prepared to submit proof concerning the nutritional benefits of breakfast cereals.

Roger Rice, president of the Television Bureau of Advertising, issued this statement: "The children's advertising issue is of vital concern to TVB, as we think it is a vital concern to broadcaster, advertiser and viewer, Marvin L. Shapiro, TVB chairman, and I have had a lengthy discussion on the actions that TVB should consider. Our first step has been to coordinate jointly with the NAB and have [after the NAB summit Thursday; see "Top of the Week"], TVB will decide on joint or separate action as called for, and then go to the full board of the bureau for support."

Some network officials were reluctant to comment, in part because they wanted time to marshal their arguments and figured that with the FTC's timetable they were under no special pressure to speak in haste.

They saw some elemental difficulties with the FTC staff's proposals, however—for one example, they noted, there is no data available on viewing by youngsters in some of the age categories specified in the proposals.

"The proposals," one executive said, "display a philosophy of government that says that we—the government—should be the parents."

Some officials estimated that the time needed to get the proposals through the rule-making process and subsequent appeals—if they were adopted—would take much longer than the two years that FTC sources believed.

Commenting on their medium. The National Association of Broadcasters is enjoying some of its most extensive national news exposure in recent years, following the announcement of the Federal Trade Commission's children's TV advertising proposal. NAB President Vincent Wasilewski and executive vice president and general manager, John Summers, have alternated in appearances on the ABC and CBS evening news, and the NBC Today show, from which these photographs were made. Appearing side by side Tuesday morning with Tracy Westen, deputy director of the FTC Bureau of Consumer Protection, Mr. Wasilewski argued that the commission's proposal is an unwarranted government intrusion into the broadcast advertising arena, where network standards departments and broadcast and advertising industry codes of good practice are already performing adequate regulatory functions. "If a product is harmful, it should be dealt with in the marketplace," he argued. Striking at advertising could well result in a diminishing of the number of TV programs for children. Mr. Westen argued, on the other hand, that government is justified in restricting children's ads because they are misleading. Ads for sugared foods don't explain that sugar rots teeth, he said, and ads aimed at preschoolers are inherently misleading because those youngsters don't have the same cognitive abilities as adults. Parents cannot police their children's TV viewing night and day, he continued. "We have to help the parents in this task."

ACT's next move: to beat the drums for public support

Organization that has gotten this far with children's TV advertising issue won't leave the outcome to chance; among those it's out to enlist—the first generation of parents influenced by television

Sitting quietly on the first row of the Federal Trade Commission's meeting room gallery last Tuesday was Peggy Charren, the president and founder of the Newton, Mass.-based Action for Children's Television, the citizen group that petitioned the FTC to ban advertising from children's television. It was her day. She called the commission's vote last week the "most significant victory in ACT's 10 years."

But, she said, her job is now only beginning. ACT intends to lead the upcoming fight before the commission on the issue by "encouraging the people to participate" in the rulemaking procedure. She said she is "not sure yet" how ACT will try to present the question to the public (she is even considering a television public service announcement campaign), but the next few weeks and months will be spent by her and her 10-person staff drumming up support for the proposals.

Mrs. Charren noted last week that broadcast coverage of the commission's action was almost nonexistent (one local television station crew showed up at the FTC 30 minutes after the meeting broke up). "Rarely does the television industry follow our side of these activities," Mrs. Charren said.

"The place that most people get their information from now is television, and it is not in the best interest of television to build a big volume of mail at the FTC on this issue."

"But, she said, was certain "the broadcasting industry is going to be using the airwaves to get its message across."

Mrs. Charren said she was "encouraged" by the commission's action last week and called the vote an endorsement of the notion of public participation in the legal process. "At this particular time, the message to reach parent's with is that for the first time, your concerns about this issue should be sent to Washington."

One of Mrs. Charren's associates, Molly Pauker, ACT's new general counsel, said she was especially pleased by the commission's apparent desire to "tone down the adversary process" of the inquiry with its new procedures. The commission is "begging for information," she said, and is "really looking for the truth."

Children's advertising is a "new problem in our society," Mrs. Charren said. "It wasn't a problem 20 or 30 years ago." She said the FTC's action was a serious attempt to deal with a "generally widespread concern," among parents who were unaware of possible remedies for their children's viewing problems. This gener-
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The fight over the ad ban: a preliminary bout

Wiley, Johnson, Jencks and Agress in Washington seminar bring up many of the arguments that will be presented in the FTC proceeding

The night before the Federal Trade Commission vote to begin a rulemaking looking to ban on TV advertising to children, the issue was the focus of a debate at a Georgetown University Law Center seminar in Washington. The panelists — former FCC Chairman Richard Wiley, retired CBS Washington Vice President Richard Jencks, former FCC Commissioner Nicholas Johnson and attorney Ellen Agress — previewed many of the arguments that will be made in the FTC's proceeding.

Mr. Wiley, now with the Washington law firm of Kirkland & Ellis, framed the question this way: "The major issue is not are children special or do they need special protection, but rather what should be the role of government?" He then turned to the specific proposals released in an FTC staff report last week. "The only villain identified was sugar," Mr. Wiley said. The report "deduced that a reduction of advertising would bring about a reduction of sugar consumption," he said, a conclusion he later called "irresponsible."

Testimony presented during the 1976 controversy over drug advertising found "the correlation between drug advertising and drug abuse was neutral," he said. "It is totally irresponsible for a regulatory agency to assume a relationship between advertising and product use," he added. "There is no reason to believe the so-called cure has any relation to the problem and available evidence suggests that this is not the case."

Mr. Wiley threw in a free-speech argument: "The First Amendment is a formidable obstacle to any regulation in this field." He cited recent precedent-setting cases in which the courts found advertising a dissemination of information and thus protected by the First Amendment.

Ms. Agress, who joins NBC's legal staff on March 13, noted the "irony of the FCC finding it has the right to regulate sex or violence and questioning its right to deal with children's advertising." She disputed any First Amendment conflict with the FTC proposals, arguing that "pushing a product at children is not allowed the same First Amendment protection" as the advertising in cases Mr. Wiley had cited because the courts have always given children special protection. Only if the FTC dictated content word-for-word would the First Amendment become an obstacle, she said. Self-regulation or parental control are simply not effective, she added, because "the National Association of Broadcasters code has no effective sanctions" and it is unrealistic to expect parents to combat the barrage of advertising.

Mr. Jencks said that "if this were 1968 many of you in this room would be convinced that if TV and radio advertising for cigarettes were discontinued the number of smokers would decrease." Now the issue is sugar, he noted. But sugar consumption is equally high now in Russia, where it is not advertised, and was at higher levels in the United States in the 1930's, he argued. "Sugar is the apple in the garden of Eden. It may be necessary for the serpent to introduce Eve the first time but it isn't thereafter, and television isn't the only serpent." He said the government has unconditionally endorsed sugar and has many more effective and consistent means of lowering sugar consumption than the regulation of advertising. "The government could say that sugar is not generally recognized as safe, it could stop subsidizing sugar production, it could disallow the food stamp purchase of heavily sugared products and stop subsidizing school-lunch programs in cafeterias where heavily sugared snacks are sold in vending machines," he said.

"I will argue that we have been altogether too hard on advertising and I will argue for the status quo," said Mr. Johnson, now chairman of the National Citizens Committee for Broadcasting, in a tone freighted with irony. "Virtually everyone in this room accepts the fact that television should exist," he continued, "and we are now confronting a massive

ACT's Charren and lawyer Pauker.
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general. Government has not played fair with the industry because they have not told broadcasters what is expected of them," he said. "The FCC has a responsibility to regulate in the public interest. Broadcast licenses are a two-sided contract but we've forgotten that.''

SRA keeps sharp eye on network commercials

It engages BAR to monitor them for their length and number

The Station Representatives Association last week signed a contract with Broadcast Advertisers Reports for continuous monitoring of the commercial content and the length of individual commercials carried by the TV networks.

M.S. Kellner, managing director of SRA, said that in the past the association has engaged BAR for special projects but this marks first sustained use of a monitoring service.

Using the first quarter of 1977 as a benchmark, quarterly reports from BAR will (1) highlight instances when the number of commercials within a network program exceeds the number carried early in 1977 and (2) report any commercial that is not 60, 30 or 10 seconds in length.

"It has long been the representatives' contention that the viability of television stations is adversely affected by network encroachment, that is, an expansion of the station hours occupied by network programs and increases in the number of commercials within network programs," Mr. Kellner said. "The reps have pointed out that such network actions upset the balance between network and spot. Spot is the biggest source of television stations' revenue. Stations obtain over 50% of their revenues from spot and less than 10% from network. Network TV is bought first by many large national advertisers, after which spot has a chance at the remaining dollars.''

Mr. Kellner noted that SRA filed comments last year with the FCC in the agency's inquiry into network television practices. The filing stressed that an increase of one commercial minute per half hour in prime time alone would add between $458 million and $655.2 million per year to network revenues and would subtract that amount from the pool available for spot.

He said the BAR monitoring "will track network commercials exceeding the formerly established network practices and supply SRA with the facts for reps to relay to their client stations and the network affiliate boards, in addition to being material pertinent for the FCC's television network inquiry.''

Task force gets new leader

The FCC is expected to name a new head of its children's television task force next month—Susan Greene, now with the Cable Television Information Center, Washington. Ms. Greene worked in children's television in 1969-71, when she helped in the pre-testing of "Sesame Street." Although her appointment awaits clearance by the Civil Service Commission, she is expected to start on her new job as a consultant next month. Her first assignment will be to begin staff work in connection with the commission's expected reopening of the children's television inquiry.

Meanwhile, Ms. Greene's predecessor at the commission, Karen Hartenberger, began working last week at the National Association of Broadcasters. She is a part-time (three days a week) and temporary (her assignment runs three months) consultant in children's television. Her first assignment is to help the NAB in responding to the Federal Trade Commission's proposal to restrict television commercials aimed at children.

January with the agency's $1.2 million account of the Cudahy Food Co., Phoenix. In its complaint filed in Arizona State Court in Maricopa county, J&T/FCB charged Wayne B. Fulcher and Fred Brownfield with "breach of fiduciary duty as employees" and claimed they had "solicited, negotiated and conspired" to obtain the Cudahy account prior to their resignation as employees. They have since formed Fulcher/Brownfield in Phoenix.

Mr. Fulcher was the account director on Cudahy and Mr. Brownfield was the associate creative director of J&T/FCB, subsidiary of Foote Cone & Belding, New York and Chicago, which had handled Cudahy for 11 years. Cudahy is active in spot television and radio.

Radio offers car dealers an advertising hand

With automobile sales in the doldrums, the Radio Advertising Bureau has unveiled "Operation Motor/vation" to induce stations to step up their sales efforts among car dealers and businesses related to the auto industry.

Miles David, president of RAB, said more than 30 promotional ideas are being sent to member stations, plus a tape of a message from Robert P. Mallon, president of the National Auto Dealers Association. In it Mr. Mallon pays tribute to the RAB campaign and endorses the project on behalf of 21,000 members of NADA.

Auto sales are said to have begun to pick up again in mid-February, the first positive sign since last November, according to W. Weldon (Hap) Hazard, RAB vice president-automotive. He said the bureau is intensifying its effort at auto headquarters to persuade more manufacturers to tap radio.
If the show fits, buy it.

It ain't no secret. Westerns are more popular than a single lady in a miner's camp. Your locals should have one of the best: *How the West was Won*. We're talkin' about somethin' big enough to fill anyone's boots. Pick it up. You'll be in good company.

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Advertising Briefs

Mucho dinero. In first 45 days of 1978, SIN, U.S. Spanish Television Network, New York, reports it wrote more than $2.8 million in new business, 42% increase over last year's period and largest total for that span in firm's 15-year history. Increased activity resulted primarily from SIN's new satellite network programming operation, including buys from Kellogg (Leo Burnett Co., Chicago), Wm. Wrigley Jr. (Arthur Meyerhoff Associates, Chicago), Anheuser-Busch Inc. (D'Arcy-MacManus & Masius, St. Louis), McDonald's (Needham, Harper & Steers, New York), Argentine Airlines (NU-Line Advertising, New York) and Textile Chemical Co. (Henderson Advertising, Greenville, S.C.)

Super supermarkets. Top 15 food chains in U.S. now advertise daily in the 23,422 daily newspapers advertising in $77.9 million in medium in 1977, up 11% over 1976, according to Television Bureau of Advertising. Releasing figures compiled by Broadcast Advertisers Reports, TVB said leading advertiser was Safeway, up 40% to $14,179,800, followed by A&P down 26% to $13,182,600; Winn-Dixie, up 12% to $7,709,700; Alpha Beta, up 27% to $6,536,000, and Kroger, up 27% to $7,306,800.

Add-on. Tyrol Co., Hartford, Conn., becomes Tyrol & Flanagan Inc. as former Christal president, Phil Flanagan, joins agency. Firm moves to new location at One Financial Plaza, Hartford 06103; phone (203) 525-0513.

For radio consumers. Heavy spot radio campaign has begun on 11 New York radio stations to promote the debut in mid-March of consumer magazine, New York Radio Guide, which will include program listings of more than 80 AM and FM stations in area. Interviews with radio personalities and human interest articles. In succeeding months there will be guides on other major metropolitan markets patterned after New York prototype.

Love letters. To commemorate the 1,500th broadcast of the one-hour CBS Radio Mystery Theater on St. Valentine's Day, the network sent photos in advance of that date asking listeners for comments. As of last week, more than 5,000 letters had been received. CBS Radio left the mail sacks unopened and distributed one each to Chicago, Detroit, Los Angeles and New York, and asked its sales executives to take them and call on prospective clients. The clients themselves opened the letters and read them. According to Ben Lochridge, vice president of development for CBS Radio, of the first 500 letters opened, all were highly complimentary and some even made story suggestions. One new advertiser has signed: Blue Lutie rinse shampoo.

Media

The crossfire continues in antitrust suits

ABC and CBS, in latest filings, say Justice hasn't got a case and ask that it be thrown out; department counters that it is fighting a delaying action only

CBS and ABC are making another effort to persuade a federal judge to throw out the government's antitrust cases against them. In response, the Justice Department's Antitrust Division said the efforts constitute only "another delaying tactic" in cases pending since April 1972 and should be summarily rejected.

CBS and ABC, in motions filed with Judge Robert J. Kelleher of the U.S. District Court in Los Angeles, contended that the Justice Department has failed to identify the market that the networks are alleged to dominate.

ABC asked Judge Kelleher to direct the Justice Department to submit such evidence or to dismiss the complaint. CBS simply asked that the complaint be dismissed.

Justice, in the cases it filed against ABC, CBS and NBC, contended that the networks use their control over access to television's prime time hours to restrain and monopolize television programming in violation of the antitrust laws.

Justice settled its case against NBC with a consent decree that Judge Kelleher accepted last November (BROADCASTING, Dec. 5, 1977).

The other networks not only have refused to reach similar settlements with Justice but are seeking reversal of the NBC decree.

CBS and ABC, in their latest motions, argued that Justice, in an "identification of the relevant market in support" of its claim that the two networks have violated the Sherman Antitrust Act (BROADCASTING, Sept. 9, 1977), does not state any contention regarding the relevant product market, describe the dimensions of any market or identify any evidence that would establish the market alleged in the complaint.

"Indeed," CBS said, "the evidence identified by [the Justice Department] tends to establish" that the networks "compete in the procurement of television entertainment programming and, thus, that the relevant market within which CBS's power and conduct must be evaluated cannot be the market alleged in the complaint."

CBS and ABC last week filed their responses to the department's "identification" of evidence.

But Justice, in its replies to the motions, noted it has contended in its identification of evidence that a restraint of trade has occurred in the market consisting of prime time entertainment programming broadcast by each of the networks.

"At the very least," Justice said, "a market consisting of prime time entertainment programming produced for all three networks has been identified and recognized as appropriate by the court, and any unreasonable restraint of that market violates Section 1 of the Sherman Act!".

Justice characterized the motions as "delaying" tactics in noting that the cases have been pending almost six years. During that time, it added, the defendants "have engaged in an almost continuous motion practice which has substantially impeded their progress." It added that the present motions were "virtually indistinguishable" from some of the earlier ones.

A court hearing on the motions, as well as on a number of other matters dealing with discovery, is scheduled for March 9.

Licenses contested in Connecticut

Change in format and airing of 'vulgar' PBS shows leads to petitions to deny renewals

A citizen group calling itself Classical Radio for Connecticut Inc. filed a four-inch-thick petition to deny the license renewal of WNPR-FM Hartford with the FCC last week as the commission's deadline for New England petitions passed. Other petitions were filed contesting the renewals of noncommercial WGBH-TV Boston and WTTW(FM)Cambridge, Mass.

The Hartford petition was concerned with an April 24, 1977, format change from classical to "standard popular" music. The group said the stations abandoned an "economically and technologically viable" format and "deprived a substantial portion of the listening public" of diverse programming. It also accused the station of attempting to "stifle and suppress" listener protests of the format change.

According to the petition, the Hartford city council passed a resolution opposing the change. It also said the station "cannot be relied upon to fulfill its commitments" to the FCC concerning its program content. "Listeners of all ages have been cut off from the music education formerly offered by the stations, the petition said.

In the WGBH-TV petition, a local group called Morality for Media of Massachusetts Inc., accused the station, one of the primary sources for Public Broadcasting Service programs, of "consistently broadcasting offensive, vulgar material, otherwise harmful to children.

The petition singled out a 1977 episode of the British-made Monty Python's Flying Circus (which the group said "consistently relies primarily on scatology, immorality, vulgarity, nudity, profanity and sacrilege for humor") that, it said, was "about split-crotch panties where the dialogue included talk of how fast a man
1 A.M. or 11 A.M. or 2 P.M. or anytime. Because great movies and great stars are great anytime. And there are hundreds of enduring MGM Pre-48 movie classics available. We've purposely rested these classics for many years, making them first-run again.

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Media

John C. Butler, president-chief executive officer, KRLD(AM) Dallas, joins Mutual Broadcasting System, Dallas, as VP, heading Southwest division, and executive director of Mutual subsidiaries, Southwest Radio Network, Dallas Cowboys Radio Network and Southwest Athletic Conference Radio Network.

Russell Wittberger, general manager of Downe Communications's KCOA(AM) San Diego, named president of Downe's broadcasting group. He succeeds Robert J. Smith, who was named acting head succeeding George Wilson, who has become independent program consultant. Mr. Smith now becomes general manager of group.


Carl D. Jaquint, assistant general manager-business manager, WHTS-TV Syracuse, N.Y., named VP-general manager.

Ernest D. Fears Jr., manager of personnel and community relations, WMAL Inc., Washington-WMAL (AM)-WBOX(FM)-appointed VP-general manager for WBOX.

Tom Griscomb Jr., VP for broadcasting, WSM-TV Nashville, named senior VP for broadcasting of WSM Inc., licensee of WSM-AM-FM-TV. Syd W. Oliver Jr., WSM-TV Nashville, named VP-general manager of station.

Thomas R. Shine, VP, WOLF(AM) Syracuse, N.Y., named VP-general manager, WNUN(AM)-WKGW(FM) Utica, N.Y. Don Brown, WOLF sales manager, promoted to general manager.

Sheldon Jacobs, manager, special projects and circulation, NBC, New York, appointed director, station circulation. John Patt, account executive, NBC Radio Network Sales, New York, appointed regional manager, affiliate relations, radio network.

Connie Golden, general manager, WEZS(FM) Richmond, Va., named VP of licensee, Easy Communications, Fairfax, Va., Edward B. Hapelwood III, WEZS announcer, appointed public relations director.

Harold A. Frank, general sales manager, WINZ-FM Miami Beach, Fla., appointed general manager of WINZ(AM) Miami and WINZ-FM.

Red Jones, station manager, WJEM(AM) Valdosta, Ga., appointed VP, succeeded by Allen Murray, air personality and sales executive.

John W. Fox III, operations manager, WTAW-AM-FM College Station, Tex., named general manager, KBRs(AM) Springdale, Ark.


James DeBold, station manager, WVIT-TV Bangor, Me., named general manager Michael Stopnick, graduate of Ohio University, joins WVIT as director of promotion and public service.

Larry Dunnon, promotion director, KFRC(AM) San Francisco, named to same post, KSPD(AM) there.

Barbara Link, director of data information services, John Blair & Co., Jacksonville, Fla., joins WJXT(TV) there as research director.

David P. Popen, promotion assistant, WMTN-TV New Haven, Conn., appointed promotion manager.

Dick Phipps, director of South Carolina Educational Television Network's information and publications department, Columbia, named manager, South Carolina Educational Radio Network's WLT(V) there. He is succeeded by Patricia P. Dressler, special assistant to Henry J. Cauthen, general manager of ETV network.

Dee Schelling-Pegram, operator of By Invitation, public relations and brokerage firm, appointed executive director, New Mexico Broadcasters Association, Albuquerque. She is working with broadcasters as independent contractor.

Broadcast Advertising


Tim Tully, VP-media director, McDonald & Little, Atlanta, promoted to senior VP.

Glenn J. Dunmire Jr., president, Wolff Associates advertising, Rochester, N.Y., joined Northrup & Tell advertising there as senior VP.

Gerald N. Heichman, account executive, Christal Co., Chicago, appointed Chicago manager.

Greg Zaug, member of sales staff, Meeker Television, Chicago, joins sales staff, Katz American Television there.

Glen Eames, account manager, Ketchum, MacLeod & Grove, Pittsburg, named VP.

Sam Herschfield, account supervisor, Needham, Harper & Stevens, Dayton, Ohio, named VP.

Peter T. Smith, account supervisor, McCann-Erickson, San Francisco, named VP-general manager, Tracy-Locke Advertising and Public Relations there. He replaces Willard Moon, who returns to Dallas office to assume manage-

Pro bono. Jack W. Fritz (I), president of John Blair & Co., and Secretary of Agriculture Bob Bergland are pictured at a Washington reception last Wednesday (March 1) in connection with the National Maternal and Infant Maternal Nutrition Conference. The Blair company has been the chief catalyst in the project's communications program; last week's conference culminated a six-year effort by Blair, much of it directed by Harold M. Pingree Jr., the company's vice president for special projects.
Jack Dube invites you to make the Korda Films
The Shape Of Your Things To Come...and to meet
Mark Shelmerdine and Tony Morris of London Films
at N.A.T.P.E.—Suite 1858-59

Exclusive U.S. Syndication Representative:
Jackson E. Dube / J.E.D. Productions Corp.
140 East 56th St., New York, N.Y. 10022-(212) PL-1-5758
ment supervision responsibilities.

Joyce Levy, senior media estimator, Air Time, media services firm, New York, named media supervisor. Gall Ettinger, senior media buyer, Carl Ally, New York, joins Air Time as media buyer. Bruce Garfunkel, buyer-planner, Compton Advertising, joins Air Time as media planner.


Vivian Aries, account executive, Kelly, Nason, New York, joins Advertising to Women Inc. there as account supervisor.

Michael F. Saari, creative supervisor, BBDO, Detroit, joins Burton Advertising there as VP-creative director.

Peter Stearns, management supervisor, Norman, Craig & Kummel, New York, appointed VP.

Chuck Coursey, from Studio Seven Inc., Dallas, joins creative staff at Kress, Chapman, Bua & Norsworthy Advertising there as copywriter.

John R. Ballantyne, project director, Research One Inc., marketing research firm, Southfield, Mich., joins W.B. Doner & Co. there as project director, research department. Mark E. Cosgrove, account executive, J. Walter Thompson there, joins Doner in same post.

M.S. (Buz) Price, director of advertising and public relations, Helena Chemical Co., Memphis, joins Ward Archer & Associates there as account manager.

Ann Carter, media assistant, Lillier Neal Battle & Lindsey, Atlanta, promoted to media buyer.

Earl Murton, marketing director, Oliva-Neuhoff Broadcasting—wereAM-WQGL(FM)—Cleveland, named account executive, Goldberg/Marchesano & Associates, advertising and public relations agency, Washington.

Thomas R. King, general sales manager, wsm-TV Nashville, named second VP, WSM Inc. Thomas T. Cassety, account manager, wsm-TV, appointed national sales manager.

Gregory W. Reed, senior VP-Western regional manager, Golden West Broadcasters' station rep firm, Major Market Radio, San Francisco, named general sales manager, co-owned KSFO(AM) there.

Art Knott, national sales manager, KHOW(AM) Denver, named national sales director for KHOW and co-owned KKKX(FM) there.

Richard C. Snowdon, national sales director, WLAC(AM)-WKQX(FM) Nashville, promoted to general sales manager.


Sheila Urquhart, account manager, Ted Bates & Co., New York, and Tom Romano, sales representative for South/West division, H-R Television, New York, join wkr-TV there as account executives.

Ray Hunt, account executive, KPLR-TV St. Louis, joins KSDK-TV there in same capacity.

Program

Richard A. Foreman, director of beautiful music operations for four stations of Southern Broadcasting group and formerly with General Electric and other stations, joins ABC Radio network as VP and director of programming, new post in which he'll supervise program operations, sports programming, talent relations and production and also work with ABC News VP Thomas O'Brien in implementing ABC's four network news services ("Closed Circuit," Feb. 13).

Stuart Sheslow, director of program development, Westfall Productions, New York, joins ABC Entertainment, West Coast, as manager of comedy and variety program development.

Afternoon delight. Several of broadcasting's VIPs were guests at the White House concert by pianist Vladimir Horowitz Sunday, Feb. 28, at 4 p.m. Among those present: Mr. and Mrs. Joe L. Allbritton, chairman, Washington Star Communications, Washington; Mr. and Mrs. Roone Arledge, president, ABC News and Sports, New York; Mr. and Mrs. Roderick W. Beaton, president, United Press International, New York; Mr. and Mrs. Keith Fuller, president and general manager, Associated Press, New York; Mr. Charles Hobson, noncommercial WETA-FM Washington; Mr. and Mrs. Herbert Schlosser, president, NBC Inc., New York, and Mr. and Mrs. R. Peter Straus, director, Voice of America, Washington.

Joseph C. Tirinalo, account executive, ABC-TV Network, New York, named VP, syndication, MGM Television, New York, replacing Robert B. Morin, who has been appointed executive VP of Lorimar Syndication (Broadcasting, Feb. 27). Mark Canton, executive production assistant, United Artists, joins MGM, Culver City, Calif., as executive in charge of creative affairs.

Caddy Swenson, VP-general manager in charge of sales, operations and administration, Reeves Teletape Corp., New York, named president of newly formed subsidiary, Reeves Teletape Television Facilities Group, which consists of Reeves's post production center, studio and facilities group.

Sara Dempsey, manager, film program operations, West Coast, NBC-TV, named director, film program operations, West Coast. Edward C. Frank, manager, program research, NBC, New York, appointed director, program research. Alan B. Kaufman, broadcast and communications attorney with Fly, Shuebruck, Blume, Gagne, Boros & Schulkind of New York, appointed director, sports and program compliance, NBC.

David McLoughlin, VP-general manager, Viacom Canada Ltd., joins Columbia Pictures Television Canada Ltd. in same capacity.


Gary Stibal, systems and finance manager, Buena Vista Distribution Co., subsidiary of Walt Disney Productions, Burbank, Calif., appointed assistant treasurer.

Robert D. Bemis, assistant program director, WTHR(TV) Indianapolis, joins Telematrix Videotape Productions there as VP-chief operating officer. Other Telematrix appointments: Jan DeMusey, associate producer-account executive, Enfield Vector of Canton, Ohio, appointed director of sales; Robert G. Warren, Telematrix director of marketing, promoted to director of operations and administrations, and William H. McPherson, senior producer, promoted to director of production.

Elmer Alley, program director, wsm-TV Nashville, named manager of corporate program development for WSM Inc., licensee of WSM-AM-FM-TV.

Jim Fox, from KSTQ(AM) Los Angeles, named program director, KCBQ(AM) San Diego.

Scott Burton, program director, KPMB(AM) San Diego, joins KNBR(AM) San Francisco in same post.

Gloria Johnson, assistant program director, ABC-owned WRPF(FM) Detroit, joins co-owned KSFX(FM) San Francisco as program director.

Ron Brindle, disk jockey, KDKA(AM) Pittsburgh, joins WNBC(AM) New York as assistant program manager.

Dennis Carpenter, assistant program director, KTSP(AM) Minneapolis-St. Paul, named program director.
Divide and refine. Arbitron Co has realigned its television and radio marketing efforts by concentrating responsibilities for each under one executive, Pierre R. Megroz (l), who has been vice president, broadcaster sales and marketing (radio and TV station sales), becomes vice president, television sales and marketing, including TV station sales and advertising and advertising agency marketing agencies. Richard Weinstein, who has been vice president, advertising agency sales and marketing, has been appointed vice president, Arbitron radio sales and marketing, responsible for radio sales to stations, advertising agencies and agencies. Mr. Weinstein and Mr. Megroz will report to A. J. (Rick) Aurichio, vice president, general manager, Arbitron Radio, and Norman S. Hecht, vice president, general manager, Arbitron Television, respectively.

Mike Elliott, music director-air personality, WTMI(AM) Milwaukee, appointed program director.

Thomas Owens, from WVA(FM) Charleston, W.Va., joins WSAI-FM Cincinnati as assistant program director.


Dick Kent, program director, WLO(AM) Nashville, named to same post, co-owned WKQW(AM) there, succeeded by Mark Damon, acting program director, WLAC.

Larry Newton, production manager, WBO-AM Orlando, Fla., appointed to same position, WSN- TV Milwaukee.

Judith Brackley, news director, WCAT(AM) Cambridge, Mass., appointed program director.

Gary Kirby, on production crew, WUA(AM) Lorain (Cleveland), Ohio, promoted to producer-director.

Broadcast Journalism

Ron Kershaw, news director, WBAL-AM Baltimore, joins ABC News, New York, as senior producer, weekend news programing.


William O. Wheatley Jr., producer of "Segment 3," NBC Nightly News, named producer of evening newscast and is succeeded on "Segment 3" by David McCormick, news director fo NBC-owned WXYZ-TV Cleveland.

Texas tribute. Wendell Mayes Jr. (c), principal owner of Wendell Mayes Station, group owner based in Austin, Tex., was inducted into the Texas Tech University Mass Communications Hall of Fame Feb. 16. Charles T. Jones (l), vice president of the National Association of Broadcasters, Washington, was speaker at the presentation, which was conducted by Clint Formby (r), group station owner based in Hereford, Tex., and member of Texas Tech Board of Regents and Mass Communications Advisory Committee.

Jeff Weiser, reporter, Empire State Network, Albany, N.Y., joins WNYT-TV Wilmington, N.C., in same post.

David Forastie, independent film maker, joins WTBN-TV Columbus, Ohio, as news photographer. Dale Willman, with news department, non-commercial WOSU(AM) Columbus, Ohio, joins WTBN(AM) as reporter-afternoon news editor.

Susan Bernard, news director, noncommercial WMLM-FM Milton, Mass., joins WAGM-TV Presque Isle, Me., as co-anchor.

Wait Zwikos, news reporter-producer and photographer, WTTR(AM) Indianapolis, appointed chief news photographer.

Bob Epstein, director of news and public affairs, WCLX-FM Skokie, Ill., joins WBBM-TV Chicago as news writer.

Jerry Norman, weathercaster, KLHL-TV Chico, Calif., named to same post, KPH(AM) San Francisco.

Barry Zevan, weather reporter, WLAA-TV Washington named to same post, WJBC-TV Detroit.


Jeff Moorman, photographer, WTV(AM) Richmond, Va., joins WTV(AM) Orlando, Fla., in same post.

Cable

Austine Furst, program VP, and James O. Heyworth, operations VP, Home Box Office, New York, appointed senior VP's. Peter Frame, Eastern region manager, and W. Thomas Oliver, national sales and planning director, elected VP's. Iris Dugow, director of premium program and development, Warner Communications Qube division, Columbus, Ohio, joins HBO, New York, as director of special programing.

Robert L. Smith, director of engineering, Caribbean Communications Corp., St. Thomas,
Virgin Islands, joins Wometco Communications, Miami, multiple CATV systems operator, as systems engineer.

A.C. (Sam) Belanger, VP-operations, General Electric Cablevision Corp., Schenectady, N.Y., appointed VP-general manager.

Ron Rosen, sales manager, Cablevision program services, Jericho, N.Y., appointed manager of newly formed advertising sales division.

Joseph Busch Jr., president-chief financial officer, Intervention Media Systems, research firm on applications of new communications technology to cable industry, joins investment services division of Daniels & Charles Associates, Denver, which provides investment banking services to cable television operators.

Alied Fields

Kenneth A. Mills, VP and director of research and promotion for Katz Agency, New York, has resigned after 30 years of service with representative firm to become deputy director of communications for Office of Economic Development of New York City. His successor has not been named.


Marvin J. Diamond, David B. Lytle, Gail Starling Marshall, William S. Reyner Jr., and Curtis E. Von Kann, associates of Washington law firm of Hogan & Hartson, have become members of firm.

Martin J. Gaynes, former partner with Washington law firm of Cohn & Marks, named senior partner, Bonner, Thompson, O'Connell & Gaynes there.

Ernie Schultz, president of Radio Television News Directors Association, named to Oklahoma Journalism Hall of Fame. One of nine selected from 67 nominees, he is director of information of KTVU Oklahoma City Hall of Fame is sponsored by Central State University, Oklahoma City chapter of Society of Professional Journalists, Sigma Delta Chi, and Oklahoma Press Association.

Joan Ganz Cooney, president, Children's Television Workshop, New York, awarded 1977 prize for education from Instituto de la Vida, Paris. She shares $50,000-prize with educational broadcasting division of BBC, London, and will use money for workshop projects.

Deaths

Ilke Chase, 72, former radio personality, died of internal hemorrhaging in Mexico City Feb. 15. Also actress and author, she was hostess of Luncheon at the Alford radio program. She is survived by her husband, Norton S. Brown.

Zara Cully Brown, 86, actress who played Mother Jefferson on CBS-TV's current series, The Jefferson, died at Cedars-Sinai medical center in Los Angeles Feb. 28. Cause of death was undisclosed. Survives include two children, four grandchildren and two great-grandchildren.

For the Record

As compiled by Broadcasting based on filings, authorizations, petitions and other actions announced by the FCC during the period Feb. 17 through Feb. 23.

Abbreviations: ALJ—Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, auc.—aural, aux.—auxiliary, CH—critical hours, CP—construction permit, D.—day, DA—directional antenna, Doc.—Document, ERP—effective radiated power, freq.—frequency, HAAT—height of antenna above average terrain, khz—kilohertz, kw—kilowatts, MEQV—maximum expected operation value, mhz—megahertz, mod.—modification, N.—night, PSA—preservice service authority, ST—studio location, SH—specified hours, TL—transmitter location, trans.—transmitter, TPO—transmitter power output, U—unlimited hours, vis.—visual, w—watts, *—non-commercial.

New Stations

*Santa Clara, Calif.—Broadcast Bureau granted President and Board of Trustees of Santa Clara College 89.1 mhz, 10 w, HAAT 152 ft. P.O. address: c/o George Giocomini, Dean of Students, Santa Clara, Calif.

95053. Estimated construction cost $3,750; first-year operating cost $2,000; revenue none. Format: Informational. Principal: Applicant is private, non-profit educational institution. Action Feb. 15.

* Cortez, Colo.—Broadcast Bureau granted Sound 74 Inc. 97.9 mhz, 100 kw, HAAT 1,306 ft. P.O. address: Box 714, Cortez 81321. Estimated construction costs $69,897; first-year operating costs $17,785; revenue $24,000. Format: Independent. Principals: Richard F. Hamilton Jr. (51%) and his parents, Martha (30.6%) and Richard Hamilton Sr. (19.4%). Family owns KFCV(CAM) Cortez. Action Feb. 17.

* Yuma, Colo.—Broadcast Bureau granted CenTen Productions Inc. 100.9 mhz, 2.5kw HAAT 102.6 mhz, P.O. address: 8074 W. Polk Pl., Littleton, Colo. 80123 Estimated construction costs $8,856; first-year operating costs $31,540; revenue $48,400. Format: Country and popular. Principal: Richard E. Derick and his wife, Susanne L. (39% each) and James H. Vincent (60%). Mr. Derick is employed by Denver advertising agency, and Mr. Vincent manages and operates retail food and drug store in Yuma. Mrs. Derick is housewife. Action Feb. 8.

* Collins, Miss.—Broadcast Bureau granted Covington County Broadcasters Inc., 101.7 mhz, 3 kw, HAAT 300 ft. P.O. address: RFE No. 1, Taylorsville, Miss. Estimated construction cost $35,300; first-year operating cost $50,000; revenue $62,000. Format: Poplar. Principal: O. D. Wolverton (100%), who is land surveyor with no other broadcast interests. Action Feb. 13.

* Baldwin, Mo.—Broadcast Bureau granted YMYCA of Greater St. Louis 89.9 mhz, 10 kw, HAAT 28 ft. P.O. address: 1524 Locust St., St. Louis 63101. Estimated construction cost $3,000 (facilities donated); first-year operating cost $2,780. Format: Educational. Applicant is non-profit community organization, William F. Cann, president. Action Feb. 17.


* Gallatin, Tenn.—Broadcast Bureau granted Volunteer State Community College 88.3 mhz, 6 kw, HAAT 51 ft. P.O. address: Nashville Pike, Gallatin 37066. Estimated construction cost $3,500; first-year operating cost $2,000. Format: Variety. Principal: Applicant is state institution of higher learning. Action Feb. 9.

Ownership Changes

Applications

* KNTV(TV) San Jose, Calif. (ch. 11)—Seeks assignment of license from Gill Industries to Landmark Communications for $24,525.00. Seller: is principally owned by Allen F. Gilliland and also owns San Jose cable system. Buyer: principally owned by board chairman Frank Baaten, publishes daily newspapers in Norfolk and Roanoke, both Virginia, and is licensee of WTR-AM-TV-WKEZ(FM) Norfolk. Ann. Feb. 21.

* KFMU(FM) Oak Creek, Colo. (103.9 mhz, 165 w)—Seeks assignment of license from Elliot John Bajal to Cheyenne Communications Corp. for $42,500. Seller: is sole owner and has been operating station at loss which he can no longer afford. Buyer: is 80% owned by D. Michael Barry, Steamboat Springs, Colo., businessman who owns and operates movie theater among other interests, and 20% by Frederick Rossell, Steamboat Springs electronics sale and service concern owner and operator. None of parties involved has other broadcast interests. Ann. Feb. 17.

* WOK0(AM) Albany, N.Y. (1460 kzw, 5kw DA)—Seeks assignment of license from Area Radio Inc.
to October Mountain Broadcasting for $700,000 to Area Radio plus $85,000. Owner of 25%, principals are Harrison M. Euerst, president, Richard Luenneto, executive vice president and Robert D. Crites, vice president. Buyer: is 100% owned by Anthony B. Mason, corporate executive formerly with General Foods. He has no other broadcast interests. 


KWVO(AM) Cheyenne, Wyo. (1370 khz, 1 kw)-Seeks assignment of license from KWVO Inc. to Harold S. Schwartz & Associates for $53,500. Seller: is license of KLEN-AM Cheyenne, wholly-owned subsidiary of KWVO Broadcasting Co., license of KQJ(AM)-KQIX-FM Grand Junction. John W. Hough is 100% owner of Mesa. Buyer: is 100% owned by Mr. & Mrs. Britt (married couple) who have no other broadcast interests and are selling for health reasons. Buyer: is 51% owned by Donald B. Harris, Rockville, Md. businessman and 49% by his wife Dorothy J. Neither has other broadcast interests.


KWVO(AM) Cheyenne, Wyo. (1370 khz, 1 kw)-Seeks assignment of license from KWVO Inc. to Harold S. Schwartz & Associates for $53,500. Seller: is license of KLEN-AM Cheyenne, wholly-owned subsidiary of KWVO Broadcasting Co., license of KQJ(AM)-KQIX-FM Grand Junction. John W. Hough is 100% owner of Mesa. Buyer: is 100% owned by Mr. & Mrs. Britt (married couple) who have no other broadcast interests and are selling for health reasons. Buyer: is 51% owned by Donald B. Harris, Rockville, Md. businessman and 49% by his wife Dorothy J. Neither has other broadcast interests.


**Facilities changes**

**AM applications**

- **KWLO(AM)** Tuscaloosa, Ala.-Broadcast Bureau granted CP to change type, antenna, transmission system, HAAT: 382 ft. (h&k) and ERP: 1.78 kw (h&k). Ann. Feb. 23.
- **WJNN-FM** Woonsocket, R.I.-Seeks CP to change type, antenna, transmission system, HAAT: 308 ft. (h&k) and ERP: 100 kw (h&k) (contingent on grant of BALH-2636). Ann. Feb. 23.

**FM actions**

- **KTAY-FM** Arizona-Seek to change type, antenna, transmission system, ERP: 8 kw and HAAT: 197.5 ft. Ann. Feb. 23.
- **WACO Anderson, Texas-CP to change type, antenna, redescribe TL, make changes in antenna, transmission, HAAT: 308 ft. (h&k) and ERP: 100 kw (h&k). Action Feb. 9.
- **WABC-FM** Detroit-Grant of CP to change type, antenna, transmission system and ERP: 2.6 kw and antenna height: 780 ft. (h&k) (BPH-11,843). Action Feb. 9.
- **WCBR-AM** Greenwich, Conn.-Broadcast Bureau granted CP to change type, antenna, transmission system and ERP: 1 kw and antenna height: 590 ft. (h&k). Action Feb. 9.
- **WVCN-AM** Kent, Ohio-Grant of CP to change type, antenna, transmission system and ERP: 1 kw and antenna height: 780 ft. (h&k). Action Feb. 9.
- **WMCN-AM** Milwaukee, Wis.-Grant of CP to change type, antenna, transmission system and ERP: 1 kw and antenna height: 780 ft. (h&k). Action Feb. 9.
- **WAPC-AM** Atlanta, Ga.-Grant of CP to change type, antenna, transmission system and ERP: 1 kw and antenna height: 780 ft. (h&k). Action Feb. 9.
- **WQGN-AM** Great Falls, Mont.-Grant of CP to change type, antenna, transmission system and ERP: 1 kw and antenna height: 780 ft. (h&k). Action Feb. 9.
- **WQWN-AM** Great Falls, Mont.-Grant of CP to change type, antenna, transmission system and ERP: 1 kw and antenna height: 780 ft. (h&k). Action Feb. 9.
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- **WQWN-AM** Great Falls, Mont.-Grant of CP to change type, antenna, transmission system and ERP: 1 kw and antenna height: 780 ft. (h&k). Action Feb. 9.
God programmed the world in 6 days. Mip-TV offers you 7 days for your programmes.

Mip-TV 78, 14th International Television Programme Market

Mip-TV is a must
April 17
The Balance of Trade in TV Programming

Part I

In advance of the 14th annual MIP-TV exhibition in Cannes (April 21-27) — the international program(me) market — Broadcasting will present a special report on the overseas action for American television programming. Who are the sellers, who are the buyers, what programs will be on the block or “in the stands,” as they say there? With a special distribution to delegates at the Palais des Festivals.

May 1
The Balance of Trade in TV Programming

Part II

A special report on MIP-TV itself, prepared on the scene and showcasing the newest entries in the worldwide competition for the TV viewer.

You belong in Broadcasting
April 17/May 1

rescheduled prehearing conference from March 20 to March 15 at commission. Action Feb. 15.

- San German, Mayaguez, P.R., WPRA Inc., renewal proceeding: (Docs. 21476-7) — Chief ALJ Chester F. Naumowitz Jr. set admissions hearing for July 12, hearing for July 24 in San German. Action Feb. 16.


FCC decisions

- Commission decided to reconsider Jan. 12 grant of applications for exchange of licenses of WILA-TV Washington (ch. 7) and KOCO-TV Oklahoma City (ch. 5) requesting parties to comment on recent announcement of Washington Star newspaper sale and its effect on Jan. 12 grant. Action Feb. 16.

- Commission granted expedited consideration to request of WTVPAM Tampa, Fla., to change city of license to Tampa-Temple Terrace and to KISA (AM) Honolulu for nighttime operation. Action Feb. 17.


- Commission upheld two earlier rulings denying complaints by Anthony R. Martin-Trigona of WGN (AM), WBBM-TV, WMAQ-FM and WLS-FM, all Chicago, that he, failed to provide him reasonable access to promote his U.S. senatorial campaign in March 21 primary election. Action Feb. 17.

- Commission returned as unacceptable application of Arroyo and Fortuno Associates for increase in power of WBRQ-FM (Cidra, PR. Action Feb. 17.

- Commission granted applications of Palmetto Radio Corp. and Capital Communications for assignment of licenses of WNOX-AM-FM-TV Columbia, S.C., from Palmetto to Capital subject to condition that Capital divest itself of radio stations within one year. Action Feb. 22.


Fines


- KMVI-TV Waikuku, Hawaii — Broadcast Bureau notified licensee of apparent liability of $500 for failure to make entry in operating log of operating constants of final stage at beginning of operation. Action Feb. 13.


- WCSS (FM) Crossville, Tenn. — Broadcast Bureau granted application for mitigation of $1,000 to $850 for repeated failure to provide means for nighttime remote control operator to monitor continuously emissions. Action Feb. 14.


Allocations

- Los Banos and Denair, both California — Broadcast Bureau substituted ch. 284 for ch. 240A at Los Banos and assigned ch. 240A to Denair as community’s first

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**Rulemaking**

- **Petitions**

- **Community Antenna Television Association filed petition for reconsideration of amendment of subparts F and G of part 74 and subpart B of Part 78 to provide for use of FM microwave by TV translator relay stations and provide for operation of TV translator using modulation of direct video and audio feed.**

- **Commissions**
  - Pursuant to request from U.S. Court of Appeals, commission opened inquiry on proposals for achieving licensee compliance with fairness doctrine. Comments due within 60 days of notice of inquiry and replies 30 days thereafter. Action Feb. 16.

**Cable**

- Following operators of CATV systems requested certificates of compliance, FCC announced Feb. 17 (stations listed are TV signals proposed for carriage):
  - Micro-cable Communications, Fort Morgan, Colo. (CAC-11,396); interim authorization.

**FCC tabulations as of Jan. 31, 1978**

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>CPMs</th>
<th>Total</th>
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HELP WANTED MANAGEMENT

General Manager


Station Manager

wanted to manage a 50 KW FM, non-commercial-religious school. Experience in religious radio necessary. Send resume to Larry Miller, WBC Radio, 1025 W. Rudisill Blvd., Fort Wayne, IN 46807.

Manager AM/FM combo in central California. 20,000 population city. Present manager moving to one of our larger stations. $20,000 base plus. Equal Opportunity Employer. Must have local sales background in small markets. Write KHOT/KQUL, Suite 2102, 2222 Ave of the Stars, Los Angeles, 90067.

Immediate manager for full time station in North Alabama growth area. Must be good personal sales producer. Excellent earning potential and fringe benefits. Phone 205-539-5003.

Sales Manager wanted immediately for 20,000 watt FM. Beautiful Music, Central New York. Salary, commision, two other sales people, fringe benefits. Box C-138.

General Manager

with aggressive sales capabilities desired. Box C-144.

General Manager


Chief Engineer/Operations Manager.

Very aggressive and successful Class Four medium market network station in Southeast. Excellent salary and benefits, long established community oriented, contemporary MOR format. You must be very capable and self-motivated to hold down this position. Box C-163.

Station Manager.

Looking for a hard working Station Manager to run station and sell. Good pay. If you're a hard worker and want a good future, including owner-ship possibility, call Geo Powers, KNIM Radio, Marysville, MA, 816-582-2151.

Aggressive General Manager for top AM/FM facility in medium New York State market. Strong sales and leadership experience. Excellent earning potential. EOE. Write Box C-68.

Group broadcasting company seeks experienced sales oriented General Manager for WROC/WPKY, Rochester, New York. Resumes only to Ralph E. Becker, 700 Porter Building, Pittsburgh, PA 15219 EOE.

HELP WANTED SALES

Wanted: Beginner or experienced sales person. Continuously sales training provided. Resume to Dale Low, KLSX and KSMN, Mason City, IA.

Wanted: Aggressive salesperson who is ready to move up to a group-owned major facility in a major New England market. Send resume ASAP. EOE. Box C-2.

Nine year old, youth-oriented music newspaper seeks (2) aggressive retail salespeople. Our last radio "converts" make $25,000, High potential Florida Interview necessary. $2000 draw vs. 20%. Return: Good Times, 1619 E. Sunset Blvd., FL Lauderdale, FL 33040.

Sales Manager for Middle Atlantic area AM-FM. Must be mature aggressive experienced professional with a record of leadership and sales growth. Security and opportunity in growing company. Medium market. Comprehensive benefits and incentives. Send detailed resume to Box C-53.

Experienced Salesperson for direct retail sales at No. 1 ranked FM in 24-station market plus new AM. Write Bob Rooney, GM, WOSU/KWFM, Radio Park, Fulton, NY 13069, 315-343-2630.


Syndication

Experience local and rep salesperson for Radio syndication in Northeast. Write Box C-94.

Chance of a Lifetime


All News/Talk operation will be in this summer in Sun Belt Top-50 market. Indicate the amount of paper you are willing to generate. EOE. Box C-110.

Radio Sales.

Western North Carolina; track record, sell ideas, hard work, motivated. Future management/ownership. Liberal commission with draw. Box C-115.

Sales Manager

for one of Minnesota's fastest growing markets. Salary commensurate with experience, profit sharing and other benefits. Would prefer a RAB or Welsh Company trained person. Box C-146.

Sales Manager Position. Experienced Sales Manager wanted for Fairfield County (Connecticut) Radio Station. Must have proven track record. Equal Opportunity Employer. Send resume to Box C-147.

Experienced Salesperson. Prefer RAB techniques. Great opportunity for aggressive effective salesperson seeking long term employment in a stable growing organization located in Virginia. Attractive benefits and compensation. AM-FM. Send complete resume to Box C-169.

Expanding sales staff. need enthusiastic, well organized self starter. Must have FM sales experience and be FM oriented. Outstanding opportunity in Energy Boom Area, Gallup, N.M. Call Jack Chapman, KGGM-FM, (505) -863-4444.

Aggressive salesperson for Long Island area— AM-FM operations in excellent market, managerial opportunity, WHLI, Box 219, Hempstead, NY 11550, Equal opportunity employer.

Sales Manager


Fast Growing Chain

In Midwest has openings for experienced combo people: News/sales, DJ/Sales, sales/programming. Good pay, benefits. Sucre County format has everything but you. Reply: PO. Box 222, Georgetown, 12917 EOE.


Are you tired of the howling winds of winter, making calls while throwing a call with two sets of tires and a set of chains? There is a better way. Welcome to the sunny South. We've got a 50,000 watt country music station, and there's no way to dink it! Take the vacation of a lifetime. Write Bob Nosal, Program Manager, 1017, Hanover, S.C., 29717, E.O.E.

Are you tired of the howling winds of winter, making calls while throwing a call with two sets of tires and a set of chains? There is a better way. Welcome to the sunny South. We've got a 50,000 watt country music station, and there's no way to dink it! Take the vacation of a lifetime. Write Bob Nosal, Program Manager, 1017, Hanover, S.C., 29717, E.O.E.

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Southeastern Contemporary station is looking for a pro to handle the morning drive in a competitive situation. . first phone and excellent production skills a must. Send a complete resume, salary requirements, an air check with first letter to Bob Dayton, WCOG, PO Box 4717, Greensboro, N.C. 27417.

Experienced communicator needed for small market Colorado station. Opportunity to learn and grow. Top production a must. Resume and salary requirements to Box C-102.

Expanding company minded small market broadcaster who knows that people are what makes a station successful is looking for a versatile person to join our team. We're located in the Indiana-Ohio area and offer security, stability along with above average compensation. Write us and we'll answer. Box C-103.

HELP WANTED ANNOUNCERS CONTINUED

Announcer/Production Person for top rated station in beautiful area. Immediate opening a professional broadcaster. Send tape and resume to Tom Manley. 2320 S. 63rd, Las Vegas, NV 89121.

Rochester Media High If this could be yours if you are an announcer with an outstanding voice, third endorsed ticket, run a board and know outstanding production. It's been a while but we have had a vacancy and now we have two openings immediately. Enjoy one of the great family living areas with KOSI AM-FM, the Denver area's Beautiful Music stations. We offer good pay, good working conditions, and a chance to work with one of the finest staffs in the country. Work with the best, send your tape and resume immediately to Lee Staflin, P.O. Box 98, Aurora, CO 80040. An equal opportunity Employer M/F.

5 kw Easy Listening Station needs experienced Announcer. Excellent opportunity to live in the mountains and enjoy the outdoor recreation and beauty of Montana. Send tape and resume to: KMTX Radio, Box 1183, Helena, MT 59601.


Small market Ohio Adult Contemporary has immediate opening for experienced Morning Personality. Call John Coe 419-585-5134.

Wanted-Announcer: Announcer/dj for small market. Experience required. Excellent opportunity to live in a town of 5000 folks. Send resume and letter of application to: Jack Patterson, KTMC, Box 3000, Marshalltown, IA 50158.


Classical music announcer: Producer. Mid-night-6:00 a.m. six days, FCC 3rd class, experience required. Musically educated and familiar with classical music. Excellent performance. Send resume and letter of application to: WMAL, 5001 Connecticut Ave, NW, Washington, DC 20008.

Evening announcer with first phone for news and information station. Must have board operations, delivery and preparation of hourly newscasts, and responsibilities as station's chief operator. At least one year commercial broadcast experience preferred. Send tape and resume to: Pete Molina, WJUR, 1340 Main Street, West Springfield, MA 01089.

Rocky Mountain resort area AOR FM needs ambitious announcer for board shift, production, some local news. Like the mountains? This could be your chance. Tape and resume to: KMTM-FM, Box 927, Jackson Hole, WY 83001.

The Lucky 13 — WMID has opening for morning announcer with good production background. Tape and resume to: Gary Lane, P.O. Box 137, Atlantic City, NJ 08404. Must have live broadcast experience. Send resume to: KXKZ, 609-344-5113, An Equal opportunity Employer M/F.

Male, Female: Talented beginners for full time Announcer/Production at Mid-West Medium. 517-543-0340.

Mid-day Talk-Interview Music Show personality who cares about the community combined with the ability to handle a heavy Play By Play schedule including Big Ten Football and College Basketball. This is a unique position for a unique individual in a unique historic and dynamic Midwestern City. The days are challenging, fast-paced, and filled with duties. Contact Tom Kamrath, Personnel Director, P.O. Box 688, Dubuque, IA 52021. 588-5710. An Equal Opportunity Employer.


Beautiful Music Announcer wanted. Monday shift, $15,000, and top market position if you have great voice, honest approach, and impeccable character. Send tape and resume to: KKL, 1415 S.E. Ankeny, Portland, OR 97214. Immediate need.

Progressive, prestigious AM Fulltimer, Caribbean Market, has opening for experienced air personality, male or female. Must have good production skills. 3rd class license endorsed, able to read news. Tape and resume to: AM, 1183, Helena, MT 59601.

Experience desirable but will consider qualified applicant. Send tape & resume to: WKYU, 3540 W. Payne. KCXZ, P.O. Box 1118 Clifton, AZ 85533 EOE.

Announcer Salesperson. Send resumes to: P.O. Box 47, Cincinnati, OH 45201.

If you are a technical crackjack who would like to spend his time in a pleasant well-equipped lab, 35 miles west of Phila., doing challenging things for a 5000-watt full-time AM station and a 100-mile (soon to be 1000-mile) tie-in stereo network station (microwave, too!), call Louis Seltzer at 215-384-2100 or write to WCOC/Cable TV of Chester County P.O. Box 231, Coatesville, PA 19320. EOE.

University seeks full-time Chief Engineer for non-commercial FM. Contact WSM, Inc., Box 302, Tulsa, OK 74104. 918-939-6351. The University of Tulsa has an Equal Opportunity/Affirmative Action Program for students and employees.

Chief Engineer experienced in directional AM, first-class licensee. Major recreational area. Send resume and salary requirements to GM, Box 821, Reno, NV 89504. EEO Employer.

WANTED TECNICAL

Chief Engineer needed for Ohio medium market. Must have studio equipment and transmitter maintenance experience. Start: 515,000. EOE. Box 1860.

Assistant Chief Engineer, ABCO & O. Extensive experience required. Equal Opportunity Employer. Reply to Chief Engineer, KYZZ/KAUM, 1201 Fannin Bank Building, Houston, TX 77030.

Chief Engineer for leading facilities in beautiful upper Midwest market. Approximate May 1 start date. Swx directional AM and FM equipment experience required. Experience should include use of DAS, automation, remote control, STLs, pools, maintenance, and FCC rules & regulations. Extensive new equipment just ordered by aggressive, young ownership committed to quality engineering. Rubber band, bailing wire, and alligator clip specialists need not apply. No air work. Excellent packages. Production of sophisticated programming and commercials. Send resume with references and letter of application with salary requirements to: Box C-52.

Chief Engineer — Kentucky, experienced direction antenna, STL FM Stereo and automatic. Equal Opportunity Employer. Box C-123.

Chief Engineer Full facility top rated Class C FM and Non-Directional AM properties. Excellent equipment and working conditions. Must have experience with sophisticated studio and transmitter equipment. Owner operated, above average salary and benefits. One of countries most liveable cities in Southwest. Equal Opportunity Employer. Send resume to Box C-182.

Chief Engineer/Operations Manager. Very aggressive and successful Class C Four medium market network station in Southeast. Excellent salary and benefits, long established community oriented. Contemporary indoor REMOTE facilities, good local sales and marketing team. Send resume and letter of application to: Box C-160.

One of the country's largest non-commercial FMers seeks consultanl to perform detailed design and supervise installation of facilities. Project to be completed by late summer. Send resumes to: Virginia Payne, "Depl. M." 359 East 62nd Street, New York, NY 10021, or phone 212-826-0400, ext. 425, or leave a message.

Immediate Opening First Class licensed engineer for top radio station in Northern Minnesota summer and winter playground. We insist on top quality salary offer. If you're our person, call WKOI 218-282-4545.

Reuters

Assistant Chief Engineer. ABC & O. Extensive experience required. Equal Opportunity Employer. Reply to Chief Engineer, KYZZ/KAUM, 1201 Fannin Bank Building, Houston, TX 77030.

Immediate opening for Broadcast Engineer in one of the great places to live—Lake Tahoe. We need a bright, energetic person who can take charge of the technical side of our FM Station. A good attitude and a good ear for audio are very important. EOE. Resumes to Bud Thomas, Box 88, Kings Beach, CA 95719.

Chief Engineer: AM Non Directional—FM Stereo—Schaefer Automation. Transmitter, studio equipment and preventive maintenance duties. Salary negotiable. Send resume and salary requirements to: Bert Bank. WTBC, P.O. Box 2000, Tuscablosa, CA 95301.

Chief Engineer for AM/FM both Automated. Ed McKerman, Station Manager. KVOO/KLFR, Emporia, KS 66701-342-1400.

If you are a technical crackjack who would like to spend his time in a pleasant well-equipped lab, 35 miles west of Phila., doing challenging things for a 5000-watt full-time AM station and a 100-mile (soon to be 1000-mile) tie-in stereo network station (microwave, too!), call Louis Seltzer at 215-384-2100 or write to WCOC/Cable TV of Chester County P.O. Box 231, Coatesville, PA 19320. EOE.

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Chief Engineer experienced in directional AM, first-class licensee. Major recreational area. Send resume and salary requirements to GM, Box 821, Reno, NV 89504. EEO Employer.

HELP WANTED NEWS

News director needed with good sense and objectivity. Someone with ability to find news sources and report accurately. Community of 40,000 in Central Midwest. Member of highly-respected chain. E.O.E. Box B-188.


Dominant Midwest All-News Station in Top 15 metropolitan area opening an Afternoon Drive position. Slot has short fuses and weak stomachs need not apply. If your idea of a story is a mayoral ribbon-cutting ceremony stay where you're at. Box C-95.

Daytime A.M. in Colorado Medium Market College town seeking full time news person. Good air delivery a must. No rip and read. Equal Opportunity Employer. Send resume and salary requirements to Box C-107.

Progressive small market Colorado station needs a sports director with a minimum of 3 years of play by play in football and basketball. Twice daily sports programs plus small air small production work. Excellent pay and future. Resume and salary requirements to Box C-165.

Immediate opening for experienced reporter ready to move into small market ND position. Responsible for entire news operation plus weekly PA show. Award winning reputation. Tape and resume to Box 832, Millyedegea GA. 31061.

News director WCHV/3WV. Our News director took job in Atlanta. Tape, resume to Ed Owens, Box 5387, Charlotteville, VA 22903, EOE.

Aggressive experienced, resourceful news reporter with at least two years experience in local news gathering and reporting. Call Jack Chapman, KGAK Radio, Gallup, NM 505-863-4444.
HELP WANTED NEWS
CONTINUED

All news anchor WEBR has a great opportunity for a woman or man with strong delivery skills and an award winning news operation with great growth potential for strong performers. Writing and reporting experience desired, but strong delivery is a must. Non-returnable tape, resume, references to Mike St. Peter, News Director. WEBR 23 North Street, Buffalo 14202. WEBR is an equal opportunity affirmative action employer.

All news anchor. We need a real pro to fill our afternoon drive anchor slot. Send tape and resume to Program Director. WERE Cleveland, 1500 Chester Avenue. 44114.


HELP WANTED PROGRAMMING, PRODUCERS

Operations director for automated contemporary AOR FM in beautiful upper Midwest medium market. Approximate May 1 start date. Take full charge for initiation and expansion of stations. Very competitive salary with benefits. Radio experience with emphasis in computer programming system, creative management, promotions, features, and liaison with syndicators. Candidates should be detail-oriented, possess 3rd. Have related experience and the desire to work with an aggressive, young staff. Excellent compensation/benefit package, ROE. Rush complete resume with references and letter of application with salary requirements to: Box C-61.

Regional growth oriented AM/FM...very strong on news, public affairs, telephone talk, production with excellent facilities. Needs Program Director, also growth in news. Strong on news, public affairs, telephone talk, production...plus organization and personnel management. County of license...31,000. Midwest, Send complete information to Box C-129.

Production person with copywriting abilities. Must be strong on ideas to give us creativity. Announcing and production experience required. Stations are rated Number 1. AM is 5000 watts and FM is 100,000 watts. Requires live on-air. Send resumes to: Sales Manager, WAXX FM, WAYJYJAM, P.O. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Farmer Director Texas South Plans AM/FM, E/O, MF. Send resume Jimmy Young, KCOI, PO Box 30, Lamesa, TX 78351.

KEYZ AM Radio, Anaheim, CA may possibly, in the near future, have open the position of PD. Send references and call Daniel P. Mitchell 714 - 776-1191.


SITUATIONS WANTED MANAGEMENT

Station Manager very successful looking for final place to settle! Proper tools, good pay a must! Top management skills, ability to train, motivate, hire. Attitude, ability hard work cannot be beaten! I'm a manager with heavy background in sales, programming, music, believer-in-donation, in promotions. Community minded. Know difference between paper and real money. Box C-63.

Like Henry Black, I have 18 reasons why hiring me as your General/Sales Manager will make YOU money! I've worked in 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 salesmen, programmer, and bookkeeper. Civically minded family man with top references and track record. Box C-75.

Highly motivated sales Rep. Has achieved highest earnings in Southeastern capital city and seeks move into Management ie: Manager, Sales Manager. Box C-122.

General Mgr. selling minority status in stations; seeking new challenge and opportunity. Excellent record of success during experience in very competitive Southern markets. Box B-62.

Mature General Manager—Good Track Record, 18 years management, 10 years in present position, strong on sales, promotion, production, announcing, play by play FCC rules, community minded, if needed, spouse with experience in traffic, billing, bookkeeping and announcing sales. One, or both, looking for small-medium market opportunity but will consider all. Good pay, Box C-109.

Broadcast Executive from grass roots experience to top management available now. Box C-133.


General Manager! 20 plus years California's #1 & 2nd markets. Wife's health necessitates locating out of smog, Midwest. Send resume on results/profile. Resumes, resumes, Box C-100.

General Manager/Sales Manager seeks small to medium market in same capacity. Twenty years all phases radio. Broadcasting Box C-96.

SITUATIONS WANTED SALES

Experienced Young Account Executive, BA, on way up, wants to go with a leader; seeks lucrative sales Top 100 or Small Market Management. Box C-157.

Experienced broadcaster seeks sales position leading station Ohio, Ind. Box C-154.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad. 3rd Endorsed, looking for first job. Phone weekdays 716 - 834-4457.

1st Ticket female with 2 yrs pro radio fused to background of NY, PA. Quality voice for newscasting, interviews, commercials; quality production & writing to fit your format; smooth board D.J. for MOR/Beautiful Mus. formats. Capable to do any time slot but prefer evening or midnight shift. Limited hands-on engineering with mind to learn more. Take interview temporarily any market New Eng./No. East station. Please reply Box C-173.

If you're tired of zombies who promise but can't deliver my tape and resume will surprise. Trained D.J.-Newscaster. 914 - 238-6815 Preston (eyes) or Box C-87.


Major Market Pro Looking to move to a new, great opportunity having just spent 3-1/2 years in Chicago, grabbing super numbers. If you are looking for someone like me, call 312 - 328-7775 and ask for Jim.

Effervescent male, natural flair for communication, B.A. Sociology, MA. Education, moderate amount of writing skills, excellent people skills. Quality voice for newscasting, interviews, commercials; quality production & writing to fit your format; smooth board D.J. for MOR/Beautiful Mus. formats. Capable to do any time slot but prefer evening or midnight shift. Limited hands-on engineering with mind to learn more. Take interview temporarily any market New Eng./No. East station. Please reply Box C-173.


Experience Announcer Copywriter seeks position with Northeast Station. Am personality oriented, dependable, with good production skills. Am currently employed but can relocate at your convenience. Top 40, MOR or AOR. Box C-122.

Summer Relief available May through August. These years medium market top 40 experience. Box C-152.

Female Broadcaster, 12 years experience seeks community involvement, good person-person. Box C-167.

"Good Morning" You and your audience will enjoy waking up to the bright, happy day I begin the day, 20 years in the business, college degree, first phone, looking for a top job in a top area. If you're looking for me, write Box C-168.

Currently employed in Top Ten, young talk host would like better opportunity in major radio or major medium TV. Non-dogmatic, articulate, broad pro back, looking for responsibility, community-involved management. Call 617 - 524-7157.

C yr exp, 3rd, BA, Contemr, MOR or Top 40, award for news, ND, MD, Mid or Major Mk. Avail new, evenings 703-243-5936.


Country Music DJ, 3rd Endorsed, 14 years as an entertainer. Serious worker. Some production. West or Midwest, send resume to Johnny Cross, Box 1205 Palm Springs, CA 92262.

Black DJ, 3rd Endorsed, Strong voice, experienced in sales looking to relocate from East Coast. 201 - 433-4407 after 4 p.m. Patrick Butler, 296 Chapel Ave., Jersey City, NJ 07305.

Disc Jockey looking for a job anywhere Graduated Broadcasting School in Chicago, willing to work anywhere. 3rd endorsed, ready now. Thomas Matri- ciano, 1323 Kenilworth, Berwyn, IL 60402, Call 312 - 788-5068.


Creative rock jock with pazz seeks spot on small AM or FM rock Cities in medium city. Third phone, experience, good pipes, top references, resume, tape. Call 309-682-0005 mornings to 1 p.m. CST.

23—married— with one and a half years exp. Good deep voice. Would prefer medium size market. Call Rod, 501 - 968-7843.

Experience Pro—First, Mid-Day or PM shift. Relo- cate, Michael Cantoni, 732 1st Ave, Chula Vista, CA 92010.

Experience professional, announcer/production. 5 years, 3rd endorsed, automation. Midwest Dave Daniels 507-433-8123.

SITUATIONS WANTED TECHNICAL

First Phone, light experience. Trainee salary OK. Im- mediate relocation to all markets. Box C-88.

Engineer-Announcer. Maintenance experience with 2nd. Want to learn FM. Prefer East Coast. 301 - 565-3064 evenings.

Wanted Chief or top mantenance position, 14 years experience in Radio & CATV. Available March 8th. Box C-120.

Experience Engineer, AM, DA, FM Stereo, some Automation, TV. Prefer Southern states, Box C-135.

Eleven Years Chief Engineer, AM, FM, Directional, First Phone, combo. John 502-368-6108.

SITUATIONS WANTED NEWS

West Coast News and sports pro. 4 years PBP and reporting experience in small and medium markets. Get the job done right! Reply to Box C-104.

Employed...but looking. Four years major market as top talent, now news director. Seeking medium/majot market anchor-reporting job. The more news your station does, the happier I'll be. Box C-105.

Award winning NO—investigative reporter seeks news or sports. Only those with a real commitment to broadcast journalism need respond. Box C-108.
HELP WANTED NEWS CONTINUED

News Director at number one in three station small market seeks new challenge. Re locate. Box C-112.

Pro Sportscaster, medium/major market, 10 years, creative, communicates with listener. Box C-127.

Seasoned broadcaster and produces. Experienced newscaster, talk show host, oversees audio reporter. Know good copy and actually from bad. Good voice, first phone, B.A., married. Prefer the West but will consider good offer anywhere. Box C-155.

3rd endorsed, college trained newscaster seeking a position. Have some experience, to relocate. Call, write Gregory Bresgic, 212-441-1454, 85-04 89th St., White Plains, NY. Ready to work hours for short pay inteval for a break.

Let's play ball! Sportscasters, 8, eight years experience. All sports PBP, sportscasts, promotions. Journalism BA, management and sales experience. Harvey Walton 402-777-6407.

Radio Newshuman: Strong on news gathering, and on air work. 3rd endorsed, willing to relocate. Love the business, will work hard. Call Lisette DuPre 703-777-4747.

2 Years Experience wants fulltime news position. BS in Communication with Journalism background. Southwest preferred, will relocate anywhere. Call Mike, 812-346-6685 before 3pm EST.

Ambitious and capable female March college grad with 2 years of news experience and proven reporting ability wants to do news for you. Call at 419, 419 372-6207.

Looking for news spot and ready to relocate. Third endorsed, college trained, with some experience. Want to get back into Radio. Am ready to work any shift. Call Gregory Bresgic, 212-441-1454 anytime for tape, resume and a Palaver.

HELP WANTED MANAGEMENT

HELP WANTED SALES

General Sales Manager wanted for small market VHFs. Must have background in National & local sales. Excellent salary and benefits for the right person. Send complete resume to Box C-111.

Account Executive. Experienced salesperson, preferably with ad agency and/or television sales experience. To maintain National and/or house accounts with clients of new audio visual production company. Knowledge of marketing, advertising and sales promotion. New position. Requires person with ability to work without a constant direction. Equal Opportunity Employer. Box C-114.

HELP WANTED TECHNICAL

Expansion Opening Experienced video/audio technician to supervise technical operations of large multi-channel studio production facility. Must be experienced in set up and operation of color cameras, film chains, VTR, multi-track audio equipment. Supervisory ability and readiness in the field. 3 weeks of vacation, 10 holidays, free hospitalization plan. An Equal Opportunity Employer. Send detailed resume to Box C-84.

Control Room Engineer: Operates excellent opportunity to gain experience in ENG. First Class license required. Send resume to Chief Engineer, WCCO-TV, PO. Box 2505, Montgomery, AL 36105. An EOE.

Are You Ready To Move Up to Assistant Chief? If you are experienced with Quad Tape, Helical Tape, ENG equipment and understand RF this may be the position you are looking for: Enjoy the sunny South and grow with an expanding young group. Salary based on experience. Call Harold Johnson, 205-533-4848.

Exciting New Group is now expanding. This is your opportunity to get in on the ground floor and grow with the company. If you are experienced in TV maintenance, including all types of technical and other ENG equipment then this may be the opportunity you have been looking for: Enjoy the sunny South. Salary commensurate with experience. Contact Harold Johnson at 205-533-4848.

Maintenance Engineer, with extensive TV experience needed. Send complete information first reply to: Chief Engineer, EOEO Employer. Box C-116.

Maintenance Engineer, Southern California University with teleproduction facility seeks individuals possessing high level of expertise in the operation, installation and maintenance of all TV broadcast equipment. Equal Opportunity Employer. Send resume, stating salary requirements to Box C-156.

Chief Engineer with proven ability in administration and troubleshooting for South Texas VHFs Box C-159.


Washington, DC TV and Radio financial manager, consulting firm needs experienced TV and radio engineer to compute replacement cost of technical equipment using in house library of manufacturers catalogs and price data. This is a detail desk job in very pleasant surround. Will be working with three other engineers and with client stations. Minimum 3 years operating experience. Fine progressive company Box C-102. Call John Bowman, Frazie, Gross & Clay, Inc. 202-244-6376.

Operations Engineer—To perform engineering functions in University CCTV television-radio facility, including engineering supervision of productions and technical operations. Must have experience in related tasks. Associate degree or electronic school certification, or equivalent; 1st Phone preferred but not required; 3 yrs. work experience in related electronics; knowledge of production techniques and engineering standards, audio and visual VTR’s, color cameras, terminal equipment, RF distribution and related electronics. Salary open. Application deadline April 6, Contact: Jack B. Lacy, Director, Center for Media Services, University of Mississippi, University MS 38677. Equal Opportunity Employer, M/F.

CAREERS in Television Engineering—RKO General, Boston Division, has immediate openings for the following positions: Transportation Engineer, audio technician. 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. Salary commensurate with experience. For consideration, forward your resume including salary requirements to: Personnel Department, WNAC-TV Boston, A CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

VTR Engineer—Dynamic, growing company needs experienced engineer for quad rebuilding and calibrating. Must be intimately familiar with Ampex 1200 and 2000 tape machines. Some travel. Leader in VTR resetting and systems design offers challenging atmosphere, good benefits and location. Send resume and requirements to: Mr. Louis Saracuzano, A.F. Associates, 100 Stonehurst Court, Northvale, NJ 07647.

Maintenance Engineer—experienced with studio transmitter and microwave. Contact Ken Renfrow, Chief Engineer, KOAA-TV 2200 7th Ave., Pueblo, CO 81002.

Operating and Maintenance Engineer: Immediate opening for technician with color camera and 2-inch videotape experience to work at VA Hospital production facility. Two years of technical school required, FCC First Class license preferred. Salary mid-level with excellent employee benefits and opportunities for advancement. Resume to: Ted Jakubanis, Brentwood Hospital 20530/42500, Wilshire & Sawtelle Blvds., Los Angeles, CA 90073.

Radio-TV Broadcast Tech. Min. of BS in Electrical Eng. & 1 or more yrs. in TV broadcasting or Radio-TV trade school + 4 or more yrs. electronics experience which 2 yrs. or more of experience in broadcasting. First class radio-telephone license pref. Contact: U of M Personnel Department, or apply in person at 2651 University Ave, St. Paul, Minnesota, 55102. An Equal Opportunity Educator and Employer:

Immediate Opening for Chief TV Engineer, experienced in maintaining color studio production equipment, including quad VTR’s, studio and ENG cameras, editing systems. First Class FCC License and strong maintenance background required. Salary commensurate with experience. Excellent benefits, including free hospitalization insurance. Send resume and referrals to Dr. Robert H. McGaughey, III, DeP't of Journalism and Radio Television, University of Nevada, Las Vegas, Nevada, 89154.

Maintenance Supervisor wanted for California major market VHF located in one of nation's fastest growing areas. Requirements include: minimum 3 years maintenance experience, with strong background in VTR, ACR-25 experience preferred. FCC first class license preferred. Excellent computer and electronic technical education, including digital technology. Send resume to Personnel Director, KNTV, 645 Park Ave., San Jose, CA 95110. AEOE.

Assistant Chief Engineer, good chance to grow with group owner. Must have minimum 3 years experience working with VTR’s, transmitters, control room, ENG, CE, and News. KORK-TV, 702-451-7600 or send resume and salary requirements Box 550, Las Vegas, NV 89104. EOE. Employee:

TELEVISION

HELP WANTED MANAGEMENT


SITUATIONS WANTED

PROFESSIONAL EXPERIENCE WANTED

SITIATIONS WANTED PROGRAMMING, PRODUCTION AND OTHERS

Soul Program Director and Personality looking 919-483-6530.

I would like to work with a p.m. who wants Our station to progress. I have programming, promotion, and news experience and want to p.d. a medium or secondary market station to be a positive voice in Our community. Let's communicate! Box C-131.

10-Year Radio Veteran Engineer/FD/Announcer seeks good paying position in Kansas or nearby state. Married, stable, responsible, Good references. All offers considered. Age 27, Box C-134.

2 yrs exp. Production, interviewing, announcing, news & office, 1 phone. 207-862-7395.

Successful Program Director now working as successful Station Manager in Top 100 market wants to hear from proper FM radio station that wants to win! I can out program anyone in your market, but can you afford me? Only stations that want to win need reply! Box C-34.


Broadcasting March 6 1978 127
HELP WANTED NEWS

We're looking for a No. 2 person in a big market who's ready to become No. 1 in a smaller market. We have newsroom and history goals, and one person, one to shape the news product, build a staff of young reporters and photographers, and improve our numbers in the Southeast, in the Northeast. Include newscast, area and ENG equipment. Send a letter telling us on your qualifications, your ideas, your news philosophies. Don't mention Bob John, News Director, WFTV, Orlando, 32802.

Photographer, full-time, Mon.-Wed. nights, also Sat. and Sun. days. Art-ENG group-owned station, medium Midwest market. Must have 3 years experience, creativity, and willingness to work irregular hours. Box C-76.

WFTV needs an experienced television sports reporter and sportscaster to handle weekend air work and weekday sports reporting. If you're good... really good... and would like to join Central Florida's best television news organization, send your resume along with cover letter and on-air tape to: Bob Jo- dan, News Director, WFTV, Orlando, 32802.

News Producer who believes people are news: who creates shows with style, flair & creativity. Must be able to write, edit, and take pressure. Box C-99.

News Director/Anchor-Manage department and anchor BPM news. Attractive small market in the Sunbelt. Send resume to Box C-128.

News Director Wanted: ABC Affiliate in medium market needs person to manage TV news department. Must have Journalism B.A., 6 years news department experience with 3-5 years in management, E.O.E. Send resume and salary requirements by March 15, 1978, to Box C-143.

Medium Market ABC Affiliate station needs Executive Producer/Anchor. Responsible for news production of all cast and anchor on 6 & 10. Must have experience in current state of the art, BA Journalism. 5 years professional broadcast news experience, E.O.E. Send salary requirements & resume by March 17, 1978, to Box C-149.

News producer, salary $11,000, tape and resume to: News Director, WISC-TV, Madison, WI 53711, EOE.

On Air Sports personality to do coverage and commentary for 6:00 and 10:00 Eyewitness News. Salary open to the right person. Send tape and resume to Scott F. Carr, KSFY-TV, Sioux Falls, SD 57102.

Anchor/Asst. News Director - Versatile journalist required to head Anchor and manage news department. Film and ENG equipped. Small, fast growing Florida market. Send tape and resume to: Doug Grimm, WMFB-TV Box 1340, Panama City, FL 32401.

Wanted: weatherperson, good performer, good salary: Gulf Coast. Contact Scott Peterson 601-896-1313.

Journalism Broadcast Print: Full-time faculty needed for Fall 1978 to teach broadcast and print journalism, may include basic reporting, public affairs, broadcast history. Also contact radio, TV, and television internship. MA minimum, professional experience necessary, teaching experience desirable only. Be a part of this new and expanding program. Application deadline, April 7, 1978. E.O.E. Write: Ralph A. Swain, Acting Coordinator, Public Communications, Wheeling College, Wheeling, WV 26003.

Meteorologist or Experienced TV Weather Reporter - We are looking for a meteorologist to handle weather for our growing market. Send resume to: News Director, WEAU-TV, PO Box 47, Eau Claire, WI 54701, An Equal Opportunity Employer.

News Photographer/Writer needed for strong News Department and samples of work, if available. To: News Director, WTAJ-TV, 5000 6th Ave, Altoona, PA. An Equal Opportunity Employer.

Female or Male Reporter - Weatherperson wanted for CBS Affiliate. Must have street reporting and on-air weather experience. Duties include reporting for both six and eleven PM news in addition to eleven PM weather. Send resume and cassette to Ray White, News Director, WFTV, Orlando, 32802.


HELP WANTED PROGRAMMING, PRODUCTION, AND OTHERS

Graduate Faculty Positions - Ph.D. and commercial experience or M.A. and extensive commercial broadcasting experience, including EFP/ENG. Associate or Assistant positions to teach a combination of major classes in broadcasting history, regulations, programming, audience research, production. One position will concentrate on production. Salary at Assistant/Associate 17 to 23K. The M.A. degree will be offered by the School of Communications of CSN University starting in the fall of 1978. CSN University will work with the Christian Broadcasting Network and shares a distinctly evangelical educational philosophy. Applications should be sent by March 15, 1978. CSN University, Pebbletree Five, Virginia Beach, VA 23463.

Respected Professional for one-year appointment as Distinguished Professor of Journalism. Prefer background in advertising or radio-TV, but news-editorial prior to academic experience desirable but not essential. Job includes teaching, making public appearances, advising students on professional career. Salary $28,000 for 9-month academical year. Appointment effective August 15. An Affirmative Action/Equal Opportunity employee. Applications from minority persons and women encouraged. Send application, including resume and references, to: Charles Pearson, Department of Journalism, Wichita State University, Wichita, KS 67208, before March 15, 1978.

Attractive opportunity for experienced Video-Film cameraperson. East coast. Long established busy recording studio Excellent facilities. Complete resume and salary requirements to Box C-32. We will contact you for sample work.

Director, Art Department: Immediate Opening. Top 20 station seeks experienced graphic designer to head 4 person shop. Knowledge of television production and art production techniques; management and organizational skills essential. Send detailed resume and salary requirements to Box C-79. Equal Opportunity Employer: M/F.

Writer/Production Assistant (commercial). A minimum of 3 years experience in Television Production is required. Send resume and references. Gulf Coast affiliate with all the right equipment is seeking the right people. E.O.E. If you love to write, like to play, and enjoy meeting deadlines, send your resume to Box C-80.

For Pros Only Full service broadcast video production/post production company is seeking experienced, quality oriented, energetic film and video people. If you are a camera person, location/stage/production mixer, CMX-50/340 editors, lighting director/gaffer, art director or composer, send your resume and demo tape to: One Radio Plaza, Dept. 102, 500 Third Street, San Francisco, CA 94107.

Producer/Director Top 20 VHF affiliate. Highly motivated professional required to accept a variety of studio and field assignments for market's No. 1 news and production station. Minimum 3 years experience in news reporting, documentary and commercial production. Box C-98.

Production Professional to join management team of major mid-western group owned station. Successful candidate will be experienced in news and commercial production. Excellent salary, profit sharing and fringe. Resume, salary requirements to Box C-132.

Assistant Professor - Radio-TV Film. Position starting September 1, 1978. Candidates should have previous teaching experience and significant professional experience in radio, television and/or film. A Ph.D. is preferred, but M.A. will be considered. Will teach basic and advanced radio-TV courses. Applicant chosen will have strong interpersonal skills which make it possible to relate well to the school's various publics. Oklahoma State University, an equal opportunity employer, invites applications from qualified candidates. Application deadline: for April 1, 1978. Salary: $12,500 for 10 months. Apply to: Dr. Paul Wilson, Chairman, Mass Communications, Oklahoma State University, Stillwater, OK 74074.


ITV Producer/Director to produce college credit courses over university licensed PTV station. Preferable: previous experience in equivalent environment. Production background including studio-ENG-Film. Station fully color equipped. Salary to $14,500 depending upon qualifications. Equal Opportunity/M/F Position available July 1, 1978 or possibly sooner. Application deadline April 15. Contact: Dr. Dale N. Anderson, Manager, KITUW, 301 N. Wannamaker, Topkea, KS 66604, or 913-272-8181.

Experienced Promotions Director needed. Must have 1-2 years experience in college or university setting, and the ability to create aggressive, memorable campaigns which produced results. Send resume to Operations Manager: WYUR-TV, 484 Grand Avenue Drs., Huntsville, AL 35801, 1-205-533-4848.

Director, Visual Communication Center: Responsible for planning, budgeting, administration, and supervision of Center provides television production, captioning, photographic products, transparencies, and ABC/WRAL. Directs all aspects television production programs as necessary. Color studio, 12 channel CCTV. Require 6 or more years all phases television production, 3 or more years supervisory experience, bachelor's degree in Communications or relevant field. Gallaudet College is a liberal Arts College for deaf students. E.O.E. Send resume to: Ms. Single- lary Personnel Officer, Gallaudet College, 7th Street & Florida Avenue, N.E., Washington, DC 20002.

Unit Manager (12 month project position). Supervise film production units in the field for national pilot film projects funded to Northwestern PTV station. Duties include: (1) research and development of pilot projects in production and post production phases, participate in planning of production and post production activities during work locations and at the station; set up expenditure reporting systems for the projects, act as assistant to the Executive Producer and Project Director for the activities of the project. Deadline: March 9, 1978. Contact: John Conley, 4045 Brooklyn Ave. N.E. University of Washington, Seattle, WA 98105.

Art Director: Creative, experienced television artist who knows TV and print art, photography and design, wanted to put momentum in art department of market's number one station. Resume only to Lee Johnson, Personnel Director, WTVC, Box 1150, Charlotte, TN 37401, EOE.

Broadcasting March 6 1978

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SITUATIONS WANTED

PRODUCTION AND MANAGEMENT

Controller/Manager, female, with experience in a major TV market. Experienced in EDP Accounting Degree. For resume write to: Box C-55.

PRODUCTION Manager for Southeast market CBS affiliate. At least two (2) years experience in all phases of production an essential requirement. We offer very good employee benefits. Send resume to: Business Manager, PO Box 333, Orlando, FL 32807. We are an Equal Opportunity Employer.

SITUATIONS WANTED TECHNICAL

First Phone, College Grad experienced with ENG Systems. Prefer West Coast or Central, no experience. Write to: Box C-45.

SITUATIONS WANTED NEWS

News Photographer—Two years experience, top 25 market, film and ENG, includes live ENG. Box C-93.

State capital television newsmen, four years experience, morning TV anchor, political science degree, looking for investigative reporting. Box C-142.


Aggressive graduate seeks first reporting job, currently major market independent writing/producing. Dana Benson 812—588-2610.

Colorful play-by-play broadcasters: network background, willing to work 12 or per diem basis. All sports, especially basketball. Phone: 201—257-2111 or write 12 Peggy Road, East Brunswick, NJ 08816.

Seasoned, Resourceful News Director seeks return to Television in small market, Wayne Sorge 214—657-2627.

Would you be interested in a female with a college degree and two years commercial experience in news? I'm looking for an Anchor/Producer job in a medium or large market. Top references. 512—428-2941 after 7 p.m.


Chief Photographer, 23, 5 yrs. 3518/16, ENG experience. Prefer South or Southwest—all considerations. Send information to G. Marlin, P.O.B. 921, Lafayette, IN 47902.

SITUATIONS WANTED PRODUCING, PRODUCTION AND OTHERS

Writer, Producer, some Directing BA News; 3 years "plus" experience, small market and cable. Continuity, Promotion, Production. Cassette available. Box C-51.

Broadcast Professional seeks equal opportunity in program production management. Eleven years solid experience. Excellent credentials and Graduate degree. Broadcasting Box C-124.

Producer/Director seeking in the land of sunshine looking to move to the land of snow. Think I'm crazy? Then I'm the person you need. 7 years experience, heavy emphasis on news, seeking top 30 market. Box C-126.

Six production professionals seek relocation to the West or Southwest. Currently employed as Operations Manager, Production/Editor, Graphic Designer, Studio Supervisor, Audio/Camera Operator, and Secretary. University degrees. Individual or group inquiries welcome. Box C-141.

Award Winning Producer-Director with switching, film and tape editing, audio, copy writing and technical directing experience, send for audio and video tape. Box C-166.

Award winning graphic artist in top 20 market looking for a new challenge. Strong in design, color, especially newsicast graphics and courtroom drawings. Prefer Eastern markets but primarily looking for the right people and place. Box C-83.

Production Specialist seeking any creative position with quality organization. 7 years experience, everything from Production Assistant to Cameraman. Graham Binlin, 215—684-3346.

Creative University of Kansas Broadcast student seeking apprenticeship in programming with a broadcasting network or television affiliate. Mike McCallum, 523 Fireside Drive, Lawrence, KS 66046.

Program Director/Production manager. Medium market for 7 years experience in production and programming. Strong background in license renewal, programing analysis, remote production, etc. Let's talk. Rudd Parsons 502—585-2201.

WANTED TO BUY EQUIPMENT

Wanted 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantees Radio Supply Corp., 1314 Bruton Street, Laredo, TX 78040. Manuel Flores 512—723-3333.


SK Transmitter, two Tower Phaser and Tuning Boxes. Conlinear 4-1/2 points. Write Conlinear Marine, 7020 Zuni Street, North Dallas, TX 75230. Phone: 214—273-0771.

Monko Cardiograph Record Playback unit, around $250, any make, John Zaidel 412—381-2370.

Wanted: (2) used contour enhancers for PC-70 Norelec camera. Must be in good working condition. Contact Efrain Rivero, Chief Engineer, WLTW, Miami, FL 305—652-4000.

Need parts, especially Jack screw and nyion eyelot blocks. For Gates STC Stack 55 Cartridge. Mother built around the Gates SP-10 programmer and switchers. Will buy parts or working equipment. WMJ, Cudde, Georgia.

FOR SALE EQUIPMENT


Automation: Gates SC-48 System complete with (4) Scylus, (3) Random Carousels, racks and more. CMX, Controller with Carousels. For more information call or write Eastern Broadcast Supply, 42 Main St, Leominster MA 01453, 617—534-0441.

RCA BTA-50H15 50,000 Watt AM Transmitter with RTE-20A Solid State Exciter presently tuned to 1170 kHz. Complete with SKW Outback Kit, Spare tubes. Recently removed from service. $45,000 or offer. Contact: Bill Weaver, General Manager; or Ron Blasing, CE, Radio KLOC, San Jose, CA. 408—274-1170.

Two year old Mosley PCL-505C composite STL with 110kHz gen and demod cards and rack mounted 185KHz gen and demod units. STL will be factory tuned to your frequency upon receipt of check for $5420. Contact Crawford Broadcasting Company at 215—836-4900.

1972, "Little Max" color film processer, includes mirror tank, pump, holding tanks and replacement parts. Good condition. $33,900 or best offer. Jack Parris, KMEG-TV, 712—277-3574.


Two HL-33 Ikegam Cameras, good condition, complete system, Contact Keith Townsend, KLTV-318—233-2152.

COMEDY

FRUITBOWL: world's widest humorous and information service for radio personalities. Free four week trial subscription to qualified broadcasters. PO Box 9787, Fresno, CA 93794.

Deejays: Need, sure-tire comedy 11,000 classified one liner. S10, Catalog treat Edmund Orion, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 2834-8, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, Califonia 93704.

Hundreds of Deejays renewed again! Guaranteed listener! Freebie, Contemporary Comedy. 5804-8 Twineling, Dallas, TX 75227.

Broadcasting's Biggles: Buy Bionic Botto... Again! Free Sample! Bionic Botto, Box 457, Capitola, CA 95010.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest Woodlawn Music Works. PO Box 947, Brynmawr, PA 19010. 215—525-9873. Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barrier or trade... better! For fantastic deal, write or phone: Televison & Radio Features, Inc., 168 E. Superior St., Chicago, IL 60611, call collect 312—944-3700.


Mr. GM, Make "Sense" into $$$! Will write radio copy that'll ring sponsors cash register! Free air-staff for more time selling; improve production & station sound. Send sponsor "Tickle Me!" to: Native New Yorker Copy PO Box 896, Bronx GPO, N.Y. 10451. Min. order: 3 one-minute ads, $10. Act soon for limited, introductory rate!
Help Wanted Technical

ENGINEERING MANAGER

Mosley Associates Inc., a prominent Broadcast Equipment Manufacturer offers an outstanding opportunity for a strong management oriented engineer.

This position requires the ability to evaluate RF Linear and Digital Circuitry as well as strong supervisory ability and a minimum of 5 years experience. Both manufacturing and broadcast experience are preferred. If you are looking for a new challenge, please forward your resume to:

Personnel Director
Mosley Associates, Inc.
111 Casillan Drive
Goleta California 93017
An Equal Opportunity Employer

Help Wanted Management

RADIO STATION MANAGER

An unusual opportunity for a Station Manager in a major (top 50) Southeastern market. 50kw AM and 100kw FM. Substantial competition creates need for aggressive leadership and supervision of active Sales Department. Excellent staff support in all areas of promotion, programming news (largest department in the southeast) and engineering with brand new operational equipment. Reply Box C-20. An Equal Opportunity Employer. M/F

Help Wanted News

NEWS DIRECTOR

WKBW Radio, Buffalo, N.Y. is seeking the most creative, energentic professional we can find. Must be strong on administrative and motivational skills. A demanding yet rewarding position with a Capital Class Station. Applicant must have at least five years Broadcast Journalism experience with management experience desired. No phone calls, please. Forward resumes and qualifications to:

WKBW 4130 Main Street
Buffalo, New York 14209
An Equal Opportunity Employer

BUSINESS MANAGER CAREER OPPORTUNITY

Major East Coast AM-FM facility in the multi-million dollar billing range, needs a "hands on" controller to work with and supervise a substantial department. This person should have a minimum of five years experience in Broadcasting with the last two in a supervisory capacity. Requires excellent computer skills and the ability to meet deadlines and get the job done! This is a top management position at a prestigious expanding Broadcast Facility. The compensation and benefits are commensurate. Reply P.O. Box C-97.

RADIO NEWS DIRECTOR

Metromedia's WASh-FM seeks an experienced broadcast journalist to direct every aspect of our news operation. This is an opportunity to work with an excellent staff at a well-equipped adult contemporary station with a strong commitment to news. Send resume, aircheck, writing samples, references, and salary requirements immediately to Bo Hughes, WASH-FM, 5151 Wisconsin Avenue N.W., Washington, D.C. 20016. No phone calls please.

METROMEDIA IS AN EQUAL OPPORTUNITY EMPLOYER.

Situations Wanted Management

GM or GSM

Outstanding record of achievement in sales and management, 20 years major market experience in radio broadcast. Conceptual and analytical abilities combined with demonstrated leadership. Seeking permanent management position. Will consider all markets. Box C-57.

KEY MAN

Network Executive desires return to local regional station management. Creative, experienced, knowledgeable, fully-rounded. Hard driver in sales, programming, news, promotion. Your station need key to full success? Write Box C-154.

TELEPHONE TALK PERSONALITY

Gnl. interest - Sports. Available soon in all Major Markets. Box C-78

Help Wanted Programing

PROGRAM DIRECTOR

Regional growth oriented AM/FM... very strong on news, public affairs, telephone talk, production... plus organization and personnel management. County of license... 31,000. Midwest. Send complete information to Box C-129.

Help Wanted 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 toward. Send resume to Box B-174.

Help Wanted News

RADIO

San Francisco, FCC license, 6 weeks 3/1/78. Results guaranteed. Veterans approved SCH OF COMMUNICATION ELECTRONICS, 150 Powell St., San Francisco, 94102 415-392-0194.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 27. May 8. Student rooms at each school.

REI 4-Pineapple Ave., Sarasota, Fla. 33577 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, Va. 22401 703-373-1441.

Situations Wanted Announcers

SUPER PRO

who belives in personality radio seeking excellent opportunity - 13 years experience, 7 in major markets, Top 40 & Adult Contemporary. MOR Award winning entertaine who can do humor, phones, info, and more. Box C-158.

INSTRUCTION


1st Class FCC, 5 wks. $450 or money back guarantee. NAII Inst. Communications. 11488 Oxford St., N. Hollywood Ca 91606.

OMEGA STATE INSTITUTE, training for FCC First Class license, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.


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-day day time and eight-week night/mid classes available. State approved for Veterans. R.L.I., 216 E. Montague St., Charleston, S.C. 29406. 803-744-7189.


Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Brunnt Tower, P.O. Box 45759, Dallas, Texas 75224, 214-352-3242.

Bill Elkins proudly announces the opening of Elkins Radio License School in Oklahoma City, at 4801 N. classes Blvd, Suite 100, Oklahoma City OK 73118, 405-842-4862.

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Broadcasting March 6 1978

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Situations

DAVE DONAHUE: csp*
(common sense programmer)
Country programmer, group programmer, country consultant AVAILABLE NOW Finest NUMBER ONE track record in Country Radio. Call and get me now before someone else does at the Country Radio Seminar coming up in Nashville. 319-305-8726

TELEVISION
Help Wanted Sales

Account Executive,
top 35 market, in Southeast. Prior experience in television sales required. College degree in marketing and/or broadcasting is desirable. Send resume to P.O. Box C-109, EEO M/F

Help Wanted Management

AUDIENCE PROMOTION MANAGER
Promotion Manager for Creative Services Department of top 10 market, group-owned, VHF network affiliated, TV station. We need a pro who knows advertising, production and media placement. Send resume to Box C-101.

An equal opportunity employer.

Because of rapid corporate growth and a dramatic increase in our business, CCA Electronics Corporation is in immediate need of skilled personnel in the following areas:

BROADCAST SALES ADMINISTRATORS
We require experienced Broadcast Engineers with Radio and Television background. Good organizational skills, desire for growth into a sales career. Successful candidates should have polished communications skills and a desire to work with Broadcasters and their product requirements.

Please reply with resume, salary history and any pertinent details to CCA Electronics Corporation, Broadcast Plaza, Box 5500, Cherry Hill, New Jersey 08034. Attn: Mr. Ron Briggs, or feel free to visit us at Booth N307 during NAB, Las Vegas.

Help Wanted Programing, Production, Others

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
212-758-3638

Help Wanted Programing, Production, Others Continued

PRODUCER
Top 10 market station seeks a highly motivated producer possessing the following qualifications: minimum 3 years' experience producing studio, film, and mini-cam production programming of the "Documentary" or program "Special" type. Writing for television programming and supervisory experience essential. The ability to develop new ideas and concepts is highly desirable.
Excellent fringe benefits program. For more information send detailed resume including salary requirements to Box C-121.

An Equal Opportunity Employer M/F/H/Vets

VITAL HAS A FUTURE FOR YOU

VTR ENGINEER
Dynamic, growing company needs an experienced Engineer for Quad VTR refurbishing and calibration. Successful candidates will be intimately familiar with Ampex VR-1200 and VR-2000 as well as late model quads. Some light travel.
We are a leader in the field of VTR rebuilding and broadcast systems engineering and offer a challenging atmosphere, medical and insurance plans and convenient location.
Forward resume and salary requirements to: Mr. Louis Siracusano A F Associates, Inc., 100 Stonestreet Court, Northvale, New Jersey 07647.
Help Wanted News

WKBW-TV in Buffalo
is seeking an experienced television journalist for market's dominant news operation. Looking for a leader, with solid background in producing, ENG, and administration. An equal opportunity employer. Contact: Phil Beuth, General Manager, WKBW-TV, 1420 Main Street, Buffalo, NY 14209.

WANTED:
TELEVISION NEWS ANCHORPERSON

Large Florida Market VHF

We are looking for a top-notch broadcast journalist. This anchorperson will do some field reporting and write some newscast copy and will be conspicuous in the community through active civic involvement. Five years anchor experience absolute must. We require integrity and professionalism. No actors-only qualified broadcast journalists need apply. Excellent salary and good fringe benefits. Equal Opportunity Employer.

Box C-150

Situations Wanted Management

TV PROGRAM EXECUTIVE

Experienced in all areas of network, syndicated, and local production and program acquisition. Production background. Knowledgeable in FCC and pay television. 16 years in top ten with both industry-wide references. For further information or appointment, call: (415) 349-0887.

Situations Wanted News

NEWS DIRECTOR


Hardworking college graduate


Broadcast Equipment Development & Systems Engineers

Engineers who believe they have the technical and creative potential to belong in the forefront of broadcast technology are invited to consider the exceptional career advantages of these positions on our award-winning New York City-based development and systems engineering teams.

Our continuing growth, constantly-evolving projects of increasing complexity, and enviable record of stability offer those qualified the strongest potential for long-term professional and personal advancement. Working, with some of the industry's foremost specialists in a truly state-of-the-art environment, you will focus on the in-house and supplier development of innovative equipment for forward-looking broadcast needs.

To qualify, you must have an Engineering degree plus some communications engineering experience—with an equipment manufacturer, broadcaster or related company—in one of these areas:

☑ VIDEO TAPE RECORDING
☑ EDITING DEVICES
☑ DIGITAL TV TECHNIQUES
☑ AUDIO & VIDEO SYSTEMS

Forward resume in strict confidence, including salary history and requirements to: Engineering Placement Manager, CBS Inc. 51 West 52nd Street, New York, New York 10019.

CBS

Men & Women of all Races Desired
Business Opportunity

THE LEARNING PARTY
The Learning Party
1625 E. 155th Terrace
North Miami Beach, Florida 33162
305-941-1352

VARIETY DRAMA COMEDIES MYSTERIES SCIENCE FICTION

Wants to purchase programs produced locally by U.S. TV stations or independent producers that should be of interest to European viewers. Submit synopsis of available shows, documentaries, news and entertainment features, specials, series, etc., if possible, with short 18mm sound on film or video tape clips to: Schwaner Productions, Ringstrasse 104, 1000 West Berlin 45, Germany.

EUROPEAN TV DISTRIBUTOR

We are interested in acquiring additional radio or television properties. Upgrading and re-financing, major bank financing is available at bank rates.
We are experienced in designing presentations for loans secured by radio or television properties. This service is limited to principals or brokers.

NAB
Las Vegas Hilton
By appointment only
Ray Kandel
2222 Ave. of the Stars (2102)
Los Angeles, California 90067
(213)777-4850 or 277-4053

FREE SAMPLE COPY!

FLORIDA FREE GOLF

Completely furnished condo apartments for two for $55 per day until April 30. With greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apex-Courtesy Car Rental. WE FEATURE FORDS.

Write or call
VILLA LAGO APARTMENTS
310 Crystal Lake Drive
Pompano Beach, Florida 33064
(305) 782-3400
SORRY, NO PETS

Jobleads Employment Service

FREE SAMPLE COPY!

SOUTHEAST

AM-FM or FM station, medium/major market, wanted by newspaper company. Principals only. Box C-130.

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARITY - DRAMA - COMEDIES - MYSTERIES - SCIENCE FICTION
... included in each series

PROGRAM DISTRIBUTORS
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

LUM and ABNER
5-15 MINUTE PROGRAMS WEEKLY

Program Distributors
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

For Sale Stations Continued

- AM/FM single station market in Miss. FM heard in adjacent city. Automated. Good buy. $1,500,000 down if financially responsible.
- Daytimer within 100 miles of Montgomery, Ala. Total price $60,000. Building included. Lease land for $22,000 per month. $35,000 down.
- Daytimer NW Alabama needs resident owner/manager. Good potential. $100,000.
- FM deep South excellent equipment. Positive cash flow. $21,000 cash.
- Fulltimer in North Alabama. Only fulltimer in Mkt. Includes real estate $360,000.
- Powerful fulltimer, good metro area of GA, real estate, billed about $300,000. $90,000.
- Class A FM, GA city, 50% for $175,000.
- AM/FM within 50 miles of NYC. Powerful FM. Majority share $710,000. Terms.
- UHF TV with 20 cable systems in South. $1,150,000.
- Powerful Fulltimer in Northern Arizona. $800,000. Terms.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. $810,000. Assume corporate note.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Oregon fulltimer. Profitable. $180,000. Terms.
- Class "C" Stereo, Central Texas. 30,000 pop trade area. Good billing. $260,000.
- Daytimer. South Georgia. $265,000.
- Cable TV operation in Indiana. A good buy. $380,000.
- FM within 35 miles of Washington, D.C. Consultant says potential of moving within 8 miles of Washington belt-way. $340,000. Terms.
- Fulltimer in big city in South. Billing $450,000 plus. Real estate. Good buy for $850,000.
- FM in Central Pa. $225,000. Terms.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

CHAPMAN ASSOCIATES media brokerage service

STATIONS CONTACT

W Small AM $142K Terms Galen Gilbert (214) 387-2303
MW Small AM/FM $392K 29K David Kelly (414) 499-4933
W Small AM/FM $375K 29% Bill Hammond (214) 387-2303
S Metro Profitable $775K $225K Bill Whitely (214) 387-2303
E Major AM/FM $1,700K 29% Art Simmers (617) 848-4893

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Georgia 30341.
## MAJOR MARKET AM

**LARSON WALKER & COMPANY**
Brokers, Consultants & Appraisers
Los Angeles
Contact: William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1555

## NORTH CAROLINA
Full time AM-100,000 watts FM, with wide coverage, medium market. Located in a growing area. $950,000 on good terms including real estate or $900,000 cash. Box C-139.

## Top 100 Market
Class IV AM—Fulltime. Profitable—Upper Southeast 21/4 Times Gross—29% Down Terms to financially responsible party. Health forces sale. Reply Box C-145.

## BLACK FORMAT
Fulltime AM in major Southern market. Good billings—Profitable. We prefer a minority group as buyer. If you have a $600,000 cash capability, please write Box C-113.

## SOUTHERN BROKER
<table>
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<tr>
<th>Coast</th>
<th>Medium AM-Full</th>
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## SOLD
in 3 years
22 Stations
Florida & Southwest
REGGIE MARTIN
Media Broker
at NAB Riviera Hotel

## CLASS C FM
Medium Southwestern market of 100,000 with excellent economic foundation. FM at less than full power is rated No. 2 with respectable billings and profits. $450,000 with very enticing terms.

## THE KEITH W. HORTON CO., INC.
Post Office Box 948 - Elmira, NY 14902 - (607) 733-7138
BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

## BROADCASTING'S CLASSIFIED RATES
Payable in advance. Check or money order only. (Billing charge to stations and firms: $1.00)
When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included. The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.
Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

**For Sale Stations Continued**
### Broadcasting

**Broadcasting**

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<th>Network</th>
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<th>Closing Wed, Feb. 22</th>
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**Total** 72 5/8 2 495 7/8

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### Broadcasting with other major interests

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<td><strong>JOHN BLAIR</strong></td>
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<td><strong>CHRIS-CRAFT</strong></td>
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<td><strong>COMBINED COMM.</strong></td>
<td>CCA</td>
<td>30 1/2</td>
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<td><strong>CONWAYS</strong></td>
<td>CWL</td>
<td>17 3/4</td>
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<td><strong>DUN &amp; DORSTREET</strong></td>
<td>DUN</td>
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<td><strong>FAIRCHILD IND.</strong></td>
<td>FC</td>
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<td><strong>FUQUA</strong></td>
<td>FZ</td>
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<td><strong>GANNET CO.</strong></td>
<td>GC</td>
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<td>3 1/4</td>
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<td><strong>GENEVA</strong></td>
<td>GRL</td>
<td>24 3/8</td>
<td>22 5/8</td>
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<td><strong>GLOBE &amp; MALLOW</strong></td>
<td>GLTA</td>
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<td><strong>GRAY COMMUN</strong></td>
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<td><strong>JEFFERSON-PILIT</strong></td>
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<td><strong>LEE ENTERPRISES</strong></td>
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<td><strong>LIBERTY</strong></td>
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<td><strong>NEW YORK TIMES CO.</strong></td>
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<td><strong>OUTLET CO.</strong></td>
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<td><strong>POST CORP.</strong></td>
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<td><strong>REFS TV</strong></td>
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<td><strong>ROLLINS</strong></td>
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<td><strong>SUSTAF</strong></td>
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<td><strong>SOMERLING</strong></td>
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<td><strong>TECH OPERATIONS</strong></td>
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<td><strong>WASHINGTON POST CO.</strong></td>
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<tr>
<td><strong>WESTINGHOUSE</strong></td>
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**Total** 36 1/4 174 8 296 497

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### Cablecasting

**Cablecasting**

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<th>Network</th>
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<td><strong>HUNNUP &amp; SIMS</strong></td>
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<td><strong>COMM. PROPERTIES</strong></td>
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**Total** 86 618 1 510 247

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**Broadcasting March 6 1978**

135
### Programming

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<th>Station</th>
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<th>Low</th>
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Broadcasting March 6, 1978
NATPE's Jim Major: a programmer's programmer

The man running the show at this week's National Association of Television Program Executives conference at the Bonaventure hotel in Los Angeles is the quintessential, up-from-a-floor-director program manager. And, his colleagues testify, a good one.

Jim Major, NATPE president and program manager at WJBK-TV Detroit, knows programming from both sides of the camera. He began as a radio-television student at Marquette University, and was a disk jockey early in his career, but confirmed his greater interest in television while in the Army.

His first behind-the-mike experience was at WTMK(AM) Hartford, Wis., a 500 w station that at the time operated out of a converted farmhouse. His main duty was spinning records, but he remembers vividly having to cue the live Polka band in the upstairs studio from his post in the basement by banging on the ceiling with a broom handle. Maybe that turned him toward TV, but he gave radio another shot at WWOCA(AM) Manitowoc, Wis., before Uncle Sam called.

Mr. Major was assigned in 1957 to the Signal Corps Training School at Fort Monmouth, N.J., where he served as a producer-director for its television division. The post, Mr. Major says, had at the time the largest closed circuit television system in the world.

Discharged in 1959, Mr. Major took advantage of the fort's proximity to New York and distributed his resumes. But it wasn't until he went home to Milwaukee to wait for answers that he was hired—by Storer Broadcasting's WITI-TV there.

Taken on as a floor director, Mr. Major stayed on for 14 years, moving through the ranks of producer-director, production manager, newscaster and, for the last five years, program manager. And when Storer transferred him to sister WJBK-TV Detroit, he took along another WITI-TV employee: his wife, Barbara, host of the station's children's show.

To the program manager's jobs at WITI-TV and at WJBK-TV, Mr. Major was able to bring expertise not only in purchasing and scheduling but in directing and on-air performance as well.

While he's shy when it comes to listing his accomplishments, when prompted he'll admit: "I certainly can understand the problems from both sides." In dealing with his on-air talent, he says they know he's "been there." At WITI-TV, for example, he was a newscaster for eight years, overlapping his positions as producer-director and production manager. And at WJBK-TV he still manages to go before the camera for editorials.

Adds Bob McBride, WJBK-TV vice president and general manager, "If he wanted to be a weathercaster, he would be one of the best." Mr. Major has substituted on the weathercasts at WJBK-TV and during a strike at Storer's WJW-TV Cleveland, Mr. Major filled in there too.

Beyond the weather, however, Mr. McBride credits Mr. Major with knowing programming "as few local programers do"—especially when it comes to syndicated products, film packages, and other fare available nationally.

An executive on the NATPE side of Mr. Major's responsibilities, Lucie Salhaney, WLVI-TV Boston program manager, agrees. "He knows the business generally and "he knows it all," she says. Ms. Salhaney, a new member of the NATPE board of directors, also remarks that Mr. Major has involved more new people in the organization. "He's brought together a good team," she adds, calling Mr. Major an "excellent organizer."

In both his programming responsibilities at WJBK-TV and his NATPE leadership, Mr. Major himself is quick to talk about team efforts. He views the presidency as a "trusteeship," relying on committee decisions.

Whatever the committee work, however, the buck does stop with the president and the decisions leading to this year's convention—ranging from regulations "to keep the selling in the suites" to rebuilding the Bonaventure hotel stage area to accommodate the Iris Awards presentation—"took considerable time—especially with a record-breaking number of exhibitors (176) and attendees (some 2,900) and a NATPE membership that last month passed the 1,000-mark.

With the convention growing larger each year—and not even mentioning other NATPE activities such as p.d. cue magazine, scholarship programs and work with other trade organizations—Mr. Major says that "we probably should and probably will" hire a full-time executive director.

With the increased strength over the years comes an increased sophistication, Mr. Major says. He explains that "we had very little trouble getting people. Almost everyone we invite will come to NATPE now." As for the relationship between buyers and sellers, Mr. Majors says, it is "constantly improving and that's how NATPE has grown to be as successful as it has."

On other fronts, Mr. Major is optimistic that programers (who now face "more challenges, far greater new competition, tougher promotion, pressure groups") are being drawn more and more into top station management positions.

What annoys Mr. Major, however, are the complaints about sex and violence on television, many of which he says are "overblown and unnecessary." Television, he claims, has become "a whipping boy." Regarding sex on TV, in particular, he admits that television has become "far more liberal" but "society is even more so." He suggests a comparative look at books, magazines and films.

At the end of March, Mr. Major will have completed his term as president but will remain on the executive committee and then on the board. "You gradually get in and you gradually get out," says Mr. Major, who became president after serving two years on the board and two years as a vice president.

With the convention behind him, there should be more time for his other interests such as sports. Despite the move to Detroit, he still holds season tickets to the Green Bay Packers home games.

Then there's the obvious hobby: watching television. And the obvious occupational hazard: "It's not to tell when I'm watching professionally or just watching."
Steady as it goes

Some members of the National Association of Television Program Executives are wondering whether the organization's annual conferences are getting out of hand. What started 15 years ago as bull sessions largely unnoticed by the outside world have turned into conventions with casts of thousands. Some founders may yearn for the good old days if they are unduly jostled by strangers in the elevators and suites of the Los Angeles Bonaventure this week.

The thought here is that NATPE is doing just about what it ought to do. Although attendance at its annual conferences has been broadened to include top management in considerable numbers, it is still a programming conference for those whose principal business is making, selling and choosing what goes on the air. As long as the agenda is confined to that, there is no reason for concern. The growth of NATPE into the biggest television program market in the U.S. only accentuates the value of the gathering.

If there is ever talk of converting what is essentially an annual event into a trade association with a permanent bureaucracy, the program executives will have reason to worry. At that point people would begin to look for empires to build, and the NATPE character would vanish.

Loose grips on reality

Acting on the cue of its evangelistic chairman and according to a script prepared by his hand-picked staff, the Federal Trade Commission has initiated a rulemaking that, if adopted, or, less likely, affirmed by the courts, would end children's advertising and programming on commercial television.

The crusade is undertaken, of course, in the name of social benefit and with salubrious results guaranteed: Children get tooth cavities if they ingest excessive sugar; they will quit ingesting excessive sugar if advertising for sugared products is kept off television. Broadcasters are understandably wondering whether this isn't where they came in—except that "sugar" is the buzz word instead of "cigarettes."

There is, however, a difference in degree if not in substance between the action now contemplated by the FTC and the cigarette ban adopted by the Congress eight years ago on much the same sort of insubstantial promise of cause and effect. Television billings at stake in the present proceeding amount to something more than $600 million. Cigarettes were spending only $200 million a year when their advertising was ruled off the air.

Money, of course, is no more the central issue in this proceeding than it was when Congress fell for the tobacco cartel's slick ploy to give up broadcast advertising in exchange for the unrestricted right to go on selling cigarettes. The central issue then was whether the end of broadcast advertising, which had been used to persuade smokers to switch brands, would lead to a decrease in cigarette consumption. Those who argued that it would not have been proved right by the rising sales of cigarettes year by year.

Given the cigarette experience, there is no ready explanation for FTC Chairman Michael Pertschuk's ardent leadership of the crusade against children's TV—unless he is determined to punish the television system for the failure of the cigarette legislation to live up to expectations. Mr. Pertschuk, as counsel to the Senate Commerce Committee, had a heavy hand in the drafting of the cigarette advertising ban.

Whatever forces may be driving Mr. Pertschuk and his like-minded colleagues, the program they have persuaded the FTC to pursue must be opposed by everybody connected with advertising. The principle of "unfairness" upon which they have built the flimsy legal basis for proposed action against children's TV could be equally applied to any kind of advertising that happened to fall out of favor with a majority of FTC members at any time. We find it hard to believe that this proposal will be accepted by the commission and harder to believe that it could survive attack in the courts. But it must be taken seriously during these proceedings.

Not that there is much hope of changing the architects' minds. During the FTC meeting last Tuesday, Tracy Westen, chief staffer on the children's TV draft, was asked by Commissioner Paul Rand Dixon whether an end of children's advertising wouldn't also mean an end to children's TV shows. Oh, no, Mr. Westen airily assured Mr. Dixon, it would continue to be the licensee's responsibility to serve children without compensation. Mr. Pertschuk added the observation that children's programing might improve if broadcasters were "relieved" of the ratings pressures induced by advertiser support.

Wonderland revisited.

As reported in detail elsewhere in this issue, the Eighth Circuit Court of Appeals has raised serious questions about the FCC's authority to regulate cable television under existing law. The decision is spurring new legislative interest in cable regulation. But the decision is also important for its wise counsel that government should resist the urge to dictate commercial ventures for which there is only speculative need.

In criticizing the FCC for exceeding its authority by ordering cable systems to construct multichannel capacity with access channels beyond foreseeable demand, the court wrote a paragraph that we'd like to see displayed on every bureaucratic desk:

"A major value in a competitive, consumer-choice system lies in the limitation of losses to those entrepreneurs who, like the purveyor of the Edsel, guess wrong about consumer preferences. A major detriment resides in regulatory action requiring massive construction by an entire industry to meet an agency-ensignied future, and with no evidence of consumer demand. If the guess is wrong, everybody loses."

Ventures are best left to venturers.

Drawing for Broadcasting by Jack Schmidt.

"To tell you the truth, when I heard him say, 'Take this job and shove it,' I thought he was announcing the song."
Now available for the first time in syndication, "Captain Inventory." 129 half-hours of television's greatest super entertainment with proven success in the fight against the evil of low ratings.

The "Captain Inventory" library is captivating family entertainment which will make you a hero in your market.

See them perform at NATPE in Suite 2708 at the Los Angeles Bonaventure.

TAFT, H-B PROGRAM SALES
One East 57th Street, 9th Floor, New York 10022 (212) 838-1225

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FRAME SYNCHRONIZER
Locks all remote signals to house sync. Network, ENG, Remote - pick-ups, and satellite signals will mix with local signals with no disturbance.
Sampling video at 4 times subcarrier for superior technical standard and picture quality.

TIME BASE CORRECTOR
With NTSC" COLOR and sync of low cost VTR's.

FRAME FREEZER
Will act like having another camera in the studio for still shots. Will freeze any full frame picture. Will retain last frame of interrupted incoming signal automatically until picture is restored.

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No matter how a slide or scene comes in, you can compress and/or change its aspect ratio as you wish. Too many exciting features and applications to describe. Call us toll free 1-800-874-4608.

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See or read information not possible without zoom.
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VERY SPECIAL EFFECTS
With 2 channels or more, open new unlimited vistas of movie-type effects.

GENERATE your own effects with Vital's pre-programmed micro-processor.
Record 4 pictures on one recorder and play back any one full screen with no perceptible degradation.
Observe or monitor 4 TV channels on one receiver, listen to any one audio.

Conceived, designed, and manufactured in Florida by Vital Industries, Inc., makers of the VIX-114 Series Switching System.

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