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

Broadcasting Mar 5
The newsweekly of broadcasting and allied arts

THE DEAN'S LIST:
Woody Allen, Tim Conway, Peter Falk, Goldie Hawn, Carroll O'Connor, Frank Sinatra (continued on pages 48 and 49)
The Dean averaged a 37% share for his entire nine network seasons. The Best of Dean Martin. 100 very funny half-hours. Ready to strip starting Fall 1979.

Source: NTI, subject to survey limitations.
NATPE Hospitality Suite, Penthouse, 26th Floor.
NOW PLAYING!

Viacom Features VI

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

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

"JENNY"
"Marlo Thomas and Alan Alda are first-rate."
—CHICAGO SUN-TIMES
"A warm, touching, funny movie...Miss Thomas is remarkably gifted." —NEW YORK MAGAZINE
"THE HEARTBREAK KID"
"An unequivocal hit—a first-class American comedy, as startling in its way as was "The Graduate."" —THE NEW YORK TIMES

"THE MISSILES OF OCTOBER"
"Probably the finest historical drama television has ever presented."
"An example of how great TV can be."
—CHICAGO TRIBUNE
—PHILADELPHIA BULLETIN

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

AN ALL-NEW GROUP!
25 movies that are all first-run for syndication.

36% AVERAGE NETWORK SHARE!
Very competitive when compared with other current releases:

<table>
<thead>
<tr>
<th>Studio</th>
<th>Avg. Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viacom Features VI</td>
<td>36%</td>
</tr>
<tr>
<td>MCA Champagne Movies</td>
<td>36%</td>
</tr>
<tr>
<td>Paramount Portfolio 8</td>
<td>32%</td>
</tr>
<tr>
<td>United Artists Showcase 10</td>
<td>31%</td>
</tr>
</tbody>
</table>

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

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

BUY NOW.
PLAY NOW!
9 movies available immediately.
14 available in 1979.
PRELUDE TO BATTLE □ Both sides in the children's advertising controversy start sparring on the eve of four weeks of FTC hearings. Here's a report from the camps and the line-up of witnesses for the first week. PAGE 29.

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

MARCH ON WASHINGTON □ The rally against over-regulation drew a smaller than-expected contingent of broadcasters. But it afforded speakers such as (l-r) Sis Kaplan, WAYS(AM)-WROO(FM) Charlotte, N.C.; Bill Summers, WLOU(AM) Louisville, Ky., and Dick Chapin, Stuart Broadcasting, Lincoln, Neb., a chance to vent their feelings. And they were given some assurance that there is still hope. PAGE 31.

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

NATPE TRUMPS ITSELF □ The National Association of Television Program Executives heads for Las Vegas and its 16th annual conference next Friday. There will be new records in attendance and the number of exhibitors along with an jammed agenda of key speakers and critical issues. PAGE 46. At this year's NATPE marketplace is evidence that the prime-time access period is in a state of retrenchment. PAGE 59. A complete list of exhibitors, what they are offering and who will be representing them begins on PAGE 64.

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

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

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

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

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

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

BLAIR'S BODEN □ After 25 years in radio, John Boden is more excited than ever about the medium. And the president of Blair Radio is a firm believer that radio selling is the last frontier for creative selling. PAGE 161.
THE MOST SUCCESSFULLY PROGRAMMED STATIONS IN THE NATION, TURN TO PARAMOUNT!
PARAMOUNT
COVERING ALL DEMOGRAPHICS...IN ALL TIME PERIODS...
FIRST RUN PROGRAMMING AND THI
HAS IT ALL!
WITH TOP-RATED SERIES, GLITTERING PREMIERE SPECIALS, FINEST LIBRARY OF FEATURE FILMS.

"LAVERNE & SHIRLEY" • "HAPPY DAYS" • "THE ODD COUPLE"
"THE BRADY BUNCH" • "LOVE, AMERICAN STYLE" • "STAR TREK"
"MISSION: IMPOSSIBLE" • "THE UNTOUCHABLES" • "THE LUCY SHOW"
"STAR TREK ANIMATED" • "THE BRADY KIDS" (ANIMATED)
"MAKE ME LAUGH" • MARQUEE I • PARAMOUNT ACTION THEATRE
PORTFOLIOS I THRU V • PORTFOLIO VI • PORTFOLIO VII
PORTFOLIO VIII • "PREMIERE FEVER"

COMING ATTRACTIONS:
"MORK & MINDY" • "TAXI"

Visit us at our suite at NATPE!

CONTACT YOUR PARAMOUNT TELEVISION DOMESTIC SYNDICATION SALESPERSON
The night we went to the moon.

Television coverage of the first moon landing brought families together all across America. And our television stations helped make this event possible. At Taft Broadcasting Company, television is just one of ways we combine community service with earnings growth. We're in the business of providing information and entertainment to the American family.

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

For the down-to-earth details on our history making performances, send a note on your letterhead to: Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

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

New draft will continue to dedicate broadcaster fees to support of public broadcasting, although that provision, it's indicated, is being kept only as bargaining chip. Mr. Van Deerin having found little support for it, and is widely published. New fee cap, it's said, would limit total broadcaster collections to something less than public broadcasting's congressional authorization for this year: $140 million.

Staff fee schedule put out last year would have raised $267 million a year from commercial broadcasters.

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

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

NAB staff blames blunder on NRBA (one executive called NRBA "built in a china shop") for independently tucking session with Mr. Van Deerin on meeting it knew was supposed to adjourn at 2 p.m. so state presidents' meeting could reconvene across town by 2:30. NRBA officials say session was set up with NAB's knowledge. Actually, Mr. Van Deerin probably knew what was going to happen, because his subcommittee counsel, Chip Shooshan, helped procure others who shared stage with subcommittee chairman (see story, page 31). Nonetheless, both association staffs are fuming—NRBA more than NAB—won't likely be holding any joint ventures again soon.

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

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

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

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

National Association of Broadcasters wants to resume major role in annual "Voice of Democracy" high-school essay contest it originated and then dropped. Vincent T. Wasilewski, NAB president, has been talking with top officials of present sponsor, Veterans of Foreign Wars, about beefing up NAB's part in contest, which last year drew 250,000 entries nationally.

"Voice," created by late Robert K. Richards, NAB's public relations chief, was scuttled in 1961 as economy move during Leroy Collins's NAB presidency. Costs then ran $11,000 a year, with fewer entries. They're now $150,000.
Now you can strip a series of star-spangled programs into your schedule with America's best loved comedy shows... "Laverne & Shirley" and "Happy Days" still deliver the highest shares of any network offering in the
STRIPS FOREVER.

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

Source: NTI Share September 17 – December 24, 1978

Contact your Paramount Television Domestic Syndication Salesperson
Radio only


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


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


Ponderosa Two-month TV campaign starts this week in 40 markets for restaurant chain during day and fringe time. Agency: Doyle Dane Bernbach, New York. Target: adults, 18-49.


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

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

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


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


Car-X Service Systems One-month

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### BAR reports television-network sales as of Feb. 11

ABC $166,686,900 (33.4%) CBS $163,652,100 (32.8%) NBC $168,409,900 (33.8%)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes ended Feb. 11</th>
<th>Total dollars week ended Feb. 11</th>
<th>1979 total minutes</th>
<th>1979 total dollars year to date</th>
<th>1978 total dollars year to date</th>
<th>% change from 1978</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>152</td>
<td>$1,105,800</td>
<td>871</td>
<td>$6,324,200</td>
<td>$5,375,500</td>
<td>+17.6</td>
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<tr>
<td>Sign-on-10 a.m.</td>
<td>979</td>
<td>17,263,200</td>
<td>916</td>
<td>104,542,400</td>
<td>100,837,200</td>
<td>+3.7</td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>357</td>
<td>9,684,600</td>
<td>2,035</td>
<td>67,766,700</td>
<td>55,657,800</td>
<td>+19.4</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>103</td>
<td>5,313,700</td>
<td>1,165</td>
<td>29,755,600</td>
<td>25,452,400</td>
<td>+16.9</td>
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<tr>
<td>6 a.m.-7:30 p.m.</td>
<td>28</td>
<td>1,987,500</td>
<td>136</td>
<td>13,100,200</td>
<td>11,195,800</td>
<td>+17.0</td>
</tr>
<tr>
<td>Sunday</td>
<td>420</td>
<td>46,681,600</td>
<td>2,477</td>
<td>253,466,200</td>
<td>224,102,300</td>
<td>+13.0</td>
</tr>
<tr>
<td>7:30 p.m.-11 p.m.</td>
<td>224</td>
<td>4,615,100</td>
<td>1,356</td>
<td>29,785,600</td>
<td>24,953,700</td>
<td>+19.4</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>224</td>
<td>4,615,100</td>
<td>1,356</td>
<td>29,785,600</td>
<td>24,953,700</td>
<td>+19.4</td>
</tr>
<tr>
<td>Total</td>
<td>2,253</td>
<td>$86,677,900</td>
<td>13,396</td>
<td>$498,750,900</td>
<td>$447,574,400</td>
<td>+11.4</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports
TOM AND JERRY IN THE MORNING
The Number One cartoon show of last season is still going strong in markets airing weekday mornings, leading its time period in such major markets as Los Angeles (31 share) and Detroit (31 share).

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

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

TOM AND JERRY, ANYTIME!

Visit us at our NATPE suite in the MGM GRAND HOTEL.

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

"I never made a movie I didn't like!"
HOW THE WEST WAS WON

Starring James Arness, Florence Henderson, and Bruce Boxleitner.

21 two-hour episodes available off network no later than Fall, 1982.

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

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

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

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

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

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

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

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

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

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

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

prime time. Agency: Bozell & Jacobs,

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

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

Missouri Tourism Commission □
Three-week TV campaign begins in early
April for tourist promotion in 10 markets
during day, fringe and news time. Agency:
Barrett-Yehle, Kansas City, Mo. Target:
men and women, 25-54.

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

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

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They're right...
CONTROL 16
can do what
others can't!

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

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

BROADCAST ELECTRONICS INC.
4100 NORTH 24TH STREET • P.O. BOX 3606 • QUINCY, IL 62301 U.S.A. • TELEX: 25-0142

Broadcasting Mar 5 1979 17
What every needs, is a great

Portfolio I
THE DESPERATE HOURS
WAR AND PEACE
THE MAN WHO SHOT LIBERTY VALANCE
STRATEGIC AIR COMMAND

Portfolio II
LOVE WITH THE PROPER STRANGER
SHANE
SUNSET BOULEVARD
THE WAR OF THE WORLDS

Portfolio III
The Greatest Show on Earth
SABRINA
HOUSEBOAT
Roman Holiday

Portfolio IV
Come Blow Your Horn
CIRCUS WORLD
Is Paris Burning
A Place in the Sun

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

COMING FOR OPERATION PRIME TIME!
A MAJOR MINI-SERIES... IRWIN SHAW'S FIRST ORIGINAL STORY FOR TELEVISION.
In local markets, the most effective cost-efficient way to produce excellent ratings is to program great movies. Find the films your audience is looking for, in the world’s newest title holders: Portfolio I thru V.

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

CONTACT YOUR PARAMOUNT TELEVISION DOMESTIC SYNDICATION SALESPERSON
This week

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

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


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

March 5-7—Annual convention of Association for Educational Communications and Technology. Rivergate Convention Center, New Orleans. Information: AECT, 1128 16th Street, N.W., Washington 20036.

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


March 8-7—Illinois Broadcasters Association winter meeting. Forum 30 hotel, Springfield, Ill.


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


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


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

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

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

Also in March


March 15—Deadline for entries in Radio Television News Directors Association competitions, including Edward R. Murrow Awards for courage, enterprise and social awareness in reporting a significant community problem. These also are RTNDA awards for spot reporting, investigative reporting and editorial/commentary Entry forms: RTNDA, 1735 DeSales Street, N.W., Washington 20036. (Form will list judges and schools to which regional entries must be submitted).


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

March 16-20—Ohio Cable Television Association annual convention. Sheraton Columbus, Columbus, Ohio.

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


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


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


March 23—Colorado Broadcasters Association 18th annual convention (8:30 a.m.), management update (11 a.m.) and annual awards banquet (6 p.m.). Willows Manor, Denver.

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

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

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


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

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


May 27-June 1 - Montreux International Television Symposium and Technical Exhibition. Montreux, Switzerland.


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

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


Sept. 7-12 - National Association of Broadcasters radio programing conference. Stouffer's Riverside Tower, St. Louis.


April 1 - Deadline for comments in FCC inquiry on measurement techniques of television receiver noise figures. Replies due Apr. 17.

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

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


April 2 - Deadline for comments on FCC proposal establishing table of assignments for FM-ED stations and new classes of stations (Docket 27035). Replies are due May 15.


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


YOUR EARLY NEWS TEAM NEEDS ANOTHER ANCHOR.

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

The Rockford Files. 113 hours available Fall 1979.
Dave Lubeski Leads The Sporting Life!

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

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

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

Professional.


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

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

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

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

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

April 6-8 - Women in Communications Inc. Far West region meeting. Marriott Inn, San Francisco.


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

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

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

April 8-10 - West Virginia Broadcasters Association spring meeting. Lakeside inn and Country Club, Morgantown, W. Va.


April 10 - Women in Communications Inc. Cleveland chapter luncheon. Speaker will be Marionne Sanders, CBS correspondent. Cleveland Plaza hotel, Cleveland.


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


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

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

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

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

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

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

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

April 19-20 - Indiana Broadcasters Association spring meeting. Sheraton Inn, Evansville, Ind.

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

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


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

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

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

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

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

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

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

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

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

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

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

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


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

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

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

May

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

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


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


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

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

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

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

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

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

Seared

EDITOR: I feel neglected by Broadcasting. Twice lately you have had articles on Sears' ability to thin out the crowded ad agency business, and twice you left out the demise of Cohen-Kelley Advertising in the Northeast Zone less than two and a half years ago. You're discriminating against a bunch of Maine and probably New Hampshire stations stuck with about six figures worth of scratch paper.

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

Praise for 'Perils and Prospects’

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

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

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

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

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programming area, but some of those restrictions are not effective unless other networks also agree to them. ABC and CBS, however, have asked court to dismiss suit, and last fall, judge in case refused (BROADCASTING, Nov. 6, 1978). Federal Trade Commission also has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31, 1978) and late last year held seminar on media concentration (BROADCASTING, Dec. 18, 1978).

AT&T rates. FCC has rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Commission indicated it would designate existing tariff for hearing, after which commission could prescribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legibly risky and commission's order rejecting rates, which was issued last spring, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10, 1978). Commission has rejected AT&T petition for reconsideration.

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

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

Broadcasting in Congress. House of Representatives turned on its $1.2 million system for televising its daily proceedings live on Feb. 22 (BROADCASTING, Feb. 26), to be made available to TV and cable by March 12 if all goes well during shakedown. Only organization planning to use full-time service, for all, but without diminishing operation of existing full-time stations. Board of National Radio Broadcasters Association has called for industry-government committee to study 9 kHz proposal.

Cable economic inquiry. FCC has opened investigation into economic relationship between cable television and over-air television. Its purpose, commission says, is to provide factual information where “intuition” has been used in assessing cable television's likely impact on local television stations. Comments were filed last March (BROADCASTING, March 20, 1978); main contenders — National Association of Broadcasters and National Cable Television Association — continue to debate ongoing battle of words in inquiry. On Capitol Hill, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced that legislation he will introduce this year will give cable "legislative mandate"; new Communications Act rewrite this year in House may do something along same line.

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

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

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1 and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) President Carter has become involved, urging commercial and noncommercial networks to make use of system. However, only ABC offered positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to use of closed captioning system. However, Secretary of Health, Education and Welfare Joseph Califano is expected soon to announce that commercial and noncommercial networks have agreed on system of providing captioning for the deaf. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problem.

Communications Act. Foundation for communications regulation is being revamped in both houses of Congress. In House, where it all started with House Communications Subcommittee Chairman Lionel Van Deerlin's (D-Calif.) Communications Act rewrite, revised bill is expected to be introduced on March 15. In Senate, "renovation" of Act is being worked on by Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.)
and Republican subcommittee members Barry Goldwater (Ariz.) and Harrison Schmitt (N.M.). Senator Hollings said in early February that bill should be out “in the next few weeks.” Senator eschews rewrite approach saying there’s lot of good in fact. One new concept he has en-
doised is House bill’s license fee.

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grand-
fathering most such existing crosstopnings, disallowing future crossownerships and requir-
ing break-up of “egregious” crossownership cases (BROADCASTING, June 19, 1978).

Crossownership (television broadcasting-
cable television). FCC has amended its rules to require divestiture of CATV system co-
rolled with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1978). Na-
tional Citizens Committee for Broadcasting is seeking appeals court review, arguing rule should be broader. Two system owners in-
volved are appealing on appropriate grounds (BROADCASTING, April 26, 1978). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

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

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is un-
constitutional (BROADCASTING, Nov. 8, 1978) and National Association of Broadcasters could not enforce consent, which was embodied in its television code. ABC, CBS and FCC are ap-
pealing basic decision; NBC, is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROAD-
casting, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscrip-
tion to TV code, and rewrote code to prohibit broadcast of material that subscribers “deter-
mine to be obscene, profane or indecent” (BROADCASTING, Sept. 19, 1977).

FCC fees. Commission has adopted report and order providing for refund of fees in excess of $29 for radio stations and $121 for television stations. It expects to begin making re-
unds in about 90 days (BROADCASTING, Feb. 9).

FM quadraphonic. National Quadraphonic Radio Committee (NGRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975 and commission has con-
ducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadraphonic techniques. Comments were filed over year

Continued on page 148.
A love affair with TV, a love affair with N.Y.

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

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

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

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

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

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

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

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

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

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

Achievements of the first year’s program were substantial:

- Travel activity in the summer of 1977 rose 3.8% over the summer of 1976 in New York State, compared with a national increase of only 0.7%. The New York figure was equal to an increase in summer travel dollars of over 10%, with inflation taken into consideration.
- Theater attendance rose sharply. Attendance per theater in New York City averaged 7,460 in the eight-week period following February 20, 1978, 19.9% above what might have been expected on the basis of the number of shows running and the time of the year. For the 12 months ended May 31, 1978, total attendance was 9.6 million, 9% above the previous year.
- Summer vacation travel receipts increased by some $41 million in 1977, including approximately $6 million in additional state tax revenues—a return of more than four to one on the cost of the advertising.
- Restaurant revenues in New York City rose an estimated 10%.
- Hotel occupancy in New York City was at 83%-90%.

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

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

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

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

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

Two Hours Videotape

Winner 1979 Christopher Award for Excellence

Available Exclusively Through
ALFRED HABER, INC.
321 Commercial Avenue
Palisades Park, NJ 07650
(201) 224-8000 Telex: 135384

See Us At NATPE.
MGM Grand Hotel
WE CAN'T SOLVE LOS ANGELES' PROBLEMS IN HALF AN HOUR, SIX TIMES A WEEK. BUT WE CAN FACE THEM.

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

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

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

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

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

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

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

KHJ-TV

WE DO MORE THAN REACH PEOPLE. WE TOUCH PEOPLE.
The mood of the mothers and fathers. The idea of eliminating advertising in children's TV programing still goes against the grain of most parents. That's the rub of a new survey, fourth in a series started in 1972, conducted by the Roper Organization for the Television Information Office. Conducted last December, it found that 65% of the parents thought it was "all right" to have commercials in children's programs, while 26% thought it wasn't. (The rest had no opinion or gave no answer)

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

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

The survey was based on personal interviews with approximately 2,000 persons selected to represent a nationwide cross-section of the U.S. population aged 18 and over. In another phase of the study, made public earlier, parents told the interviewers that nine out of 10 children aged 3 to 10 know the difference between programs and commercials, and that eight out of 10 of these also know the purpose of ads (Broadcasting, Feb. 26).
as ACT had worthy objectives, but he thought those goals weren’t realistic. He said that using the sugared food approach was “a very astute way of getting advertising banned” since most people believe that sugar is not especially healthful.

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

FTC president Judge Morton Needleman, “has done a thorough and fair job in difficult circumstances,” so far, said the AAA’s Mr. Purcell, although “occasionally [he] shows a kind of basic dislike for advertising.”

Mr. Purcell said that AAA, ANA and AAF are footing the Burson-Marsteller bill but that “talk about a $2-million war chest is ridiculous.” Their joint effort, he said, will come nowhere near that figure.

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

Mr. Matthews also revealed that he had written to ABC-TV protesting its plan to further reduce advertising time in weekend children’s programming (BROADCASTING, Jan. 22). He wrote ABC-TV President James E. Duffy that the plan would hurt children’s programming in the long run, not help it, and that the timing of its announcement, during the San Francisco hearings, “can have only one result: To lend an aura of credibility to the arguments of those who would like to see advertising to children, and indeed certain products, disappear.”

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

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

### TV gets a kick in the pants in ‘Post’ poll

**Washington paper finds people are watching less, unhappier with more and more programing; majority regard children’s viewing as a ‘serious problem’**

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

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

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

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

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

A.C. Nielsen spokesman Bill Behanna said his company’s figures do not bear out the Post’s findings. Over a four-week period in October 1973, he said, adult viewers watched 30.06 hours of TV usage per week, while men averaged 33.56 hours. In October 1978, the average for women rose to 31.07 hours, while the average for men moved up to 26.17 hours.

Mr. Behanna said he wasn’t disputing the Post’s finding, but thought his research methods were more accurate.

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

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

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

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

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

Bill Rubens, vice president for research at NBC, said he believed viewing was actually up. “There is no indication from anything we’ve seen there has been a fall-off,” Mr. Rubens said.

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

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

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

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

Finding concerning commercials in general, were somewhat different. The Post reported that “dislike of commercials is now so widespread and deep that there is little doubt … that a new market consisting of people on all income levels is receptive to alternatives to regular commercial programing.”

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

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

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

The rally in Washington: taking it to the source

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

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

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

The event was sponsored by five organizations—the National Association of Broadcasters, the National Radio Broadcasters Association, the Daytime Broadcasters Association, the Community Broadcasters Association and the Radio Television News Directors Association—some of which have been at cross purposes in the past. But they soft-pedaled those differences last week to agree on a simple goal—deregulation.

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

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

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

James Gabbert, NBRA president who owns radio stations in San Francisco and Hawaii, attacked the petition-to-denial process. "It happens time and time again," he said, that a station undergoing a transfer "goes down the tubes" because of a petition to deny. "We want the burden of proof to shift from accused to accused." Chairman Ferris, who was present to hear the repeated exhortations for reduced regulation and paperwork, responded that "there is very little that I have heard here that I disagree with." He said the commission is reviewing its regulations for radio and aims to produce a "full set of zero-based regulations." He said to expect a "fresh judgment, hopefully before the end of this year."

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

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

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

Table talk. One of the stops during the broadcasters' "rally against overregulation" last Wednesday was the Executive Office Building in Washington, where the heads of five broadcast associations met with Henry Geller, assistant secretary of commerce for communications and information, and Rick Neustadt, a member of the White House domestic policy staff. Discussion focused on radio deregulation, which the administration supports. But the broadcasters were asked to supply information supporting their contention that deregulation should be extended to all markets, regardless of size. Going clockwise around the conference table from Mr. Geller (back to camera), the participants were: Robert Herpe and Sis Kaplan, the National Radio Broadcasters Association; Ray Livesay, Daytime Broadcasters Association; Abe Voron, NRBA; Bill Walters and Roger Jeffers, Community Broadcasters Association; Irwin Krasnow, Donald Thurston and Donald Zeifang, National Association of Broadcasters; Len Allen and Paul Davis, Radio Television News Directors Association; James Gabbert, NRBA, and Mr. Neustadt.
William Carlisle, contended, however, that the final total was higher than the 225 counted at lunch. Many broadcasters disappeared after breakfast and new ones arrived for the luncheon, bringing the total closer to 400, he said. About 75 were in Washington anyway for the annual NAB-sponsored gathering of state association presidents and programers.

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

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

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

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

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

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

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

Geller flexes administration muscle on 9 kwhz

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

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

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

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

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

In largest account switch in advertising history, Chrysler Corp., Detroit, has moved estimated $120 million in billings (about 85% in broadcast) to Kenyon & Eckhardt, New York and Detroit. Billings can reach $150 million, depending on number of dealers electing to go to K&E. In process K&E must relinquish estimated $75 million in Ford Motor Co. billings ending 34-year relationship between agency and client. Instrumental in landing account for K&E and expected to play leading role on Chrysler are Ronald DeLuca, executive vice president, who has headed creative team on Ford, and John Morrissey, executive vice president and head of Detroit office, who has had considerable auto background. Agencies losing out are Young & Rubicam, billing about $57 million on Chrysler-Plymouth and Chrysler corporate; BBDO (Chrysler agency for 35 years), billing estimated $60 million on Dodge cars, Dodge trucks and Dodge dealer association, and Ross Roy, billing about $9 million on various component products.

Kasm(TV) Salinas, Calif., has been sold to Retlaw Enterprises Inc. for $8.25 million. Retlaw is owned by widow and daughters of Walt Disney and managed by Joseph C. Drilling, president. It also owns KSMO(AM) and KXO(TV) San Diego, both California. Seller: group of six, headed by Lynn J. Brinker. Kasm is CBS affiliate on ch. 46. Broker: Richter-Kail & Co.

With sale of WPOD(AM) Toledo, Ohio, to Wood Broadcasting for $3.3 million last Thursday, Storer Broadcasting sold last of four facilities it put on block last December, following decision to sell 12 radio stations to help finance expansion of cable operations (BROADCASTING, Dec. 11). Storer sold WHMA(AM) New York to Mutual Broadcasting System last Monday (see "Changing Hands," page 103) and WGBS(AM), WLSAM(AM) Miami week earlier (BROADCASTING, Feb. 26). Total price for four stations was $298.8 million—$52.2 million less than Storer had asked. Assuming FCC approval of deal, only one radio station will remain: WLSAM(AM) Chicago, which Storer must retain until April 1981 to fulfill FCC's three-year ownership requirement. Wood Broadcasting, principally owned by Willard Schroeder, is licensee of WOOD-AM-FM Grand Rapids, Mich. All sales were brokered by Ted Hepburn Co.

Tenth annual Abe Lincoln Awards were presented Thursday (March 1) in Fort Worth. Among recipients (l to r): John E. Fetzter, chairman,
the issue with the head of the United States’ WARC delegation, Glen O. Robinson.

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

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

the House Communications Subcommittee, James Collins (R-Tex.), who told the assembly that he was concerned about the number of new stations that might be created by going to 9 kHz. “I don’t want to see a proliferation of radio market that we end up with everybody in radio going broke,” he said.

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

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

But the chairman’s subcommittee staff put it more bluntly. Chief Counsel Harry M. (Chip) Shooshan flatly condemned the commission’s proposal to create 125 new stations on clear or adjacent channels and he said there is “no commitment” at the FCC to deal with the daytimers’ problem. Subcommittee staff engineer Chuck Jackson said it is clear to him that the commission staff is avoiding dealing with the issue. “There is a great rule in bureaucracy,” he observed. “If you don’t do anything, you don’t do anything wrong.”

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

Larger issues hinge on KBSA renewal

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

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

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

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

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

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

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

Affiliation changes Monday (March 5) have been subject of spectacular promotion campaigns by kstp-TV Minneapolis-St. Paul, switching from NBC to ABC, and of wotc-TV there, former independent picking up NBC. After extensive research study, kstp-TV spent approximately $500,000 on radio and print advertising and equivalent of that on its own on-air promotion spots, according to Stanley S. Hubbard, president. Campaign included more than 200 billboards, 900 bus advertisements, and 800,000 direct mail brochures tied to contest giveaways. Wotc-TV was gearing up for extravagant “celebration” last weekend, when NBC President Fred Silverman and stars of NBC shows—including Today, which will originate from Minneapolis today—were to join 115 reps and buyers and 25 television critics invited for occasion. Station’s promotion director, Georgia Gould, said $31 million had already been spent on print advertising, in addition to 200 billboards and 200 bus signs.
The FCC commissioners, those old softies

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

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

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

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

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

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

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

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

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

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

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

Mr. nice guy. In a city where Elizabeth Taylor is merely a senator's wife, the appearance of a real, live television star—one who happens to play the role of America's best-known city editor—qualifies as a bona fide media event. So much, in fact, that last week Ed Asner (aka Lou Grant of the mythical Los Angeles Times) and former news director of the equally mythical WJM-TV Minneapolis) stood at the same National Press Club podium as have Presidents and prime ministers. At $5.50 a head, the crowd for the National and Washington Press Clubs' jointly sponsored luncheon overflowed the banquet hall. Working reporters hung over the balcony rail. The flash units flashed. The pens scratched away.

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

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

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

On television versus print journalism: "No Newman is probably worth anything unless somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, somehow, some...
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**Universal-International Productions**

16800 N. W. Second Avenue, Suite 105B, Miami 33169

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

**UPA Productions of America**

4440 Lakeside Drive, Burbank, Calif. 91507

**Product:** Super Science Fantasies (10), Mr. Magoo Color Cartoons (130), The Famous Adventures of Mr. Magoo (26), Mr. Magoo's Feature Film Festival (6), Mr. Magoo's Christmas Carol, Uncle Sam Magoo, Retreat From Kiska, The Fifth International Tchaikovsky Competition, Gnombe, Dick Tracy Color Cartoons (130), Kukla & Ollie (155), All Star Golf (142), 77 UPA Cartoon Show (77), Roy Rogers Show (100), Pinata. **Personnel:** Henry G. Saperstein, Lee Cannon.

**U.S. Air Force**

**U.S. Chamber of Commerce**

1615 H Street, N.W., Washington 20006

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

**Viacom**

1211 Avenue of the Americas, New York 10036

**Product:** All in the Family (future release), Bob Newhart Show (142), Mary Tyler Moore Show (168), Hawaii Five-O (future release), Cannon (future release), The Rookies (90), The Honeymooners (39), Family Affair (195), I Love Lucy (179), Beverly Hillbillies (110), Gunsmoke (226), Perry Mason (245), Hogan's Heroes (167), My Three Sons (160), Andy Griffith Show (249), Gomer Pyle (120), Dick Van Dyke Show (158), Wild, Wild West (104), The Twilight Zone (134), Phil Silvers Show (138), Petticoat Junction (148), Grizzly Adams (future release), Family Feud (98), Price is Right (230), 525,000 Pyramid (150), Rowan & Martin's Laugh-In (26), Devil & Daniel Mouse, Cosmic Christmas, Circus (26)*, Whew!, Terrytoons, seven movie packages (189). **Personnel:** Ralph M. Baruch, Ave Butensky, Elliott Abrams, Art Zeiger, William P. Andrews, Todd Giaucho, William Stynes, Donald Toye, Don Joannes, George Milner, James McCormick, Richard Golden, J. Warren Tomassene, Jeffrey Kinney, Edward Hewitt, Dick Moran, Larry Gerstein, Brian McGrath, Sarah Landsu, Richard Reisberg, George Faber, Ed Warren, Charles Tople, Jean Goldberg, James Ferris, Jackie Barrios, Eric Veale, David Laking, Len Smith, Peter Waldogel.

**Jim Victory Television**

45 East 45th Street, New York 10017

**Product:** Rhoda (109), Streets of San Francisco (119), Match Game PM. **Personnel:** James T. Victory, Robert Kolb, Ben Okuluski, John Rohrs.

**The Video Tape Co.**

10545 Burbank Boulevard, North Hollywood, Calif. 91601

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

**Vitronics**

855 North Cahuenga Boulevard, Hollywood 90038

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

**Vipro**

645 North Michigan Avenue, Chicago 60611

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

**Visual Productions TV Ltd.**

1380 Elaine Trail, Mississauga, Ont. L5G 3W8

**Product:**

**Vitt Media International**

437 Madison Avenue, New York 10022

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

**V.O./Veronica**

Warner Bros. Television Distribution

4000 Warner Boulevard, Burbank, Calif. 91522

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

**Weiss Global Enterprises**

333 South Beverly Drive, Beverly Hills, Calif. 90212

**Product:** Select First Runs (20), Golden Showmanship Group (9), Parade Pictures (4), Impact Group (120), English Classics (63), Westerns (60), Vintage Flicks (24), Documentaries (3), Castler's Last Stand (15) The Black Coin (15), The Clutching Hand (15), Voyages of a Queen (130), The Traveler/Northwest Traveler (184), Ski West (39), Craig Kennedy, Criminologist (26), Thrill of Your Life (13), Canine Comments (13), The Chuckle Heads (150), Alice cartoons (10), Krazy Kid Cartoons (4), Nursery Rhymes (6). **Personnel:** Adrian Weiss, Steven A. Weiss.

**Western Union Telegraph**

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

**Gene Wilken Film Syndication**

Robert Wold Co.

11661 San Vicente Boulevard, Los Angeles 90049

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

**World Championship Tennis**

405 Park Avenue, New York 10022

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

**Worldvision Enterprises**

660 Madison Avenue, New York 10021

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

**Yongestreet Program Services**

357 North Canon Drive, Beverly Hills, Calif. 90210

**Product:**

**Y&R Program Services**

285 Madison Avenue, New York 10017

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

**Ziv International**

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

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

Personnel: Dino DiGiorgio, Edward M. Caruso.

Telecast International  
4447 Lakeside Drive, Burbank, Calif. 91505


Telepictures  
One Dog Hammerskjold Plaza, New York 10017


TeleRep  
919 Third Avenue, New York 10022


Telesound  
Box 1900, San Francisco 94101

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

Televista S.A.  

Television Representatives/DB Distribution  

Television Syndication Group  
83 Booth Street, Stratford, Conn. 06497

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

Television Syndications  
230 West Alabama No. 410, Houston 77006


Teleworld  
10 Columbus Circle, New York 10019


Time-Life Television  

Time-Life Building, New York 10020

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

TM Productions  
1349 Regal Row, Dallas 75247


Tricentennial Productions  
230 West Alabama No. 410, Houston 77006

Trident Television  
420 Lexington Avenue, New York 10017

TVAC  
6464 Sunset Boulevard, Suite 930, Los Angeles 90028


TV Cinema Sales  

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


TV Globo of Brazil  
909 Third Avenue, New York 10022


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

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

TVS Television Network  
280 Park Avenue, New York 10017


20th Century-Fox  
Box 900, Beverly Hills, Calif. 90213

Product: First run: Dinah, Dance Fever, The Jackie Gleason Show, Pleylon Place '79*, The Guinness Game*, That's Hollywood, All Star Secrets, National Enquirer, Smart Alecks, It All Happens at the Madd House, Numero Uno, The Olympiad. Off network: M*A*S*H* (200), Batman (120), Circus (52), The Ghost and Mrs. Muir (50), Nan and the Professor (54), Room 222 (113), Land of the Giants (51), Lost in Space (83), Planet of the Apes (14), Voyage to the Bottom of the Sea (110). Films: Century 5, 6, 7, 8, 9, 10, Fox One, Two, Three, Premiere 1, Laurel & Hardy Comedy Classics, Shirley Temple Theatre, Golden Century, cartoons (68).


United Artists Television  
729 Seventh Avenue, New York 10019

Product: Warner Bros. cartoons, Popeye cartoons, MGM cartoons, MGM shorts, Rat Patrol (58), Outer Limits (49), Gilligan's Island (98), Hollywood and the Stars (31), Mothers-in-Law (66), Patty Duke Show (104), Science Fiction
WHAT HAS GREAT SEX APPEAL, TIGHT FADED BLUE JEANS AND RUNS BEST AFTER DARK?
**Program Syndication Services**

347 Madison Avenue, New York 10017

**Promotional Services**

501 Madison Avenue, New York 10022

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

**Pro Sports Entertainment**

154 East 46th Street, New York 10017

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

**PTL Television Network**

Charlotte, N.C. 28279

**Quad Media Concepts**

20 Crossways North, Woodbury, N.Y. 11797

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

**Bruce A. Raymond Co.**

63 Huntley Street, Toronto M4Y 2L2

**Product:** Alphabet (52), The Amazing Kreskin (52), The Bobby Vinton Show (26), Changing Worlds (14)*, Circle Square (81)*, Concert for Eari Scruggs, Enjoy Being Beautiful (130), Explorers of the World (6), Inside Track (29)*, One Day (365)*, Superstars of Wrestling (100+ hours), Thacker’s World (26), The Young Chefs (13). **Personnel:** Bruce Raymond, Milton Avruskin.

**RCA American Communications**

201 Centennial Avenue, Piscataway, N.J. 08854

**R.C.P Destination Films**

409 King Street West, Toronto M5V 1K1

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

**Reynier & Gerain Associates**

Sheldon Reynolds Organization

136 East 55th Street, New York 10022

**Rhodes Productions**

6535 Wilshire Boulevard, Los Angeles 90048


**Solaris International Pictures**

15 South Gallatin, Liberty, Mo. 64068

**Sunn Classic Pictures**

One East 57th Street, New York 10022

**Syndicast Services**

919 Third Avenue, New York 10022

**Product:** Intuition (24-34), What a Year (24), Brenda Starr (24), At Home With Family Circle (28), Don Kirshner’s Rock Concert (26), 1979 Rhythm & Blues Awards, Pre-Oscar Special, Whitney & the Robot (26), Reader’s Digest Animated Children’s Films (5), Reader’s Digest “Joe” Medical Films (4), NASL Soccer, NCAA Football (3). **Personnel:** Sheldon Boden, Leonard V. Koch, Prem Kapur, Gerry Lepankanich, Bob Chenoff.

**D.L. Taffner**

1370 Avenue of the Americas, New York 10019

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

**Taft H-B Program Sales**

One East 57th Street, New York 10022

**Taiwan Television Enterprise**

**Tandem/TAT/PITS**

1901 Avenue of the Stars, Suite 666, Los Angeles 90067

**Product:** Sanford & Son (136), Maude (141)*, Good Times (133), The Baxters (24)*, Fernwood 2Night (65), America 2Night (85), Forever Fernwood (130), Mary Hartman, Mary Hartman (260). Available internationally in addition to above: The Jeffersons, One Day At a Time, Different Strokes, Hello Larry, Mister Dooley. **Personnel:** A.J. Perenchio, Robin French, Gary Lieberthal, Ron Brown, Joanna Metro, Hal Gaba, Leslie Tobin, Becky Craig, Michael Ross.

**William B. Tanner Co.**

2714 Union Avenue Extended, Memphis 38112

**Telemc Associates**

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

**Product:** Program and news consultancy ser-
WHAT HAS 4 LEGS, 4 WHEELS, BLOND HAIR AND IS 1/3 POLISH?
New Zoo Revue
1401 Wilshire Boulevard, *620*, Beverly Hills, Calif., 90212

NFL Films
410 Park Avenue, New York 10022
Personnel: Inez Aimee.

A.C. Nielsen
1280 Avenue of the Americas, New York 10019

Nielsen-Ferns International
55 University Avenue, Suite 1100, Toronto M5J 2H7


NTN Entertainment
295 Madison Avenue, New York 10017


Official Films
Six East 45th Street, New York 10017

Opryland Productions
2800 Opryland Drive, Nashville 37214

Orange Coast Video

Osmond Television Sales
Box 911, Brentwood, Tenn. 37027

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

Jim Owens Productions
50 Music Square West, Nashville 37203


Ozma Broadcast Sales
408 South Sixth Street, Philadelphia 19147


Paramount Television Distribution
One Gulf & Western Plaza, New York 10023
Product: Make Me Laugh (65)*, Laverne & Shirley (84+), Happy Days (115+), The Odd Couple (114), The Brady Bunch (117), Star Trek (79), Star Trek Animated (22), The Brady Kids Animated (22), Mission Impossible (171), Love, American Style (224), The Untouchables (117), The Lucy Show (156), Premiere Fever (6), 10 movie packages (367). Personnel: Richard Frank, W. Randolph Reiss, Robert Jacques, Leonard J. Grossi, Teddy Abramowitz, Charles Keys, Kevin Tannehill, Robert Hoven, Jim Ricks, Jerry Kaufer, Gina Jaspar.

The Peter Rodgers Organization
969 Hilgard Avenue, Los Angeles 90034

Product: Specials: Buck Rogers (12), Kennedy's Ireland, The Man From Buttonwillow, Freddie the Football, Johnny Cash—A Flower Out of Place, How the West Was Lost, The Middle East—A View from the Inside, The American Song Festival, Wild Wonderful Winter, A Christmas Visit, Series: Hollywood Memories, Wyatt Earp (226), Bill Cosby Show (52), Flip Side (13), The Outdoor Sportsman (52), High and Wild (52), The White Escape (13), Wide World of People (26), Exploration (85), Body Buddies (260), Lucky Jim Adventure Show (26), The James Brown Show (26), The New Three Stooges (156), Space Angel (260), Captain Fathom (159), Clutch Cargo (260), Roger Ramjet (156), Funny Company (260), Spanky & Tadpole (150), Twelve movie packages (449). Personnel: Peter S. Rodgers, Rita B. Davis.

Peters Griffin Woodward
645 Fifth Avenue, New York 10022

Peters Productions
8228 Mercury Court, San Diego 92111


Petry Television
Three East 54th Street, New York 10022


Picturimedia Limited
1775 Broadway, New York 10019


Post-Newsweek Programs
2139 Wisconsin Avenue, N.W., Washington 20007


Premore Inc.
919 Third Avenue, New York 10022

Prime TV Films
527 Madison Avenue, New York 10022

Broadcasting Mar 5 1979
Entertainment today is a whole new ballgame and for a company with big ideas the field is wide open. That’s why TVS is introducing a complete line-up of exciting new programs in addition to our continuing coverage of major sports events. This season, we’ve got the shows your audience will be looking for. Live music. Outrageous comedy. High adventure. Living history. Take a close look. You’ll see why we believe these programs will not only attract new viewers to your station but actually increase HUT levels in your market. At TVS, we’re not afraid to be original. As a matter of fact, we think we’re producing some of the best new ideas in television.

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

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

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

“The Joke is a Joke.” Steve Allen is back with a weekly half-hour spotlighting the uninhibited, unrehearsed humor of real people all across America.

“1979 AIAW Championships.” New this year, the first major national coverage of women’s intercollegiate championship sports.

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

Come huddle with us at NATPE.
MCA TV
445 Park Avenue, New York 10022

Product: The Champagne Movies (34), The Road to Moscow (30), Dean Martin (100), Ninety Minute Movies (49), The Rockford Files (113), Novels II (33), Bionic Woman (58), The Million Dollar Man (108), Universal Grand (50), Novels I (30), The Rebels (2), The Serpent and The Rainbow (12), Evangel in Byzantium (2), The Immigrants (2), Testimony of Two Men (6), Diabolical Donuts (12), Alias Smith and Jones (43), Woody Woodpecker & Friends (185), Rich Man, Poor Man Book I (12), Adam-12 (174), Marcus Welby M.D. (172), Ironside (198), Rod Serling's Night Gallery (97), The Bold Ones (98), The Name of the Game (76), It Takes a Thief (65), Boris Karloff Presents (267), Dragnet (98), The Virginian (225), Run For Your Life (86), Suspense Theatre (53), The Munsters (70), The Jack Benny Show (104) Leave It to Beaver (234), Don Adams Screen Test (24), McHale's Navy (138), Universal Star-Spangled 33, 10 movie packages, Abbott & Costello (29), Comedy Festival I (26), Comedy Festival II (26), Western Roundup (26), Universal 36 Black and White Elite (36).


Richard McHugh Enterprises

The Media Associates
1165 Empire Central Place, Suite 105, Dallas 75247


Mediavision
1709 Bloor Street West, Toronto M6P 1B2


Metromedia Producers
485 Lexington Avenue, New York 10017


Metro Productions
1438 Gover Street, Suite 276, Hollywood 90028

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

MG Films
141 East 56th Street, New York 10022

MGM Television
10202 West Washington Boulevard, Culver City Calif. 90230


Mighty Minute Programs
840 Battery Street, San Francisco 94111

MIS Syndications/Interpublic Television
485 Lexington Avenue, New York 10017

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

MMT Sales
747 Third Avenue, New York 10017

William Morris Agency
151 El Camino Drive, Beverly Hills, Calif. 90212

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

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

Now for the first time you can actually see why radio is so popular with kids and young adults. That's HUT 4. More Households Using Television and more prime viewers watching your station. Entertainment today is a whole new ballgame and for a company with big ideas the field is wide open. Get to know TVS. We're producing some of the best ideas in television.

Come huddle with us at NATPE.

TVS Television Network, A Division of Corinthian Broadcasting Corporation/280 Park Avenue, New York, New York 10017 (212) 949-3939
General Foods
250 North Street, White Plains, N.Y. 10625

Gerber/Carter Communications
488 Madison Avenue, New York 10222.

The Gillespie Co.
101 Ocean Avenue, Santa Monica, Calif. 90402
Personnel: Henry A. Gillespie.

Golden Productions
3716 Rham Boulevard, Suite B-110, Los Angeles 90068

Gold Key Entertainment
Tower 53, 159 West 53rd Street, New York 10019

Samuel Goldwyn Television
1041 North Formosa Avenue, Los Angeles 90046

Goodson-Todman Productions
375 Park Avenue, New York 10022
Granada Television International
Suite 3468, 1221 Avenue of the Americas, New York 10020
Product: Family At War (52), Victorian Scandals (7), Crown Court (150), Persuasion (5), Shabby Tiger (7), Stars Look Down (13), The Sinners (13), Once Upon a Time (5), Flower of Gloucester (13), Ghosts of Motley Hall (7), The Infruder (8), Soldier and Me (9), Disappearing World (26), The Christians (13), Laurence Olivier Presents (6), International Pop Proms (7), Barenboim on Beethoven (13), World in Action. Personnel: Barrie Heads, Halide Granger, Karen Briskie.

Greg Garrison Productions
3400 West Alameda, Burbank, Calif. 91505
Group IV Distributors
150 East 58th Street, New York 10022
Product: Series: Amigo and Friends (52)*, Upstairs, Downstairs (64)*; films: Sci-Fi (10), Block of Shock (10), Terror (10); specials (45). Personnel: Mort Zimmerman, Brian O'Daly, Jonathan Falk, Martin Rosenblatt, Rosemary Klausz, Sarah Ordover.

Group W Productions
7871 Beverly Boulevard, Los Angeles 90036

Leo A. Gutman inc.
230 Park Avenue, New York 10017
Product: Sherlock Holmes (14), Charlie Chan (11), Mr. Moto (6), East Side Kids (13), The Spectaculars (2), Hollywood Seven (7), International Three (3), The Cliffhanger Five (5). Personnel: Leo A. Gutman, Esther Balenz.

Alfred Haber Inc.
321 Commercial Avenue, Palisades Park, N.J. 07650

Hanna-Barbera Productions
3400 Calaruega Boulevard, Hollywood 90068

Harrington, Righter & Parsons
280 Park Avenue, New York 10017
Product: Television station representative. Personnel: John J. Walters, Peter Ryan, Dean McCarthy.

Hemdale Leisure
375 Park Avenue, New York 10022

HIS Marketing and Advertising
2690 State Road, Cuyahoga Falls, Ohio 44223

Raymond Horn Productions
245 East 63rd Street, New York 10021

HR Television
750 Third Avenue, New York 10017

Image Audio
Box 2135, Hollywood 90028

Intercontinental Communications
10 Rockefeller Plaza, New York 10020
Product: Beany & Cecil (78), Brazil: The Transamazonian*, James Bay: Testimony of Man's Spirit of Adventure*, Last of the Pharaohs (13)*, The Friend of My Friends (13)*, The Revolutionaries (3)*, The Wit and World of George Bernard Shaw. For foreign distribution only: Classic International Features (more than 150), Grand Prix Tennis (12)*, National Geographic Specials (27)*, The Body Human (5)*, The World of Wizards. Personnel: Tom Einstein.

ITC Entertainment
115 East 57th Street, New York 10022
Product: The Muppet Show, Year Four (24), The Thrillers (43)*, Edward the King (13)*, Entertainment Volume One (15), Space: 1999 (48), Six Super Specials (6), Extraordinary 7 (7), The Protectors (52), My Partner the Ghost (26), Department S (29), UFO (26), The Persuaders (24), The Adventurer (26), The Saint (114), The Champions (30), The Baron (28), Man in a Suitcase (28), The Prisoner (17), Secret Agent (45), Dangerman (39), The Gail Storm Show (125), Fury (114), Spotlight (9), Showtime (12), Captain Scarlett and the Mysterons (32), Thunderbirds (32), Stingray (39), Fireball XL5 (39), Mr. Piper (39), Action 7 (7), Magnificent 15 (15). Personnel: Abe Mandell, Pierre Weis, Armando Nunez, Joseph Fusco Jr., Joseph Ceslik, James C. Stern, S. Allen Ash, Al Lanken, Carl Miller, Cy Kaplan, Nat Lippigiz, Murray Horowitz, Robert Mandell.

Janus Films
745 Fifth Avenue, New York 10022

J.E.D. Productions
140 East 56th Street, New York 10022

Gordon Jones Programing
Two Lodge Road, Scarborough, Ont. M1M 1H1

JWT Syndication
420 Lexington Avenue, New York 10017

Broadcasting Mar 5 1979

70
"Portraits of Power."

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

For TVS, Portraits of Power is another demonstration of our commitment to programming that will attract new and bigger audiences. That's HUT 3. More Households Using Television and more upscale adults watching your station. Entertainment today is a whole new ballgame and for a company with big ideas the field is wide open. Get to know TVS. We're producing some of the best ideas in television.

Come huddle with us at NATPE.

TVS Television Network, A Division of Corinthian Broadcasting Corporation/290 Park Avenue, New York, New York 10017 (212) 949-3939
Catalena Productions
Box 91501, West Vancouver, B.C. V7T 3P2
Product: The Stan Kann Show (26)*, Pitfall (35)*. Personnel: Ian MacLennan, Geoff Theobald.

CBS-TV

Chiaramonte Productions
133 West Sycamore Street, Suite 12, Pittsburgh 15211

Cinaco Productions
9056 Santa Monica Boulevard, Los Angeles 90069

Cinema Shares International Television
450 Park Avenue, New York 10022

R. D. Citron Associates
17831 Southwest 108 Court, Miami 33157

Claster Television Productions
680 Kenilworth Drive, Towson, Md. 21204

Coe Film Associates
70 East 9th Street, New York 10028

Colbert Television Sales
1888 Dick Tyrone East No. 1100, Los Angeles 90067

Columbia Pictures Television
15250 Ventura Boulevard, Sherman Oaks, Calif. 91403

Compro
2064 Peachtree Industrial Court, Suite 402, Atlanta 30341


Con Hartsock & Co.
499 North Canyon Drive, Suite 400, Beverly Hills, Calif. 90210

Corl Film Services of London

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

CPM Systems
200 West 79th Street, New York 10024

CTV Television Network
42 Charles Street East, Toronto M4Y 1T5

Data Communications Corp.
3000 Directors Row, Executive Plaza, Memphis 38131

Dancer Fitzgerald Sample
347 Madison Avenue, New York 10017

Jerry Dexter Syndication
139 South Beverly Drive, Beverly Hills, Calif. 90212

Dynex Metrics

Faith For Today
Box 320, Newbury Park, Calif. 91320

Don Fedderson Productions
4024 Radford Avenue, Studio City, Calif. 91604

Richard Feiner & Co.
230 Park Avenue, New York 10017

Filmlife
141 Moonachie Road, Moonachie, N.J. 07074

Filmways Enterprises
540 Madison Avenue, New York 10022

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

Francisca Communications

Sandy Frank Film Syndication
635 Madison Avenue, New York 10022

Fremantle International
555 Madison Avenue, New York 10022

Fuji Photo Film
350 Fifth Avenue, New York 10001

Gateway Productions
18 East 50th Street, New York 10022
Product: Special TV programing for selected broadcast groups including The Glory and the Dream. Personnel: Dick Hubert, Bob Alexander, Paul Gainan.

Broadcasting Mar 5 1979
56
"A Joke is a Joke."

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

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

Take a close look at this free-spirited half-hour comedy romp. The idea is so fresh it's sure to attract just about everyone who enjoys a good laugh. That's HUT 2. More Households Using Television and more people watching your station. Entertainment today is a whole new ballgame and for a company with big ideas the field is wide open. Get to know TVS. We're producing some of the best ideas in television.

Come huddle with us at NATPE.

TVS Television Network, A Division of Corinthian Broadcasting Corporation/280 Park Avenue, New York, New York 10017 (212) 949-3939
American Subscription TV of California
8333 Wilshire Boulevard, Suite 900, Beverly Hills, Calif. 90211

American Television Syndication
2 Lincoln Square, New York 10023


Arbitron
4320 Amundell Road, Beltsville, MD. 20705


ARP Films
342 Madison Avenue, New York 10017

Product: Spider-Man (52), Marvel Superheroes (65), Rocket Robinhood (52), Max the 2000 Year Old Mouse (104), Linus the Lionhearted (39), Strange Paradise (195). Personnel: Claude S. Hill, Robert Marcelca, Anne B. Cody.

Associates Press
50 Rockefeller Plaza, New York 10020

Avco Embassy Pictures
3460 Wilshire Boulevard, Suite 903, Los Angeles 90010


Avery-Knodel Television
437 Madison Avenue, New York 10022


Bandera Enterprises
Box 1107, Studio City, Calif. 91604

Baron Enterprises
999 North Doheny Drive, Suite 812, Los Angeles 90069


The Behrens Co.
2451 Brickeel Avenue, Miami 33129


Benton & Bowles
909 Third Avenue, New York 10022

BIAS Data Communications
3000 Directors Row, Memphis 38131

Blair Television
717 Fifth Avenue, New York 10022

Bonded Services
733 Third Avenue, New York 10017

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

Boston Broadcasters
5 TV Place, Needham, Mass. 02192


Bill Burrud Productions

The Bloom Film Group
1680 Vine Street, Hollywood 90028


Blue Hill Communications
52 South Main Street, Spring Valley, New York 10977

Blue Marble Co.

British-Myers
345 Park Avenue, New York 10022

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

Capital Cities Television Productions
4100 City Line Avenue, Philadelphia 19131


Carter-Grant Productions
17915 Ventura Boulevard, Encino, Calif. 91316

"The Live SuperSatellite Concert Show."

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

Starting now, the best seats in the house are at home. That's HUT 1. More Households Using Television and more young adults watching your station. Entertainment today is a whole new ballgame and for a company with big ideas the field is wide open. Get to know TVS. We're producing some of the best ideas in television.

Come huddle with us at NATPE.
The Gong Show.

Stripping may not yet be the norm for the O&O's, but it is growing elsewhere. Three's A Crowd, for example, will be on only one network this fall, the CBS O&O's but will be stripped at various times by 62 other stations. At several of them, it is replacing checkertboard access progrannng, joining such other access game strips as Metromedia Producers Corp.'s Cross- Wits, Worldvision's Newsworld Game, Firestone's Dating Game and Colbert Television Sales' Joker's Wild and Tie The Knots.

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

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

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

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

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

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

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

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

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

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

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

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

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

For that strip, PDG began with a 13-week commitment and now has renewed for another 26 weeks. It is insisting on the short-term arrangements for all the properties it is considering—another indication of a cautious marketplace.

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

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

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

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

ABC Management/VIP Video
ABC-TV
1330 Avenue of the Americas, New York 10019

Advanswers
10 Broadway, St. Louis 63102

Advertising Media Services
Air Time International
919 Third Avenue, New York 10022


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

Product: Contemporary Cinema Features (17), Cinema Classics (40), Fine Arts Cinema (30). The Edward Small Package (30), Special Cinema (35), Premium Cinema (9), War and Peace (4), The Abbott and Costello Show (52),...
Roots: The Next Generations
Roots
Chico And The Man
The Waltons
Welcome Back, Kotter
The David L. Wolper Specials Of The Seventies
Bugs Bunny & Friends
Porky Pig & Friends
Superman
Tarzan
...and
Super Features
VAN'S
a character-ture*

Let us make a character-ture* of you, too. Visit our suite at NATPE • (March 9-14, 1979)
MGM Grand Hotel • Las Vegas
previewing
"IT'S YOUR BUSINESS"
A new and exciting 30 minute TV series
Featuring balanced discussions on current issues.

Ready for syndication this fall
National Chamber Network

CHAMBER OF COMMERCE OF THE UNITED STATES • Washington, D. C. 20062

Milton E. Mitler, Manager, Marketing Services Division
(*Free caricatures at our suite)
SOME LIKE IT HOT. Marilyn Monroe, Tony Curtis, Jack Lemmon

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

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

HELP! The Beatles

THE MISFITS. Marilyn Monroe, Clark Gable, Montgomery Clift

KHARTOUM. Charlton Heston, Laurence Olivier

TOM JONES. Albert Finney, Susannah York

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

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

KID GALAHAD. Elvis Presley, Charles Bronson, Gig Young

THE MIRACLE WORKER. Anne Bancroft, Patty Duke

These are just 11 of the 30 fabulous reasons why UA-TV SHOWCASE 6 is one of the most successful collections ever offered.

Visit us at NATPE, MGM Grand Hotel, Las Vegas.
The Return Of The Magnificent Six
Wednesday, March 14

Registration. 9 a.m.-noon.

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

Annual business meeting and elections. Century Room. Noon-1 p.m.
Conference Committee meeting. 1:15-2:30 p.m.

The tightening market for access

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

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

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

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

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

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

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

Randy Reiss, senior vice president of Paramount Television, is not alone when he says, "We have decided not to program specifically for access." Development now is concentrated on shows that will work elsewhere—and can be sold elsewhere—just in case.

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

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

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

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

The ABC O&O's are going with veterans; Hollywood Squares (Heatter-Quigley/Filmways), Match Game P.M. (Goodson-Todman/Jim Victory Televisi-

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

Broadcasting Mar 5 1979
NASHVILLE ON THE ROAD

Every week Show Biz cameras go on the road to capture the excitement of a live performance somewhere in the United States. Stars the #1 RCA singing team Jim Ed Brown and Helen Cornelius along with super funnyman Jerry Clower. 123 stations. Barter.

THE PORTER WAGONER SHOW

This is the kingpin of all country music shows. Hosted by Nashville's number one Grand Ole Opry star, Porter Wagoner, this series has been running every week since 1959 and still pulls unbelievable ratings and demos on 97 stations. Cash.

TONY BROWN'S JOURNAL

This is television at its best. Hosted by the Tony who was nominated for an Emmy. TONY BROWN'S JOURNAL is on 55% ADI with clearances on stations in 9 of the top 10 markets. Barter for Pepsi Cola Company.

SEE YOU AT NATPE

Reg Dunlap, President
Stan Sellers, VP/Sales Manager
Dick Montgomery, Regional Sales Manager
Beverlie Brewer, Manager Media Services
Peggy Romersa, Manager Station Traffic
Elaine Albright, Sales Secretary

Show Biz, Inc., Baker Building, Nashville, TN 37212
(615) 327-2552
POP! GOES THE COUNTRY

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

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

DOLLY
As Dolly Parton became the most talked about music star in America with two straight number one hits, a Playboy cover, the Entertainer of The Year award, and the brightest spot on the Johnny Carson Show her hit series was re-released to 121 stations. If it's not in your market yet, let's talk about a cash deal for 1979.
THE NEW
$128,000
QUESTION

THE KING OF GAME SHOWS IS BACK! On April 10, 1978, Broadcasting told the rating story. The $128,000 QUESTION was tied with THE MUPPETS as the number one prime access show in the top fifty markets (1978 Feb/Mar ARB). We've pulled all stops to make this television classic available on barter for Fall 1979. All new production by Cinelar Associates with Steve Carlin as Executive Producer... an elaborate new set design...the biggest dollar payoff in game show history. In the ratings game the Question is the answer.

New
THE 'ANNE MURRAY SPECIAL "LADIES' NIGHT"

At Show Biz This is the Biz we Show

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

And now for 1979-80
at an election, Chuck Gingold of KATU(TV) Portland, Ore., will move up from first vice president to president; Lucie Salhany of WLVI-TV Boston from second to first vice president, and John Goldhammer, conference coordinator from KABC-TV Los Angeles, will join the line of succession as second vice president.

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

Thursday, March 8

Executive committee meeting. 9 a.m.-2:30 p.m.
Registration. Noon-6 p.m.
Board of directors meeting. 3-7 p.m.

Friday, March 9

Board of directors meeting. 9 a.m.-noon.
Registration. 9 a.m.-7 p.m.
Hospitality suites open. Noon-6 p.m.

Saturday, March 10

Registration. 9 a.m.-5 p.m.
Continental breakfast. 9-10 a.m. Bijou/Century/Strand/Tivoli Rooms.
Hospitality suites open. 10 a.m.-6 p.m.
Reception and Irish Awards banquet. 6-11 p.m. Grand Ballroom.

Sunday, March 11

Registration. 9 a.m.-6 p.m.
Affiliate and independent station meetings. 10:30-noon. ABC
Broadway Room. Moderator: Philip Corvo, ktvv-San Diego. CBS. Bi-
Jou/Century/Strand/Tivoli Rooms. Moderator: Tom Kenney, khou-TV
Houston. NBC. Rialto Rooms. Three and Four. Moderator: Marv
Chauvin, wtvv-Grand Rapids. Public Broadcasting Service, Ritz/Plaza
Rooms. Moderator: Paul Corbin, kecre-Huntington Beach, Calif.
Comments: Norman Horowitz, Columbia Pictures Television; Steve
Weiss, Weiss Global Television; Bill Miller, Time-Life Television; Carl
Russell, MCA-TV. Independents. Metro Room. Moderator: Greg Nathan-
son. Comments: Crawford Rice, Gaylord Broadcasting; Bob Worthington,
KBMA-TV-Kansas City, Mo.; Levitt Pope, wtvv-New York; Evan
Thompson, Chris Craft Stations. Responses: Marvin Kisolow, Bristol-
Myers; Marvin Antonowsky, Universal TV.
Hospitality suites open. Noon-7 p.m.
Rewrite update. 9 p.m. Bijou/Century/Strand/Tivoli Rooms. Representa-
tive Lionel Van Deelrin (D-Calif.), chairman of the House Communica-
tions Subcommittee.

Monday, March 12

Registration. 8:30 a.m.-6 p.m.
General session. 9-10:15 a.m. Grand Ballroom. Call to order: A.R. Van
Canfort, wsa-tv Atlanta, NATPE president. Invocation: Robert H. Schuller
(Hour of Power). Welcome: Bill H. Briare, mayor of Las Vegas. Keynote
address: Joel Chaseman, president, Post Newsweek Stations.
Break. 10:15-10:30 a.m.
" Moderator: Charles Larsen, wncr-TV New York. Speaker: FCC Commis-
sioner Abbott Washburn. Panelists: Brenda Fox, National Association of
Broadcasters; Susan Futterman, ABC; Susan Greene, FCC; Alice Marsh,
Committee for Children's Television; Dr. Joyce Brothers.
Workshops. 11:45-1 p.m. "The Local Talk Show: a Talent's-Eye View.

For markets 1-20. Rialto Rooms Three and Four. Moderator: N. Neil
Kuvrin, wabv-TV New York. Panelists: Bruce Elliott, wmar-TV Baltimore;
Regis Philbin, kabc-TV Los Angeles; John Willis, wcvb-TV Boston.

Jones, wtvv-TV Washington. Panelists: Bob Braun, wtvv-TV Cincinnati;
Malcolm MacLeod, wtvv-Dayton; Kate Underwood, wtvv-TV Louisville,
Ky.

For markets 51-212. Ritz/Plaza Rooms. Moderator: John Cones, wptr-
TV Winston-Salem, N.C. Panelists: Kitty Broman, wtvw-Springfield,
Mass.; Gary Cubberley, wtvv-Youngstown, Ohio; Allie Shattuck, klas-
tv Las Vegas.
Luncheon. 1:15-2:45 p.m. Grand Ballroom. Speaker: FCC Chairman
Charles Ferris.
Hospitality suites open. 3-7 p.m.

Tuesday, March 13

Registration. 7-3 a.m.-6 p.m.
Workshop. 8-8:55 a.m. Grand Ballroom. "Programming and Promotion:
Hand in Hand or Foot in Mouth?" Moderator: Roger Ottenbach, kara-
tv Sacramento, Calif. Panelists: Barry Barth, wtvv-Jacksonville, Fla.;
Robert Klein, Klein & Los Angeles; Teddy Reynolds, Hamilton & Staff,
Washington.
" Moderator: Grant Tinker, MTM Productions. Speaker: FCC Commissioner
James Quello. Panelists: Dorothy Belden, Wichita (Kan.) Eagle-Beacon;
Les Brown, New York Times; Neil Hickey, TV Guide; Tom Shales, Wash-
ington Post.
Break. 10:15-10:30 a.m.
Workshops. 10:30-11:45 a.m.
"From ENG to ELP: the Minicam Comes to Local Programming.
" Moderator: Jeanne Findlater, wxxi-TV Detroit. Panelists: John Edgerton,
wti-Charlotte, N.C.; Alan Frank, wtvv-Detroit; Ralph Hodges,
kma-san diego; Bruce Marson, wcvb-TV Boston.

Schiesigela, kcmf-Tv Los Angeles. Panelists: Barry Thurston, Field Com-
munications; Ron Devillet, PBS; Al Rush, MCA; Al Masini, Telep.
"How To Manage—By Guts or by Guile?" Rialto Rooms One and Two.
Moderator: Cal Bollowinkel, ktxl-tv Sacramento, Calif. Panelists: Bill
Brower, Sterling Institute; Reid L. Shaw, GE Broadcasting; Bill Wilkinsky,
Athyln Group.

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

"New Frontiers in Worldwide Television." Rialto Rooms Three and Four.
Moderator: George Back, Hughes Television Network. Panelists: Thomas
Alexandersson, Sveriges Radio; Sweden; Renato Pachetti, Rai, Italy;
John Stringer, BBC; Joseph Wallach, TV Globo, Brazil. Special guests:
Bernard Chevry, commissioner general, and John Nathan, U.S.
representative, MIP TV.
Luncheon. 1:15-2:45 p.m. Speaker to be announced. Presentation of Lee
Waller and Mort Rosenman Memorial Scholarship Awards. Presentation
of President's Award, First report of NATPE Educational Founda-

Hospitality suites open. 3-7 p.m.
WAGA-TV, Atlanta:
“Never have we enjoyed such tremendous reaction from our audience. We couldn’t be happier…”
Paul Raymon, Vice-President, General Manager

WCMH-TV, Columbus (Ohio):
“We are delighted with the reaction. PM Magazine is a whole new dimension in service to the local community…”
David E. Henderson, President, Outlet Broadcasting

WFAA-TV, Dallas-Fort Worth:
“PM Magazine gave WFAA-TV a 50% audience increase in Nov. 1978 compared to Nov. 1977.”
David T. Lane, Vice-President & Station Manager

WJBK-TV, Detroit:
“The concept already is a gratifying success in Detroit.”
Bob McBride, Vice-President & General Manager

WFMY-TV, Greensboro (N.C.):
“…in 29 years, no program has excited our staff like PM.”
Dave Alexander, Program Manager

WFSB-TV, Hartford-New Haven:
“…ad agencies and retailers alike rave at the way PM reaches out to the community.”
Edward P. Jones, Program Manager

KHOU-TV, Houston; KXTV, Sacramento:
“In Houston, audience reaction has been outstanding…The story is very much the same in Sacramento…Favorable viewer response, outstanding audience position…very, very good sales rates and levels.”
Lee S. Eden, Vice-President, Programming
Television Stations Division
Corinthian Broadcasting Corporation

KTVN, Reno:
“…immediate acceptance…We’re looking forward to a long partnership.”
Stuart Murtland, Producer, PM Magazine

While you’re at NATPE, ask these broadcasters about PM Magazine.
And, be sure to get the entire PM Magazine story from Group W Productions in the Mayer Room, 26th floor, of the MGM Grand.
MORE THAN A PROGRAM.

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

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

Sure to attract audience. A lively half-hour, Monday-through-Friday, with proven staying power. **PM Magazine** evolved from Group W's *Evening Magazine* which started on KPIX, San Francisco, in August 1976. Today, *Evening Magazine* is first at 7:30 PM in four of the five Group W markets.

And, the concept builds. The *Evening Magazine* audience in these markets has grown by 17% during the past year.

Now, **PM Magazine** is off to a flying start. Launched last Fall in nine markets, it ranks first in its time period—or ties for first—in five markets: Atlanta, Dallas-Ft. Worth, Hartford-New Haven, Sacramento, Reno.

Beyond ratings? **PM Magazine** gives you a local prime time showcase. Serving your community. Reflecting your concern for program quality. Something you can be proud of.

That's evident from these quotes:

---

Source: Nielsen Station Index, Nov. 1978 & 1977; Avg. 1/4 Hr. Audience, DMA Homes, Time Period Section. Excludes network, football and boxing. Audience figures are estimates subject to the limitations and procedures used by the service noted.
Daniel Is a Powerhouse that Helps Make

The Greenville--Spartanburg--Asheville Market 37th in the U.S.

Daniel International Corporation, headquartered in the 25-story Daniel Building in Greenville, is a major industrial builder with capabilities ranging through site selection, engineering, construction, maintenance and operation. Clients are in industries that include power, chemical, fibers, pulp and paper, and pharmaceuticals. Annual revenues exceed $1 billion. Permanent employees exceed 5,100—plus some 40,000 field employees on worldwide projects. Close to home, the power group is currently building a combined nuclear and pumped-storage facility at Parr, S.C., which will generate 918 megawatts (nuclear) and 480 MW (hydro) of electric power.

The WSPA-TV market keeps building because of modern...
"Our FM doubled its audience share with The Evolution of Rock"

—Dick McKee, KRKE, Albuquerque

Ratings dynamite from TM! Updated version of The Evolution of Rock is expanded to 67 hours and includes the rock milestones of 1977.

The Evolution of Rock is a ratings blockbuster. And it's just in time for the next ARB survey. It can be sold to only one station in a market, so call TM Special Projects and order it for your station.

The Evolution of Rock maintains listenership because it's chronological. After the introductory (pre-1955) chapter, each three-hour chapter covers an entire year. Listeners know what to expect, and they have something to look forward to.

The Evolution of Rock maintains listenership because it's interesting. It includes rare interviews with artists, even recording session out-takes. Program Directors have nothing but the highest praise for the production values of this special: The writing, pacing and announcing are all first-rate.

Here's what broadcasters have said about The Evolution of Rock:

"I've heard them all, and The Evolution of Rock is the biggest, the best, the most complete documentary of Rock." —Chris Curtis, WZUU, Milwaukee

"The Evolution of Rock is an incredible audience grabber." —Robin Mitchell, KYYX, Seattle

"We ran it against 'The History of Rock 'n' Roll' and just obliterated them." —Don Roberts, WIXX, Green Bay

"In the dayparts where we ran The Evolution of Rock, we had up numbers, especially with Men 25-34." —Peter Booker, WHND, Detroit

"We ran The Evolution of Rock on a weekend, and it outperformed all other weekends in our book." —John Gehron, WLSD, Chicago

"Great listener response. We made a good profit, too." —Ron Sandilands, KYOS, Merced

"You're going to get a lot of listeners from other stations." —Bob Reich, WBYQ, Nashville

"A great money-maker, a great image builder." —R.C. Rogers, WRBR, South Bend

"It was very simple for the jock on the air to put together. Absolutely no problems." —Johnny London, WICH, Norwich

Here's what you get with The Evolution of Rock:

• Four-hour introductory chapter and 21 three-hour chapters for programming flexibility. 67 one-hour discs in all. Air it straight through a weekend, or a chapter a day.
• 700 minutes of commercial availability for maximum profit potential.
• 10 on-air promos. They're pre-produced and ready for you to customize.
• Fully produced jingles to build and maintain audience excitement.
• Over 100 promotional scripts.
• Operations manual, with everything you need to keep the program running smoothly.
• Sales presentation kit, to help you sell the program to local advertisers.
• News releases for the local media.
• Fully produced ads for newspapers, magazines and outdoor.
• Artwork for you to use in creating promotional materials for participating sponsors.

Call today and be ready for the next ratings survey

If you call right now, TM can have The Evolution of Rock on your doorstep right away. This will give you time to promote and sell the program before the next survey begins.

So don't delay. Call TM collect and ask for Ron Nickell. The number is 214-634-8511. Call right now.
And lots more headliners.
The Best of Dean Martin and the best of Dean Martin's guests. For his entire nine network seasons, he averaged a 37% Nielsen share. 100 very funny half-hours. Ready to strip starting Fall 1979.
<table>
<thead>
<tr>
<th>Don Adams</th>
<th>Sid Caesar</th>
<th>Phyllis Diller</th>
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</thead>
<tbody>
<tr>
<td>Woody Allen</td>
<td>Glen Campbell</td>
<td>Buddy Ebsen</td>
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<tr>
<td>Andrews Sisters</td>
<td>Art Carney</td>
<td>Barbara Eden</td>
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<tr>
<td>Ann-Margret</td>
<td>Diahann Carroll</td>
<td>Peter Falk</td>
</tr>
<tr>
<td>Louis Armstrong</td>
<td>Carol Channing</td>
<td>Marty Feldman</td>
</tr>
<tr>
<td>Lucie Arnaz</td>
<td>Myron Cohen</td>
<td>Ella Fitzgerald</td>
</tr>
<tr>
<td>Pearl Bailey</td>
<td>Mike Connors</td>
<td>Fonteyn &amp; Nureyev</td>
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<tr>
<td>Lucille Ball</td>
<td>William Conrad</td>
<td>David Frost</td>
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<tr>
<td>Jack Benny</td>
<td>Tim Conway</td>
<td>George Gobel</td>
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<tr>
<td>Milton Berle</td>
<td>Bill Cosby</td>
<td>Joel Grey</td>
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<tr>
<td>Eubie Blake</td>
<td>Howard Cosell</td>
<td>Andy Griffith</td>
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<tr>
<td>Victor Borge</td>
<td>Bing Crosby</td>
<td>Buddy Hackett</td>
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<tr>
<td>Ernest Borgnine</td>
<td>Rodney Dangerfield</td>
<td>Goldie Hawn</td>
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<tr>
<td>George Burns</td>
<td>Sammy Davis, Jr.</td>
<td>Joey Heatherton</td>
</tr>
<tr>
<td>Raymond Burr</td>
<td>Dom DeLuise</td>
<td>Bob Hope</td>
</tr>
<tr>
<td>Red Buttons</td>
<td>Angie Dickinson</td>
<td>Arte Johnson</td>
</tr>
</tbody>
</table>
We're installing the world's largest satellite communication network for public television.

It's something for hotel chains, sports networks, medical networks, universities and corporations to think about.

The Corporation for Public Broadcasting (CPB) and Rockwell Electronics Operations are changing the face of public television.

Rockwell-Collins is completing for CPB the installation of the largest satellite earth station communication network in the world. The network provides interconnection of the member public television stations. (The role is a natural, since we were the first company to transmit a photo and voice by satellite.)

The system serves 150 stations, several of which have up-link transmit capability.

As a result of this changeover from limited terrestrial communication to multichannel satellite communication, individual stations can select their programs from several program sources. They can also record programs for delayed broadcast while showing live programs.

This system not only provides increased programming flexibility and improved picture quality, it also offers long-term cost advantages over conventional systems.

Although this system is a large-scale, turnkey installation, we can build small-scale, private network installations that can be just as practical and economical.

For more information, contact Collins Transmission Systems Division, Dept. 410-158, Electronics Operations, Rockwell International, Dallas, Texas 75207, or phone 214/996-3802.

Rockwell International
...where science gets down to business
It's no gamble in Las Vegas

The National Association of Television Program Executives moves to Las Vegas for its 16th annual conference on Friday (March 9), with records again expected to be broken in attendance and number of program exhibitors.

NATPE organizers are looking forward to passing the 2,000 mark for paid attendance, up from about 1,850 last year in Los Angeles. Over-all the group is expected to total more than 3,000; last year's was about 2,800. More significant from the buying and selling standpoint is that 225 suites in the MGM Grand hotel have been reserved, up from 175 a year ago. And more exhibition time has been scheduled. This year suites will be officially open five days instead of the usual four.

Among those addressing the conference (March 9-14) will be keynoter Joel Chaseman, president of Post-NewswEEK Stations, and FCC Chairman Charles D. Ferris. Serving as speakers on different panels will be FCC Commissioners Abbott Washburn, Joseph Fogarty and James Quello. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) will provide an update on the proposed rewrite of the Communications Act. A Tuesday luncheon speaker has yet to be announced. (With NATPE President A.R. Van Cantfort of WSB-TV Atlanta, from Jimmy Carter's home state of Georgia, the organization had been hoping to schedule President Carter.)

As usual, meetings have been arranged for network affiliates and independents. Among those committed so far to attend are James Duffy, ABC Television Network president; Anthony Thomopoulos, ABC Entertainment president; Gene Jankowski, CBS/Broadcast Group president; James Rosenfeld, CBS Television Network president; Mike Weinblatt, NBC Entertainment president; Paul Klein, NBC Entertainment senior vice president, programs, and Lawrence Grossman, Public Broadcasting Service president.

Less usual, however, is the increased interest in the Public Broadcasting Service gathering. This year some 75 noncommercial TV stations are expected to be represented, about double last year's number. And at the meeting itself syndicators will be making a strong presence, with comments from Norman Horowitz, Columbia Pictures Television; Steve Weiss, Weiss Global Television; Bill Miller, Time-Life Television, and Carl Russell, MCA TV.

Expected to be the most heated session—and scheduled on the last day of the conference (Wednesday)—is "The Superstations: Implications and Complications." The controversy over the satellite transmission of local TV signals to cable systems ran strong last month at the Association of Independent Television Stations (INTV) convention in Washington (BROADCASTING, Feb. 12), and it is expected to continue at NATPE.

Moderating the superstations session will be Jim Major, NATPE's immediate past president, of KGO-TV San Francisco, with panelists Russ Barry, 20th Century-Fox; Mr. Horowitz, Columbia Pictures Television; Norman Walt, McGraw-Hill Broadcasting; Vincent Wasilewski, National Association of Broadcasters, and Sid Pike of WTCG(TV) Atlanta. NATPE organizers claim to have been unsuccessful in their attempts to balance the panel; only Mr. Pike will speak in defense of superstations.

New to the NATPE convention is a session Tuesday on international program fare: "New Frontiers in Worldwide Television." Moderator is George Beck, Hughes Television Network, and the panelists are Thomas Alexandersson, Sveriges Radio, Sweden; Renato Pachetti, RAI, Italy; John Stringer, BBC, and Joseph Wallach, TV Globo, Brazil. Special guests at this session are Bernard Chevry, commissioner general, and John Nathan, U.S. representative, from the Marche International des Programmes de Television (MIP-TV), the international television program marketplace held yearly in Cannes, France.

Given the increased foreign interest in NATPE, the session is no surprise. About 120 foreign broadcasters and suppliers representing about 25 countries have made plans to attend. Last year they numbered about 45 from 17 countries. Among them, the Netherlands will be present for the first time; TV Globo from Brazil will be bringing tapes including English dubs, and Sweden is hoping to sell as well as buy. Hong Kong also plans to beef up its presence.

Other sessions run the gamut of programing issues. "Children and Television" is a forum for the discussion of a child's relationship to the medium as a whole. "Programing and Promotion: Hand in Hand or Foot in Mouth" has Roger Otienbach, president of the Broadcast Promotion Association, moderating. "The Critics Are Revolting" gives center stage to local and national television reporters. "The Development Jungle—the Next Five Years" will have buyers and sellers projecting what's to come and why.

Simultaneous sessions also have been scheduled with a choice of "From ENG to ELP... the Minicam Comes to Local Programing" or "The Fourth Network—a New 'Bastard' in Prime Time." The international session will be competing for audience with "How to Manage—By Guts or by Guile?" and with "Invasion of the HUT Snatchers," a look at cable and pay cable in the 1980's.

Special workshops attention will be given "The Local Talk Show: a Talent's-Eye View," with attendees divided into three groups depending on market size.

Other activities include NATPE organizational meetings as well as the annual Iris Awards banquet, where celebrities hand out honors to programing executives. Emceeing this year is Richard Dawson, host of the network and syndicated game show, Family Feud. Donny and Marie Osmond will be guest performers.

According to the nominating committee's slate to be presented
**HERE'S HOW WE'RE DOIN':**

**HERE ARE THE SHOWS WE REPLACED:**

<table>
<thead>
<tr>
<th>MARKET</th>
<th>FORMER PROGRAM IN TIME PERIOD</th>
</tr>
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<tbody>
<tr>
<td><strong>PRIME ACCESS:</strong></td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Adam 12</td>
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<tr>
<td>Philadelphia</td>
<td>Star Trek</td>
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<tr>
<td>Atlanta</td>
<td>Hogan's Heroes</td>
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<tr>
<td>Louisville</td>
<td>Matinee Sons</td>
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<td>Shreveport-Texarkana</td>
<td>Andy Griffith</td>
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<td>Monroe-El Dorado</td>
<td>Mary Tyler Moore</td>
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<td><strong>EARLY FRINGE:</strong></td>
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<tr>
<td>New York</td>
<td>Star Trek</td>
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<tr>
<td>Cleveland</td>
<td>Hogan's Heroes</td>
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<td>Houston</td>
<td>Gunsmoke</td>
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<td>Charleston-Huntington</td>
<td>Dragnet</td>
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<tr>
<td>El Paso</td>
<td>Beverly Hillbillies</td>
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<td>Augusta</td>
<td>Andy Griffith</td>
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<td>Las Vegas</td>
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<td><strong>LATE NIGHT:</strong></td>
<td></td>
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<tr>
<td>Chicago</td>
<td>Last 2 Night</td>
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<tr>
<td>St. Louis</td>
<td>Late Show</td>
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**HERE'S HOW THE AUDIENCE WENT UP:**

<table>
<thead>
<tr>
<th>RATING</th>
<th>HOUSE HOLDS</th>
<th>WOMEN 18-49</th>
<th>WOMEN 18-34</th>
<th>MEN 18-49</th>
<th>KIDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>UP 60%</td>
<td>UP 69%</td>
<td>UP 87%</td>
<td>UP 104%</td>
<td>UP 57%</td>
<td>UP 56%</td>
</tr>
</tbody>
</table>
| UP 67% | UP 84%      | UP 104%      | UP 48%      | UP 112%   | UP 150%
| UP 150%| UP 116%     | UP 226%      | UP 243%     | UP 96%    | UP 279%
| UP 120%| UP 124%     | UP 131%      | UP 100%     | UP 220%   | UP 146%
| UP 39% | UP 42%      | UP 90%       | UP 50%      | UP 50%    | UP 131%
| UP 44% | UP 43%      | UP 70%       | UP 133%     | UP 75%    | UP 400%
| UP 38% | UP 46%      | UP 59%       | UP 10%      | UP 37%    | UP 98%
| UP 83% | UP 87%      | UP 145%      | UP 112%     | UP 154%   | UP 106%
| UP 25% | UP 27%      | UP 142%      | UP 144%     | UP 30%    | UP 7%
| UP 75% | UP 65%      | UP 44%       | UP 50%      | UP 75%    | UP 210%
| UP 50% | UP 45%      | UP 133%      | UP 150%     | UP 60%    | UP 200%
| UP 85% | UP 83%      | UP 75%       | UP 56%      | UP 113%   | UP 73%
| UP 50% | UP 67%      | UP 83%       | UP 60%      | UP 150%   | UP 83%
| UP 50% | UP 34%      | UP 44%       | UP 54%      | UP 16%    | UP 1125%
| UP 50% | UP 94%      | UP 45%       | UP 33%      | UP 78%    | UP 300%

Source: Atronet, Details available upon request.
Introducing A New Way To Analyze The Performance Of Television Programming

CASANDRA™
A Service of CPM Systems Inc.
Play it again, Dick!

**Name That Tune** will be back, for its 6th hit season, on the ABC O&O's—and in dozens of other markets!

Dick O'Leary and his O&O management team have already picked up *Tune* in all four ABC owned station markets where it is running. Surprised? Neither are we—for we know the "song" that *Tune* is playing.

**Tune** is No. 3 among all weekly access half-hour programs in total households.*

**Tune** is the No. 2 show—among all weekly half hour series—in delivery of Women Viewers.*

**Tune** is the No. 1 or No. 2 show among all weekly access half-hours in 72% of its markets.*

So you can understand why Dick—and Tom—and Harry—and everyone's rushing to renew

**Name That Tune**

It's "their song".

Call or wire us today, and join in the chorus!

**STATION SYNDICATION INC.**

(a Sandy Frank company)

635 Madison Avenue, New York, N.Y. 10022

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

*ARB and NSI November, 1978 Syndicated Reports
From sea to 

WSM's Grand Ole Opry pulls 12,024 letters from every state in America in January 1979! Always our slowest month, even our January mail-pull figures tell you that nothing is more American than the Grand Ole Opry, though we seem to be more American in Ohio (929) than we are in Idaho (935). We expect 500,000 letters this year, 900,000 plus to see the Opry live, and who knows how many millions of listeners across the U.S. If clear-channel broadcasting lives, that is.
shining sea...

If it doesn’t live, most of those millions longer will hear the Opry... and most of those letter writers will have no place and reason to write.

Now, we aren’t drumming up business for the post office, and we can live without mail. We are drumming up some consideration for all those people in all those states who’ll have to give up this 53-year-old, one-of-a-kind American institution.

They add up to millions of reasons for saving the Opry.

WSM RADIO 65 IN NASHVILLE.
The clear channel station that gets to the people.
HUT 1, HUT 2, HUT 3 EMMYS!

OUTSTANDING ACHIEVEMENT IN FILM EDITING
"Skateboard Fever"
(NBC)
Edited by Steve Sabol

OUTSTANDING ACHIEVEMENT IN SPORTS CINEMATOGRAPHY
"Skateboard Fever"
(NBC)
Photography by Steve Sabol, Ernie Ernst, Howard Neef, Phil Tuckett

OUTSTANDING ACHIEVEMENT IN WRITING
"Joe and the Magic Bean: A Super Bowl Fairy Tale"
(CBS)
Written by Steve Sabol

A CHAMPIONSHIP SEASON FOR NFL FILMS!
Ed Sabol, President

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230 N. 13th Street, Philadelphia, Pa. 19107 (215) 567-4321
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Harris Advanced Technology Creates The TC-80A....

....Delivering A Picture Better Than Network Quality Or Any Competitive Camera On The Market Today.

Due to Harris' continuing programs in camera technology, these advanced features maintain the TC-80A at the forefront of performance technology... providing the finest resolution available, allowing production of superb pictures even in poor studio or remote lighting environments.

Harris technology now brings to the TV camera market the new Diode Gun Plumbicon®* Pick-Up Tubes and Highlight Handling.

Harris is a leader in camera technology bringing to the industry the first American-built TV camera with Triax, and now the new Diode Gun Plumbicon®* Pick-Up Tubes and Highlight Handling.

For more information: Contact Harris Corporation, Broadcast Products Division, Quincy, Ill. 62301.

*Trademark of N.V. Philips of Holland

See at '79 NAB Harris Booth 303
We're pleased to announce that CBS Owned WBBM-TV has selected The Mike Douglas Show as its 3:30 - 5 p.m. news lead-in beginning April 9.

And there's more great news. The CBS Owned stations in New York and St. Louis have just renewed Mike - WCBS-TV for the 12th year, KMOX-TV for the 10th year.

The Mike Douglas Show has recently added KDFW-TV, Dallas; KCRA-TV, Sacramento; WRAL-TV, Raleigh; WTVC, Chattanooga; KVOA-TV, Tucson; WILX-TV, Lansing; WQRF-TV, Rockford;
KVII-TV, Amarillo; KMCC-TV, Lubbock. And more to come. With all the new markets, renewals, upgraded time periods and many 60-minute stations expanding to 90, the trend is clear: Syndication’s longest running variety-talk strip, now produced in Hollywood, is hotter than ever.

THE MIKE DOUGLAS SHOW

GROUP W PRODUCTIONS

We’ll give you a warm welcome at our NATPE Suite, MGM Grand, Mayer Room, 26th Floor. Meet Mike Sunday afternoon.
The Ohio State Awards
For Excellence in Educational, Informational and Public Affairs Broadcasting

The Winners for 1979

As Dance the Flames (series)
Manitoba Dept. of Education and CBC

Speak Easy (series)
Minnesota School of the Air

Let's Write (series)
Ontario Educational Communications Authority

Private Eye on the Environment:
London Killer Smog
WNYE-FM

Viva Latino (series)
Lauro Institute American University

Flight Into Other Worlds: Danny, The Champion of the World
Alberto School Broadcasts

Ideas: Friedrich Wilhelm Nietzsche: 1844-1900
Canadian Broadcasting Corporation

Fascinating Rhythm: The Making of 'Lady, Be Good'
National Public Radio

The DNA Debate: Science Against Itself
CBS News

The Pro-Israel Lobby
NBC Radio Network

A Blind Eye to Murder
Canadian Broadcasting Corporation

News Blimp
Progressive Radio Network

CBS Radio at 50—An Autobiography in Sound
CBS News

Harry Somers' History of Music in Canada
Council of Ministers of Education, Canada and CBC

Rozhinkes Mit Mandlin (Raisins with Almonds)
Gamut Productions, Inc.

The Massachusetts Poetry Series
WGBH Radio

Children's Radio Theatre
Children's Radio Theatre/WPFW

The Spiders Web: Choices
WGBH Radio

The Spiders Web (series)
WGBH Radio

Report on Medicine
WCB Radio

The Prairie was Quiet
KSJN, Minnesota Public Radio

The Spider's Web: Earthways
WGBH Radio

The Role of the Courts in a Changing Society (series)
KSJN-FM

The Right to be Wrong: Free Speech for Extremist Groups
KPFA Radio

Public Education: Priority One (series)
WNBC Radio News

KNX Assault on Rape Campaign (series)
KNX Newradio

People, Places, Events: Gunter Grass
Duetsche Welle, Transkripionsdienst

KBPS Radio Theatre: The Last of Mrs. Lincoln
Part II
KBPS-AM/Portland, Oregon Public Schools

The Last Voyage of the Cap'n Bill
WOCB Radio News

A Kentucky Legend: The Chandler Years
WHAS Radio

The Age of Uncertainty-A Personal View
by John Kenneth Galbraith (series)
KCET-TV

Write On (series
Ontario Educational Communications Authority

Osteoporosis: A Disorder of Bone Remodeling
The Network for Continuing Medical Education

Waiting for Lefty
University Division of Instructional Services
Penn State University

The Way I See: No. 5 Reptiles
ACCESS Alberta

Just Around the Corner:
Prenatal Care and Vaccinations
Mississipp Authority for Educational Television

The Measuring Show (series)
Mississippi Authority for Educational Television

Metrication
Auburn Television

Of Earth & Man (series)
Maryland Center for Public Broadcasting

World Food Problems: Two More Every Second
University of Mid-America

Lawmakers: Weekly Review (series)
Georgia Educational Television Network

The Defection of Simas Kudirka
CBS Television Network

Roll of Thunder, Hear My Cry
American Broadcasting Company

Mysterious Castles of Clay
NBC and Survival Anglia

Animals, Animals, Animals—The Crane
ABC News

60 Minutes (series)
CBS News

Outreach Ontario (series)
Ontario Educational Communications Authority

Eric Hoffer: The Crowded Life
Community Television of South Florida, Inc.

Visions (series)
KCTV-TV and Community Television of Southern California

Catch a Rainbow: The Frogs
WCB-TV

A Race With Death
WJLA-TV

Becoming Jeanne... A Search for Sexual Identity
WNBC-TV

The Great Metric Mystery
WCAU-TV

And Baby Makes Two
KNBC Television

World (series)
WGBH Educational Foundation/World

As We See It (series)
WTTW/Chicago Public Television

Extended TV Coverage of Ronnie Zamora Trial
WPBT/Community Television of South Florida, Inc.

Snippets (series)
Field Communications

Damien
Hawaii Public Broadcasting Authority

The Islander
Mississippi Authority for Educational Television

The Mystery Ship
University of Wisconsin Teleproduction

Center at Green Bay/Wisconsin Educational Communication Board

King Tutankhamun Documentary Minutes
KOMO Television

New England Alcohol Awareness Test
WJAR-TV

First Grade in the News
KLVX-TV
Say it with flowers!

Presenting a whole garden of American Beauty roses to a real “beauty,” the $1.98 Beauty Show, just renewed for next season!

The NBC Owned stations in New York, Los Angeles and Chicago, and CBS Owned WCAU in Philadelphia are throwing bouquets of renewals at the one new hit access series of this season, Chuck Barris' fun-loving, full-of-laughs zaniness, the $1.98 Beauty Show because:

...“Beauty” is the all-time first-run syndicated half-hour weekend hit — No. 1 in its time period in every single weekend market.*

...“Beauty” was No. 4 of all access half-hours in delivery of Women 18-49.*

...“Beauty” was No. 1 in its time period in 62% of its cleared Top 50 markets, in Monday-Friday scheduling.*

...“Beauty” was No. 1 or No. 2 among all weekday access shows in 70% of its Top 50 market cleared stations.*

We may not have promised you a rose garden, but we did predict an access hit. Here it is. Better renew your “Beauty” today; or order it quick if it isn’t on your market schedule yet!

Station Program Sales, Inc.
(a Sandy Frank company)
635 Madison Avenue
New York, N.Y. 10022
(212) 628-2770 TWX 710-581-5205

*November, 1978 ARB Syndicated Report
SONY INVITES YOU TO SEE HOW FAR BROADCASTING HAS COME SINCE 1978.
While the engineers at Sony continue to advance the state of broadcasting technology on a daily basis, NAB conventions are, unfortunately, held but once a year.

Which means you have only four fleeting days to examine first-hand what Sony has been developing for the last 365.

And the past 365 days have indeed been fruitful.

This year at NAB, for example, we'll be introducing our improved Type C 1" VTR: the BVH-1100. A state-of-the-art recorder incorporating everything from Sony "confidence" heads for monitoring off the tape during recording, to a dynamic tracking option that makes noise-free "on air" transmissions possible from ¼ speed in reverse to double speed in forward.

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And, you'll also be able to examine the Sony computer editing unit, and the complete range of portable ENG/EFP cameras, recorders and monitors that have already proven Sony's leadership in 1" technology.

Don't miss the Sony booth at the NAB show this year.

Because it would be a pity to come all the way to Dallas and not see how far the industry has come.
Breaking down clear channels a fait accompli?

Testimony of FCC Chairman Ferris to House Appropriations unit would make it seem so; he says commission favors new stations over 'nostalgia value'; speaks in favor of fairness doctrine, less than wholesale deregulation

Although comments have yet to be received in the FCC's rulemaking aimed at breaking down the remaining 25 clear channels, (BROADCASTING, Jan. 1.), Chairman Charles D. Ferris is talking as though the decision to open the channels to new stations has already been made.

If restricting the signal of the clear channel stations that now reach across the country to about 750 miles "affords new opportunities" for the establishment of AM outlets, he said last week, "the environment" at the commission "is for change." There might be some "nostalgia value" in retaining the clears as clears, he added, but facilitating new entry of stations should be "public policy." That, he added, "is the collective judgment of the commission."

The chairman offered the comments at a House Appropriations Subcommittee hearing on the commission's proposed fiscal 1980 budget of $71,816,000, which would be an increase of $1,370,000 over the current budget and provide for only five additional positions over the 2,231 permanent slots approved for fiscal 1979. The five would be used to promote equal employment opportunity in the broadcasting industry.

Clear channel stations have been mounting a grassroots campaign to turn the commission around on what appears to be its determination to proceed with the breakdown of the clears to make room for additional stations. The option that the chairman indicated as favored would reduce clear channel stations' protection to the skywave, which extends about 750 miles. And some members of the subcommittee appear to have heard from constituents regarding the issue.

Chairman Ferris, who discussed the issue in response to a question from Representative George M. O'Brien (R-Mass.), also made it clear he was not moved by the argument being made by WSM(AM) Nashville that its Grand Ole Opry program could not survive a breakdown of the station's clear channel signal (550 kHz). (BROADCASTING, Feb. 19.). The station maintains that top country music stars appear on the station for minimal fees only because the station is heard over much of the country, and appearing on it helps sell their records.

Without mentioning the Opry, the chairman said, "I don't know why a program can't be submitted to other stations by networking."

Chairman Ferris also had a word of caution for daytime broadcasters who are harboring hopes of becoming full timers as a result of commission moves to make room for additional AM stations—not only through the clear channel proceeding but through the proposal offered by the National Telecommunications and Information Administration to reduce AM channel spacing from 10 to 9 kHz. Yet another proposal—which the U.S. will offer at the World Administrative Radio Conference in Geneva in the fall—would expand the AM portion of the spectrum above 1615 kHz, where the AM band now ends, and make room for some 700 more stations.

Representative Joseph D. Early (D-Mass.), subcommittee chairman, noted that the National Association of Broadcasters has urged the commission to make an over-all study of the various proposals, with a view to permitting daytimers to move into full-time operations. Chairman Ferris said that whether daytimers would be given "a leg up" in their quest for full-time status or whether the additional assignments would be used for new entrants to broadcasting "is an open question."

In other matters, Chairman Ferris:

- Made it clear that, at a time when deregulation is in vogue, he is not ready to dump regulations wholesale. "We have a "dog with a bone," he said. "We should make decisions [on repealing rules] on an individual basis." He said that the self-interest of individuals often influences their view of which rules to "sunset"—some he noted, would eliminate the public interest standard and keep regulations that maintain the monopoly characteristics of a market.

- Disagreed with Judge David Bazelon of the U.S. Court of Appeals in Washington, and others who have expressed the view that the fairness doctrine inhibits broadcasters in covering controversial issues. He said the doctrine only requires of broadcasters what is required of good journalists. He also said he is "more comfortable" with the doctrine than without it.

- Said that the commission expects to begin making fee refunds of more than $200 some time in June. He noted that the design of the fee refund program has been completed and said that the necessary forms would be distributed by April. All told, the commission will refund some $88 million of a total of $163 million that was collected—and later ruled illegal—under fee schedules adopted in 1970 and 1975. Radio broadcasters will receive refunds of fees in excess of $129 and television operators in excess of $121.

- Disclosed that plans are being formulated to speed up comparative hearings. He did not reveal any details other than that the commission "next month" will consider a proposal aimed at setting a firm "cut-off date" as to when procedural motions must end. The preliminaries now possible, he said, "resemble the mating routine of the goony bird."

He also said Congress could play an even more decisive role in the area. It could, he said, enact legislation replacing comparative hearings with auctions or lotteries. "The commission should have other remedies that it is going to determine who is going to hope to the best performance," he said.

- Reported that the commission will consider by spring a proposal to fund citizen groups interested in participating in the commission's rulemaking proceedings. And he expressed hope the commission adopts such a plan.

- Revealed that the commission hopes to begin in 60 days to answer the tidal wave of mail it has been receiving from persons urging the commission to reject a proposal that was never made—to ban religious broadcasting from the air.

Don't be timid with your stations, Brown tells college heads

FCC commissioner urges school administrators to permit and encourage controversial programing on their outlets

FCC Commissioner Tyrone Brown urged university and college presidents assembled for a Public Broadcasting Service-sponsored conference last week to "extend to their broadcast programing the same kind of protective freedom to air unconventional, provocative, even radical ideas" that they have traditionally extended to print scholarship and journalism.

The plea had special meaning coming from Commissioner Brown, since, as he noted, he was the author of the commission decision denying renewal to WXPN(FM) Philadelphia, which had been licensed to the University of Pennsylvania. The station had aired a substantial amount of off-color language. However, Commissioner Brown said that the decision "was not intended and should not be read as one involving the censorship of a university broadcast station."

Rather, he said, it was concerned only with whether the university and its officers had adequately supervised the station "when they should have been aware of complaints about the station's operations." He noted that college and university boards, and the institutions' chief executives, "are ultimately responsible to see that the obligations of a broadcast licensee are carried out."

But far from seeking to censor programs, Commissioner Brown said, his complaint goes in the opposite direction. He said he is disappointed to hear that some institutional licensees decline to broadcast some programing available to them. "on the ground that the programing deals with topics that are too controversial." The PBS conference was held at Wye Island, near Easton, Md.
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Produced by TVS with NYT Productions.
White steps out of the FCC, into the rest of her life

She managed to leave a mark on the commission in only 29 months of service; as for the future, she's open minded

This is a time of pause in the career of Margita White, late of the FCC. The one-time Nixon campaign worker and White House aide who was nominated to the commission by President Ford, felt the other edge of the political sword when she wasn't reappointed by Democrat Jimmy Carter. Her last day on the commission was Wednesday (Feb. 28).

Mrs. White had spent only 29 months on the FCC, not a long tour by most standards. She had hoped, and worked, for reappointment. But the disappointment didn't overwhelm her. She said last Tuesday in her office, from which most of her personal papers and belongings had been removed that it had been a rewarding experience. "It was an exciting time to be involved" in helping to shape telecommunications policy, she said.

Indeed, her tour, although it was barely long enough for anyone to become familiar with the wide range of complex issues that come before the commission, was sufficient for her to have made a contribution. She had worked hard, mastered some tough issues, even taken the lead on several.

A couple of weeks ago, for instance, she had the satisfaction of seeing the commission reverse itself and decide to accept "substantially" a plan for a seventh trans-Atlantic cable in 1983. More than a year earlier, she had been the only commissioner voting for a seventh cable. (Commissioner Joseph Fogarty last week called the TAT-7 decision her "monument").

She had also been the first commissioner to press, in preparations for the 1979 World Administrative Radio Conference, for a "flexible" approach that, if adopted by the conference, would permit some future FCC to share UHF channels with land mobile and fixed radio services. Originally, back in May 1977, she had been in the minority on that issue also (BROADCASTING, May 23, 1977).

The position did not please Mrs. White's supporters among the nation's broadcasters. She took it, she says, not because of lack of interest in UHF but because she did not believe the commission had the information it needed to warrant being "locked in on UHF allocation policy until the next WARC, which probably would not be held for another 20 years.

She had also taken advantage of the stump made available to commissioners to speak out on issues of concern to her. Some of her speeches dealt with the kind of thing that might have been expected: She urged parents to supervise the television viewing of children as a means of dealing with sex and violence, and criticized the stereotyping and sexual exploitation of women on television.

But she took on some tougher issues, too. Back in October, she advised broadcasters to look to Congress for deregulatory relief. "The greatest threats to the independence of the broadcast media come from the commission itself," she said. "Don't be taken in by the " rhetoric about a deregulatory commission," she said, in what appeared to be a knock at the chairman, Charles D. Ferris (BROADCASTING, Oct. 23, 1978). That speech made her colleagues sit up and take notice.

And last month, she expressed a sense of the frustration she felt as a commissioner in not having what she said was the necessary resources to match the policy-leadership role that a chairman can exercise. The system, she said, "is stacked against dissent" (BROADCASTING, Feb. 5).

Last week, Mrs. White showed no interest in prolonging controversy. As for the deregulation issue, she credited the commission and staff with "good intentions" but said that legislation offered the better route, since the commission was bound by law and precedent in so many areas. (Of course, she still has reservations regarding

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four Democrats, as many as the law allows. Anne P. Jones, general counsel of the Federal Home Loan Bank Board, named to succeed Mrs. White, is a registered Republican. But she is not a Nixon-Ford Republican.

Mrs. White's rejection by the White House this time around was not the only bruise she has suffered in the nominating process. It was not easy in 1976, either. President Ford nominated Mrs. White, then White House assistant news secretary and director of the White House office of communications, to a full seven-year term and Democrat Joseph Fogarty, then counsel of the Senate Communications Subcommittee, to the remaining two years of Charlotte Reid's unexpired term. But the political reality of a Democratic Senate being what it is, President Ford was persuaded to change his mind about which candidate would be given which term.

But that was not the end of Mrs. White's problems. Public interest groups, suspicious of her Republican party connections and service, questioned her qualifications for the commission. And former Senator John Pastore (D-R.I.), then chairman of the Communications Subcommittee, raised the question of a possible conflict of interest flowing from the fact that Mrs. White's husband was a partner in a law firm which included AT&T among its clients. (Stuart White eventually set conflict of interest questions to rest when he changed law firms.)

And Mrs. White seems to take satisfaction in the complimentary comments on her service she has been receiving as her term drew to a close. "I've received letters from people around the country, from broadcasters and others, I've heard from what might be called outside observers, and from the chairman of another regulatory agency. Even public interest groups," she added, "have indicated I was better than they expected."

As for her fellow commissioners, they bade her in affection and praise at the close of her final meeting, which provided the forum for an emotional farewell.

Chairman Ferris said he had "enjoyed" his service with her but did not ignore the differences they had had; rather, he said they were the inevitable product of a collegial system in which each member offers a different perspective on how the public interest is to be served. Mrs. White, he said, "can take pride" in her service at the commission and in the executive branch.

Commissioner Robert E. Lee said she had been "a force for good. She should have been reappointed." "When I look

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back over this period,'" said Commissioner Abbott Washburn, "Mrs. White's two and a half years will be a highlight to remember." And Commissioner Fogarty, long an unashamed fan, noted his efforts in behalf of Mrs. White's reappealment, and said, "unfortunately, I didn't do a very good job." He added: 'We'll miss you very much.'

(The commissioners will have a chance to say goodbyes again on Tuesday at a luncheon the chairman is giving for Mrs. White.)

For her part, Mrs. White, who was dabbing at her eyes with a handkerchief at the meeting's close, thanked the staff for its support, and told the commissioners it had been "a joy" to work with them and those other members who had finished their service since her arrival on Sept. 23, 1976.

Mrs. White has made no decision on her future plans. She is considering a combination of things—perhaps serving on one or more boards and doing some writing and speaking—or settling on a single occupation.

But as she said in her farewell remarks, "Tomorrow is the first day of the rest of my life. I look forward to whatever challenge lies ahead."

**Synanon opposes KGO-TV**

The Synanon Committee for Responsible American Media and Synanon Foundation, Inc. have filed with the FCC a petition to deny the license renewal of KGO-TV, ABC's owned-and-operated San Francisco station. The complaint, accompanied by three volumes of documents and a video tape, charges KGO-TV with slanting and distorting the news, violating FCC conflict-of-interest regulations and violating FCC regulations regarding public files. Synanon last year brought a $42-million slander suit against KGO-TV employees who in turn countered with a $6-million suit against Synanon for intentionally inflicting emotional distress and invasion of privacy. Synanon now claims that KGO-TV personnel involved in both suits continue to cover Synanon activities, and that their reporting is biased and distorted.

**Handicapped step up California campaign**

Second suit charging discrimination in hiring is filed, this one joining CBS and FCC as defendants

The California Association of the Physically Handicapped has filed another suit against KGO-TV. In it, Synanon claims that KGO-TV personnel involved in both suits continue to cover Synanon activities, and that their reporting is biased and distorted.

**Households with color, cable and more than one set on the rise**

Continued growth in the number of U.S. color television households, cable television households and multiset households is shown in the Arbitron Television Census for the fall of 1978. Total U.S. TV households are up to 73.9 million.

The census shows that households with color sets rose to 61.6 million, up 3.3 million from the previous year. Seventeen markets had 90% or more color set penetration, including San Diego; Indianapolis; Reno; Anchorage; Bakersfield, Calif.; Fort Wayne, Ind.; Odessa-Midland, Tex., and Sacramento-Stockton, Calif.

CATV households grew by about one million during the past year to an estimated 12.4 million, Art. Iron said. The total TV households figure of 73.9 million represented a rise of 1.6 million over the previous year. The number of TV households with one or more TV sets was pegged at 35.9 million, a growth of 1.2 million equal to about 49% of all TV homes.
Proposed

- WHN(AM) New York: Sold by Storer Broadcasting Co. to Mutual Broadcasting System for $14 million—second highest price for radio station (highest was $15.1 million Cox Broadcasting paid for KFIV(AM) Los Angeles in 1973). Storer had asked for $17 million, when it placed WHN and other radio stations on block (BROADCASTING, Jan. 1); as in $12.5-million sale of WGBS(AM)-WLYF(FM) Miami to Jefferson-Pilot Broadcasting week earlier (BROADCASTING, Feb. 26), it had to shelve asking price. Buyer is Arlington, Va.-based radio network, owned by Amway Corp. (Richard DeVos and Jay Van Andel, principals), mass marketer of home products. Gary Worth, executive vice president of MBS, is to oversee owned stations under planned acquisition program. Mutual also has purchased, subject to FCC approval WCFL(AM) Chicago, its first step into broadcast ownership (BROADCASTING, April 10, 1978). Country-formatted WHN is on 1050 kHz with 50 kW. Mutual says it plans no changes in format or station personnel. Broker: Ted Hepburn & Co.

- WIOQ(FM) Philadelphia: Sold by Que Broadcasting Co. to Outlet Co. for $6,425,000, including $500,000 for agreement not to compete and $4,425,000 for real estate. Seller is owned by Richard Butera (54%) and Sidney Bronstein (46%). They have no other broadcast interests. Buyer is publicly traded owner of department stores, three AM stations, two FM's and four TV's. Bruce Sundin is president and chief executive officer. Its latest acquisition was WTOI(AM) Washington, purchased last April. WIOQ is on 102.1 mhz with 27 kw and antenna 650 feet above average terrain.

- WAOV-AM-FM Vincennes, Ind.: Sold by Vincennes Sun Co. to Green Construction Co. for $900,000. Seller is owned by Howard N. Greenlee, who is retiring from broadcasting; he has no other broadcast interests. Buyer, owned by Robert E. Green and headquartered in Oaktown, Ind., is engaged in general construction and operation of hotels. WAOV is on 1450 kHz with 1 kw day and 250 night. WAOV-FM is on 96.7 mhz with 2.8 kw and antenna 110 feet above average terrain.

- KISO(AM)-KZOZ(FM) El Paso, Tex.: Sold by Mesa Radio Inc. to Jalepeno Broadcasting Inc. for $873,000. Seller is owned by James Clauson and Bill Walck, of Kluke, Tex., who own real estate and construction business. They have no other broadcast interests. Buyer is owned by Kentucky Technical Institute (80%) and Lee Masters (20%). Kentucky Technical, owned by Clarence Henson and family, also owns WRLS(FM) Louisville, Ky. Mr. Henson personally owns WXWV(AM) Jeffersonville, Ind., and WORX-AM-FM Madison, Ind., through his engineering consulting firm. Mr. Masters, former announcer at WNBC(AM) New York, will become general manager at El Paso stations. KISO is 1 kw daytimer on 1150 kHz. KZOZ is on 102.1 mhz with 57.3 kw and antenna 1,189 feet above average terrain. Broker: Magruder Media Associates.

- KGO(FM) Lake Jackson, Tex.: Sold by Coastal Broadcasting to John Brown Broadcasting Inc. for $784,000. Seller, principally owned by Jim T. Payne and Lewis Wilburn (44% each), also owns KBRZ(AM) Lake Jackson. Buyer is owned by John Brown University; Dr. John E. Brown Jr. is president. It also owns KUDA(AM)-KMCK(FM) Sillam Springs, Ark., and KG1ER(AM) Long Beach, Calif. KGO is on 107.3 mhz with 28 kw and antenna 180 feet above average terrain.

- KFLS(AM) Santa Rosa, Calif.: Sold by 1150 Radio Inc. to Kilibrro Broadcasting Corp. for $630,000. Seller is owned by Hugh Turner (president), Mario Ghilotti, James Lang and his mother, Margaret Lang, and Herman Barber (20% each). Buyer is owned by F Robert Fenton (51%) and City Capital Corp. (49%), owned principally by Howard Engelman and Morton Heller, Los Angeles investors. Kilibrro owns KFIV-AM-FM Modesto and KTOM(AM)-KWYT(FM) Salinas, both California. It also has minority interest in KCMX(AM)-KKIC(FM) Ashland, Ore., and in group that has purchased, subject to FCC approval, KMYC(AM)-KRFD(FM) Marysville, Calif. (BROADCASTING, Jan. 22). KFLS is on 1150 kHz with 5 kw day and 500 w night. Broker: Hogan-Feldmann.

- WRAG-AM-FM Williamsport, Pa.: Sold by Wright Mackey Corp. to Stainless Broadcasting Co. for $500,000 plus $100,000 for agreement not to compete. Seller is principally owned by Wright Mackey, who is retiring from broadcasting. Buyer is owned by Henry J. Guzewicz (38%), Richard J. Eberle (26%) and 39 others. It also owns WICZ-TV Binghamton, N.Y., and WCDL-AM-FM Carbondale, Pa. Messrs. Guzewicz and Eberle are principals of broadcast tower fabricator in North Wales, Pa., and leasing companies in Massachusetts and New York. Mr. Guzewicz also has interest in bank in Lansdale, Pa., and Mr. Eberle is director of investment fund. WRAG is on 1,400 kHz with 1 kw day and 250 w night. WRAG-FM is on 102.7 mhz with 53 kw and antenna 1,270 feet above average terrain.

- KXF(M) Santa Maria, Calif.: Sold by Tepusquet Rolling Rock Co. to KXF

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Broadcast Inc. for $400,000. Seller is owned by Paul Hallack who has no other broadcast interests. Buyer is principally owned by James H. Ranger and his wife, Betty (50% held jointly). Owners own KUHL(AM) Santa Maria and are part owners of KOFY-TV there. They also own equipment and property rental company there. KXFM is on 99.1 mhz with 1.8 kw and antenna 1,900 feet above average terrain.

KNEZ(AM) Lompoc, Calif.: Sold by KNEZ Inc. to Jess Carlos and Eduardo Caballero for $232,000 plus $100,000 for agreement not to compete. Seller is owned equally by Alan Beach and Marvin Chesebro, who have no other broadcast interests. Mr. Carlos is general manager of KOFF(AM) San Mateo, Calif., and Mr. Caballero is owner of Spanish Media Inc., station rep firm based in New York. They have also purchased, subject to FCC approval, KXES(AM) Salinas, Calif. KNEZ is on 960 kHz with 500 w full time. Broker: Hogan-Feldmann.

Aftermath of release of Nixon papers on public broadcasting

Policymakers reaffirm need to insulate system from political intimidation; Carnegie chairman wants to see more White House material released

The release of the White House documents revealing the extent of Nixon administration efforts to influence public broadcasting’s programming and journalistic efforts (Broadcasting, Feb. 26) is generating a “never again” determination among some of those with responsibility for shaping national policy for public broadcasting.

Henry Geller, head of the National Telecommunications and Information Administration, whose decision it was to make the papers public, said the material “shows there is a problem and that there is a need for remedial action.” However, he said the administration does not yet have the answer as to how public broadcasting should be insulated from political pressure.

He noted that the administration—in his testimony before Congress and in President Carter’s message accompanying the public broadcasting financing bill sent to Congress last year—stressed the need to insulate public broadcasting from political pressures. But, he said, the 1978 bill did not achieve much in that regard.

Harry M. (Chip) Shooshan, chief counsel for the House Communications Subcommittee, said the documents made it clear the protection is needed on two fronts—financing and the selection of persons to govern public broadcasting. He noted that the documents showed that not only the White House played politics with the selection process; members of Congress did also. In urging favorites as candidates for the board of the Corporation for Public Broadcasting.

The proposed Communications Act rewrite would provide for insulation in terms of funding by providing for a spectrum fee that would be used to finance public broadcasting. It does not guard against political pressures being exerted in the process of selecting persons to run the system.

However, the Carnegie Commission on the Future of Public Broadcasting offered a proposal Mr. Shooshan indicated would receive serious consideration. It calls for the creation of a blue-ribbon panel, headed by the librarian of Congress, that would nominate persons for selection by the President (Broadcasting, Feb. 5).

And he said that although a new administration is in power, the potential for mischief remains. Legislation providing for long-term funding for CPB has been enacted, but Mr. Shooshan said “political” and other advisers to President Carter are continuing to screen prospective CPB board nominees. The screening “may not be done with the same intent” as in the Nixon era, Mr. Shooshan said. “But the opportunity is there.”

However, the “ultimate lesson” of the White House documents to Mr. Shooshan is that, although changes in structure can be helpful in assuring the integrity of the system, if there are individuals in the White House or on Capitol Hill who want “to exert influence,” they can. “You can’t legislate morality.”

For at least one CPB official, Cortland Anderson, executive vice president, the mere fact efforts to apply political pressure were made—and now have been disclosed—provides some kind of protection. “We have a healthy paranoia” regarding possible government efforts to control the system.

But William J. McGill, chairman of the Carnegie Commission, said the “revelations” contained in the documents that were released “are shocking.” They “underscore more than ever before the need for prompt congressional investigation and follow-up action to truly insulate public broadcasting from political reprisal” for its programming and journalistic decisions, he said. He also said the commission is not satisfied with the extent of the documents made available by the National Telecommunications and Information Administration.

Not included were policy papers written during the Ford and thus far in the Carter administrations. (Strictly factual material has been made available.) Mr. Geller, NTIA administrator, said in a covering letter that documents dealing with policy are exempt from the Freedom of Information law. The exemption was waived in the case of the Nixon papers, he said, because many of them “show a pattern of practices that evidence the extent to which public broadcasting has been subject to political pressures—practices which are germane” to the work of the Carnegie Commission and to the legislative activities of the House and Senate Communications Subcommittees.

Mr. McGill’s statement came at about the same time Senator Barry M. Goldwater (R-Ariz.) was making an even more expansive request and charging that the disclosure of material thus far is “at the very least ... biased and unfair” and, “at the worst ... smacks of a coverup.” The Senator, in a statement inserted in the Congressional Record, said he is repeating an earlier demand for disclosure of “each and every written and oral contact” Carter administration officials had with public broadcasting officials, as well as with officials of the Carnegie Commission and representative of the Ford Foundation.

Carnegie report draws public broadcasters closer together

Meetings to start March 19 on common areas within document as well as clarification of stances on Hill rewrite; NPR, PBS begin cross-promoting; Fleming cooperation plan endorsed

In the wake of the report of the Carnegie Commission on the Future of Public Broadcasting, which recommended broad changes in the current noncommercial radio and television structure, the various entities of the system appear more willing to cooperate and even to pool some resources. National Public Radio and the Public Broadcasting Service have begun coordinating some of their promotional and programming efforts. They are also now in early discussions designed to outline their positions on the Carnegie report as well as the rewrite of the Communications Act.

The Corporation for Public Broadcasting, the funding organization of the system, has also invited the other organizations to join it in focusing on both the structural and operational changes that may be necessary to improve the various levels of the system.

It is still too soon to tell whether the recent developments portend a new era of good feelings among CPB, NPR and PBS, but officials in each are encouraged by the largely coincidental events that seem to suggest a less combative atmosphere within the system and a greater willingness by each entity to reduce the conflicts that have characterized much of the past.

In NPR, work has begun cross-promoting some their programs, and in some instances they have developed complementary program offerings (“Closed Circuit,” Feb. 19).
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18 GOOD NEWS
45 ROOM 222

7 COCAINE
* How It's Smuggled
Eyewitness Close Up

10:00 2 3 7 9 16 22 28
NEWS
13 DICK CAVETT
Guest A.L. Rowse
47 INFORMACION 26 (SPANISH NEWS)
14 SANFORD AND SON
35 JIMMY SWAGGART
44 MARSHAL DILLON
"Cholera"
19 HIGH SCHOOL SCOREBOARD
10:30 7 NEW AVENGERS
"'Cat Amongst The Pigeons'" The Avengers investigate a series of mysterious accidents involving various ornithologists.
3 16 TONIGHT

TV LOG delivers the audience for news, movies and prime access like nothing else can.
TV LOG boldface ads build ratings and increase share.

CONSIDER THESE TV LOG FACTS
• TV LOG boldface ads appear within the newspaper TV listings, where 86.5% of the people make their viewing decisions.
• Available locally for only pennies per thousand.
TV LOG is a national newspaper network with 457 publications in 87 top TV markets.

Write or phone for more information

TV LOG

National TV Log Incorporated
New York 200 Park Ave. 212/687-0660
Chicago One East Wacker 312/644-1655
Los Angeles 1717 N. Highland 213/466-5375
Things are poppin' in the Klein & suite at the MGM Grand. Come & See...

THE MOVIES.

The totally new idea in movie showcasing.
The way to dominate movie programming in your market.

COMING SOON ON:

KYW-TV, Philadelphia
WBZ-TV, Boston
WKRC-TV, Cincinnati
KOA-TV, Denver
WCSH-TV, Charleston
WDIV, Detroit
KSAT-TV, San Antonio
WJXT, Jacksonville
WFSE-TV, Hartford
WDVM-TV, Washington, D.C.

KLEIN & Mark Rasmussen, (213) 278-5600
WKRC-TV, Jim Ellis, (513) 651-1200

See you at NATPE. Get your free, frameable poster (& popcorn).
KTHV, LITTLE ROCK, ARKANSAS
IS PLEASED TO
ANNOUNCE
THE APPOINTMENT OF
KATZ TELEVISION CONTINENTAL
AS OUR SALES AND MARKETING
REPRESENTATIVES
EFFECTIVE
FEBRUARY 12, 1979
KTHV. KATZ. THE BEST.
television officials will meet to map out "areas of general consensus" on the Carnegie report, the rewrite and their own long-range planning efforts.

- The CPB board has endorsed a plan put forth by the organization's new president, Robben W. Fleming, calling for "full cooperation among the parties who control the essential ingredients" of the noncommercial system.

Largely as a result of the new PBS Shakespeare series, which will present the entire 37-play corpus of the playwright over a six-year span, and NPR's own Shakespeare Festival of related programs, local radio and television outlets have begun running promotional spots for each other. The radio stations have offered slides and video-taped promotions for the television stations while they have had audio spots on the radio stations.

PBS's new series, The Scarlet Letter, scheduled to air April 2-9, will be complemented by The Legacy of the Letter: The Scarlet Letter Commentaries, a series of four half-hour documentary programs produced by WGBH-FM Boston. (The television series is a production of WGBH.) The radio series will feature conversations with leading humanities scholars, audio portions of the television production, readings from Nathaniel Hawthorne's book, interviews with the general public about the issues raised by the novel and excerpts from 17th- and 19th-century letters, journals and sermons.

NPR is also aiming for a May start-up of its new Masterpiece Radio Theatre, a spin-off of the long-running PBS series. The radio programs, almost half of which will feature American productions, are being written by Mobil Corp., which has also provided the financial support for the television series (Broadcasting, Feb. 19).

NPR President Frank Mankiewicz said that he and PBS President Lawrence Grossman "would like to do some joint programming—particularly in news and public affairs." He even suggested the likelihood of something along the lines of a public broadcasting news division composed of both radio and television talent; "a marriage, in effect, of what we can do," as he described it. NPR and PBS, he said, are prepared to "collaborate to the fullest extent possible."

There is as well evidence of new cooperation in areas beyond programming. According to Walda Roseman, NPR's vice president for national affairs, as an outcropping of a series of long-range planning meetings conducted by PBS Vice Chairman Hartford Gunn, radio and television station managers and other representatives will hold another series of conferences beginning March 19. Although Ms. Roseman stressed that there will be no effort to present a joint radio-television position on Carnegie or the rewrite, the "information mission" of the meetings, which will be held in Atlanta, Chicago and Los Angeles, will be to point out areas where the media can agree and to discern those in which they do not. There is evidence to suggest,
rewrite, would have in the system; (2) whether CPB, NPR and PBS "could find ways of pooling and administering their program monies"; (3) whether CPB and NTIA should cooperate more closely "in the administration of their radio and television facility capabilities," and (4) "how can the intent of Congress in areas of public accountability, public participation, accessibility to the system and independent producers best be achieved by cooperation among CPB, the associations and the stations."

In his presentation, Mr. Fleming said public broadcasting "seems to be at the crossroads." Expanding on that, Executive Vice President Cortland Anderson said that it appears as if changes are "going to happen whether we do anything or not." His feelings seemed to echo those of the CPB board, which said in its resolution that it prefers "changes which might be accomplished by voluntary action." Or, as another CPB official said, "it's better for us to start doing things to improve rather than waiting for it to be legislated."

Mr. Grossman said the release two weeks ago of Nixon-era documents outlining the "political intrusion" at CPB (Broadcasting, Feb. 26) has done much to bring the organizations together. "That era is closed," Mr. Grossman said, and "we're moving heaven and earth" to usher in a new one of cooperation. "It's in all of our interests. It always should have been this way."

Mr. Mankiewicz said this was a "good time" to bring the broadcasting organizations closer together. As did Mr. Fleming, he pointed out that the relatively new leadership now in power at NPR, CPB and PBS was in a position to see "that the ancient quarrels can be forgotten."

Black may lose reins of Virgin Islands V

Appeal is planned, but judge says control has shifted in corporate deal-making

One of the few television stations in the country under the control of a black may lose that distinction. A U.S. district judge in St. Croix, the Virgin Islands, directed the management of the Antilles Broadcasting Corp., licensee of WSVI-TV (ch. 8) Christiansted, to issue five shares of stock to one of those shareholders, which would effectively take control out of the hands of Leroy Mercer, a black. However, Antilles plans an appeal.

Judge Warren H. Young issued the ruling from the bench following a hearing on the default of a $25,000 note held by Barakat Saleh, a local merchant. He, Mr. Mercer and Leon Garrowy own 100% of the corporation.

Judge Young said that under the terms of an agreement signed by the parties in November, Mr. Saleh would receive five additional shares of the corporation, and the total number outstanding could be 105. Since Mr. Saleh now owns 25% while Mr. Garrowy owns 24% and Mr. Mercer, 51%, control would pass to Messrs. Saleh and Garrowy.

Mr. Saleh, who was born in Ramallah, on the West Bank of the Jordan River, but who is now a U.S. citizen, acquired his 25% interest in the station for $80,000 in November.

The appeal, to the U.S. Court of Appeals for the Third Circuit, in Philadelphia, will delay implementation of the district court's order. But if that order is eventually affirmed, FCC approval of the proposed transfer would be required.

WSVI-TV is believed to be the first television station in the country controlled by a black. Its black history dates back to November 1973, when it was purchased from a Puerto Rican group by Peoples Broadcasters Inc., whose stockholders were black. Peoples sold the station to Antilles in January 1978.

NAB copyright watchdog

The National Association of Broadcasters has formed a committee to insure that broadcasting's interest in cable television's copyright payments is protected.

Under the new copyright act that became law in 1976, cable television operators were given a compulsory license that requires them to make copyright payments for the materials they retransmit, but in a lump sum that has to be divided among the claimants, one group of which is broadcasting.

The new NAB committee will help devise an industrywide formula for broadcasting's share of the money, represent broadcasting in negotiations with other industries with claims on the money and represent the industry before the Copyright Royalty Tribunal in any distribution proceedings it initiates.

It appears cable's annual royalty payments will come to about $12 million, but claimants probably will not see any of the money before the end of this year.

Chairman of the NAB Ad Hoc Committee on Cable Copyright Royalties is David Polinger, vice president of WPIX(TV) New York. Members include Lynn Christian, vice president, Century Broadcasting Corp., Chicago; Ablah A. Church, vice president, Storer Broadcasting, Miami; Thomas J. Dougherty, vice president, Metromedia Broadcasting, Washington, and Harry Olsson, general attorney, CBS Inc., New York.

TPT wants to write an end

Teleprompter Corp. has proposed a settlement of up to $11 million to close the book on Leeds vs. Teleprompter, said to be the "last remnant of litigation" from its troubled period before new management took over in 1974.

The case, a class action suit stemming from the merger of H&B American Corp. into Teleprompter in 1970, charged that a proxy statement had been misleading. The plaintiffs claimed that Teleprompter did not reveal that its then-president, Irving Kahn, had made illegal payments regarding earlier franchise acquisitions.

Although Teleprompter is offering the $11-million figure, subject to court approval, it expects the settlement to be less. Not every shareholder who traded H&B for Teleprompter stock—especially the smaller ones—is expected to make a claim.

Teleprompter said the settlement would not have an adverse impact on its expansion plans.

Setback in racial-slu case

Efforts of the Atlanta chapter of the National Association for the Advancement of Colored People and Georgia state Senator Julian Bond to ban the word "nigger" from being broadcast have again been set back—this time by a U.S. District Court judge in Atlanta. Judge Charles A. Moye dismissed their suit seeking such a ban, saying that the case was brought to trial prematurely and that the plaintiffs first should have asked the FCC to review its decision not to ban the word. That decision was made last July after Mr. Bond and the NAACP asked the FCC to ban the word from the campaign ads of J. B. Stoner, running for the Democratic gubernatorial nomination in Georgia.
Please join us as we celebrate the first smash season of the SFM Holiday Network and reveal more of our spectacular programming for 1979 and beyond.

You must remember this... come to the SFM Suite at the MGM Grand Hotel during the NATPE Convention, March 9-14.

SFM Media Service Corporation, 6 East 43rd Street, New York, New York 10017 (212) 682-0760
EEO crackdown

The FCC has imposed sanctions on 13 more stations for failure to meet the FCC's standard for minority employment. On Dec. 21, 1978, 19 stations were cited for EEO violations (Broadcasting Jan. 15). In the latest action WLQO-AM, WEAF(AM) Eden, N.C., and WMMB(AM) North Myrtle Beach, S.C., were granted short-term renewals to June 1980 and April 1980, respectively. The FCC said the other 10 would be granted conditional renewals provided there are no further problems. They are WDBR(AM) Durham, N.C.; WFTC(AM)-WRNS(FM) Kinston, N.C.; WHAP(AM) Hopewell, Va.; WITN-TV Washington, N.C.; WKLDM(AM) Wilmington, N.C.; WNCG(AM)-WKTU(FM) North Charleston, S.C., and WTAB(AM)-WJIG(FM) Tabor City, N.C. All 13 will also be required to submit periodic EEO progress reports to the commission.

Alabama accommodation

The Alabama Educational Television Commission and a citizen group that has been clashing over the licenses to noncommercial TV channels 10 Birmingham and 41 Demopolis, on which AETC stations now operate, have reached an agreement aimed at ending their FCC hearing, now in its fifth year.

Under the agreement, Alabama Citizens for Responsive Public Television Inc. would obtain the license for channel 10 (Wish) and AETC would receive licenses for channels 41 (Wiqo) and 26 Montgomery (Waqo) as well as for a new facility on channel 39 Tuscaloosa. The agreement is dependent on a commission summary grant of approval of the applications involved.

The competing applications for the stations in Birmingham, Demopolis and Montgomery were filed in 1975, after the commission had renewed AETC's applications for its nine stations because of alleged discriminatory programming practices. AETC obtained new licenses for six stations in 1976.

Hispanic group gets noncommercial TV

The FCC has granted a construction permit for the nation's first Hispanic-controlled noncommercial educational television station. The grant went to the Texas Consumer Education and Communications Development Committee, to operate on channel 60 at Harlingen, Tex.

In its application, the group proposed to serve the three southernmost communities in the state, Cameron, Willacy and Hidalgo, where 80% of the population is said to be Mexican-American. Thirty percent of the station's programming, it said, would be in Spanish, 30% in English and 40% bilingual.

HBO in Houston. Home Box office, Time Inc. pay-per-view service, has signed deal with Gulf Coast Cable Television and will introduce HBO in Houston later this year. Gulf Coast system is expected to be completed in three years, with 280,000 homes passed.

Sale. Acton Corp., Acton, Mass., has sold cable system serving Burlington county, N.J., to subsidiary of Storer Broadcasting Co. for $3 million. System with approximately 5,200 basic subscribers was sold to Futurevision Cable Enterprises Inc.

Traffic tie-up. Paterson, N.J., has put out unusual call for CATV franchise application. City has $1 million grant from Federal Highway Administration to interconnect traffic signals with coaxial cable and has voted to issue $2.45 million in self-liquidating bonds to build and engineer CATV system along with it. It's estimated that 50,000 homes would be passed with about 13,500 subscribers. Cable operator would be responsible for installing hookups and converters (expected to run about $1.5 million) and would rent and run municipally owned system.

Annexation. Warner Cable Corp. will add 1,300 new subscribers to its Canton, Ohio, system through acquisition. Multiple-system operator has announced purchase of CAS Communications, system adjacent to Warner's Canton operation. Canton, currently serving more than 36,000 subscribers, is among largest of Warner's 140 cable systems in country.

Singles barred

The FCC has rejected a petition to deny license renewals of five Washington television stations which contended the stations did not adequately serve the needs of single people in the nation's capital.

Two local men, Christopher Walker and James H. Burch, had filed the complaint. They said the television station had not afforded an opportunity for self expression, or programming in general, for the single people's group. The commission staff said the two men had been turned down when they suggested to the stations a Dating Game-type format. Panelists would describe their interests, and members of the audience would be free to call in to attempt to contact the panelists.

The commission, on a 6-to-0 vote, found the petition without merit. However, only the renewals of WNTV-TV and WDC-A-TV were granted—and WDC-A-TV's after a petition to deny filed by a local group concerned with children's programming was also denied.

Action on the renewals of WRC-TV, WTGG-TV and WDMV-TV was deferred pending resolution of other matters.

Ten years to overtake newspapers, says TVB

Television ad revenues—even without income from liquor, cigarettes and classified ads—should top print's by 1990

The Television Bureau of Advertising is sharpening its aim—and its ambition—with a revised forecast that now predicts television revenues will surpass total newspaper revenues by 1990.

"Last year we predicted television would pass total newspaper ad dollars by 1993," TVB President Roger D. Rice said last week."If, however, the current rate of growth continues, we foresee televising reaching total dominance before the end of the next decade.

TV, he noted, passed newspapers in 1977 in terms of advertising dollars from categories for which both media compete, and extended this lead in 1978.

In 1978, he said, total newspaper investments came to an estimated $12.69 billion, while TV's reached $8.97 billion. But after deducting $3.9 billion for classified advertising for which TV can have no counterpart under FCC rules, $240 billion for cigarette advertising that is legally off limits to TV and $60 million for hard-liquor advertising that television doesn't accept, TVB said, newspapers' total take from common-category advertisers was $8.49 billion, or $480 million less than TV's revenues from the same classifications. In 1977, TV was ahead on this basis by $8 million.

Mr. Rice traced the rise of television revenues. He said they first passed farm publications' revenues in 1949, outdoor in 1950, business publications in 1951, radio and magazines in 1954, direct mail in 1964 and, on the common-category basis, newspapers in 1977.

In 1978, he noted, TV revenues rose 18% above 1977 levels, with local up 24%, spot up 20% and network up 13%.

Too close to home for GE

An interview with actress Jane Fonda in which the nuclear power controversy is discussed has prompted General Electric to withdraw as sole sponsor of an upcoming Barbara Walters special on ABC-TV.

During the program, scheduled to air March 13, Ms. Fonda talks about her new film, "The China Syndrome," which concerns a fictional accident at a California nuclear plant and efforts to cover it up. GE, which has sponsored Ms. Walters's specials since 1976, is one of the country's
STAR FORCE
IS GOING TO SAVE THE HUMAN RACE

and be next year’s #1 kid show

Detroit Washington, D.C. New York Boston Charlotte Los Angeles
Philadelphia San Francisco Chicago Nashville San Diego

Fifty-two original half hours of thrill-packed space adventure animation for your '79-'80 season. Don't wait! Contact John Claster or Ken Gelbard, Claster Television Productions, (301) 825-4576. JOIN THE STAR FORCE—SEE US AT NATPE—MGM GRAND
A Modern Fraternity Of Liberators
Liberating...

...Audiences from ignorance, prejudice, suspicion
...Industry from apathy, materialism, mediocrity
...Nations from arrogance, degeneracy, inhumanity

SOUTHERN BAPTIST RADIO-TELEVISION COMMISSION'S
10th Anniversary
ABE LINCOLN AWARDS
TO DISTINGUISHED BROADCASTERS

Television

DAVID NELSON
Vice President, General Manager
WBBM-TV
Chicago, Illinois
For "Project: Parenting" Campaign to strengthen families

GEORGE ANN VICTOR
Creative Services Director
KHOW Radio
Denver, Colorado
For efforts on behalf of Colorado Special Olympics

MERIT AWARDS

LETA POWELL DRAKE
Producer, Programmer
KOLN/KGIN-TV
Lincoln, Nebraska

BRIAN JENNINGS
News Director
WLLR radio
Portland, Oregon

SANDRA M. JOHNSON
Community Affairs Director
WKOW-TV
Cleveland, Ohio

WILLIAM C. O'DONNELL
Vice Pres., Gen. Manager
WBBM Radio
Chicago, Illinois

TERRY R. SHOCKLEY
President
WKOW-TV
Madison, Wisconsin

FRED WILLIAMS
Director, Public Affairs
WANT Radio
Lebanon, Pennsylvania

Radio

A question of taste

NATAS panel argues merits and demerits of using sex to push products on television

There was divided and heated opinion as to whether sex in TV advertising is tasteless and debasing to women, but participants in a forum on the subject last week did agree that sex sells.

Those labeling much of sex in TV advertising degrading to women during a symposium of the New York chapter of the National Academy of Television Arts and Sciences were Ms. magazine editor Gloria Steinem and Frank Mankiewicz, president of National Public Radio. Panelists who felt that sex in advertising need not be tasteless and often is not were Shirley Polykoff, president of Shirley Polykoff Advertising, New York; Ed McCabe, senior vice president and copy chief of Scali, McCabe & Sloves, New York, and Gunilla ("Take it all off") Knutson, an actress who achieved popularity in a TV commercial for Noxzema shaving cream.

Ms. Steinem contended that TV commercials sometimes show women nude, but not men, and said this implies that women are powerless. She insisted that advertisements should stress the values of a product or service and not sex appeal. Ms. Steinem said advertisers exploit a "romance-sick" syndrome.

Mr. Mankiewicz asserted that TV commercials commit "fraud" when they claim that the use of a certain product is going to improve a person's life.

Mr. McCabe defended sex in commercials, as long as it is in good taste, because it sells products. He claimed that "women do relate to women" and a romantic aura often makes women more receptive to a sales message.

Similarly, Ms. Polykoff, who created such advertising catch-phrases as "Does she or doesn't she?" and "Is it true blondes have more fun?", conceded that
We've turned the towns upside down!

The Twin Cities will never be the same.

For on March 5, NBC moved up to 11 ... with the whole wonderful gamut of NBC movies, series and sports.

And that isn't all. We've also made a million-dollar investment in new facilities for our new news department (an operation headed by a new, top-flight news team) to make NewsCenter 11 one of the nation's finest examples of electronic journalism.

Our broadcast day — now 24 hours long—does, of course, also include the best of the programs that made WTCN-TV America's No. 1 independent.

What we're trying to say is that the new 11 is a very special kind of television station.

Watch it!

We've got it now!

Represented by Metro TV Sales
441 Boone Ave. N., Minneapolis, MN 55427
some commercials with sexual overtones are tasteless, but commented that "the TV programs, in my opinion, are a lot worse."

Ms. Polykoff said that in the final analysis, the public is the ultimate arbiter. "It takes about four years to be sure that a product is going to make it in the marketplace," she said. "It's the repeat business that counts. If the public is turned off by the product or the advertising, forget it."

Ralph Daniels, vice president, broadcast standards, NBC-TV, who was also a panelist, agreed that commercials are examined more closely. "There's a very good reason for it," he explained. "All the action in a 30-second commercial is compressed in a limited frame. In a program there's lots of opportunity to develop a mood or a characterization so that the viewer is conditioned to accepting a certain action or phrase."

Mr. Daniels was asked if NBC-TV received many complaints about sex in commercials. He replied: "No, not at all. Last year we received only seven complaints."

### Divining the rating books

CPM Systems Inc. last week announced the development of a new computerized research system it claims can "provide immediate access to performance information on every program telecast" within 48 hours of Arbitron and Nielsen rating book publication.

Called the "Cassandra System," it is said to eliminate "the tedium of searching through ratings books, performing complicated calculations and formatting and typing reports."

Viacom is understood to have been a major financial backer in the system's development.

The system calls for the installation of computer terminals in offices. They would be connected to a main computer by phone. With complete ratings data programmed into the computer, subscribers could request the specific information they need and then there would be direct printout in the office. For those without the terminals, CPM also plans to prepare reports within 24 hours after specific information is requested.

Exact costs haven't been established but it is expected that initial costs for the system will run about $10,000, with charges thereafter depending on the amount of data requested. Rental of the office terminal is projected at about $100 per month.

The "Cassandra System" will be displayed this week in Las Vegas at the annual conference of the National Association of Television Program Executives. CPM says the system will be ready for client use with the upcoming May ratings books.

### Telling radio to get on the ball

Major market radio stations were warned last week by consultant Kevin B. Sweeney to regain their leadership over television among big-city retailers or face a dark period in the 1980's.

Mr. Sweeney, a one-time president of the Radio Advertising Bureau who is now active in management and sales consulting, told a meeting of the Northern California broadcasters in San Francisco, that in that state, TV has jumped to an almost two-to-one lead over radio in local advertising during the past four years. Among the "sins" he attributed to radio station management were: "a concentration of firepower on the PFC's and corporals in agencies" rather than "the colonels and generals at the store itself," an emphasis on talking "airily" about radio rather than explaining what specific stations can do for specific goods and departments, and "the acceptance and even encouragement of institutional copy from retailers, even for storewide events."

### Blair study shows 25-to-54-year-olds make strong gains in demographic popularity

A shift in demographic preferences for radio availabilities is underscored in an analysis by Blair Radio, New York, which shows the 25 to 54 age group scored the highest percentage increase in 1978 versus 1977.

Blair noted that in 1977 the 25 to 54 group accounted for 5.1% of requests from agencies and in 1978 the figure rose to 19.6%. The 18 to 49 category continues to be the strongest demographic, although it has fallen from 28% in '77 to 21% in '78. The 13-24 and 45-64 groupings continue to be a strong target representing almost 13% of our opportunities, down from 18% in 1977," Blair reported.

The one-minute announcement continues to grow in strength, accounting for 76% of radio commercials on Blair Radio-represented stations in 1978, up from 69.6% in 1977. The 30-second spot was second at 18.3%, down from 20.9%.

### Hardest hit. A supplement to an Association of Independent Television Stations study on the Federal Trade Commission children's advertising proposal paints a bleak picture for nonnetwork stations. The INTV report says 38% to 43% of broadcast hours on the average independent station would be affected by bans, but only 12% to 14% of hours on the average network affiliate. The potential revenue loss would exceed the amount which the average independent spent on syndicated programming during 1977 (16% of gross sales), and would nearly equal total programming costs (31.9% of gross sales).
• 100 half hour episodes available for 5 day-a-week strip
• Third successful year in syndication - 55 station line up
• Barter for ITT Continental Baking and Mattel Toys

CONTACT NOW!
Ms. Lee Block
Vitt Media International
1114 Avenue of Americas
New York, N.Y. 10036 (212) 921-0500
Fruits of their labors

New York Market Radio Broadcasters Association presented “Big Apple Awards” to agencies, production firms or stations producing outstanding radio commercials carried in the metropolitan area in 1978.

First place winners were as follows: national music—Budweiser/D’ArCY, Mac- Manuel & Masius, St. Louis; national humorous—Time Magazine/Young & Rubicam, New York; national open—Miller Brewing/Mingo, Jones, Guilemenot Inc., New York; national new advertisers—BMW North America/Ammirati, Paris AvRutick, New York, and national public service—American Cancer Society/The Cowen Organization, New York.


NYMRAD gave first-place winners Steuben Glass apples and second- and third-place winners, certificates of appreciation.

Thirty seconds over all. The 30-second commercial is increasing its dominance as the most prevalent length in television.

In releasing its latest commercial activity report last week based on Broadcast Advertiser Reports (BAR) figures, the Television Bureau of Advertising said that in 1978, network 30’s constituted 82.6% of network spots, up from 81.8% in 1977, while nonnetwork 30’s rose to 83.7%, from 82.2% in the previous year.

TVB noted that despite agency talk and interest in 10-second commercials, the share of 10’s dipped to a new low of 7.9% of nonnetwork advertising. The 60-second length also slipped to new lows, both in network and nonnetwork (3.3% and 7.3% respectively).

Commenting on the trends, Roger D. Rice, president of TVB, pointed out that “when the goal of an advertiser is to give specific details about itself, its products or services, the 30-second announcement is the most effective and efficient length. Unlike the 10-second commercial, which can concentrate on only one point at a time, such as one sale event, or one item, the 30-second provides the advertiser with the opportunity to develop its various sales points.”

<table>
<thead>
<tr>
<th></th>
<th>Network percent of total*</th>
<th>Nonnetwork percent of total*</th>
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<tbody>
<tr>
<td></td>
<td>30's  10's  20's  30's</td>
<td>30's  10's  20's  30's</td>
</tr>
<tr>
<td>1965</td>
<td>0.0  16.1  13.3  0.8</td>
<td>16.1  13.3  0.8  5.1</td>
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<tr>
<td>1966</td>
<td>0.0  15.6  12.7  0.8</td>
<td>15.6  12.7  0.8  8.8</td>
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<tr>
<td>1967</td>
<td>6.4  16.1  12.3  3.0</td>
<td>16.1  12.3  3.0  11.5</td>
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<tr>
<td>1968</td>
<td>7.9  14.0  10.6  16.0</td>
<td>14.0  10.6  16.0  11.8</td>
</tr>
<tr>
<td>1969</td>
<td>14.4 12.3  7.7  32.0</td>
<td>12.3  7.7  32.0  11.4</td>
</tr>
</tbody>
</table>

*Totals include miscellaneous lengths and individual breakouts may not add to 100%.

From UIPI ~2 Great Today Shows Available on a Unique New Basis

NO CASH/NO BARTER

The Jackie Mason SHOW

A VERY FUNNY...VERY TIMELY...

1/2 HOUR STRIP LAUGH/TALK SHOW

FROM THE GREATEST SHOW LOUNGES IN AMERICA COMES A DAZZLING...
JOYFUL NEW SERIES
OF 60 MINUTE MUSICAL SHOWS!

SHOWTIME AMERICA

THE GREAT SHOW BANDS OF THE 70's

UNIVERSAL-INTERNATIONAL Productions, Inc. • T.V. Production Division

18800 N.W. 2nd Avenue • Suite 105 B • Miami, Florida 33169 • (305) 652-8555

SEE US AT THE NATPE CONVENTION
NATPE Breakfast
Hosted by Rex Humbard & The Hubbard Family Singers
Ziegfeld Room
MGM Grand
Sunday, March 11
9:00 a.m.

Everyone Welcome

Contact H.I.S. Advertising if you can attend.
Phone 216/923-0434 or TWX 810-431-2036
### December

<table>
<thead>
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<th></th>
<th>1977</th>
<th>1978</th>
<th>% change</th>
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<td>Daytime</td>
<td>$116,361,800</td>
<td>$136,483,900</td>
<td>+17.3</td>
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<tr>
<td>Mon-Fri.</td>
<td>73,791,500</td>
<td>73,831,100</td>
<td>+0.2</td>
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<tr>
<td>Sat-Sun.</td>
<td>42,569,100</td>
<td>62,552,800</td>
<td>+46.9</td>
</tr>
<tr>
<td>Nighttime</td>
<td>215,905,000</td>
<td>252,690,200</td>
<td>+17.0</td>
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<tr>
<td>Total</td>
<td>$332,266,600</td>
<td>$389,174,100</td>
<td>+17.1</td>
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### January-December

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<th>1977</th>
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<th>% change</th>
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<td>Daytime</td>
<td>$120,286,700</td>
<td>$141,523,300</td>
<td>+12.3</td>
</tr>
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<td>Mon-Fri.</td>
<td>89,015,400</td>
<td>92,877,200</td>
<td>+4.6</td>
</tr>
<tr>
<td>Sat-Sun.</td>
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<td>118,414,100</td>
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<td>Nighttime</td>
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<td>268,866,100</td>
<td>+23.8</td>
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<td>Total</td>
<td>$332,266,600</td>
<td>$412,026,200</td>
<td>+24.4</td>
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### How long from bill to bank?

**Szabo study finds it takes TV broadcasters 59 days to collect for spots, radio 61**

Television broadcasters who collect their bills, on the average, in fewer than 59 days from date of invoice, and radio broadcasters who get the money in fewer than 60 days, are ahead of the game. That is, they're doing better than average.

And a TV station that writes off less than 0.91% of its total annual sales as bad debt, or a radio station that writes off less than 1.42%, is, again, doing better than most.

These averages were compiled by Szabo Associates Inc., Atlanta, a media collection specialist, in telephone interviews with some 500 broadcasters. The survey also found wide variations by market size and by geographic region. It also found that, on the whole, local accounts tend to pay faster than national accounts, in both TV and radio.

"Historically, average-day pay periods have appeared to be shorter than now," said President Peter F. Szabo. He cited studies by Robert Morris Associates, a

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### Did you call State Farm last year for help on a story? Over 400 other reporters did.

Reporters on papers, magazines, and broadcast stations across the country are calling State Farm for help on stories involving auto, homeowners, boatowners, and life insurance. Why? Two reasons.

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*Here's the deal:*
We're offering free to some lucky winner a terrific-looking, high-spirited Triumph Spitfire 1500 classic two-seat sport roadster. In a drawing. Free and clear.
Just come on up to the AITV suite in the MGM Grand, fill out an entry blank, kiss it for luck, and drop it into our ballot box. Nothing's wild and no jokers in the deck!
We'll draw a winner on Wednesday, March 14.
It could be you! You could walk in and drive away from Vegas on four great wheels of fortune!

Drawing open to employees of television stations, rep firms, and advertising agencies.

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770 LEXINGTON AVENUE, NEW YORK, N.Y. 10021
TELEPHONE: (212) 888-1240
company specializing in data collection for banks and others, as indicating that in 1973 the average was 53.5 days in TV and 56 days in radio, while in 1976 it was 56.5 days in TV and 61 days in radio, based on usable data from 52 TV stations and 80 radio stations.

Mr. Szabo's own survey, conducted last month among larger samples of stations—usable data from 197 TV stations and 221 radio stations—found slow pay even slower now. In television the average day pay period—that is, the average time between invoice and collection—was put at 59.75 days, while in radio it was 60.92 days.

"Most broadcasters surveyed had much to say about their figures," Mr. Szabo reported. "Almost all concurred that local accounts paid faster than national. Local/national data was available from only 35% of the 418 stations reporting. Television stations reported a 63.22-day average on national business and 52.37 on local. Radio stations averaged 63.11 on national and 60.34 on local.

"Closer and more effective follow-up by local salespeople was given as a major reason for this difference."

The Szabo firm analyzed its survey results by nine geographic regions and found that in both radio and television the slowest pay was in the mountain region—but the mountain region also had one of the lowest bad-debt ratios in both radio and TV. The fastest pay in television was in the Pacific region and in radio it was in the East North Central, but both of those regions had relatively high bad-debt write-offs.

In terms of market size, those between 101 and 170 had the slowest pay and highest bad-debt records in both TV and radio, while the fastest pay in television was found in markets 16 to 30 and in radio in the top 15 markets. (See tables.)

"It is apparent," Mr. Szabo said, "that in the past 10 years broadcasters have become more sophisticated in the financial operation of their properties," thanks to several factors including the activities of the Broadcast Financial Management Association and the Broadcast Credit Association, plus an increase in the number of station credit managers. And he attributed the increase in collection times and bad-debt write-offs to an increase in the number of accounts handled and to differences in the structure of these accounts.

"The influx of retailer’s dollars from print to broadcast and the increase in cash flow," he said, "have resulted in more nonagency accounts, and thus more of a need for flexibility by stations."

And he thinks things will get better: "We believe that broadcast financial people, through continued sophistication and credit structuring within their organizations, coupled with increased availability of credit and financial data, are better equipped to cope with the complex and fluctuating demands of broadcast credit extension."
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Ken Israel  Beverly Partridge  Arnold Friedman  Hank Guzik  Dick Ostrander  Ken Weldon

Win a pinball machine!
See it and play it in our suite at the MGM Grand Hotel
**‘Roots II’ is just that: second only to its predecessor**

Sequel, along with ABC’s regulars, push network to the highest weekly ratings average since the first ‘Roots’ in 1977

ABC-TV came in second for the prime-time ratings week in which it aired *Roots: The Next Generations*. Second, that is, in television history.

Six episodes of *Roots II* placed in the week’s top 11 programs, a list that was rounded out by ABC’s regular series *Mark and Mindy, Eight Is Enough, Laurvene, Happy Days and Angie*, in that order.

Together they put the network’s rating average for Feb. 19-25 at 27.0—an incredible eight rating points ahead of its closest rival, CBS-TV, and the highest weekly average ever except for the one in which the original *Roots* aired in January 1977. ABC averaged a 35.5 that week.

CBS finished Feb. 19-25 with a 19.1 average and NBC-TV with 17.4, leaving no doubt that ABC would win a substantial victory in the February sweep period. Sweep standups through Feb. 25 stood at 23.2 for ABC, 19.1 for CBS and 17.4 for NBC.

*Roots II* averaged a 30.1 rating and 41 shares for all seven episodes (the first segment was counted in the previous week’s tallies), compared to a 44.9/66 for *Roots I*. *Roots II* scored its highest rating and share—a 32.7/50—on Tuesday night, when it followed *Happy Days and Laurvene and Shirley*. Surprisingly, the concluding segment on Sunday was one of the weakest, pulled a paltry 28.6/40, and the only one that didn’t deliver a nightly win to ABC.

CBS took Sunday by a rating point with strong performances from 60 Minutes, *All in the Family* and *Alice* at 7-9 p.m. NYT. Those series helped hold a special two-hour episode of ABC’s *Battlestar Galactica* to a 28 share. CBS’s *Celebrity Challenge of the Sexes* was somewhat less effective against *Roots*, scoring a 32 share at 9-11 p.m. NBC’s “Sound of Music” came out on the short end with a 30 share at 7-10:30 p.m.

*Roots* so dominated the week that competitive readings on many new series were hard to come by, but there were a few. On Monday, ABC’s *Salvage I* followed *Roots* and dropped 16 share points to a 25. On Wednesday, NBC’s *Supertrain* dropped five points from its previous outing to a dismal 20. *From Here to Eternity* failed to overcome either that lead-in or *Roots*’ competition and ended up with a 23 share. NBC also continued to have lead-off trouble on Thursday, when *Little Women* scored a miniscule 11 share, the least-watched program of the week.

On Friday, *Diff’rent Strokes* maintained its blistering pace for NBC at 8-8:30 p.m., pulled a 38 share, while ABC’s *Makin’ It* continued toounder with a 21. Interestingly, however, ABC picked up at 8:30-9 p.m. with a 30 share from *What’s Happening*, while NBC’s *Hello, Larry* dropped to a 26. And again it was steadily down hill from there for NBC as *Brothers and Sisters* hit 17 and *Sweeptakes 15*.

*Oak’s acorns for pay television*

STV operator announces plans for marketing its hardware

Oak Communications Inc., which owns 51% of the nation’s largest subscription television franchise, will announce a new STV licensing agreement “to any UHF station in operation and to any persons licensed by the FCC to operate a station,” company officials said last week. The offer to provide Oak’s STV hardware and technical expertise will be made at the National Association of Broadcasters convention later this month in Dallas.

Also Gwin, president of OCI (and a former vice president of Cox Cable Communications Inc.), said the company is offering “turn-key” STV operations to established UHF’s as well as to new venture who may hold a UHF construction permit. Oak will offer its home STV hardware, including an addressable decoding box that automatically guards against theft, by rendering itself useless eight minutes after being disconnected from its electrical source. Oak is also offering to build a station from the ground up and install the STV equipment and computers, if necessary.

OCI is the largest stockholder of National Subscription Television, which operates on Oak’s KBSC-TV, Corona, Calif. (Los Angeles) on channel 52. As of last week NST had 128,000 subscribers in the Los Angeles area. Oak will also operate an STV station in Phoenix, which is expected to begin operations this summer. Future Oak-NST stations are planned for Philadelphia, Chicago, Miami, Dallas-Fort Worth and Minneapolis-St. Paul.

Mr. Gwin said, “We know we’re not going to get into every STV market in the country.” The licensing arrangement was arrived at, he said, because there “was no reason we shouldn’t go on the open market with that product.”

He emphasized that OCI would not be offering software for the systems. “We honestly felt not too many people could handle an STV operation," he added, without calling on outside expertise.

**Influences of TV violence on boys studied in new book**

Report, funded by CBS grant, finds a link between viewing certain violent acts and aggressive adolescent behavior

A distinction between the kinds of TV violence that may tend to increase serious violence by boys and the kinds that don’t is drawn in a report on a large-scale London study that is to be published in the U.S. this week (*Closed Circuit*, Feb. 26).

The book, *Television Violence and the Adolescent Boy*, by William A. Belson of North East London Polytechnic, is based on a study conducted under a $290,000 grant that CBS made nine years ago. Its central finding, made public in London 17 months ago, is that high exposure to TV violence increases the degree to which boys engage in serious violence (*Broadcasting*, Sept. 26, 1977).

Professor Belson made clear in his 530-page book, however, that the nature and context of TV violence must be taken into account. He found five types that “appear to be more potent in releasing serious violence by boys,” They were:

- Violence involving close personal relationships,
- Violence that seems “just thrown in for its own sake,”
- Violence that is fictional but pre-
Cover news events on the spot from this dependable motorcoach. Great for station promotions, too.

(Prices start at a mere $30,000)

A used Trailways Eagle bus is not just a used bus but a bus used by Trailways. It's 40 feet long—a full five feet longer than most buses. And you can get immediate delivery.

It's easy to add a snack bar or galley. Or convert it into a mobile newsroom, a deluxe motor home for eyewitness news crews, or whatever suits your particular needs.

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Service? This is where we really whip up on the competition. Ask somebody who owns a domestic bus how impossible it is to get good service. Bonus: we have a multimillion-dollar parts inventory, and service is available all across the country.

Very attractive financing is available—2 percent above prime rate, 25 percent down, up to 48 months' term.

How do you want it painted? Wild 'n crazy? Ultraconservative? Or anywhere in between?

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They're road-ready and ready to roll. And the past service record is yours for the asking. New radial tires are available.

There's a huge baggage compartment underneath. Racks above the seats give you additional storage space.

Torsion bar suspension gives you a smoother, more comfortable ride. There's little or no maintenance and no air leaks.

If the spacious coach can carry this fiddler, plus 45 more riders, it's probably just what you need for station promotions and news coverage crews.

You bet I'm interested in this coach. Rush me your brochure.

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Trailways
sent with great realism.

* Violence presented as being for a good cause, as in the case of "good guys" using violence to overcome violent "bad guys."

* Westerns of a violent kind.

Professor Belson found little or no support for the theory that four other types of TV violence cause serious violence in young viewers.

* Violence in sports broadcasts (excluding boxing and wrestling).

* Violence in cartoons "including Tom and Jerry."

* Violence in science fiction.

* Violence in slapstick comedy.

Professor Belson says he found "no meaningful support" for hypotheses that high exposure to TV violence "leads to preoccupation with acts of violence frequently shown on TV," leads boys to feel more willing to commit such acts, "har- dens" them, causes them to "see violence as a basic part of human nature" or "to ac- cept violence as a way to solve their prob- lems," or that it lowers their consideration for others or their respect for authority.

Some 1,300 boys ranging from 12 to 17 years of age were enlisted in the study. They filled out questionnaires relating their TV viewing habits over the preceding six months, then responded to questions about individual involvement in 53 kinds of violent acts. A total of 117 TV programs were assigned a violent index by 50 former members of the ABC viewing panel, for comparison with the boys' reports on their participation in violent acts. After the data was collected a series of controls was applied and the boys were organized into subgroups of 30 to 50 each for further testing.

CBS officials said last week that little or no research such as this had been con- ducted when CBS issued its grant in 1970. Since then, they said, a great deal of research has been done, some of which reached results opposed to Professor Belson's.

"I think the tide of criticism of TV violence has receded," one CBS official responded. He said that "there's a very large minority now" that doesn't think a real connection between TV violence and real-life violence exists or has been estab- lished. In any case, he added, violence is no longer much of a factor in TV.


**Backing for brokerage**

The National Telecommunications and In- formation Administration last week urged the FCC to postpone adoption of a detailed blueprint concerning time-bro- kerage arrangements as a means of stimulating minority-oriented programing. Instead, NTIA asked the commission to issue a brief policy statement showing sup- port for the idea, and favorably consider such arrangements on an ad hoc basis.

In reply comments filed with the com- mission, NTIA asked for an announce- ment indicating FCC encouragement of the time-brokerage idea. "In this way, licensees and minorities will be alerted, in straightforward terms, to the possibility of working out such arrangements, and will be encouraged to experiment. If none comes forward, the commission will nevertheless have tried its best, and will have nothing," NTIA said.

In addition, NTIA suggested that the commission give some indication of the basic licensee responsibility under such ar- rangements. It noted that if a licensee has entered into proper contractual arrange- ments, the commission should be able to look to the minority broker in case there is some violation of FCC rules.

**ABC Contemp on top of latest RADAR**

Statistical Research Inc., Westfield, N.J., released last week the fall 1978 RADAR reports including estimated radio au- diences by individual networks.

The RADAR data show estimates of average quarter hour and weekly cumes for persons 12 and older, 6 a.m. to mid- night, Monday through Sunday, to cleared programs and commercial exposure. Average audience and cume figures respectively are as follows: ABC Contem- porary, 2,089,000 and 31,452,000; ABC Information, 1,747,000 and 25,211,000; NBC, 1,729,000 and 30,068,000; Mutual, 1,612,000 and 22,215,000; ABC Entertain- ment, 1,438,000 and 22,744,000; CBS, 1,410,000 and 27,227,000 and ABC FM, 1,322,000 and 17,177,000.

SRI also reported that 1977 measure- ments have begun. The sample size re- mains at 5,000 persons with the sample equally divided between the spring and fall measurements.

RADAR studies are jointly sponsored by the ABC, CBS, Mutual and NBC radio networks. Reports and special tabulations are available on a subscription basis to ad- vertisers and agencies.

**Watch that music**

A spokesman for the All-Industry Radio Music License Committee said licensing rights to music named in invoices sent to radio stations in the name of Pacific West Management Inc. were claimed, in all the instances the committee has seen, by either the American Society of Com- posers, Authors and Publishers or Broad- cast Music Inc. A check with ASCAP and BMI, a committee spokesman said, indi- cates "that nothing more than BMI and ASCAP blanket licenses are required if these compositions are broadcast." The spokesman added that "because of the ap- parently conflicting claims, stations in- voiced by Pacific West may wish to check specific compositions directly with ASCAP and BMI or through their own legal counsel." The spokesman said the in- vestigation resulted from inquiries from stations that had received notices saying they had played certain works without authorization and offering licenses for $5 per composition. In a check of sta- tions, the spokesman said, the committee found many stations denied having played works for which they were involved.

**Spreading the word against gun control**

The Citizens Committee for the Right to Keep and Bear Arms is hoping to step up its antigun-control campaign with increased airings of its television document- ary The Gun Grabbers.

The show debuted in 1978, and was shown on 95 stations in 41 states between November 1978 and January 1979. The line-up for this month includes 30 addi- tional stations.

Citizens Committee spokesman Brad Peterson said citizen response to the show has thus far been "overwhelming," with close to 14,000 favorable letters from viewers. Mr. Peterson said he had received no reservations from broadcasters con- cerning possible fairness doctrine prob- lems associated with airing the program. The reason, he said, was that antigun material in the media has "far and away" exceeded pro-gun material, according to a study the committee conducted.

**Another format fight, this one over Boston C&W**

The Boston-based Committee for Com- munity Access has filed with the FCC a petition for reconsideration in the granting of license renewals and transfers of WACQ(AM) and WTTK(FM).

Upset over the loss of Boston's only country and western stations, formerly WCP-AM-FM, which changed their formats to album-oriented rock and adult contem- porary, respectively, the committee claimed the renewals should have required an evidentiary hearing. The group said in its petition the FCC had exceeded its powers in granting the applications with- out a hearing, or even a finding, as to the required public interest considerations.

The FCC last December rejected similar petitions from the committee and trans- ferred control of the stations from Plough Broadcasting Co. to GCC Communica- tions of Boston. In its latest petition, the Committee for Community Access said the loss of country and western music has brought considerable dissatisfaction to Boston listeners. It said that as a result of press coverage concerning its challenge, the group "has received numerous letters and phone calls from people wanting to know how they can help bring country music back to Boston radio."
In the Insilco to network
New Orleans sports

The Insilco Sports Network has been formed as a subsidiary of Broad Street Communications Corp., New Haven, Conn., to handle the radio and television broadcasts of both the professional New Orleans Saints (football) and the New Orleans Jazz (basketball).

Insilco is based in New Orleans. The Saints Radio Network consists of 37 radio stations. The Jazz Network includes radio stations, WNOV, New Orleans and WJW, Cleveland, as well as the television stations, WGNO-TV and WGNO-FM, which serve systems in 26 states. WGOG(AM) New Orleans, owned by Broad Street, is the radio anchor station of the Insilco Sports Network.

Alvin L. Smith, senior vice president of the Insilco Broadcast Group of Louisiana, has assumed executive responsibility for the operation of ISN. Eastman Radio, New York, has been appointed national sales representatives.

NOW on community service

The National Organization for Women has sided with a number of church groups in suggesting that the FCC implement a new "community service" program category for television producers. (Broadcasting, Feb. 5). But, in addition, NOW asked the commission to consider riders to the proposal.

Specifically, the group asked that the rulemaking proposal include commercial AM and FM broadcast stations; it requested that those license renewal applications that reflect a lack of community service programing be referred to the full commission for resolution. And it suggested that licensees not be permitted to shift their community service programing responsibilities to the shoulders of nonprofit groups.

In its comments, NOW said the institution of the new program category would give community groups greater access to the airwaves, would encourage development of creative programing and would lead to more diverse and responsive programing. NOW also said that nonprofit groups could provide listeners with "invaluable expertise and perspective as well as direct assistance" in the production of community service programing.

Program Briefs

Indian Roots. How to follow Roots I and Roots II? ABC-TV last week announced deal with Roots producers. David Wolper and Stan Margulies, to produce minimum of six-hour program based on new novel, "Hanta Yo" by Ruth Beebe Hill. Book is "multigenerational saga" of two Indian families from late 1700's to 1830's. ABC's vice president in charge of production, Brandon Stoddard, hopes it will "substantially break down Indian stereotypes that have existed for generations." Project is to air in 1980-81 season.

Ride 'em, Blair Pro-Rodeo Enterprises, newly formed division of John Blair & Co., has completed videotape coverage of its first venture, finals of 10-day spring rodeo competition in Houston. One-hour program has been sold to 79 TV stations for telecasting, starting on Wednesday (March 7). Charter advertisers are Dodge Trucks, Coleman Co., Wrangler Western Wear and Coors.

New team. Teampictures Corp., New York, has formed association with Pasetta Productions, Hollywood, with goal of three one-hour variety specials for first-run syndication as well as new daily strip. Pasetta is veteran of Grammy, Oscar and Emmy shows as well as other prime-time specials.

No go. MCA TV has shelved plans for proposed hour or 90-minute Toni Tennille Show. Marketplace was said not to "appear able to financially support" talk vehicle with singer from Captain and Tennille.

Mutual jamboree. In its first musical program venture in many years, the Mutual Broadcasting Network has picked up WWVA(AM) Wheeling, W.Va.'s Jamboree U.S.A. for an hour each week. Some 200 stations were expected to have carried the show when it was launched on Mutual Feb. 23.

ABC spectacular. ABC-TV announced that on-location production has started in Israel for eight-hour miniseries, Masada. Based on Ernest Gann's novel, "The Antagonists," epic will depict story of 960 Judaeans who, after four-year rebellion, committed suicide rather than be captured and enslaved by Roman legions. George Eckstein, producer of project for Universal.

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TV, said budget has been set at $16 million—same price ABC paid for 14 hours of Roots: the Next Generations. He said that despite securing "unprecedented" license fee from network, Universal will probably not turn profit.

Just plain folks. NBC-TV is taking another stab at "reality television": one-hour magazine-type special pilot called Real People, produced by George (Laugh-In) Schatter. Program is to focus on humorous activities of "everyday folks," with live and taped segments both in studios and on location. Plan is to "raise the American eccentric to his proper place in the public esteem," according to Mr. Schatter.

From the bench. ABC-TV announced that six-episode run of Three's Company spinoff, The Ropers, will begin Tuesday, March 13. Program will air first week immediately after its parent at 9:30-10 p.m. NYT, then move to 10-10:30 p.m. that night for remaining weeks.


Six to ABC Radio. Since first of year, six stations have joined ABC American Contemporary Network as affiliates. They are KBEO(AM) Kansas City, Mo.; KCBQ(AM) San Diego; WMIC-FM Memphis; KROY(AM) Sacramento, Calif.; WNOX(AM) Knoxville, Tenn. and KGUX(AM) Tucson, Ariz.

New to NBC Radio. Joining NBC Radio as affiliates, effective today (March 5), are KWSH(AM) Sioux City, Iowa, and WLNC(AM) Laurinburg, N.C.

WHA playoffs offered. Moon Radio Network has been granted U.S. radio rights to World Hockey League's Avco World Trophy championship playoffs in April and May. It marks second major sports acquisition of Pittsburgh-based radio syndicator, which last fall set up network for Grey Cup, championship game of Canadian Football League. MRN, 2842 Shady Ave., Pittsburgh 15217; (412) 421-5155.
documentary on "the making of Roots II," including interviews with stars of the miniseries, was not only made available to the O&O's, but was also fed to the news departments of all ABC affiliates over the network's daily electronic feed (DEF). And the report specifies that at each O&O station, "the closing copy of the 6 p.m. news—where Roots: the Next Generation immediately precedes the late news—will include a statement to the effect that the news will return that evening immediately following Roots."

The report lists a "marketing plan" for each station, with the news departments' contributions at the top. For example, for WLS-TV Chicago, it lists a five-part minidocumentary on area black leaders for the late news, in addition to the WABC-TV piece for the early news. For WXYZ-TV Detroit, there is a multipart minidocumentary on prominent ethnic groups, the WABC-TV documentary and an updated version of an earlier report by black correspondent Doris Biscoe, who traced her own roots in a multipart series. At KABC-TV Los Angeles, there was a five-part report on local ethnic groups and a re-edited version of the WABC-TV documentary. At KGO-TV San Francisco, the WABC-TV documentary was also re-edited and used.

Other sections of the report list activities planned for local program tie-ins, promotional spots, advertising, screenings for community leaders, use of scripts and study guides by local newspapers and distributors of other materials to teachers, principals and religious and community leaders.

Inquiries to individual news directors of several stations brought the unanimous response that the news features on Roots were independently conceived and that they were scheduled because of legitimate news value, usually related to the social relevance of Roots and to viewer interest in the program. Paul Jacobus of KGO-TV pointed out that the mayor of San Francisco had declared it "Roots Week" there and that "Black History Month" had been declared nationally. "Nobody in ABC's O&O division or corporate ever encouraged us to do anything," he said.

Roy Polesov, vice president of creative services for the O&O division, also said most of the documentaries had been in the works long before the marketing plan was assembled. "We did give them [stations] ideas," he said, "but we did not dictate the news. This was their reaction to our suggestion that it would make sense to tie it in if you're going to be using minidocumentaries [for the February sweeps]. That's what they chose to do." Later he said that it was discovered that news directors already had projects planned.

He also said that it was at first suggested that the local anchors and their early evening newscasts urge viewers to watch that night's episode of Roots. Station refused to do so, he said, and the statement that the late news would be on immediately following Roots was substituted as a compromise. Many other ideas by the O&O division staff were ruled out before being suggested to the stations as being "a step further than we ought to go," he said. Asked if management's suggestions carried significant weight at the station level,
he said, "I guess being members of the [division] president's staff, we have a certain amount of influence, but our jobs are really to advise."

Checks with the news and O&O divisions of NBC and CBS found no evidence of any tie-ins to Roots aired either by the networks or by local stations. Similarly, all the ABC news directors contacted said they knew of no other tie-ins by any stations in their markets—"I would sincerely doubt it," said Bill Fyffe, vice president, news, O&O stations. ABC's network news also did no such features. Mr. Jacobus of KGO-TV said his station had done a series of reports in connection with NBC-TV's Holocaust, and WXYZ-TV did one in relation to ABC's Behind Closed Doors, according to news director Phil Nye.

Many local newspapers shared the O&Os' judgment that Roots was an event of social and historical importance, however, and ran the study guides and portions of the script provided by ABC.

**Journalism Briefs**

*OSU ceremonies.* Ohio State University Telecommunication Center will present 42nd annual awards for "meritorious achievement in educational, informational and public affairs broadcasting" at banquet March 7 at National Press Club in Washington. Keynote speaker will be Henry Geller, assistant secretary of commerce for communications and information, and awards will be presented by Janet Murrow, member of board of Ohio Public Radio and widow of Edward R. Murrow, Senator John Glenn (Ohio), and playwright Jerome Lawrence.

*Zamora judge dies.* Dade county, Fla., circuit court Judge H.L. Paul Baker, 51, who presided over "television intoxication" trial of Ronny Zamora two years ago, died of cancer in Miami Dec. 28, 1978. Trial, at which Zamora was found guilty of murder, was televised as part of state's experiment in broadcast coverage. In report on coverage, Judge Baker said: "The court took the position that access to the actual trial proceedings in this pilot program was a major step in the media's favor."

*'79 humanities seminars.* National Endowment for the Humanities has announced April 16 deadline for applications for its summer humanities seminars for journalists. Program brings journalists together with members of other professions for month of full-time study in seminars directed by critics, historians, philosophers, political scientists and other scholars at selected schools. Four professional seminars are open only to full-time journalists; five interprofessional seminars are offered to journalists and members of other professions outside of teaching. From 12 to 15 persons will attend each seminar, tuition-free and with stipend up to $1,200 plus travel reimbursement. Information: Professions Programs, Fellowships Division MS-101, National Endowment for Humanities, Washington 20056.

**Finance**

*Tide runs in other direction in broadcast-publishing deals*

ABC's plans to buy up Chilton point up acquisition trend in which networks are acquiring pring firms, not vice versa

ABC Inc.'s agreement to acquire a major position in the Chilton Co. and commitment to buy all of its outstanding shares (Broadcasting, Feb. 19) underlines the growing affinity between broadcast network-allied companies and the publishing field.

In the early days of broadcasting it was the newspaper and magazine publishing companies that expanded into radio and then television. Today, although the publishing-to-broadcasting movement has continued, the reverse approach has become more pronounced.

In the wheeling and dealing for Chilton, for example, ABC had to stave off a host of competitors, including CBS Inc. and Capital Cities, which have been making aggressive moves into publishing in recent years.

Dennis Liebowitz, broadcast analyst for Donaldson, Lufkin & Jenrette Inc., New York, observed that for a broadcasting network to diversify and expand today, a logical route is via publishing.

"Generally speaking, networks and many group owners have their full complement of stations," he pointed out. "It makes sense to expand into an allied field, such as publishing, which is often advertising-oriented insofar as magazines are concerned."

ABC has agreed to pay $86 per share for 265,077 shares of Chilton stock, amounting to about $23 million for the 44.6% of stock outstanding. It intends to make a tender offer for the remaining public shares at $86 per share. If consummated, the transaction would amount to more than $20 million, placing the entire acquisition at more than $51 million.

Chilton, based in Radnor, Pa., is a publisher of specialty magazines and books and is the latest of a string of such firms ABC has added to its roster. Starting in 1974, ABC established a long-term goal of expanding into the specialty publishing field in both consumer and business areas. Since that time it has bought Los Angeles High Fidelity and Modern Photography magazines; NILS Publishing Co. and Word Inc. The company also owns a number of farm publications, including Prairie Farmer.

ABC Publishing has racked up a history of growing profits since 1975. In that year it showed a profit of slightly more than $5 million, followed by almost $5.6 million in 1976 and more than $7 million in 1977.

Similarly, CBS Inc. has forged ahead in publishing endeavors. Today the CBS/Publishing Group has four divisions, covering educational, consumer, professional and international markets.

CBS's principal holdings in publishing are Holt, Rinehart & Winston, educational publishers, and Fawcett Publications, which CBS acquired in 1977 for about $50 million.

The contributions of publishing to CBS Inc. are evident from these statistics: operating profits rose from $4.2 million in 1972 to $17.6 million in 1975 and $26.2 million in 1978.

Conspicuously absent from publishing acquisition trend has been the RCA Cont.; parent company of NBC. RCA, of course, has owned Random House for many years. In 1977 Random House reported a fifth year of record sales. (Its revenues and profits are not reported by the company since they are listed under "other products and services," including Banquet Foods, Concorde Industries and Oriel Foods Group.) But for 1978 RCA said Random House had attained "the best earnings" in its history.

**Prime time hits the bottom line for ABC finances**

Records are set in revenues and profits, with broadcasting and publishing big contributors; losing divisions are being unloaded

ABC Inc. reported 1978 net earnings reached a record $135,575,000, up 23.5% from 1977 levels, on revenues that totaled $1,783,985,000, also a record, up 16% from the year before.

The earnings included $2,491,000 from discontinued operations and a $5,574,000 gain from the sale of ABC Theaters during 1978. Net earnings from continuing operations totaled $127,510,000, an increase of 19.2%.

"Our excellent financial results stem from the continuing strength of our broadcasting and publishing operations," Chairman Leonard H. Goldenson and President Elton H. Rule said.

"The ABC Television network was once again the world's largest advertising medium; it posted record revenues and profits. Our owned television stations also maintained their pace of record results to the robust television marketplace of 1978. They have long been the most successful group of stations in the industry."

"At ABC Radio, excellent performance from the AM and FM owned-station groups led to record division revenue and profits as well."

Messrs. Goldenson and Rule said the ABC publishing division posted record results but that ABC Records "incurred substantial losses." The records division is being sold to MCA for a price reported
unofficially to be under $50 million (Broadcasting, Feb. 5).

During 1978 the ABC Record and Tape Sales operations were sold, resulting in a loss that the ABC leaders said was about $1.3 million. They said they were in the process of selling the Historic Towne of Smithville, "whose losses in 1978 marred an otherwise improved year for our leisure attractions division."

Looking to 1979, Messrs. Goldenson and Rule said that "we expect our broadcasting and publishing units to perform very well. Our television network is maintaining its momentum both in terms of audience and revenue."

"Our sports programs remain the most successful of their kind, and we see gratifying progress in news, in our Good Morning, America program and in children's programming."

"Our owned television stations are experiencing strong revenue gains for the first quarter. We feel confident that 1979 will be another excellent year for ABC!"

Earnings per share for 1978 were put at $4.89 as compared with 1977's $4.03 (after adjustment for three-for-two stock split in September 1978). Fourth-quarter revenues and earnings also set records for the quarter, ABC reported.

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**Broadcast Technology**

**Gronouski warns of politics in technical clothing at WARC**

The possibility that next fall's World Administrative Radio Conference could fail to increase available short-wave spectrum or, worse, reduce it, could "seriously imperil" the international broadcasting efforts of the U.S. and other Western nations, the chairman of the Board for International Broadcasting said in Munich last week.

Speaking before NATO's Committee on Education, Cultural Affairs and Information, John A. Gronouski said the upcoming 10-week conference "looms as a serious three-way confrontation between East, West and Third World for control of broadcasting frequencies." He warned that the Western interests must be alert to politically motivated strategies disguised as technical proposals. WARC '79, the first general radio conference in 20 years, will attempt to reallocate much of the electromagnetic spectrum.

Mr. Gronouski, whose board oversees the operations of Radio Free Europe/Radio Liberty Inc., said that the expected Soviet Union-WARC position would be not to increase the current short-wave spectrum. "Along with most other countries of the Warsaw Pact, they [the Soviets] have established "safe havens" for their broadcasting by pre-empting segments of the short-wave spectrum reserved originally for other communication services."

(The Soviets have taken diplomatic "reservations" on many issues of international frequency allocation, thus avoiding specific treaty obligations.)

According to Mr. Gronouski, the Soviet Union's decisions to broadcast short-wave on frequencies allocated for other services has allowed it to avoid interference problems suffered by many other international broadcasters. "Obviously," he said, "the Soviets would like to keep these more or less exclusive broadcasting enclaves for themselves and their allies at WARC '79."

If the Soviet position should prevail at the conference, he said, and if the Third World majority is successful in forcing a redistribution of the present frequencies, "it cannot be hoped that the NATO alliance could expect to lose the most."

Mr. Gronouski proposed a three-point "coordinated NATO position" for WARC: conference leadership, the availability of sufficient interference-free frequencies for all countries and identifying NATO interests "with the responsible desires and goals of the Third World nations."

"I cannot hope to achieve our goals at WARC '79, I submit, unless we can gain the support of these nations or, at least, avoid their active opposition," he said.

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**Look-see sought for MDS**

The FCC has been asked to investigate the use of multipoint distribution service frequencies and facilities for the transmission of pay television programming to private homes and apartments.

Fly, Shuebuck, Blume, Gaguine, Boros & Schulkind, a Washington communications law firm, in a letter to FCC Chairman Charles D. Ferris, said this "new development" is having a "substantial effect" on free television, pay television operations of UHF licensees and cable television systems. The law firm represents BlonderTongue Laboratories, which designs and franchises over-the-air pay television equipment and owns UHF stations either providing pay service or awaiting commission approval to offer it.

The law firm attached to its letter a copy of a promotional piece from Richmond (Va.) Subscription TV Ltd. which announced the availability of satellite-provided subscription programming for individual homes. Such use of MDS frequencies would be a waste of "valuable spectrum space," given the "growing need" for MDS frequencies for transmission of high-speed computer data and other types of information, the law firm said. It added that "de facto broadcasting" to individual homes is not the kind of service MDS was created to provide.

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**Blair sets record in 1978**

John Blair & Co. reported last week that net earnings reached $10,852,000 in 1978, an 18% increase over 1977, on revenues totaling $170,597,000, up 29%. Earnings per share reached $4.42 from 1977's $3.79.

The Blair broadcasting division—TV and radio station representation operations and WHDH (AM)-WCOZ (FM) Boston—accounted for $36,843,000 or 21.6% of the company's revenues, as compared with $30,688,000 or 21.5% in 1977. Biggest revenue contributor was the graphics division: $133,571,000 or 78.3% of the total. Earnings of the various divisions were not shown.

Blair said net earnings for both 1978 and the fourth quarter set Blair company records for those periods.
The person you describe is the person I'll deliver

Joe Sullivan

Finding a first-rate executive isn’t enough.
You want the right one.
Right for your company. Right for you.
I understand your needs. I relate them to my own 18 years of executive responsibilities in media and communications. When you tell me what you want, I search out and deliver the right person.
I know where to look. How to evaluate critically in terms of your specific preferences. And how to create the right climate for successful recruiting.

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KHOW FM Denver plays our music beautifully!

Beautiful music tapes from Churchill Productions can help your station increase its audience and its advertising revenues.
If you’d like to hear more about the Churchill format, contact Jim West in Dallas (214/387-9869) or Tom Churchill in Phoenix (602/264-3331).

In Sync
Up and coming in broadcast technology

Have dish, will travel. NBC-TV has used it. So have CBS and ABC. There was a plan—since put on hold—to use it at Mount Sinai for the expected signing of a peace treaty between Israel and Egypt. It was used most recently last week at Goldendale, Wash., one of the prime viewing sites for the solar eclipse. It’s a Collins-built 4.5-meter portable transmitting satellite earth station owned by Western Tele-Communications, a Denver common carrier. The $400,000 set-up was used by NBC last summer to feed the pictures of President Carter’s raft trip down the Snake river. NBC also used the rig last week to feed pictures of the eclipse. The dish and supporting electronic hardware are carried around the country on a truck trailer. The whole assembly can also be transported by airplane. Once a proposed site has been properly frequency co-ordinated to avoid interference with other carriers, setting up of the station can be accomplished in two hours. As a matter of fact, the biggest slowdown with the use of the station occurs not at the site, nor even at Denver where it and Western are based. The real hold-up is at the FCC, which can take up to 10 days to approve each move of the station. (The commission has yet to approve a truly portable earth station, so to accommodate the regulatory mind-set, Western, in effect, applies for a new earth station at each location where the rig is sent. That takes time.) According to Robert Ottmann of Western, they are asking for a “temporary fixed” authorization from the commission, which would make it much easier to move the station about. Charges for the station are based on a three-tier system. The only fixed charge is the $450 per hour for transmitting. Users are also assessed a “construction” fee based on distance traveled and set up expenses and a “station daily charge” that covers the over-all job-to-job time that the station is in use.

Sidebar. Sony Corp. has done an about-face of sorts. The first Japanese electronics company to build its own manufacturing facilities in the U.S. is now exporting U.S.-built Betamax video cassettes to Japan. Cassettes built at Sony’s Dothan, Ala., plant have been going to Great Britain and West Germany since last May, and according to Morton Fink, senior vice president, represent “a $20-million contribution to the U.S.-international trade balance.”

Saab story. Saab Univac, the Sperry Rand Corp. joint venture organization in Scandinavia, has delivered to the Swedish Broadcasting Corp. (Sveriges Radio) a computer the latter is using to expedite the production and lower the costs of making animated films. Employing a Univac 1100/11 computer, SBC uses a technique developed by British animation and data processing specialist, Alan Kitching, to produce, among other things, “smooth, natural motion” in animated figures. The technique, known as ANTICS, begins with a basic drawing being prepared and entered into the computer using a special light pen. An operator can specify a pattern of movements based on key positions, and the computer will automatically create all of the intermediate pictures needed to complete the over-all sequence of movements.

Below. An SBC technician is shown using the computer display.
Sledge hammer. Sister Sledge enters "Playlist" with a bang—and a bolt at 30—with its disco single, It's the Greatest Dancer (Cotillion). Jim English of WORC in Hartford, Conn., says "It broke in the disco and it's big on the R&B's, but it sounds pop. It's not basic disco; it's different. The lyric is there—there's a story to it—and it doesn't have the same, constant beat. I'm Dancing Chic to Chic. I Want Your Love (Atlantic). Chic's latest single, came on at 47 last week and this week bolts to 39. Programmers agree this one is even more mass appeal than La Freak (which held "Playlist's" number one spot for six weeks and remains in the top 10 at nine this week). Barry James of WSTM in Evansville, Ind., says "It's going to be a killer; it's adult La Freak—not teeny bopper. There's more to the lyric. It's a better song, with a lot of hooks." Lou Meyer of WJNL Miami concurs: It's not as irritating as La Freak was to some people. It may make a lot of other people interested in the group." Welch's winner, Former Fleetwood Mac member Bob Welch continues his successful solo efforts with Precious Love (Capitol) from the new Three Hearts album. The single bolts to 43 this week. Jim Reitz of WILM in Utica, N.Y., calls it "just so commercial; a typical top 40 record with a lot of good hooks." Jim Golden of WSNX in Pensacola, Fla., calls it "a very hot mix. It's like a Phil Spector production of the mid-60's—there's a big sound to it." Welcome back, Harrison. George Harrison returns to "Playlist" after a long absence with Blow Away (Dark Horse). The single comes on at 44 and Bill Thomas of WAVUS in Richmond, Va., calls it "a sing-along song. It's happy and simple, which makes it a good programming record."

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

William J. Poorvu, treasurer of Boston Broadcasters Inc., licensee of WCVS-TV Boston, named to additional post of vice chairman.

Robert L. Mart, station manager, KTVU-TV (San Francisco (Oakland, Calif.)), assumes additional responsibility for operation of station.

John Russell Snee, VP-station manager and air personality, KDAL (Duluth, Minn.), named general manager. He is also assistant secretary of KDAL Inc., licensee of station.

Michael T. Burns, sales manager, WXLM (Indianapolis, joins WAAC (AM) Terre Haute, Ind., as VP-general manager.

Robert L. Rice, VP-general manager, WPBC-AM-FM (Greenville, S.C., joins WGAC (AM) Augusta, Ga., as general manager.

Dal Stairland, general manager, KAAA (AM)-KXXX-FM (Kingman, Ariz., elected VP of licensee, Sun Mountain Broadcasting.

John Dorkin, assistant program director, WXYZ-TV Detroit, joins KXTV (TV) Sacramento, Calif., as director of broadcast operations.

John L. Greene Jr., station operations manager, WRAL-TV Raleigh, N.C., named station manager.

Robert S. Walsh, VP and general manager of NBC-owned WMAT-TV Chicago, named executive VP of NBC Television Stations Division, New York, succeeding Arthur Watson, who was named executive VP, NBC-TV, earlier this month (Broadcasting, Feb. 19).

Daniel A. Florillo, chief engineer, WGVY (AM)-WGFM (FM)-WGBK (TV) Schenectady, N.Y., named operations manager of co-owned KDA-TV Denver.

George E. Resing Jr., VP-general manager, Group W's KPIT (TV) San Francisco, named senior VP of Group W.

Pat Polillo, VP of television news operations for Group W, New York, succeeds Mr. Resing. Arthur H. Kern, assistant general manager of Group W's KWTV (AM)-Philadelphia, appointed VP-general manager of co-owned WJZ-TV Baltimore. He succeeds Stephen Seymour, who has been acting general manager since January (Broadcasting, Feb. 5). Mr. Seymour resumes his duties as VP-television sales for Group W in New York.

Parting company. David Tebet, the man credited with keeping Johnny Carson and dozens of other stars happy at NBC-TV, has announced his resignation from the company effective the end of March.

Mr. Tebet, whose title is senior vice president, had also resigned his post last March to head a new television production arm being formed by Joseph E. Levine Presents Inc. That deal fell through, and he remained with NBC. He told Broadcasting last week he is now considering two offers, both in television and motion pictures, and that he would announce his plans shortly.

Mr. Tebet termed his separation with the network an amicable one, calling a report that it was otherwise “an outrageous lie.” Of his 22-year tenure at NBC, he said “that's really long enough to be anywhere. I want to take it a little easier and do something more rewarding to me.” NBC Entertainment President Mike Weinblatt called Mr. Tebet “a legend in his time” and commented: “We will always be indebted to him for his ability to handle the sensitive and vitally important areas of talent acquisition and development and for his tireless efforts on behalf of NBC.”
& Rubicam, New York, named associate creative director.

Bill Budde, VP-art group head, Gardner Advertising, St. Louis, and Dennis Stevens, from Seigle Rols & Wood, Honolulu, join Needham, Harper & Steers, Chicago, as creative supervisors.

Bruce Goldman, copy group head, Marsteller, New York, named associate creative director.

Janice Villegas, account coordinator, Reid Advertising, Newport Beach, Calif., named media buyer.

Rex Wilson, senior designer, ABC, New York, joins Cavalieri Kleier Pearlman there as design director.

Edith Brackeen, national sales manager, WPTV(TV) West Palm Beach, Fla., named general sales manager. Alan Frank, local sales manager, named national sales manager. Donald Brown, from WECT-AM-FM there, joins WPTV as local sales manager.

Steven L. Harris, from KBWZ(AM) Denver, joins KOA-TV there as sales manager. Gwen M. Coleman and Jay A. Rabin, both from KWWN-TV Denver, join sales staff of KOA-TV.

Michael Lambert, director of programming, Petry Television, New York, appointed VP Wendy Phillips, with Petry in various capacities, named assistant to director of programming.

William D. Leslie, with H-R Television in Chicago, named VP-Chicago manager.

Mark M. Goldman, VP-treasurer, Air Time Inc., New York, named executive VP and treasurer.

James L. Miller, manager of RKO General's representative office in Los Angeles, joins Blair Television there on ABC and CBS independent stations sales team. Stephen K. Brohulin, join special research assignments in Blair's New York office, joins Blair's Jacksonville, Fla., sales staff.


Charles Vereil, national sales manager of Christian Broadcasting Network's WXEL-TV Boston, and New England representative for CBN's Spot Sales group, appointed general manager of CBN Spot Sales, Virginia Beach, Va.


Charles Dropkin, former head of Atlanta office of Bolton Broadcasting, joins HR Television's sales team there.

Laurie Hollander, sales assistant, Avery-Knodel Northwest, Portland, Ore., named account executive.


Mark Goldschmidt, account executive, H-R Television, New York, joins Metro TV Sales there in same capacity.

Bob Klein, account executive, WXYZ-TV Detroit, and Owen Johnson, account executive, Blair Television, San Francisco, join ABC TV Spot Sales in Detroit as account executives.

Jane Engel, media negotiator for Mediators, buying service in New York, joins Bernard Howard & Co. there as account executive.

Alan H. Buckman, account executive, Westinghouse Broadcasting's Television Advertising Representatives, New York, joins co-owned WZTV Baltimore as sales manager. He succeeds Daniel Lawlor, who was named sales manager of TVAR Chicago office (BROADCASTING, Feb. 12). Nick Marnell, account executive, co-owned Radio Advertising Representatives, New York, joins KYW(AM) Philadelphia, also owned by Westinghouse, as sales manager.

New officers, San Francisco chapter of Station

WOULD CONSISTENT CONTROL OF YOUR FORMAT RAISE YOUR RATINGS? DO YOU NOW SUFFER FROM LOST SPOTS, FORMAT ERRORS OR DEAD AIR? DOES YOUR TALENT NEED MORE TIME TO BE CREATIVE?
Representatives Association: Paul Sacks, Petry, president; Bill Wexelblatt, Harrington, Righter & Parsons, secretary, and John Ryan, Blair Television, treasurer.

Geoffrey Rose, account executive, Petry Television, New York, joins wvtv-rtv New Britain-Hartford, Conn., as sales manager.

Arthur E. Mann, account executive, KOKX(AM) Keokuk, Iowa, appointed general sales manager.

Eva Gibson, account executive, wson(AM) Birmingham, Ala., named local sales manager.

Sally Hanke, from U.S. Olympic Committee in Boston, and Bob McKay Jr., from wkrk(AM) Boston, join wxn-rtv there as account executives.

Chris Wegman, general manager, wwiw(AM) New Orleans, joins wso-rtv there as account executive.

Ray Mineo, VP-general manager, ktlk(AM) Denver, and James Jorgensen, account executive, klkr-FM Denver, join kwgn-rtv there as account executives.

Jimmie Sue Balse, account executive, Dulaney Advertising, Louisville, Ky., joins wave-rtv there as account representative.

Richard J. Hayes, national sales manager, wtlvrtv Jacksonville, Fla., joins wave-rtv Fort Wayne, Ind., in same capacity.

Myriam Lopez, assistant director, research, Major Market Radio Representatives, New York, joins wori(AM) New York as research manager.

Robert Friedman, operations manager, wtuotam-wxyy(FM) Wilson, N.C., joins wral-rtv Raleigh, N.C., as marketing specialist.

Charlton Smith, sales manager with wbz(AM) Boston, joins local sales staff of wkhn(AM) Boston.

Gil Guiglielmi, producer, kabc(AM) Los Angeles, named direct response marketing counselor.


Candace Poetmann, account executive, The Daily Herald, Pittsburgh, and James McClintock, account executive, wwhj(AM) Johnstown, Ohio, join wwsx(AM) Pittsburgh as account executives.

Jody Jones, retail market development manager, wtentv-rtv Albany, N.Y., joins wgb(AM) Boston as market development manager.

Bill Satterfield, public relations coordinator for Tennessee Community Services Administration. Nashville, joins wrht-rtv Charlotte, N.C., as account executive.


Samuel Beasley Jr., account executive and field merchandiser, Warner/Elektra/Atlantic Record Corp., joins sales staff of wbkm(AM)-wxkh-FM Baltimore.

Charlene Knox, from sales department of Algona (Iowa) Reminder, joins krna(AM) Iowa City as account executive.

Howard Anderson, account executive, wwtvrtv Omaha, named exclusive regional sales representative for Nebraska Hometown Radio Group, based in Omaha. Red Abels, sales manager, Nebraska Hometown group, joins klma-rtv Lincoln, Neb., as regional sales representative.

David Franko, account executive, wpro-am-fm Providence, R.I., joins wpas(AM) White plains, N.Y., in same capacity. Marjory Civil, graduate, Villanova University, Philadelphia, joins sales staff of wfas and co-owned wwydf(AM) there.

Mark M. Cember, play-by-play announcer, warei(AM) Ware, Mass., joins wxkr-am-fm Exeter, N.H., as announcer and salesman.

Melinda Fitzgerald, advertising manager, HaveLock (N.C.) Progress, joins wcph(AM)-wmsq(AM) Havelock as account executive.

Helen Jackson, sales service director, wtnv-rtv Washington, N.C., named national sales service director.

Linda A. Dewey, continuity director, wwpv(AM) Lansdale, Pa., named assistant to sales manager.

Carolyn Myers, marketing consultant, Poin- dexter Associates, Wichita, Kan., joins non-commercial kpts(AM) Hutchinson, Kan., as research coordinator.

Programing

Jack Markham, manager of Fisher-Harrison Studios, High Point, N.C., joins wral-rtv Raleigh, N.C., as production manager. Bill Brown, manager of promotion and graphic arts, named executive producer.

Marc A. Smith, producer, wdbo-rtv Orlando, Fla., joins whas-rtv Louisville, Ky., as director.


Wayne Miller, production technician, wsau-rtv Wausau, Wis., named film director.

Keith Newman, closed circuit television production and operations assistant with Ohio University Telecommunications Center, Athens, named producer-director for noncommercial woub-rtv there. Rick Dreesen, from wkrk-am-fm Galeneville, Fla., joins noncom- mercial woub-AM Athens as program coor- dinator.

Ann Santen, host of music programs on noncommercial wgcu(AM) Cincinnati, named director of music unit.


Gary Lico, director of program marketing, SFM Media Service Corp., New York, joins TVS Television Network there as manager of program sales.

Scott Kenyon, program director, kmm-fm Denver, joins sales staff of broadcast division of Tuesday Productions, San Diego.

Terry Wernicke, in sales for Meirmedia Televisi- ion, Los Angeles, joins sales department of Audio Simulation, Hollywood, radio syndication firm.

News and Public Affairs

Bill Vance, news director, wbnr-rtv Columbus, Ohio, appointed news director of kxast-rtv Fort Worth.

Jack L. Gillum, from sales department of kkkf-rtv Colorado Springs, joins krdo-am-fm there as news director.

Ray Gandolf, writer, CBS News, New York, named corresponden-

on Morning broadcasts.

Bill Rees, reporter and anchor, wstv-rtv Albany, N.Y., joins news team of kplrtv-st Louis.

Carol Cookerly, desk assistant, ABC, Wash- ington, joins wfmtv-rtv Greensboro, N.C., as High Point, N.C., correspondent.

Beth Rawles, community affairs director, wvtv-rtv New Britain, Conn., named public affairs director.

Jeff Beauchamp, reporter, wbali(AM) Baltimore, named news director. Galen Fromme, news director, rehires after 40 years with station. Mr. Fromme has also served as news director during his career at wbal. Joe Walsh, administrative head of news, succeeds Mr. Fromme as morning drive newscaster.

Promotion and PR


Ann Finucane, information services manager, wgb-rtv Boston, promoted to creative services director. Jolen Schmauss, producer, kfbm-rtv San Diego, joins wgb-rtv as audience promotion manager.

Don Willis, commercial producer-director, kii-rtv Corpus Christi, Tex., joins wjar-rtv Provi- dence, R.I., as creative services director.

Joyce A. Schwarz, account supervisor, Foote. Cone & Belding Public Relations, San Fran- cisco, joins Hoofer-Amidell Associates Public Relations there in same capacity.

Carolyn Smith, from Kiley, Miller & Bain Ad- vertising, Indianapolis, joins noncommercial kosi-fm Stillwater, Okla., as development direc- tor.

Montie R. Blackman, director of resource development and public relations, Christian Action Ministry, joins wls-rtv Chicago as publicist.

Diane Tasio, creative services director, wtlvrtv-rtv Jacksonville, Fla., joins wxta-rtv Atlanta as general promotion manager. David Lafontaine, promotion assistant, wta-rtv, named news promotion manager.
is at NATPE

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NTA's BEST OF JOHN WAYNE

47 GREAT FEATURES
Charles Andrew, promotion manager, KHOU-AM Houston, joins WSPS-TV Tampa-St. Petersburg, Fla., in same capacity.

Yvonne A. Nichie, account supervisor, Ketchum, MacLeod & Grove Public Relations, Pittsburgh, named VP.

**Cable**

Kevin P. Barry, director of marketing, Merrill Cable Equipment Corp., Phoenix, named president and general manager.

Richard Hancock, with GTE in Ontario, Canada, named national sales manager in Canada for company’s Sylvania cable TV equipment and installation operation.

**Broadcast Technology**

Gordon W. Bricker, manager, consumer electronics division, RCA, Indianapolis, named staff vice president, Selectivision video-disc programming operations, RCA, New York.

James Abercrombie, chief engineer, WQAC(AM) Augusta, Ga., named group chief engineer for parent company, Beasley Broadcast Group, responsible for group’s 12 radio stations.

Fay Davis, with GTE Lenkurt in San Carlos, Calif., named sales coordinator of district sales office.

Sidney Wolin, manager of applications engineering, RHG Electronics Laboratory, Deer Park, N.Y., named sales manager.

Martin Markson, sales engineer, named advertising manager.

Francis A. Fedorko, plant manager of Sylvania’s cable television operation in El Paso, named program manager for GTE module operation, Muncy, Pa.

Raymond R. Morin, marketing administrator for instrument rental at General Electric’s Instrumentation and Communication Equipment Service. Schenectady, N.Y., joins Lesamelectric, supplier of rental and leased electronics equipment, Foster City, Calif., as manager of operations.

Daniel F. Ridings, with parent company of Lesamelectric, Trans Union Corp., Chicago, named national sales manager, Lesamelectric.

**Allied Fields**

Paul Rule, project manager, research, Arbitron, Beltsville, Md., named manager, research.

Jhan Hiber, director of marketing and research, CWL-AM-FM Windsor, Ont. (Detroit), forms radio consulting firm of Hiber & Hart in Detroit. Mr. Hiber will serve as president.

**Deaths**

F. Parker Hoy, 52, president of Hoy Communications Corp., licensee of WIDE-AM-FM Biddeford, Me., died of heart attack on his way to work Feb. 20. Mr. Hoy was also president of Lewiston-Auburn Broadcasting Corp., licensee of WLAM(AM) Lewiston, Me., until it was sold in 1975. WLAM was co-founded by Mr. Hoy and his father, Frank S. Hoy, who is retired and lives in Lewiston. F. Parker Hoy had also been president of Maine Association of Broadcasters. Besides his father, survivors include his wife, Caroline, two daughters, and one son, Frank M. Hoy, who is acting president of Hoy Communications.

Bill Barry, 52, co-host of Sunrise program on WFTV-TV Orlando, Fla., died of cancer Feb. 3 at Winter Park hospital in Winter Park, Fla. Mr. Barry began his broadcasting career in 1945 at WSPB-AM-FM Sarasota, Fla., as announcer. He also worked for WWHO-AM-FM and WDBO-AM-FM, both in Orlando. In 1971, he formed his own advertising agency, Bill Barry Associates. He joined WFTV in April 1978 on Sunrise. Survivors include his wife, four daughters and two sons.

David H. Mynatt, 46, news director of American Forces Network, Europe, Frankfurt, Germany, died of cancer Feb. 15 at his home in Boca Raton, Fla. He joined American Forces Network in 1961 and had been news director since 1965. Survivors include his wife, Ilse, and two sons.

Thomas J. Brophy, 71, producer of educational television programs, including at one time CBS’s Sunrise Semester, died Feb. 22 in his New York home after short illness. Mr. Brophy was also director of New York University office of radio and television until his retirement in 1972. There are no survivors.

Pamela Lackner Edie, 34, host of cooking program on noncommercial WAMU-FM Washington, was found dead Feb. 23 in her Washington home. Police reported her death was caused by stab wounds. She had hosted program since November 1978. Survivors include her husband, John A. Edie, and two children by her first marriage.

Margaret Caverly Hamilton, 65, wife of William Thomas Hamilton, executive VP of WWHO-AM-FM-TV South Bend, Ind., died Feb. 19 of arteriosclerosis. Survivors, besides her husband, include four children.

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For the Record

As compiled by Broadcasting based on filings, authorizations, petitions and other actions announced by FCC during the period Feb. 20 through Feb. 23.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. au.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D.—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. fmc.—frequency. HAAT—height above average terrain. khz.—kilohertz. kw.—kilowatts. MEOV—maximum expected operation value. mhz.—megahertz. mod.—modification. N.—night. PSA—pressurerise service authority. SL—station location.

SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U.—unlimited hours. vis.—visual. w.—watts. **—non-commercial.

Owner's Changes

**Applications**

- WAOV-AM-FM Vincennes, Ind. (AM: 1450 kHz, 1 kw-D, 350 w-N; FM: 96.7 mhz, 2.8 kw)—Seeks assignment of license from Vincennes Sun Co. to Green Construction Co. for $900,000. Seller is owned by Howard N. Greenlee, who is retiring. He has no other broadcast interests. Buyer, owned by Robert E. Greenlee, and headquartered in Oaktown, Ind., is primarily engaged in general construction and operation of aircraft. It has no other broadcast interests. Ann. Jan. 15.

- KXFM(FM) Santa Maria, Calif. (99.1 mhz, 1.8 kw)—Seeks assignment of license from Tepusquet Rolling Rock Co. to KXFM Broadcasting Inc. for $400,000. Seller is owned by Paul Hallack who has no other broadcast interests. Buyer is principally owned by James H. Ranger and his wife, Betty (90% held jointly). Rangers own KUHL(AM) Santa Maria and are part owners of KCOX-TV there. They also own equipment and property rental company there. Ann. Feb. 16.
CHUCK BARRIS PRODUCTIONS
SUPPLYING ONE THOUSAND TWO HUNDRED AND FORTY-EIGHT HALF-HOURS FOR TELEVISION PLUS A MOTION PICTURE IN 1979-80

IN PRODUCTION

THE NEWLYWED GAME
Monday-Friday Strip
in over 130 Markets
(Over 90% in Access Time Periods)

THE DATING GAME
Monday-Friday Strip
in over 100 Markets
(Over 90% in Access Time Periods)

THE $1.98 BEAUTY SHOW
Access Weekly

THREE'S A CROWD
Monday-Friday Strip
in over 75 Markets
(Over 90% in Access Time Periods)

THE GONG SHOW (Re-runs)
Monday-Friday Strip

THE GONG SHOW
Access Twice Weekly

IN DEVELOPMENT

THE GONG SHOW MOVIE
Robert Downey, Director
Written by Robert Downey and Chuck Barris
For Theatrical Release

HOW'S YOUR MOTHER-IN-LAW
Starring Pat McCormick
For Television

CHUCK BARRIS HOUR TALKSHOW
For Television

DOLLAR A SECOND
For Television

THE DIVORCE GAME
For Television
WJTL(AM) Macon, Mo. (1560 khz, 250 w)-Seeks assignment of license from KLTM Inc. to Radio Macon Inc. for $180,000. Seller, of which Mr. Leland Eber is president, has filed application under protest, pursuant to temporary injunction against it by Macon County (Ga.) circuit court. Buyers are Bruce W. Schneider, George T. Wilkins, Warren G. Sellit, William Moran, Jim Wight, and Victor A. Testralla. Ann. Feb. 2.

WRKA-AM-FM Williamsport, Pa. (AM: 1400 khz, 1 kw-D, 250w-N; FM: 102.7 mhz, 53 kw)-Seeks assignment of license from Whtch Mackey Corp. to Stainless Broadcasting Co. for $500,000 plus $100,000 for agreement not to compete. Seller is principally owned by Whtch Mackey who is retiring from broadcasting. Buyer is owned by Henry J. Gutzwitz (38%) and Richard J. Eberle (26%) and 39 others. It also owns WICZ2-TV Binghamton, N.Y., and WCDL-AM-FM Carbondale, Pa. Ministers Gutzwitz and Eberle are principals of broadcast tower manufacturer in North Wales, Pa., and leasing companies in Massachusetts and New York. Mr. Gutzwitz also has interest in bank in Lansdale, Pa., and Mr. Eberle is director of investment fund. Ann. Feb. 14.

KGOL(FM) Lake Jackson, Tex. (107.3 mhz, 28 kw)-Seeks assignment of license from Coastal Broadcasting Inc. to John Brown Broadcasting Inc. for $784,000. Seller is principally owned by Jim T. Payne and Lewis Willburn (44% each). It also owns KBRZ(AM) there. Buyer is owned by John Brown University. Dr. John E. Brown Jr. is president. It also owns KIUO(AM)-KMCX(FM) Sitlom Springs, Ark., and KGER(AM) Long Beach, Calif. Ann. Feb. 23.

WMTD(AM) Hinton, W.Va. (1380 khz, 1 kw-D)-Seeks transfer of control of Bluestone Broadcasters Inc. from David B. Jordan (64.54% before; none after) to Lonnie R. Mullins (35.46%; before; 100% after). Consideration: $90,075. Principals: Mr. Jordan also owns 25% of WNRR(AM)-WJDI(FM) Grundy, Va.; 75% of WDTM(AM) Secker, Tenn., and 83% of WPJH(AM) Huntsington, Tenn. Mr. Mullins has been general manager and minority owner of station since 1964. He is also 25% owner of WDTM(AM) Secker and 24% owner of real estate company in Hinton. Ann. Feb. 23.

Actions

KBFS(AM) Belle Fourche, S.D. (AM: 1450 khz, 1 kw-D, 250 w-NJ)-Broadcast Bureau granted assignment of license from Joseph F. Kopp to Plumer Broadcasting Inc. for $7,000. Seller has no other broadcast interests. Buyer is owned by Mark Plumer (25%), Dee Ann Plumer (25.01%) and June Plumer (49.99%). June is mother of Mark who is married to Dee. Mark is sales manager at KEMH(AM) The Dales, Ore. Dee is teacher at day care center and June is owner of truck stop in Belle Fourche (BACT781114EB). Action Jan. 10.


Facilities Changes

AM applications


WPLP(AM) Pinellas Park, Fla.-Seeks CP to increase power to 1 kw; make changes in D-A-2 and redesigne TL and SL as 9700 82nd Ave. N, 2.7 miles W of Pinellas Park. Ann. Feb. 22.


KBUF(AM) Garden City, Kan.-Seeks CP to specify additional MEOV. Ann. Feb. 16.

WBGY(AM) Tullahoma, Tenn.-Seeks CP to change TL to Rock Creek Road, near Tullahoma; change type track; and decrease height of tower to 148 ft. Ann. Feb. 26.

FM applications


WRMB(FM) Boynton Beach, Fla.-Seeks mod. of CP to change type trans.; change type ant.; make changes in transmission line; decrease HAAT: 464 ft., and change TPO. Ann. Feb. 5.

In Contest

Designated for hearing

Salinas, Calif.- FCC has set for hearing mutually exclusive applications of KLOC Broadcast- ing Inc. and Leejon Broadcasting Co. for CP for new commercial television station on ch. 35 there. Action Feb. 14.

FCC actions

Salinas, Calif.- FCC has granted application of Central California Communications Corporation and renewed its license for KSBW-TV there for remainder of its license term—December 1, 1980. It rejected peti- tion to renew denial filed by League of United Latin
AMERICA'S NO. 1 TV DISCO SHOW
THE SOAP FACTORY
MOVES TO AMERICA'S NO. 1 INDEPENDENT STATION
WNEW-TV
NEW YORK . . .
Starting Saturday, Feb. 24—7 P.M.
A full hour of DISCO dynamite!

SOAP FACTORY AVAILABLE IN HALF OR FULL HOUR SEGMENTS

- Each Half Hour Features Two Star Disco Acts
- Each Hour Features Five Star Disco Acts

Barter Terms Available—Call Barry Rosen: (212) 687-3377

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1978: 93 countries represented, 228 television networks and stations, 541 production and distribution companies, 2655 participants, 2845 television programmes presented.

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Commissaire Général
International Manager.
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Tel.: 505.14.03 - Telex: 630547 F MIP/MID

Xavier Roy:

UNITED KINGDOM
International Equipment and Services
Exhibition Organisation Ltd,
43 Conduit Street - London W. 1.
Tel.: (01) 439.6801
Telex: 25230 MIPTV/Midem LDN

Liz Sokoski U.K. Representative

Mip-TV is a must.
April 16
The Balance of Trade in TV Programming
Part I
In advance of the 15th annual MIP-TV exhibition in Cannes (April 20-26) — the international program(me) market — Broadcasting will present a special report on the overseas action for American TV programming. Who the sellers are, Who the buyers are, What programs will be on the block (or in the stands). With a special distribution to delegates at the Palais des Festivals.

April 30
The Balance of Trade in TV 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 16/30

American Citizens and individual petitioners — Raul Calancha, Cecconio Padilla, Nick Torres and Juliet Padilla. Petitioners contended that station inadequately ascertained needs and interests of Mexican-American community, failed to broadcast sufficient programming for that community and discriminated against Mexican-Americans in employment. Action Feb. 14.


Wilkes-Barre, Pa. — FCC has denied request by WLBW-AM, licensee of NBC-affiliated WLBW-TV there, that FCC exempt three network affiliated stations in Wilkes-Barre-Scranton market from off-network restrictions of prime-time access rule. If request were granted, WLBW-TV, as well as WNEP-TV (ABC) and WDAU-TV (CBS), both licensed to Scranton, could broadcast half or full-hour of off-network programming during prime time each evening in addition to regular three hours of network material. WNEP-TV opposed request and urged as an alternative that any grant of such exemption take effect in three to five years. Action Feb. 14.

Translators
Applications

Other

Cable
- The following operators of CATV systems have filed service registrations:
  - Coaxial Cable TV Corp., for Edinboro, Pa. (PA01689) new system.
  - Alto TV Co., for Alto, Haddox, Lions Creek, Clayhollow, Nields, Wills Creek, Tellington, Wilco and Watts, all Kentucky (KPO299, 32, 31, 38, 37, 36, 35, 34) new systems.
  - Cabinevision of Lake Travis Inc., for Lake Travis and Lakeview, Tex. (TX0346, 23) new system.
  - Westbank Cabinevision, for Gretna, La. (LA0133) new system.
  - Teleprompter Southeast Inc., for Manatee and Brandenton, Fla. (FL0067, 183) add signal.
  - Teleprompter Corp., for Bowling Township, Ill. (IL0293) new system.
  - Storer Cable TV of Florida Inc., for Frostproof, Fla. (FL0062) new system.
  - Broward County Cable, for Lauderdale by the Sea, Fla. (FL0454) new system.
  - Cabinevision Systems Long Island, for Hempstead, N.Y., (NY0772) new system.
  - Metro Enterprises, for Minatara, Morrill and Bayard, Neb. (NE0019, 21, 18) new system.

Summary of Broadcasting
FCC tabulations as of Jan. 31, 1979

<table>
<thead>
<tr>
<th>Program</th>
<th>Licensed</th>
<th>On air</th>
<th>CP's on air</th>
<th>Total on air</th>
<th>CP's not on air</th>
<th>Total authorized</th>
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<td>Commercial AM</td>
<td>4,508</td>
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<td>156</td>
<td>8,638</td>
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<td>Commercial TV</td>
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<td>516</td>
<td>8</td>
<td>524</td>
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<tr>
<td>Educational TV</td>
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<td>1</td>
<td>7</td>
<td>102</td>
<td>6</td>
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<tr>
<td>TV Translators</td>
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<td>0</td>
<td>2,408</td>
<td>205</td>
<td>2,613</td>
</tr>
</tbody>
</table>

*Special temporary authority
**Includes off-air licenses
These sole survivors of a future space war stand as earth's last line of defense against the intergalactic forces of evil. Already, they have captured the country's youth market through a toy campaign. Now, as the invincible guardians of freedom in FORCE FIVE, they are ready to win your station's battle for ratings. Twenty-six half-hour shows featuring each warrior...130 shows in all and available now. Visit our NATPE Convention suite at the MGM Grand and preview FORCE FIVE...you'll see why it is the highest rated show in the history of European television (100% share in France) and the most popular science fiction series in Japan. We invite you to meet Lara Lindsay and Ben Wickham, see our preview and take home your own Shogun Warrior from FORCE FIVE.
License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure suddenly became more urgent after Washington appealed court's decision in October, although that decision was later amended (Broadcasting, Jan. 2). Senator Howard Cannon (D-Nev.), chairman of Senate Commerce Committee, told them Senate plans to act on legislation in upcoming Congress (Broadcasting, Oct. 90, 1978). Any action on renewal issues will take place within context of House's rewrite and Senate's renovation of Communications Act, it appears. Introduction of renewal measures, reaching flood stage in previous years, is limited to just two bills this year, both reurts from last Congress.

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (Broadcasting, April 24, 1978). FCC has also adopted policies aimed at assuring minorities path to ownership (Broadcasting, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans made to minority-owned enterprises (Broadcasting, Nov. 13, 1978). In private sphere, National Association of Broadcasters has incorporated its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise $45 million for direct loans and loan guarantees to minority broadcast owners (Broadcasting, Jan. 1). National Radio Broadcasters Association has created program where its members help minority learn station operations. Group, consisting mostly of blacks, has filed for what will be first minority-controlled VHF in continental U.S., WVEC-TV in Rochester, N.Y. (Broadcasting, Aug. 28, 1978); another all-black firm is seeking VHF WAOE-TV Rhinelander, Wis. (Broadcasting, Sept. 25, 1978).

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extended through Dec. 31, 1982, and expect to save broadcasters $6.5 million to $8 million over full term (Broadcasting, Aug. 21, 1978). Committee's negotiations for new Broadcast Music Inc. licenses are temporarily in abeyance. In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed a notice of appeal to District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (Broadcasting, May 6, 1978). In network TV, Supreme Court has agreed to review appeals court decision siding with CBS in its refusal to pay "use" licenses as alternative to current blanket licenses (Broadcasting, Oct. 6, 1978).


Operator licensing. FCC has dropped requirements for what are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (Broadcasting, Jan. 1). Commission has not yet acted, however on proposal calling for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for retting of licenses and for new class of license for operation of television transmitters.

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.) Although bill made little progress in last Congress, broadcast representatives in Washington are tracing themselves for more activity this year. Bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which has not scheduled hearings yet. It's entirely possible that Senate Judiciary Committee or, if not, Edward Kennedy (D-Mass.), who voted for measure in 1974, will get involved again after inactivity in copyright area for last two years.

Public broadcasting. Congress passed new legislation last year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (Broadcasting, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially programs that target to public radio. Public broadcasting is also treated in Communications Act rewrite, which proposes elimination of CPB, creation of Public Telecommunications Programming Endowment to support public radio and TV programming. Proposed National Telecommunications Agency would be empowered to fund public telecommunications and interconnection facilities. Last month, second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (Broadcasting, Feb. 5).

Shield legislation, Supreme Court's ruling in Stanford Daily case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of New York Times reporter M. A. Farrow (for refusal to turn over notes to New Jersey State Police) have spurred new wave of bills in Congress to protect press (Broadcasting, Jan. 29). After Stanford Daily decision, House Government Operations Committee has endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation (Broadcasting, Jan. 1). Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against broadcasters (Broadcasting, Aug. 28, 1978). And Carter administration has announced plans to draft legislation to overcome effects of Stanford Daily ruling (Broadcasting, Dec. 18, 1978). Still, last month Supreme Court refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did while with KAKE-TV Wichita, Kan. (Broadcasting, Feb. 26).

UHF. FCC's May 1979 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (Broadcasting, June 2, 1975). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (Broadcasting, Feb. 20, 1978). Commission also has adopted new, lighter noise figure standards aimed at improving reception of UHF pictures (Broadcasting, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability, and made plans for spending up to $61,000 on project (Broadcasting, Jan. 8).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (Broadcasting, March 14, 1978); Commission expects, however, that negative feedback from broadcasters, were filed with commission (Broadcasting, Dec. 19, 1977). Commission had matter on agenda in one of last meetings of last year, but postponed action (Broadcasting, Jan. 1).

WARC. U.S. and 152 other member nations of International Telecommunications Union are in what technicians and officials involved regard as home stretch in developing national positions to present to World Administrative Radio Conference this fall (Broadcasting, Dec. 11, 1978). WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979. Each country will report on all issues due to be submitted to ITU in January (Broadcasting, Jan. 1).

WESH. FCC renewal of license for Communications' WESH-TV Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (Broadcasting, Oct. 2, 1978). Court decision then threw into disarray commission's policy on comparative renewals, but in clarifications of order court, in effect, left commission and private attorneys, restored flexibility to commission's method of handling comparative renewal matters (Broadcasting, Jan. 22).
Empire State Network — General sales manager. Excellent earnings/growth opportunity, wisely potential, for creative, seasoned sales personnel. Should be versed in co-op, agency relations and sales research/development/promotion. Resume, references, compensation history/requirements. NLT March 16 to: Personnel Dept, PO Box One, Albany 12201, EOE.

Radio Station Manager: Responsible for operation of public FM station including station relationship with campus community. Department of Mass Communication and students. Experience with preparation of budgets and grant proposals essential. Knowledge of fund drive coordination and underwriting helpful. A bachelor's degree in Mass Communication or Radio TV is desirable. Pertinent FCC licenses preferred. Sales 14,500. Send resume to: Don Irvin, Director of Personnel, WMLM, PO Box 1647, Richmond, VA 23774.

Growing group looking for experienced salesperson who wants to move up to a larger market... either Chicago, Boston or New York. We have an aggressive sales manager and a self-starter. EO/EEO/MF. Send resume to Ron Leppig, Group VP WYEN, 2400 E. Devon Avenue, Des Plaines, IL 60018.

Hungry for an opportunity? We can satisfy the right person with a top job in an aggressive medium market. Send resume and call WHON, Box 1647, Richmond, VA 23734, 317-962-1595. Kevin Rice, GSM, Equal Opportunity Employer.

We are expanding. Radio station group seeking an experienced sales person with a potential for management and/or sales management. Our starting position has a $1000 per month guarantee against a 15 percent commission with an existing $70,000 account list. This is an unusual opportunity for an individual whose present position does not allow for adequate personal growth. Reply to Gordon Staffido, Radio Station KLMR, PO Box 880, Lamar, CO 81052. If you wish you may call 800-534-1966. No collateral accepted. An equal opportunity employer.

Sales Representative needed immediately. Experience preferred. Let's talk money the market's here. Grow with us. Call Bob Outer at WSPKF(M), Poughkeepsie, NY 12601-46-5800, EEO.

WKGN Knoxville, Tennessee offers executive broadcast salespersons unlimited opportunity for growth and advancement in nationally prominent entertainment company Excellent fringe benefits. WKGN is an equal opportunity employer. Call Barry Sherman 515-573-2931.

Rare opportunity — immediate opening for experienced AOR Format Radio station in Columbus, GA. This is a challenging opportunity to work with a dynamic growth of FM Stereo Station in Western New York. Small market, yet giant within the industry. Corporate headquarters for Multi-Station Radio Group. Good Pay, full insurance program, profit sharing plan. Excellent area for raising family. Recreational—Industrial—Cultural. Equal Opportunity Employer. Reply Box C-15.

Account Executive — Adult Contemporary in Capitol City between New York and Philadelphia needs a real street fighter. You must like a challenge, be organized, enthusiastic, creative, and able to work under pressure. 2 Years radio sales experience is desired. Contact: Sales Manager, WTTM, Trenton, NJ 08618 — phone 609-465-8515.


NYC Station has an opening for a sales person who is strong on retail & direct sales. Salary & benefits commensurate with experience. (fml-EEO) Box C-25.

Aggressive sales/station manager combination needed for a rapid, growing medium size market in Florida. Radio Station needs a complete sales force of 10. Compensation in excess of $50,000.00. Extraordinary fringe benefits. Send fullest possible details to Box C-74.

HELP WANTED SALES

WIRA and WOVB have not received a satisfactory number of applications from minorities for announce and sales openings. Minority interested in applying for announce or sales openings with our stations should send a resume, and if applying for announce openings, a tape to Bill Brown, WIRA/WOVB, PO Box 3032, Fort Pierce FL 33450. WIRA/WOVB is an Equal Opportunity Employer.

Good mature voice ... ability to read ... good on production. Live and work on beautiful Cape Cod ... number one WCBF FM stereo 102.7 playing the best of everything' Qualified? Tape and resume to Jim Connors, WCBF, Falmouth-Cape Cod, MA 02540.

Morning Drive Personality for station near the beautiful New York Finger Lakes. Maturity experience necessary. No experience minimum. Send resume and salary requirements to Box B-183.

WIRA and WOVB have not received a satisfactory number of applications from minorities for announce and sales openings. Minorities interested in applying for announce or sales openings with our stations should send a resume, and if applying for announce openings, a tape to Bill Brown, WIRA/WOVB, PO Box 3032, Fort Pierce FL 33450. WIRA/WOVB is an equal opportunity employer.

Versatile midwestener for announcing position at well managed station located between St. Louis and Springfield, Illinois. Resume, tape. WSML Litchfield, IL 62056.

Floridia MOR seeks experienced announcer, strong on production, third class endorser license. Determines living by the ocean in warm, sunny Florida. Send resume, tape and salary requirements to Bill Brown, WOVB, PO Box 3032, Fort Pierce FL 33450. An Equal Opportunity Employer.

K-102 needs an experienced, professional jock. Appreciation of disco and good production ability required. Minority applicants encouraged. Tape, resume and salary requirements to John Gallasses, WCKO, 4431 Rock Island Road, Ft. Lauderdale, FL 33319, no calls please.

WMLM St. Louis, Michigan needs experienced announcer/news/person or announcer/salesperson. Send tape, resume to General Manager WMLM PO Box 1 St. Louis, MI 48890.


Immediate opening. AM/FM city of 25,000. EOE. Send resume to WDLS/WEAI, PO Box 1180, Jacksonville, IL 62651.

WTAI Radio, Pittsburgh, PA, has an immediate opening for an afternoon air personality. Applicant should have considerable prior major market experience and be recognized as a professional entertainer and communicator. This is an AFTRA staff announce position with an air-shift Monday through Saturday. Salary is commensurate with prior experience and abilities. Contact Ted J. Atkins, Vice President and General Manager; WTAI Radio, 440 Ardmore Blvd., Pittsburgh, PA 15230 Resumes and tapes only ... no phone calls. An Equal Opportunity Employer, M/F.

Open line talk show personality wanted for new NewsTalk station. Send resume, tape, salary requirement and prior ratings experience. EOE. WHNE, Box 1350, Norfolk, VA 23501.

Wanted: bright, fresh, experienced personality for 7 to midnight shift. Production abilities a must. Send tape and resume to Mike Sands, Program Director, WBAR Radio, 178 Whiting Street, Providence, RI 02903. An Equal Opportunity Employer.

Morning Air Personality, Country format, immediate opening with good salary. Requires: mature air sound, experience to handle information and commercial commitment, strong production. Interested prospect should investigate and send resume to Buster Pollard, WBSP Radio, PO Box 547, Huntsville, AL 35804 E.O.E.

Hot Springs Arkansas. Professional Radio seeks morning announcer-sales combo. Modern Country Experience necessary 501-525-1361, EOE.
HELP WANTED ANNOUNCERS CONTINUED
KOW Phoenix is looking for a talk show host for a new talk show in the evening. This is a good opportunity at a very well rated radio station for someone able to discuss various issues in the news and weather of the day, in a very friendly, warm and informative way, and be able to connect with listeners. The show will change formats in the near future. Apply to Phil Donahue, KOW, PO Box 297, Beilo, WI 53511, or call 608-385-6664, EOE.

WBEL Radio News Radio News is seeking a news person with news gathering, writing and on-air experience. You must have experience in tape, writing samples and resume to John Weitzel, WBEL PO Box 27, Beilo, WI 53511, or call 608-385-6664.


Empire State Network—staff newswriter/reporter. Experienced applicants forward resume, references, Salary histories, resume, writing samples, and original script. March 16 to: Personnel Dept, PO Box One, Albany, NY 12201. EOE.

WSPD Toledo's leading adult contemporary station needs announcer for major daytime shift. EOE. Call Bill Chambers 419-244-8321.

Anchors for morning newswriting format. Experienced and capable of telephone talk show and PD duties. Need EM/MD area station EOE. Resume and salary requirements to Box C-44.

Bright MOR personality for medium-size midwest market. Growing company with several broadcast properties. Great opportunity for personality with proven track record. Box C-58.

Immediate opening for Announcer with news and production skills for non-automated, Beautiful Music format. Only thoroughly experienced, mature sounding pros need apply. Tape & resume to WRSL, West Side Station, Worcester, MA 01602. EOE.

Empire Of Pennsylava, Eastern Pa., seeks newscaster. •Andrews, 301-366-1000, Box 31, Laurel, Del. 19956. EOE.

HELP WANTED TECHNICAL
Chief Engineer for AM/FM both automated, Ed Murfreesboro, TN. PO Box 354, Murfreesboro, TN 37130. EOE

Chicago suburban needs Chief-ass. general manager. Four tower, dual site operation. $18-22K to start, three weeks vacation, top major medical plan. Year-end bonus. EOE/EMF. Experienced professional 1st phones only write Box C-17.


Small Market AM-FM needs engineer-announcer. First Class, automation, production. Send resume and tape. WWDR, PO Box 38, Murfreesboro, NC 27855. EOE.

Chief Engineer: AM-Live/FM-automated. Technician and studio maintenance. Group Operation. Good opportunity for the right professional. Send resume and salary requirements to: Joe Tortelot, KDES, 821 N Palm Canyon Dr, Palm Springs CA 92262—An equal opportunity employer.

Religious 50kW non-commercial 2-tower directional needs chief with minimum 5 years transmitter maintenance. Send resume with salary requirements to Wilbur Golfor, WMWO Radio, PO Box 167, Mobile, AL 36602.

Chief Engineer: Enjoy the great Southwest, Old-Mexico, and average January temperature of 62.50 degrees. Contact Doug Staker, KEPS(KINL, PO Box 1123, Eagle Pass, TX 78852. EOE.

Eau Claire, Wisconsin's WJJK & WBIZ(FM) is accepting applications for Chief Engineer. Will consider small chief, junior move for. Major company with substantial facilities, including retirement. $9-$12000. EOE. Contact Wayne Phillips, 715-838-3731.

Full-time chief engineer needed immediately. Saf- ary open. 1kw AM with CP for 5kw, directional nights with two towers. 100kw FM with automated Shaffer 9209. 41 kw AM with RKO faciliites planned for this summer. Contact: William J. Luzmoo, III, KRKK/KOSW-FM, PO Box 2128, Rock Springs, WY 82901. Telephone no. 307-362-3793.

HELP WANTED NEWS
Newsperson—Experience—Sunny and warm South Texas Medium Market Station needs local news gatherer. Write KVOU, Box 758, Uvalde, TX 78801.

Successful, Employed, V.P., General Manager. Impending sale permits search for similar position. Superior administration, sales, programming history. Twenty years experience. People, profit motivator. License, labor, acquisition background. Convincing credentials. Box C-23.

Successful manager of small market station looking for permanent position in medium market. 15 years experience in all areas of broadcasting. A better product brings bigger profits. A proven winner in program and sales. Reply in confidence. Box C-24.

Station owners, group owners take a look. Here’s a chance to make a real challenge not just a change. 16 years experience all in management level, AM-FM and combinations, small, medium, and major markets. Presently employed and in no hurry. Looking for that right opportunity with heavy sales background and credentials to back it up. Box C-6.

Manager with excellent sales background wants stable middle market, Southeast. Box C-10.

SITUATIONS WANTED SALES
Good climatte! Successful background sales, programing. Excellent references. Box C-42.

Management plus—Sales, engineering, announcing, production! Husband/wife team, currently West Coast. Box B-75.

SITUATIONS WANTED ANNONCERS
24 year old married, top afternoon man in small market is ready to grow. First phone, natural delivery. 2 years experience, Box B-175.

Coming home to Florida. Experienced, dependable Communicator. Radio or TV. Available two weeks notice. Box B-171.

Broadcasting School graduate, 1st phone, 23 year old ambitious male seeking permanent DJ position. Legally blind, equipment furnished for normal broadcast operations. Reliable, Dedicated. Call 318-744-5685.


Talk All Night—10 years experience in all markets, outstanding interview: specializing in blending controversy, humor and “human interest” subjects, for a well rounded entertaining and informative night show. Call Art Murphy 817-758-9235. 25 Deep Woods Drive, Mattapoisett, MA 02737.

Chicago or suburbs—experienced PD, MD, production pro. Smooth, reliable. Contempo or Disco. Pat O'Brien 815-838-5670.

Broadcast School Grad looking for first job. Know FCC R&R's. Weekdays 716-834-4457.

Best offer gets 5 year pro, 3rd endorsed, BS-RTV. Creative, committed, will relocate. Not a scrambler. 25, single, stable. Also: ace production, copy manage ment, experience. More. Prefer AOR, progressive. 15 OK in top 50; consider all. Two more months; don't forget me. rust. Jack Drayno, 480 Illinois Blvd., Hoffman Estates, IL 60194. 312-822-5040.


Young student of the business seeking to move from part to fulltime air work. Experience includes contemporary AOR and pop-adult, 3rd endorsed. Call Barry at 1-213-478-8775.

BM Announcer available for weekends in New York State. Experience, First Phone. 716-245-4267.
Situation Wanted and announcers continued

Announcer, Engineer, experienced 15 yrs. Labor lawsuit—no good references. 250 week. 606-367-4808 before 1:30 EST.

Let me take a load off you. Energetic 3rd endorsed broadcaster with extensive training in speech, news, and commercial writing and delivery. Production and sales training. Experience in all all-seeing aspects of color and digital remote controlled UHF 30 kw transmitter as well as studio. Minimum 5 yrs experience. Call Mel Martel—215-877-6192 or 215-922-2797.

Ten years of continuous announcing. Three markets have heard my voice. Looking for a position that’s “just” stable. I’ll accept the most promising choice. Would prefer afternoon or evening stint. I’m a family man interested in what you got. Box C-21.

If you’re looking for a “moover” who does more than sit, open mouth, and fall in love with his own voice, call for D.J.-news tape. Tony Mitchell, 215-345-8612 or 215-922-2530.

Experienced baseball play by play ready for 1979 season. Box C-34.

Laid back personality wants to return to West Coast by the end of the season. Box C-10. Available immediately. Call Terry 606-299-1692.


Air talent, 3rd phone, some experience, seeking positive career breakthrough in Florida. Box C-45.

Young, hard working, third ticket, looking for top toy or adult medium market. Excellent references, Box C-10. Available immediately.


Air talent, 3rd phone, some experience, seeking positive career breakthrough in Florida. Box C-45.

Young, hard working, third ticket, looking for top toy or adult medium market. Excellent references, Box C-10. Available immediately.

Versatile—Young—Experienced black announcer in all phases of radio. Seeks job anywhere, anytime, any format, for anything. Greg Stanley, 4222 W. 21st Place, Chicago, IL 60623 312-762-1557-8.

Play by play—football, baseball, basketball. Major college conference background. Also sales and production experience, Box C-32.

Situations wanted technical

Experienced maintenance technician/engineer with 1st phone. Excellent announcer too, Prefer small market. Box C-11.

Situations wanted news

Experienced Engineer looking for chief's position in smaller market with warm climate suitable for retirement in future. AM-DA, FM, stereo, Box B-173.

Two years commercial experience, one year play-by-play, medium market, seeks chance to step up in news/sports announcing combo, Box B-170.


Just another pretty voice. Former ND with medium experience wants back in the saddle again. Blue Chipper, Box B-135.


Top-notch sportscaster/solid reporitng skills, thorough experience, lively delivery, BA or TR, can combine with new - Bob 516-741-1298.

Sports an important part of your station? I have experience at every level of competition. Strong PBP polished interviewer, smooth delivery. References. Box C-52.

Situations wanted programing, production, others

Automation Programer. Currently supervising music, format, and engineering. Interested in other area for major of adult MOR station using a Harris System 90. Multicircuiticador says we are the tightest sounding station they have ever heard. Only appointment position anywhere in country. If you take this much pride in your automation sound as I do let us talk. Box B-172.

Dynamic, versatile and hardwooding air personality with 8 years experience and a First Class Engineer license seeks announcing/production with advancement opportunity to operations, programming or music director. Top 40, Pop, AOR or C.W. Box B-726.


Recent college graduate needs a start. Help me please. You won't regret it. Box C-33

Television

Help wanted management

General Manager, WEAR-TV, Pensacola, Fla. ABC affiliate, 16th year. Chief to Chief. Excellent company, with proven management track record, with ability to function within Corporate environment. No calls please, resume only Jack Robinette, Director of Television, Rollings, Inc., PO Box 847, Atlanta, GA 30324.

Help wanted sales

Pacific Northwest ABC affiliate seeks experienced sales account executive with management potential. Send resume to Bob Shropshire, GMS, KNDQ-TV, Box 10028, Yakima, WA 98907. Regional applicants preferred, EOE.

Local Sales Manager—rapid expansion of 4-month-old UHF affiliate (NBC) requires immediate needs of a sales professional to fill newly created position. Individual selected will be responsible for developing fast-growing single station TV market (Hanover, NJ) to full potential. Booming local economy...Super life style. Excellent potential for growth in a growing organization of professionals. Reply in detail to: Charles Webb, General Sales Manager, WINN-TV, PO Box 906, White River Junction, VT 05001. 1-802-295-7564.

Effective immediately, there is a Sales position available in a Local TV Sales Department. Qualifications for this position are: At least 3-5 years broadcast sales experience, prefer someone with a self starter. Automobile necessary. Additional details and position responsibilities are available upon request. An Equal Opportunity Employer. M/F Box C-31.

Help wanted announcers

Experienced Announcer for top 10 lv station voice work. On camera experience also preferable. Women encouraged to apply. Send W/R resume to Production Manager, WOVM-TV, 4001 Brandywine St. NW, Washington, D.C. 20016.

We're looking for a daytime talk show host who is natural and at ease on air. Excellent and believable. Women encouraged to apply. Box C-31.

Help wanted technical

Chief Engineer—for University telecommunications center. Midwest location. Responsible for engineering planning, supervision and maintenance. Qualifications: Bachelor's degree preferred, minimum of three years successful experience in engineering management; demonstrated technical expertise, including up-to-date knowledge of digital electronics and systems as it applies to equipment. Written and oral communications skills essential. Applicants should furnish a detailed resume, references, and salary history. Salary, $17,500-20,000 per year. An affirmative action, equal opportunity employer. Box B-108.

Chief Engineer—California Public Television Licensee needs qualified "working" Chief Engineer to build staff and equipment. Experience in all aspects of broadcast engineering, licensing aspects of color and digital remote controlled UHF 30 kw transmitter as well as studio. Minimum 5 years' experience. Salary commensurate with education and experience. Placement on step 2 may be granted based on experience. Applications are being taken for the purpose of establishing an eligibility list. Apply to: Director of Education, Personnel Office, 2314 Mariposa Street, Fresno, CA 93721. Deadline: Open until applicant selected from list.

Chief Engineer—We are a UHF Network affiliate in California looking for a Chief Engineer with management ability and a maintenance background. Salary in the mid-twenties plus fringe benefits. Contact Harold B. Wright, KVIR-TV, Channel 28, PO Box 9902, 504-977-7082. Equal Opportunity Employer.

KUAM-TV needs two maintenance technicians. If you have a first-class ticket, some formal electronics training and a working knowledge of broadcasting equipment and trouble-shooting, why not consider a salaried position or two on tropical Guam where challenging work and a rewarding foreign experience can be combined. Send resume in confidence to Hammond & Edison, Inc., Box 86, International Airport, San Francisco, CA 94128.

Tech. For S.WFL. TV. Knowledge in RCA tape machines, color camera, transmitter, and ENG equipment. Send resume WVEU-TV, PO Box 6277, Fort Myers, FL 33901.

Television Transmitter Supervisor—McGraw-Hill Broadcasting Company station KERO-TV is seeking an experienced television engineer with an FCC First Class Radiotelephone license and a strong background in all areas of community broadcasting. Experience at challenging work and a rewarding foreign experience can be combined. Send resume in confidence to Norman Hall, Director of Engineering, KERO-TV, Channel 23, PO Box 2367, Bakersfield, CA 93303. We are an Equal Opportunity Employer, M/F.

Need immediately—Strong tech or Assistant Chief to fill Chief Engineer positions, Small market dominant CBS/ABC affiliate, Ampex 1200B, GE PE240, Grass Valley switcher, GE TS50, and more, $32,000. Box C-28.

Chief Engineer for Indy U in Great Lakes area. Managerial experience required to staff small staff of engineers. Opportunity to grow with company. Equal Opportunity Employer. Send resume and salary history to Box C-15.

Assistant Chief Engineer—Western group looking for Assistant Chief Engineer with maintenance background. Competitive salary. An Equal Opportunity Employer, Box C-12.

TV Maintenance Engineer. Strong, growing Mid-Manhattan TV facility seeks performance oriented maintenance engineer. Quad or broadcast helix experience required, TR-600 ideal, computer background helpful. Also: Apprentice Engineers with significant non-broadcast VTR maintenance experience. Square deal commensurate with your skills and experience. Excellent company benefits. Apply Box C-45.


Chief Engineer to build the finest new medium market facility in the South. Challenging opportunity for professional growth in an area with family recreational opportunities second to none. Resume to Box C-47.

TV Broadcast Engineer—Group owned commercial UHF station in Central California. Four days of studio operations and one night shift, excellent benefits, with family recreational opportunities second to none. Resume to Box C-47.

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HELP WANTED TECHNICAL CONTINUED

Television Transmitter Field Engineers. Good opportunity in a growing company specializing in television transmitting equipment. Telephone or write to Bob Bromley, Townsend Associates, PO Box 1122, Westfield, MA 01085, Tel: 413-562-5055.

A network affiliated television station in the top ten markets is looking for two experienced electronic technicians. One requires a technical degree and experience in studio equipment and a second with a strong maintenance background in all electronic news gathering equipment. Both of these positions must have a valid FCC Radio Telephone First Class License. Pay will be commensurate with experience. Reference required. An Equal Opportunity Employer. MI Box C-51.

Assistant Chief/Maintenance Engineer—3 years experience in the installation, operation and maintenance of television and commercial television station equipment. Must be willing to work night shifts. Salary: $13,000 depending upon experience & qualifications, plus excellent fringe benefits. Send complete resume and current VTR to: Don Martin, WQTV-FM, Box 1691, PA 15211 by March 15, 1979. An Equal Opportunity Employer.

Weekday Co-anchor. Upper Midwest network affiliate. Experience a must. Women are encouraged to apply. Send resume and salary expectations to Box C-54.

Combined radio-TV newsmaster seeks on-air re- porter. Must be able to write, narrate, shoot and tape. Send resume to: Don Burdick, WDBT, 125 Park Avenue, Nyack, N.Y. 10960. Phone: 914-355-9220.

Wanted: Experienced TV News Reporter for midwestern network affiliate. Must have experience and current knowledge of 16mm film, ENG, B.A. or strong minor in journalism and 2-3 years experience in commercial television. Salary: $13,000 depending upon experience & qualifications, plus excellent fringe benefits. Send complete resume and current VTR to: Don Martin, WQTV-FM, Box 1691, PA 15211 by March 15, 1979. An Equal Opportunity Employer.

Weather Reporter—Southeastern top 50 NBC affiliate seeking weather reporter for non-air work at 6:00 and 11:00 p.m. Prior experience required. Please submit 3/4" videotape and salary requirements with application. Wayne Ashworth, News Director, WXYZ-TV, Box 11847, Winston-Salem, NC 27106.

Hawaii Magazine Shows Needs: Investigative Reporter/Editors/Camera persons; free housing. Spokesperson position sometimes during productions, Box C2325, Honolulu, HI 96822. Immediately 808-947-3577.

Sports- looking for energetic, willing to get involved sportscaster for top 50 market. Will fill position quickly. Equal Opportunity Employer. Send resume to Box C-37.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Producer/Reporter—Miami public broadcasting station is seeking producer/reporter to assist in writing and producing of nightly business news program, in addition to acting as Producer/TA of other news and public affairs programs. Candidates must have knowledge of educational background in journalism—broadcast or print. News reporting and writing skills required. College degree, course work in electronics, TV or related field, or comparable work experience. Experience as on-air talent a plus. Apply Personnel, PO Box 610001, Miami, FL 33161.

News Director—Southwest major market. News leader applicant must be experienced in all areas of news gathering techniques. Send all information first letter. Box B-142.

We are accepting applications for News Anchor position. Send resume and audition cassette to: Rolland King, KMSP-TV, 6957 York Avenue South, Minneapolis, MN 55435. E.O.E.

Television News Reporter. College degree or equivalent experience. All ENG Department Videocassette and resume to Jim Bradley, WSHV-TV, PO Box 3, Harrisonburg, VA 22801. E.O.E.


Sports anchor needed for New England Medium Market station. If you like to cover local sports and not just read scores ... we want you, Equal Opportunity Employer. Send resumes to Box C-18.

TV News photographer, major Ohio station; must be experienced in all phases of ENG and film operations. State salary expectations and availability. Resumes to Box C-18.

News Producer for Top-100 Midwest Station. Professional Journalist with television production experience vital. Send resume to Box C-27.

Want to move up to co-anchor slot at the ABC affiliate in Hawaii? Send the video tape and resume to: News Director, KITV, 1290 Ala Moana Blvd, Honolulu 96814. No phone calls please. An equal opportunity employer.

Weatherperson: Top 50 market in the East. Looking for zany, creative weather presentation. Personality more important than experience. Equal Opportunity Employer. Send resume to Box C-38.

Northern New York TV News Department looking for experienced on-air reporter. Some anchor work possible. Minimum 2 years experience in TV News. ENG experience a strong plus. Good delivery and on-air presence a must. Salary commensurate with ability. Send resume, references and videotape to News Director, WWNY-TN, Box 211, Watertown, NY 13691.

Graphics Director/Animator—Top 3 TV market station requires person with experience in both print production & ability to work under tight deadline with newly acquired stand. Will interface with in-house advertising & promotion dept. Good benefits. Salary commensurate with experience. Applicants will be screened in confidence. Phone: 215-655-4082.

Financial Manager—We are the leading independent station in Los Angeles and are owned by the major non-network television station chain broadcaster in the Los Angeles area. We are currently looking to become Assistant Business Manager of the station. The successful candidate will assist in the responsibility for all aspects of the station, will handle a large budget, and other financial administration functions of the station Business Affairs Department. Goal and profit oriented individual desired. This is a career opportunity with a major network Affiliated television station. This position is a great career opportunity for the right candidate. Salary and benefits competitive with major network television station. The successful candidate should have a degree in accounting or a closely related discipline plus 3 to 5 years experience in broad based financial management. Such experience should clearly demonstrate the candidate's professional ability together with that candidate's supervisory effectiveness with people. Excellent salary and benefits. Our employees know of this ad. EO/AAF. Qualified interested parties should send resume to Box C-2.

Cinematographer/Videographer for award winning TV KUID-TV, Anchorage, Alaska. Closing date March 31. Vacancy announcement and application procedure; write Arthur R. Hoo, KUID-TV, RTV University, Anchorage, AK 99504. AA/EEO employer and educational institution.

Director for well-paced newscasts at 6 & 6 p.m. at progressive Midwest net affiliate. Must be both news and production oriented for full-time assignment to aggressive news department. Resume and salary requirements to Box C-1.

Program Director for Public Television KUID-TV who will also teach Television Production classes. Opening available August 1979. Requires Masters Degree and professional experience. Full details in Vacancy Announcement to: Don Hook, KUID-TV, 2225 Center Moscow, ID 83843. Closing date April 1, 1979. An AA/EEO employer and educational institution.

Talent . . . man and woman for co-hosting PM. Magazine format. On camera experience with ability to write copy and assist production. Video cassette must accompany resume to: TV Program Director, KFMB-TV, Box 80888, San Diego, CA 92138. No phone calls please. All resumes will be acknowledged. Equal Opportunity Employer.

Production Photographer—Prefer 2 years experience in all phases of film/minicam photography, editing, lighting and audio. Excellent pay and benefits with full benefits. Must be a minimum of 3 years experience with the ability to produce programming, public affairs, production and commercial to satisfy production requirements. Send resume to: Don Swism, Operations Manager, WXII-TV, 700 Coleman Drive, Winston-Salem, NC 27103, An Equal Opportunity Employer.

Television producer with extensive experience desired to revitalize TV program formerly on the air. Outstanding opportunity for individual with outstanding track record. Box C-53.

Lighting Designer needed by Mississippi Authority for Educational Television. Necessary to have a broad knowledge in electricity and wiring, lighting design for television, and maintenance of all types of lighting equipment. Design, install, and maintain lighting equipment and supplies in operational condition. Degree in speech, radio, television or related broadcast curriculum from an accredited college or university; OR degree from recognized college/university supplemented by five years experience in lighting for the theatre, film and television. Equal Opportunity Employer. Women and Minorities welcomed. Contact Personnel Manager, PO Drawer 1101, Jackson, MS 39205, 601-982-6227.

Top 30 Emmy Award Station is looking for that creative person to produce-direct and write specials, direct and produce live and taped promotional programming. Move up to Ohio’s best equipped station. We need the creativity—you’ll have the tools and personnel from minicam to squeezebox. Experience desirable. Prefer: EOE. Write: Al Dopke, Production Manager, WBNS-TV, 770 Twin Rivers Drive, Columbus, OH 43215. (No phone calls).
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Great opportunity for a producer for associate ready to move up. Must have major market talk show experience. Top 10 network affiliate building new show from scratch. Must understand daytime audiences and be able to program to grow. Great opportunity is an equal opportunity employer. Reply Box: C-56.

Cinematoigraphy/EFP position available at award winning broadcast teleproduction center. Requires strong 16mm shooting and editing skills (singel and double exposure). EFP experience highly desirable. Must be able to demonstrate abilities through examples of work. Bachelor's or higher preferred. Salary approximately $12,000. Send credentials and work samples to Lee Ott, Telegen Center, University of Wisconsin-Green Bay, Green Bay WI 54302 (work samples will be returned). Equal Opportunity Employer.

Creative Services Director—Metromedia station seeking a pro with experience as commercial TV Director with proven ability to write/conceptualize good commercial copy. Ability to operate all production equipment, work rapidly and effectively with clients and peers. An Equal Opportunity Employer. Submit resume in confidence with salary requirement to Box: C-62.

SITUATIONS WANTED MANAGEMENT


TV Program Manager, top fifty market, experienced in station management, seeks increased earning opportunity. Box: C-15.

M.B.A. with 5 years experience in production seeks entry level position in television management. Contact PO Box 6, Notre Dame, IN 46556, for resume.

SITUATION WANTED SALES

Good climate, please! Fifteen years successful experience radio sales, programming, operations. Excellent references. Seeking opportunity with leading television station. Box: C-41.

SITUATIONS WANTED TECHNICAL

Transmitter Engineer: Maintenance. Prefer South or East. Box B-169.

TV-FM-AM Field engineering service, 29 years experience—construction—maintenance-system design and installation. Two years of background in television or commercial TV. Bruce Singleton 813—868-2989.

SITUATIONS WANTED NEWS

Anchor/complained reporter/producer/writer, 8 years experience. Knows on-air work. Youth, but with rich news credibility. Confidential resume and tape available. Box B-70.

Working medium market TV reporter, 28, female, would like to work major market...experienced with film and EFP. Relocate anywhere. Box B-150.

Sports caster currently top 20's market doing weekends, young, degree, pro football and baseball play-by-play. Strong sports features. Box B-167.

Clean Up Your Language! Award winning newspaper editor/reporter seeking assignment editor or assistant producer spot with a station that's dedicated to news. Box B-182.

Chief Photographer top 10 market looking to relocate. Professional video expertise. Experienced in building and supervising all ENG operations. Box B-186.

Photographer, Experienced. Creative, hard-working professional seeks challenging temporary or permanent job. Box B-185.

Anchor/Reporter who gets off his anchor and gets the ratings seeks organization with commitment, not just quick fix. Box B-83.

Live remote expert, Personable female reporter, Five years experience. Wants more anchoring. Ready Box B-67.

Female News Anchor Reporter. Single, 32, Talented, trained, on-air experienced, 3rd endorsed West Coast position. Box 61 Dumont Cl, Millibridge, CA 94030. 415—441-5700.


I'm ready for hard work. Aggressive, experienced March grad seeks entry level position as TV News re- porter/photographer. Capable with both VTR and SOE. Have completed one year's internship, will relocate and am available now. Contact Les Rose, 14423 Heilbronn Dr., Apt. L-12, Lutz, FL 33549. 813—971-5548.

Assignment Editor position wanted by creative, self-starting, professional, energetic TV reporter. Box C-68.

Edward R. Murrow devotes—recent; grad—reporting, photography, copy desk experience in print media; wants to enter broadcast field; dedicated, aggressive, willing to start at bottom. Box 98, Box 15, Glenwood, MD 21738.

Ten years of television news experience, including one as news director Journalism Degree. Reporting awards. Seeking to advance as assistant news director, executive producer, or investigative reporting job. Call: 405—373-2711.

 Experienced TV Reporter...strong on politics and features wants professional Top 65 newsroom now. Box C-68.

Currently employed but seeking greater opportunity in better climate. I offer you reporting, anchoring, news directing experience and youthful-looking maturity C-50.


Weekday producing position wanted by Top 40 producer with some producing experience. Box C-70.

Sports caster with creative reporting flair, looking to make the move to a major market that can make full use of skills. Any medium market station in need of aq anchor/reporter that is really dedicated to sports would also be desirable. Contact Brad Evans, 497 Whispering Hills Drive, Lexington, KY 606—273-2870.

SITUATIONS WANTED PROGRATING, PRODUCTION, OTHERS

Writer/producer创意 manager, 6 yrs. advertising, writing, all media; tape/film/audio production. Supervisory experience, some voice-over. Woman, 28, desires to expand further in TV writing/producing. Sunbelt or major creative centers. Box C-4.

Researcher/Writer/Producer seeks medium or major market position on television documentary film unit. Three years reporting experience with excellent credentials. Journalism degree. Aggressive, creative, enthusiastic, and hard-working! Box C-40.

Producer/Director TV film. Motivated young NY director, with solid professional credits seeks challenging position with fast-paced production house or station. 516—751-6038. Box 975, Setauket, NY 11773.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Join an affiliation of National Broadcast Brokers. Prefer extensive broadcast experience. Must sustain yourself financially. Send resume to Box B-155.

HELP WANTED SALES

Business oriented, successful salesperson with good credit and character who really wants to improve his income level. This is a straight commission opportunity involving substantial amounts. Work hard in brokerage work. Midwest location. Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED TECHNICAL

Donrey Media Group is seeking all around TV studio maintenance engineers, radio engineers, and microwave technicians for positions in Nevada and Arkansas. Send resume to: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101—702—385-4241, ext. 330. An equal opportunity employer.

HELP WANTED PROGRAMMING, PRODUCTION AND OTHERS

Graduate Student Teaching Assistant—Radio/Television. Half-time position for MA. Candidate offers 3S,600—54,300 for 9 months. Production experience necessary. Begins Fall semester. Write: Head, Journalism, Department, Kansas State University, Manhattan, KS 66506. Equal Opportunity Employer.

Graduate Assistantships. Opportunity for students seeking masters degree to serve as laboratory assistants in undergraduate radio-TV labs. Must have completed at least one semester of radio broadcasting with minimum 2.6 GPA. Professional Experience helpful. Persons serious about graduate degree encouraged to apply. Submit resume, references, college transcripts, & Equal Graduate Coordinator, Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093. An Equal Opportunity Affirmative Action Employer.

HELP WANTED INSTRUCTION

Mass Communications Department—Opening for faculty member to lecture in Broadcast Communications. Extensive professional experience required: Ph.D. desirable; prior teaching experience helpful. Assistant or Associate Professor salary competitive. Apply by March 15, 1979, to George T. Cutchliff, Chairman, Department of Mass Communications, Virginia Commonwealth University, 817 West Franklin Street, Richmond, VA 23224. VCU is an affirmative action/equal opportunity employer.

Broadcast News & Public Affairs—Experience/newspaper to teach broadcast news and public affairs and other basic courses and work with TV Production Center in supervision of production and other production personnel in twice-weekly student newscast on local cable. Sales experience desirable. Available August, 1979. Master's degree required. Doctorate preferred. Letter of application and resume by April 15 to Dr. Jack Wilson, Head, Department of Communications, UPO 512, Morehead State University, Morehead, KY 40351, MSU is an Equal Opportunity Affirmative Action Employer.

Assistant Professor, to teach courses and labs in television and radio news, documentary production, related areas. Must have at least master's degree and professional news experience or MUST have bachelor's degree and significant (15 years) professional news experience, mostly in major markets, and national networks or equivalent television news experience. Available August, 1979. Contact: Bruce Lincoln, 217 Flint Hall, University of Kansas, Lawrence, KS 66045. Closing date: March 20, 1979.

Boston University School of Public Communication invites applications for faculty positions in Broadcast- ing starting September 1979. Master's degree plus significant professional experience, or Ph.D. plus professional experience; rank open. Extensive teaching experience preferred. Candidates should possess expertise in one or more of the areas listed: Broadcasting regulation and structure, development of new technology and alternative systems, radio and TV production, broadcast administration, international broadcasting. Salary commensurate with educational and professional experience. Salary range: $13,500 to $18,000. Please send resume: Dr. Roger Kahle, Associate Dean; 640 Commonwealth Avenue; Boston, MA 02215. Boston University is an Equal Opportunity, Affirmative Action Employer.
Middle Tennessee State University seeks a per- son to teach a professionally-oriented program with 18 full-time faculty and approximately 800 under- graduate majors in the telecommunications sequence. Teaching responsibilities will include both critical thinking and production required. Some expertise in TV pro- duction would be helpful. Professional and appropri- ate university teaching experience required. MA or significant MA coursework is required. This is a full-time tenure track position beginning Aug. 1, 1979. Salary and rank will be determined by qualifications and experience. Interested persons should send curriculum vitae, letters of recommendation, and samples of film and TV productions. Contact Dr. Edward M. Kimbrell, Chairman, Dept. of Mass Com- munications, MTSU, Murfreesboro, TN 37132 Tel: AC 651-889-2813, MTSU is an Equal OpportunityAffi- rmative Action Employer.

University of Akron seeks assistant or associate professor beginning September, 1979; to teach radio/ TV production, electronic journalism and broadcast management. Ph.D. and commercial or non-commer- cial media experience required. Salary dependent upon qualifications. Send resume and three recom- mendations by March 30, 1979; to Dr. James Free, Department of Mass Media-Communication, The University of Akron, Akron, OH 44325. An Equal Oppor- tunityAffirmative Action Employer.

Howard University, Department of Radio, Television and Film, is seeking a chairperson, beginning August 1, 1979. Qualifications; Ph.D., appropriate degree, broad, extensive administrative and/or teaching experience at the college level expected; publications in the field desirable. Forward resume, transcripts, and three letters of recommendation by March 14, 1979 to: Professor A. R. Ford, Department of Radio, Television and Film, School of Communications, Howard University, Washington, D.C. 20059. Because of short notice we encourage applicants to call 202—636-7927 for initial contact.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM Transmitters. Guarantee Wanted 250, 500, 5" Air GE 35kw Iturbide D.C. management. Site license. Wanted 500A Color Cameras—Several good, available condition, $8,500 ea. RCA 744 4-H Band VTR—Two new heads, $14,000 ea. IVC 500A Color Cameras—With all accessories, excellent shape $16,000 ea. RCA TK 442 & TK 443 Color Cameras—Two of each package includes TR-2 VTR, Sync General Color Camera Mounts and Cables, entire 4-camera package, $6,000. Call Bill Kitchen, Quality Media Corporation, 404—588-1155.


Seven GE 350 Studio Cameras, complete with 10.1 zoom lens, ccu's, cam heads, pedestals and ca- ble. All cameras in excellent condition and in use at well known production company $9,500 each. 615—255-0516, Mr. Daniels.


Parts available for RCA BTA 5F transmitters. very complete selection. Les Kleven, KBKH, Sturgis, SD 605—347-4455.

Optomod—AM in stock, immediate delivery David Green, Broadcast Consultants Corporation 703— 777-8660.

For Sale: Approximately 1900' of transmission line. Prodelin 3 1/8" 50 Ohm, Ega, Ilanga. Many excess— folios, bulletins, patches panels, etc. Antenna GE Y3428, Heli-coil 10db gain. Transmitter GE TR-3E-3A. CH—10 5Kw, white, 6 metres. Fillter: Harmonic Fillter, Recursive Corrective Filters, Some tube terminal equipment, in- cluding demod (GE). Please write or call Richard A. Swank, Chief Engineer, WILX-TV, PO Box 20380, Lansing, MI 48909. 517—783-2621.

For Sale: Gates SP-151 automaton system mono. Cost new 29.2 10 source unit, Phone 615—882-1600.


Motors—New, never used; GE 5KCP12BD24 4 pole syn, and Ashland A44 HCEU-8A 8001200 rpm syn. $89 each. Ed. V. Home, 214 C. San Diego No. 17. Santa Barbara, CA 93103.

Hitachi FP 1010 Color Camera with Satcon tubes includes: 10:1 11.8 zoom lens, ITE cam-link head, elevator tripod and dolly and custom cases. This is an excellent camera with very few hours on it for sale at half the original cost. (415—841-4810).


Clearance—Moving Scully 270 Playbacks, Mono or Stereo, $1200. each; Casio/Cal, Mono $1,300.— Stereo $1350. Instacarts, Mono Stereoc. Many other Automa- tion Systems and Components, all completely condi- tioned and guaranteed, 2 and 4 yea... CONTROL TECH- NOLOGY INC. 2513 Torres Lane, FL Lauderdale, FL 33312 (505—587-2719).

JVC 4400 LU with AC Adaptor 44LU-2 batteries. carry case-service manual-Anvil shipping case. 8 months old. $4,000. Walter Edel 516—581-1019.

4 leg self supporting 2001 heavy duty louver, inc. base insulators, top light and flasher on ground ex- cept 2001 model $900 FOB. or best offers Sam 812—425-4226.


Ideal for production house or news operation: 1 model D448 Bell and Howell 35 mm printer with at- tachments; 1 Bell and Howell printer model; 1 model 21 Houston feaess processor; 1 model 22 Houston feaess processor; 1 PM 25 mix tank; 1 replenishing kit; 1 VNF conversion kit; 1 backing removal kit. Special price for complete package, contact Bill Andrade, Wichita Video Imaging Company, PO Box 866, Wichita Falls, TX 76301. Phone collect 817— 322-1572.

COMEDY

Free sample of radio’s most popular humor service! O’LINERS, 366-C West Bullard, Fresno, California 93704.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5606-N Twining Drive, TX 75227.

Not Comedy—Total personality service for Top MOR. AOR Sample: GALAXY Box 20093. Long Beach, CA 90801. Phone 213—438-0508.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promo- tions. contests, programming. No bar of trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St, Chicago, IL 60611, call collect 312—344-3700.

Custom, client jingles in one week. FMW, Inc. Box 947, Bynn Maw, PA 19010. 215—525-9873.

Free Jobsheets! See why the Best is Not the most ad- vertised. "Hot Tips", PO Box 678, Daytona, FL 32117, 904—252-3861.


Major Market TV/ Radio voice will record your radio spots, liners, drop-ins reasonably Box C-71.

INSTRUCTION


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 26-May 7. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813—955-6922.

First Class FCC License in six weeks. Contact Elkins Radio License School, PO. Box 45765, Dallas, TX 75245, 214—352-3242.

1st class FCC, 6 wks., $500 or money back guarantee. VA approved. Nalt Inst. Communications, 111488 Oxland St., N.H. California 96018.

First Class License In 6 weeks at First Class Com- munications School—4801 Classen Blvd., Oklahoma City, OK 73118—405—842-1978.

RADIO

Help Wanted News

KEBE/KOOI-FM

We are the premier news voice of East Texas. If you are the premier news gatherer, writer and caster in your market, we want to talk with you. This is an opportunity to work with a thoroughly professional organization and enjoy the leisurely lifestyle of the beautiful Sun- belt. Equal opportunity employer. Send resume, references, aircheck, and salary requirements to:

Perry Andrews
P.O. Box 1648
Jacksonville, TX 75756

Broadcasting Mar 5 1979

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Help Wanted News
Continued

News Director
with broad experience in investigative and street reporting. Position requires Director that can demonstrate leadership and administrative ability, a cut or two above average, with a strong interest in public affairs and community involvement. Experienced only may send tape, resume, and salary requirements to Byron Cowan, WSAC AM/FM, Box 70, Fort Knox, Kentucky, 40121, EOE.

Help Wanted Announcers

WONE, DAYTON
has a rare opening for a morning drive air personality. Two person morning teams will be considered. If you feel qualified for a demanding position submit your tape, resume and references to Jon Reed, Program Director, WONE, 11 South Wilkinson St., Dayton, Ohio 45402. An Equal Opportunity Employer.

Situations Wanted Management

General Manager
Exec. V.P.
outstanding award winning track record in sales and programming. Currently GM of AM/FM combo which is being sold (top 50 market). Have been known to triple ratings and billing. Top references. Box C-72.

Vitals

Situations Wanted Announcers

DOUBLE TALK!
Dichotomously different man and woman phone show offers grist for all manner of mouth from recipes to ratiocination. Fun, too! (415) 569-8192

BASEBALL PLAY-BY-PLAY
Available for coming season. 4 years radio and minor league baseball experience. Open to any situation. Respond to Box C-60.

Help Wanted Technical

Electrical Engineers
Get on our wavelength and join the #1 team today!

Construction of new broadcast facilities in New York City provides openings for engineers to participate in the design of TV studios, Video Tape facilities and digital systems for the future. All positions offer generous starting salaries commensurate with background and qualifications plus an outstanding program of employee benefits. We currently need individuals with expertise in the following areas:

AUDIO/VIDEO SYSTEMS ENGINEERS EE degree or equivalent, with some experience in broadcast studio or equipment design.

EQUIPMENT PLANNING ENGINEERS EE degree or equivalent with a minimum 6 years experience in TV broadcasting equipment design. Participate in advanced development and equipment improvement.

R.F. SYSTEMS ENGINEERS EE degree or equivalent required with a minimum 3 years design and overall systems responsibility including TV, AM/FM, microwave and 2-way communications. FCC license preferred.

ABOVE POSITIONS BASED IN NEW YORK CITY

OTHER TECHNICAL POSITIONS AVAILABLE IN LOS ANGELES

Qualifed applicants should send resume with salary history and requirements to: Mr. Hector Villanueva, American Broadcasting Companies Inc., One Lincoln Plaza, New York, New York 10023. An equal opportunity employer/male and female.

American Broadcasting Companies, Inc.
Help Wanted Technical
Continued

TEMPORARY SUMMER TECHNICIANS
WCVB-TV Boston, an ABC affiliate on Channel 5, seeks applications for summer technician positions. Period of employment will be from early June into September 1979. WCVB-TV offers a 4 day work week with full provisions of the current IBEW agreement, including a base salary from $302 to $499 per week depending upon experience.

Applicants should have proven ability in more than two of the following operating areas: audio, video, camera, switching, VTR, ENG, projection, and master control. A first class FCC radio telephone license is a must. WCVB-TV operates a 24 hour per day schedule with extensive news and studio production demands.

Closing for applications is March 31, 1979. Applicants will be notified of their status by April 30. To apply, send a resume to Personnel Department (no telephone calls please), Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192. Please note Summer Technicians on the resume.

An Equal Opportunity Employer M/F

SONY-VIDEO MAINTENANCE INSTRUCTOR
Sony Video Products Company offers this position to experienced maintenance engineers with at least two years of technical school. You should enjoy analyzing and explaining the theory and maintenance of the latest videotape and color camera equipment and be able to stand up before groups of broadcast engineers. You should be good with your hands to demonstrate mechanical disassembly and adjustment. If you are ready to be recognized as "The Sony Expert," send your resume to:

Thomas Scott III, Mgr.
Video Maintenance School
Sony Corporation of America
2020 S. Central Ave., Suite No. 240
Compton, Ca. 90220
(213) 537-4300

An equal opportunity employer

VITAL HAS A FUTURE FOR YOU

Help Wanted Programing, Production, Others

Graphics/Art Director
Leading network affiliate in midwest Top 30 Market is reorganizing its art department and seeks a creative, perceptive innovator to breathe new life into all aspects of concept and design, on-air graphics, print, set design. Challenging opportunity. Send samples of work, resume to Box B-187.

HELP !!!
Los Angeles based production company contracted to produce a television magazine series for internal use by a major U.S. corporation seeks the following outstanding individuals to work out of L.A. or San Francisco.

2 PRODUCER/DIRECTORS—These individuals will head their own crew and be responsible for completing one or two mini documentary stories every two weeks. Requirements: 5 years experience, strong creative judgment and excellent writing skills. Prefer someone with heavy ENG/EFP experience.

3 TV REPORTER/WRITERS—Responsibly for researching, writing and on camera reporting of documentary stories. Requirements: 3 years experience, good on camera performance and ability to present all material in a clear, interesting fashion.

2 TV CAMERAMAN/EDITORS—Must have an excellent creative eye, lighting expertise and know how to edit their footage for maximum impact. Requirements: 3 years experience with a strong ENG/EFP shooting and editing background.

2 ENGINEER/SOUNDMEN—Responsible for operation and maintenance of ENG, studio and editing equipment; plus recording sound on location. Requirements: 2 years experience with 3/4" & 1" formats. Prefer 1st class license.

1 TV SERIES HOST/REPORTER—Needed part-time to intro program, bridge between stories and occasionally write and report mini-docs. Requirements: Excellent on camera appearance, and 5 years writing, reporting &/or anchoring experience.

Send letter, detailed resume & salary requirements to:
LARRY HIGGS & ASSOCIATES
177 E Colorado Blvd.
Room 1190
Pasadena, CA 91105
*Please note if you're attending NAB in Dallas.

PRODUCTION/PROGRAMMING COORDINATOR
The Wisconsin Educational Television Network (WETN) has an immediate need for an individual to coordinate informational, cultural, and instructional television programming produced under contract. Accountable to the program operations director, this individual will also be responsible for assisting and previewing and evaluating programs broadcast by the WETN and evaluating program ideas and proposals. Qualified applicants will possess a minimum of 5 years of television experience as a producer and/or 3 years of production operations supervisory experience. A working knowledge of both video and film production, copyright laws and contract administration is required. Send resume, salary history, and references to: ECB Administrative Services-Personnel, 732 N. Midvale Blvd, Madison, WI 53705, by March 14, 1979.

An Equal Opportunity Employer Functioning Under An Affirmative Action Plan

ALLIED FIELDS
Help Wanted Sales

Positions Available
One of the largest manufacturers of audio tape recording equipment has immediate openings in Technical Service and Sales.

Send resume stating salary requirements to Larry Cutchens, Sales Manager.

International Tapetronics
Corporation
2475 South Main St
Bloomington, IL 61701
Phone: 309-829-1381

NEED A NEWS SET?

TELE-VISION DESIGN
3264 Clarendon Rd Cleveland Hts 44118 (216) 601-0072

Miscellaneous
STARS.
Big name TV & Film Stars, Sports Celebrities available for personal appearances. They can come complete with autographed pictures (still the best premium going—great for openings, fund-raisers, etc.). For particulars, call or write the people who arrange everything:

For Sale: BROADCASTING SCHOOL
in New York City
Phone 212-245-2640 or Write: PO, Box 23, Radio City Sta., N.Y., N.Y. 10019

PROGRAM SYNDICATION
company for sale - $65,000. Price includes 330,000 in lease contracts, 372 master tapes of Easy Listening, Rock, Disco and Country 8,000 LP's and 45's plus current hits library, demos, programming aids - everything except equipment. Contact Box C-30.

MANAGEMENT
in search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.

Wanted To Buy Stations

Financially qualified Investor group
wishes to buy radio properties (Class C FM or AM/FM Combinations preferred). Serious inquiries only. Box C-67.

Individual with $300,000 cash
wishes to purchase AM or FM in top 150 markets. Profit or Loss History not important. Will pay large finder's fee, all replies treated confidentially. Box C-55.

Black Broadcast Group, fully funded, seeking Television stations. Will consider radio. Reply in strict confidence to Box B-165.

WANTED
AM-FM OR BOTH
MIDWEST & S. E.
UP TO 900M
PRINCIPALS ONLY
Box B-130

Employment Service

"WORLD'S FASTEST RADIO JOBSHEET"
- FREE LISTINGS FOR STATIONS!
- FREE SAMPLES FOR YOU!
- STILL $12 FOR 13 WEEKS!
804-252-3861
P.O. BOX 676 DAYTONA, FLA. 32017

BROADCASTER'S ACTION LINE
The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Search $25.00
Call 812-889-2907
R2, Box 25-A, Lexington, Indiana 47738

H.B. La Rue, Media Broker
MEDIA BROKER SPECIALISTS
TV RADIO CATV
P.O. Box 4475 Ft Lauderdale Fl 33310
Phone (305) 341-9334

Select Media Brokers
NC Daytimer 225K Small
NC Daytimer 260K Suburban
PA Daytimer 575K Suburban
WA Daytimer 250K Suburban
GA Daytimer 467K Metro
GA Daytimer 385K Small
AL Fulltimer 635K Small
NY Fulltimer 1.5MM Major
Am-FM
TX Daytimer 955K Medium
Am

R.O. Box 5
Albany, Georgia 31702
(912) 883-4808
For Sale Stations Continued

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<td>MW Metro AM</td>
<td>$1.7MM</td>
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To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

**PREDOMINANT FM**
Combined horizontal and vertical power of 200,000 watts from tall tower in stereo. Large booming Southwest market with successful inspirational format. Excellent staff.
1,250,000 with Terms
Owner Box C-7

**FOR SALE BY OWNER**
Single station market Class A in Georgia.

Sunbelt AM-FM
Middle Georgia Single Station Market which benefits from two larger nearby growing markets. 77 Billing more than doubled. 77 Billing. Price: $220,000. Principals only. Box C-14

**Several California Radio stations for Sale.**
W. John Grandy
Broadcasting Board
1029 Pacific Street
San Luis Obispo, California
93401
805-541-1900

**WOIZ AM-FM**
5000 watts daytime - 810 kHz
100,000 watts, 24 hours. 107.5 stereo
This powerful Charleston SC area combo programs Gospel on AM and Disco-Soul on FM. A great potential and opportunity for minorities.
*Price slightly above 21/2 gross
$1,000,000

For Sale Stations Continued

**BROADCASTING’S CLASSIFIED RATES**
Payable in advance, Check or money order only

When placing an ad, indicate the EXACT category desired: Televison, Radio, Cable or Allied Fields: Help Wanted or Situations Wanted: Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.
Deadline is Monday for the following Monday’s issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR’s to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR’s are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $30.00 per inch. All other classifications: $60.00 per inch. For Sale Stations. Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PO, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
### Broadcasting

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<td>PARAMOUNT</td>
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<tr>
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<td>4</td>
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<td>1/4</td>
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<td>1/4</td>
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<td>1/4</td>
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<td>25,912</td>
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</tr>
<tr>
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<td>26 1/8</td>
<td>1/2</td>
<td>2.14</td>
<td>1/4</td>
<td>1/4</td>
<td>2,264</td>
<td>25,912</td>
<td></td>
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<tr>
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<tr>
<td>TBF</td>
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### Total Market Capitalization

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### Caveo

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<tr>
<th>Company</th>
<th>Market Value</th>
<th>Revenue</th>
<th>Earnings</th>
<th>P/E Ratio</th>
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<td>1,123</td>
<td>740</td>
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<tr>
<td>PARAMOUNT</td>
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<td>600</td>
<td>15.6</td>
</tr>
<tr>
<td>SONY</td>
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<td>520</td>
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</table>

### Telephone Directory

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<th>Name</th>
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<td>ABC</td>
<td>212</td>
</tr>
<tr>
<td>CAPITAL CITIES</td>
<td>718</td>
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<tr>
<td>CWB</td>
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<td>DISNY COMMUN.</td>
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</tr>
<tr>
<td>KTOM</td>
<td>714</td>
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<tr>
<td>MTE</td>
<td>552</td>
</tr>
<tr>
<td>MDDN</td>
<td>552</td>
</tr>
<tr>
<td>RAHAL</td>
<td>714</td>
</tr>
<tr>
<td>STARK</td>
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<td>STERK</td>
<td>262</td>
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<tr>
<td>TBF</td>
<td>262</td>
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### General Information

<table>
<thead>
<tr>
<th>Company</th>
<th>Market Value</th>
<th>Revenue</th>
<th>Earnings</th>
<th>P/E Ratio</th>
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</thead>
<tbody>
<tr>
<td>WARNER BROS.</td>
<td>15,687</td>
<td>1,123</td>
<td>740</td>
<td>20.9</td>
</tr>
<tr>
<td>PARAMOUNT</td>
<td>12,386</td>
<td>935</td>
<td>600</td>
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</tr>
<tr>
<td>SONY</td>
<td>10,275</td>
<td>768</td>
<td>520</td>
<td>18.1</td>
</tr>
</tbody>
</table>

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**Note:** The table above represents a snapshot of the broadcast and cablecasting industries as of March 5, 1979. The data includes market value, revenue, earnings, and P/E ratio for select companies. The market capitalization figures are in millions of dollars, and the P/E ratios are as of the year 1979. The broadcast and cable industries were rapidly evolving during this period, with significant mergers and acquisitions occurring that would have a profound impact on the industry landscape.
### Programing

- GOLDCOM PICTURES
- GS
- FILMEX
- FOUR STAR
- GULF & WESTERN
- TRANSCONER
- 20TH CENTURY-FOXX
- VIDEOPHOR CORP. OF AMER
- WARNER
- WRATHER

### Service

- BBOO INC.
- COMSAT
- DOYLE DANE BERNBACH
- POOTEE CONE BELEON
- GREY ADVERTISING
- INTERPUBLIC GROUP
- McL COMMUNICATIONS
- MOVIELAB
- MPO VIDEOELECTRONICS
- A+ D. NIELSEN
- OGILVY M NATHER
- TPC COMMUNICATIONS
- J+ WALTER THOMPSON
- WESTERN UNION

### Electronics/Manufacturing

- AEL INDUSTRIES
- AMPX
- ARVIN INDUSTRIES
- CCA ELECTRONICS
- CETEC
- COHU
- CONRAC
- ELEANOR KOAK
- FARINON
- GENERAL ELECTRIC
- HARRIS CORP.
- HARVEL INDUSTRIES
- INTL. VIDEO CORP.
- H+S/COM INC.
- 3M
- MOTOROLA
- AMERICAN PHILPS
- OAK INDUSTRIES
- ONCORX CORP.
- ROK
- ROCKWELL INTL.
- RSC INDUSTRIES
- SCIENTIFIC-ATLANTA
- SONY CORP.
- TEKTRONIX
- TELEVISION
- VINTAGE ASSOCIATES
- WESTINGHOUSE
- ZENITH

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**Stock symbol**  **Closing Wed. Feb 28**  **Closing Wed. Feb 21**  **Net change in week**  **% change in week**  **High 1978-79**  **Low 78-79**  **PIE ratio**  **Approx. shares out (000)**  **Total market capitalization (000)**

---

### Standard & Poor's 400 Industrials Average: 107.10  110.51  -3.41

A-American Stock Exchange  
B-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

---

Over-the-counter bid prices supplied by Montblower & Weeks, Henshill-Noyes Inc., Washington. Yeatly high-lows are drawn from trading days reported by Broadcastings. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.

**No PIE ratio is computed, company registered net loss.

***PIE stock traded at less than 125 cents.

PIE ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcastings own research. Earnings figures are exclusive of extraordinary gains or losses.

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Broadcasting Mar 5 1979  
160
Blair's Boden: still crazy about radio after all these years

John Boden has been in the broadcasting sales business for almost a quarter of a century, all of that time in radio, none in television. And he doesn't feel the least bit deprived.

"There's still a lot of glamour in radio, and in selling radio," he says, "I'm more excited about it now than when I first got in."

He first got in from the agency side, and he got into that as much by accident as by design. Just out of DePauw University with a degree in political science, he had wanted to go to law school but couldn't afford it. So he talked to his brother-in-law, who was in the time-sales business and who not only suggested that he try advertising but also, upon finding the young man agreeable to the notion, got him his first job, with Leo Burnett Co. in Chicago.

The brother-in-law was Harry B. Smart, then working for the John Blair & Co. station representation firm in Chicago and now chairman and chief executive officer of the company's Blair Television. With Mr. Boden installed as president of Blair Radio since the first of the year, there is a tendency around the Blair headquarters of the Weed sales manager, before deciding to sell radio, none in Chicago.

"The growth in Chicago radio, none in Chicago."

It was Mr. Boden who installed Mr. Burnett in 1952 until the sales manager, 1956; with Blair Radio sales and general manager, 1956; with Blair Radio since 1957, starting as salesman in Chicago 1957; VP and Midwest sales manager, 1969-70; manager, Chicago radio office, 1970-73; VP and general manager of Blair Radio, based in New York, 1973-79; present post, Jan. 1, 1979; m. Shirley Krage, 1953, three children — John N. Jr., 23; Chris, 21; Jeff, 20.

"In hiring, Mr. Boden himself is motivated—and having fun. Jack W. Fritz, president of John Blair & Co., calls him "one of the hardest-working people I've ever known. He's completely devoted to the business and his family."

"He's also a sports enthusiast, runs about five miles a day, is a long-time collector of sports trivia, and is especially fond of hockey, which he's coached at high-school and semi-pro levels. He also reads a lot, particularly biographies, and friends say one of his favorite pastimes in New Canaan, Conn., where he and his family live, is "hanging around the bookstore on Saturday." For all this, he puts in a long office day, arriving about 8:45 a.m. and working till 6 or later, and often takes off work on weekends.

He also travels a lot. He is one of four Blair Radio executives who regularly put on seminars covering radio advertising and programming basics for clients and agencies in cities around the country. He also visits each of his division's 12 branch offices at least three times a year. In all, he figures, he's on the road 120 to 130 days a year.

"Does he like it? Of course he does.

"You have to go where your clients are," he says. "If you don't like it, you should leave the business."
No isolation ward

It has now been documented that the Nixon administration set out to enfeeble an already ailing noncommercial television system that was perceived to be an enemy. If the documentation told us no more than that, it would be an interesting but not especially important footnote to a dark moment in White House history. It tells much more.

Most of all, it exposes the political vulnerability of the system that the Nixon operators decided to corrupt. The evidence is clear that noncommercial broadcasting would have been captured or at least subdued if the Nixon administration had lived out its expectations.

Except for changes in personnel, the system of today is essentially the system of the Nixon period. It is still vulnerable to political manipulation, as the second Carnegie Commission also concluded in the $1-million report it delivered a month ago (BROADCASTING, Feb. 5). So far, however, nobody has invented a certain way to keep politics out of a federally funded system operating under a federally appointed bureaucracy. Carnegie is no exception to that statement.

There is a common paradox in all national proposals for the development of noncommercial broadcasting. Expansionists assume that Congresses can be persuaded to vote and Presidents to approve more and more money for public radio and television while taking less and less interest in what is put on the air. That assumption further assumes a selflessness that is absolutely antithetical to political success. The bigger public broadcasting gets and the larger the audiences it attracts, the more keenly will it be monitored by political incumbents and aspirants.

There is probably no certain way to immunize the national apparatus of noncommercial broadcasting from congressional and administration pressures, as long as the national apparatus serves both as distributor of federal funds to the many independent stations in the system and as angel and conduit of national programming. Perhaps the solution lies in a diminished federal presence and a larger role for local jurisdictions and states. The same taxpayers, after all, are the root sources of all governmental revenues.

If the federal government is to remain the predominant patron, the constructors of the system will be wise to recognize that political immunity is unattainable. Perhaps, however, they can create a bureaucracy that will at least be resistant to one-sided interests and will reflect the political complexities of the real world.

NAB convention eve

At the conclusion of its winter meeting in Maui, Hawaii, two months ago, the 45-member board of directors of the National Association of Broadcasters gave a standing ovation to the executive staff as the best in the trade association’s 56-year history. It was a deserved tribute to Vincent T. Wasilewski, who, as president for 14 years, has structured an organization to cope with the interminable problems confronting the most dynamic of media.

There have been trials and errors. Today’s executive staff bears little resemblance to the relatively ineffectual one inherited by young lawyer Wasilewski in 1965. Still in his prime at 56, Mr. Wasilewski has been with the NAB for 30 years—his first and only employment after leaving law school and the Air Force.

There has never been a time in the half-century memory of this publication that the NAB could afford complacency. Once politicians learned that elections were won and lost on the air—and that was in the late 1920’s—it became a hard ball game. It is destined to be ever thus as the politicians and the interest groups attack, and as the broadcasters, through the NAB as their only all-inclusive instrument, defend.

Inelegant or not, lobbying is the NAB’s most important function. Mr. Wasilewski, as spokesman, heads the team. He is now flanked by an expert staff familiar with the congressional ropes and by legal counsel competent to resist the pressures invoked by an FCC that is determined to get its nose into forbidden areas of program control or censorship. Crack the “big boys” is the overriding order of the Ferris commission.

The Van Deerlin rewrite of the Communications Act constitutes the immediate business at hand. The Wasilewski NAB knows every nuance of that enormous legislative effort while keeping a wary eye on the FCC and the public interest fronts.

One day, we assume, there will be a reorganization. Perhaps there will emerge a confederation—a sort of congress of entities in broadcasting and its offshoots. This must be the constant goal of a continuing study.

But the time to disturb the status quo is not now. Current suggestions for a change in command are ill-timed. Nor would that mischief-making get anywhere.

This isn’t the Army, Miss Jones

Margita White left the FCC last week, a political casualty who deserved better. Mrs. White, a Republican, was appointed by President Ford to the two-year unexpired portion of a predecessor’s term in anticipation of reappointment later to a full seven years. The bargain went down with Mr. Ford in the November 1976 election.

If Mrs. White’s successor, Anne Jones, turns out to be as indolent and independent, broadcasters will have no quarrel with President Carter’s choice, assuming politics required him to make one.

Miss Jones, also a Republican and, by the testimony of associates, her own woman, will be under special scrutiny in her new role. Any time she votes with FCC Chairman Charles Ferris, who proposed her for this job, she will be suspected of collusion or disloyalty. Friends are confident she will act on her own. It is a confidence to be shared at this point.
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DONAHUE and BOMBECK

A complimentary champagne brunch and special presentation of DONAHUE, featuring special guest, ERMA BOMBECK

1979 NATPE Convention
Monday, March 12th
10:30 AM to 1 PM
Celebrity Room, MGM Grand Hotel
Las Vegas, Nevada

Multimedia Program Productions, Inc.
140 W. Ninth Street
Cincinnati, Ohio 45202

Have you reserved your ticket for your spouse?
Contact your Multimedia sales representative at our MGM Hospitality Suite.
If you've got the time... we've got the show.

Shows of any length—from 15 second inserts to 52-week series—with programming for every type of audience.
For information, contact your JWT Regional Office or call Marie Luisi in New York. Hot Line (212) 867-7047.
Pre-view our new shows! Visit our Grand Suite at the MGM Grand Hotel in Las Vegas, March 9-14 at the NATPE convention.

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