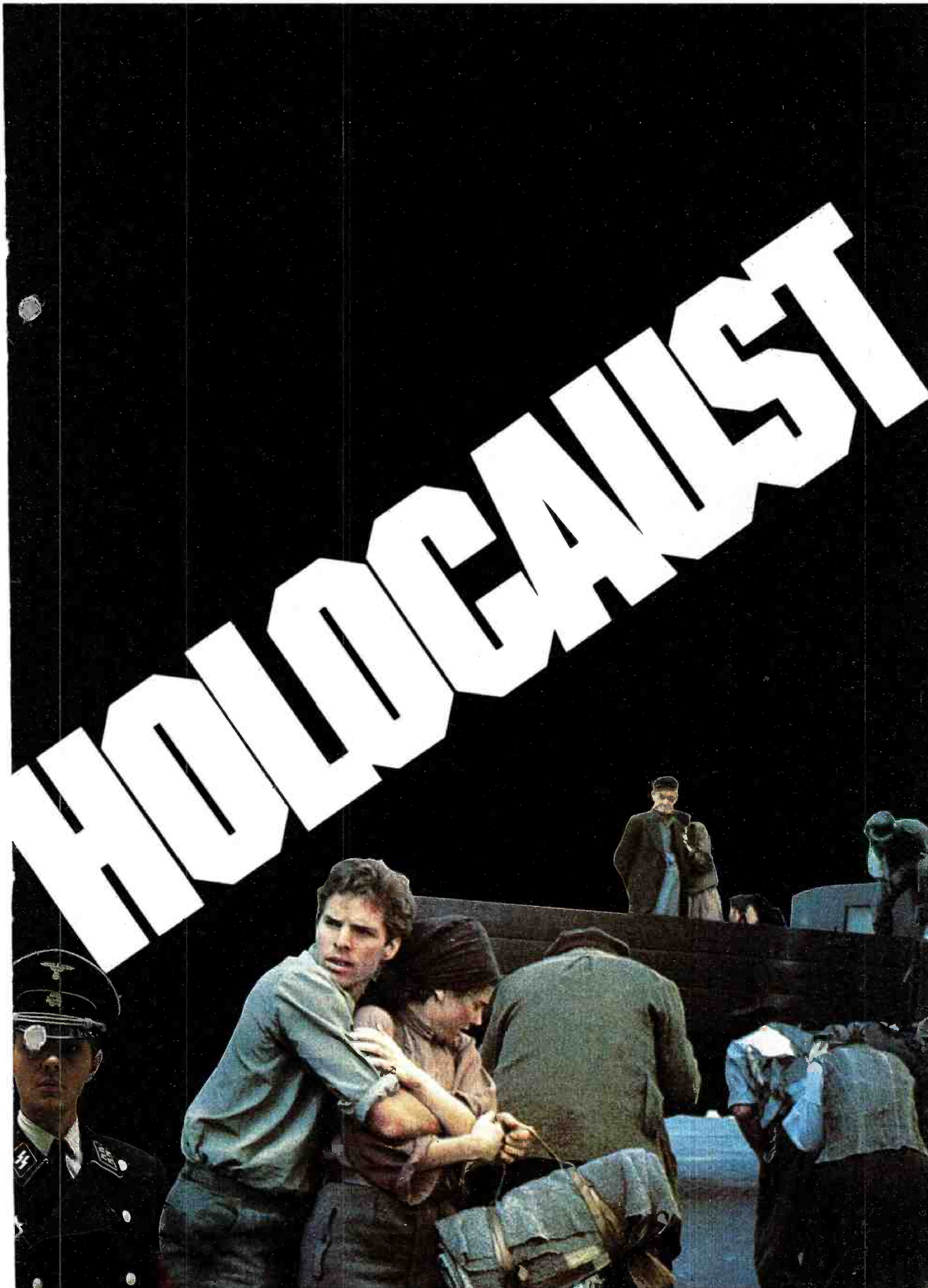
NATPE and TV programing: Neither standing pat in Las Vegas

Broadcasting Mar 12

The newsweekly of broadcasting and allied arts

Our 48th Year 1979


HOLOCAUST

HOLOCAUST

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

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

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

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

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

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








Deutschland-Lager
Hitler baut auf
Helft mit
ein Reich ein

CASPER

The Friendly Ghost and His Friends

244 COLOR CARTOONS

Now playing in 77 markets, earning top ratings

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

Projecting an excellent station image — CASPER, THE FRIENDLY GHOST, is going to be highly "visible" throughout 1979, promoting the UN's International Year of the Child. CASPER is the year-round spokesman for UNICEF . . . Grand Marshal of the annual UNICEF parade. Also, the honorary astronaut who "flew" to the moon with the crew of Apollo 16 . . . good-will ambassador of baseball's National League, the National Basketball Association, American Dental Association.

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

CASPER, THE FRIENDLY GHOST, will frighten your competition.

VISIT US AT NATPE MGM GRAND

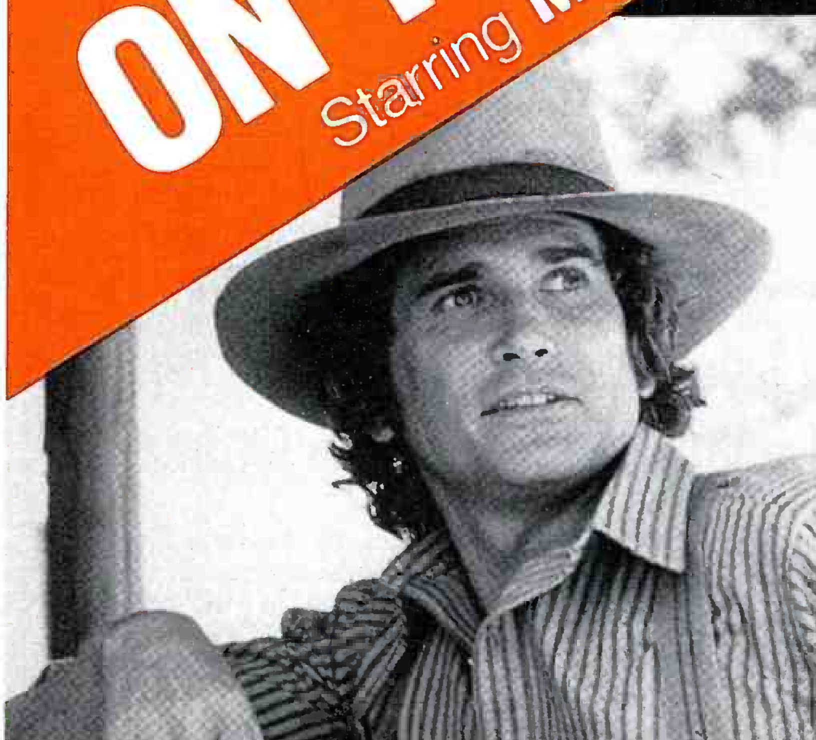
WORLDVISION ENTERPRISES INC.

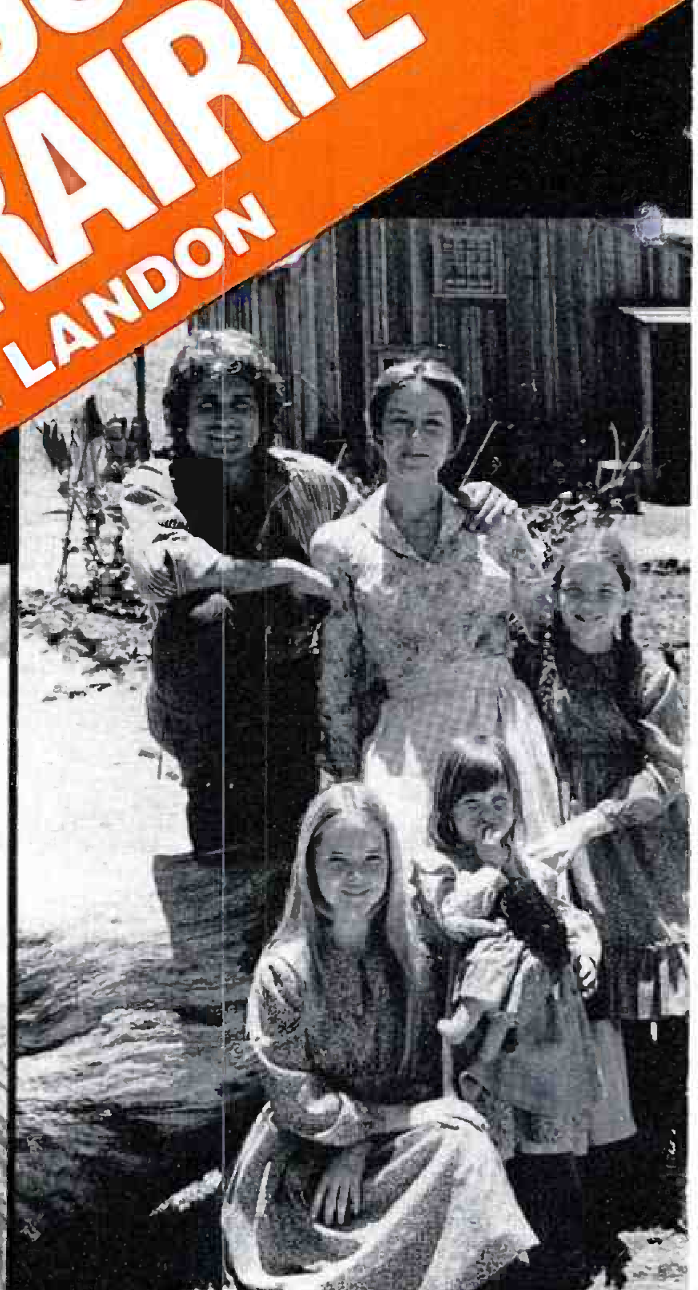
The World's Leading Distributor for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

THE LITTLE HOUSE ON THE PRAIRIE

Starring **MICHAEL LANDON**





America's Most Beloved Television Series

Currently in its fifth season on the NBC Television Network

The Number One series on NBC*

Available for local telecasting September, 1981

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

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

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

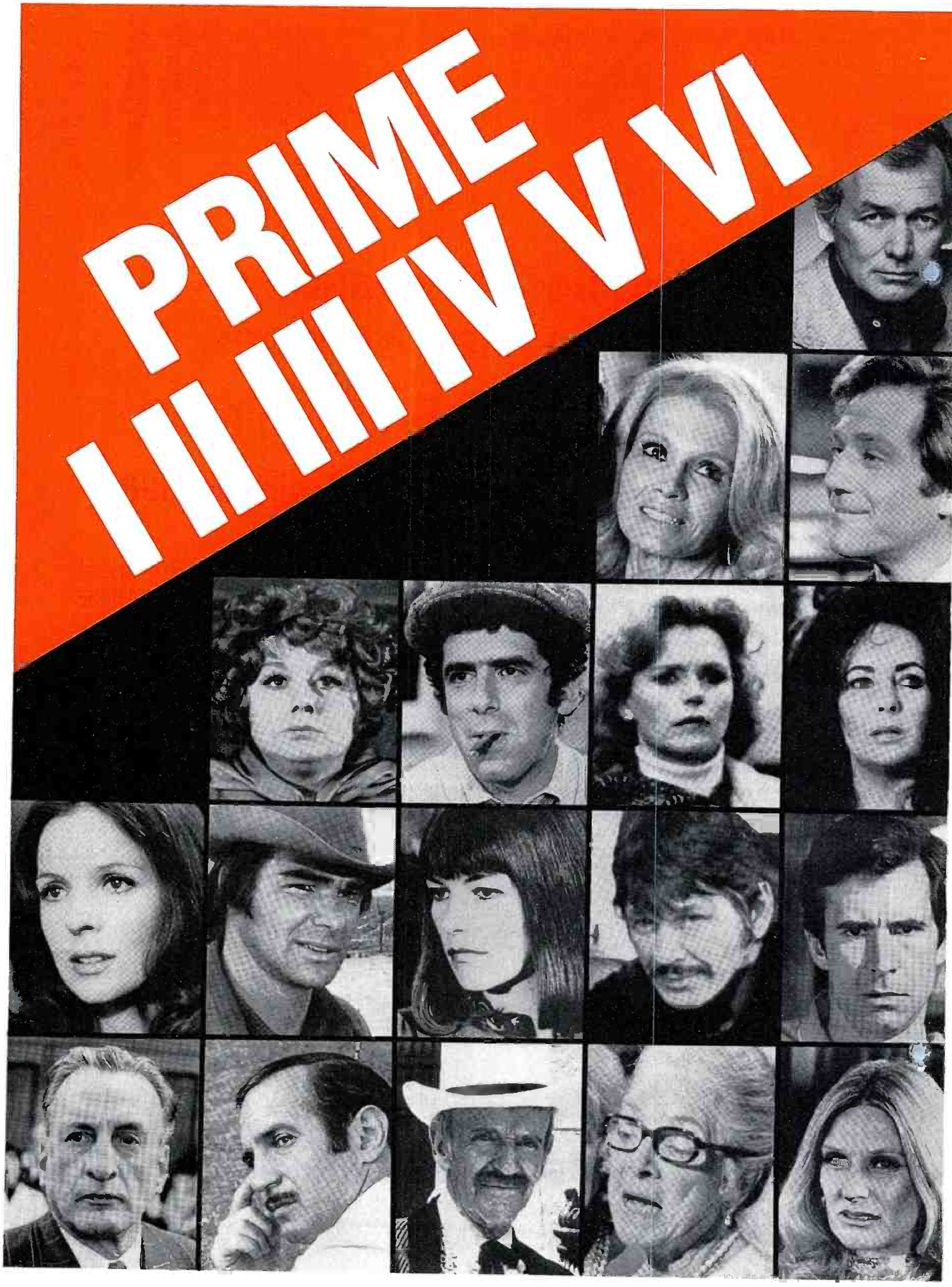
Visit us at NATPE — the MGM Grand

WORLDVISION ENTERPRISES INC.

The World's Leading Distributor for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

*Source: NTI (Sept. '78-Jan. '79)


PRIME
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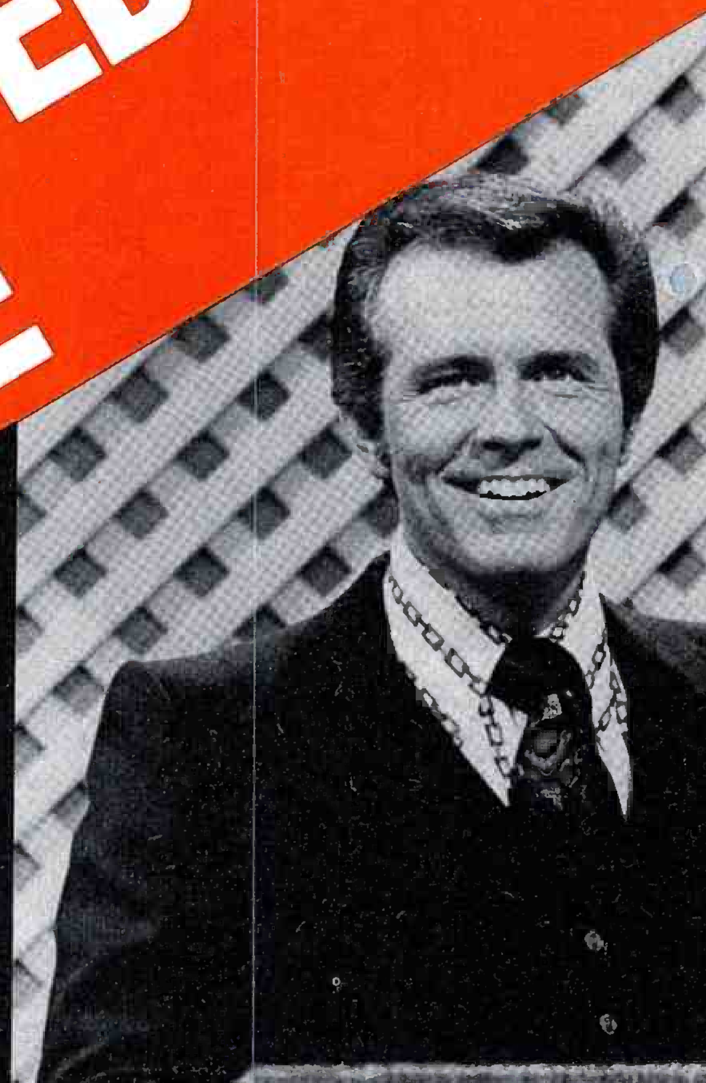
THE NEWLYWED GAME



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

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

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

A CHUCK BARRIS PRODUCTION
Starring Bob Eubanks

Visit us at NATPE — the MGM Grand

WORLDVISION
ENTERPRISES INC.

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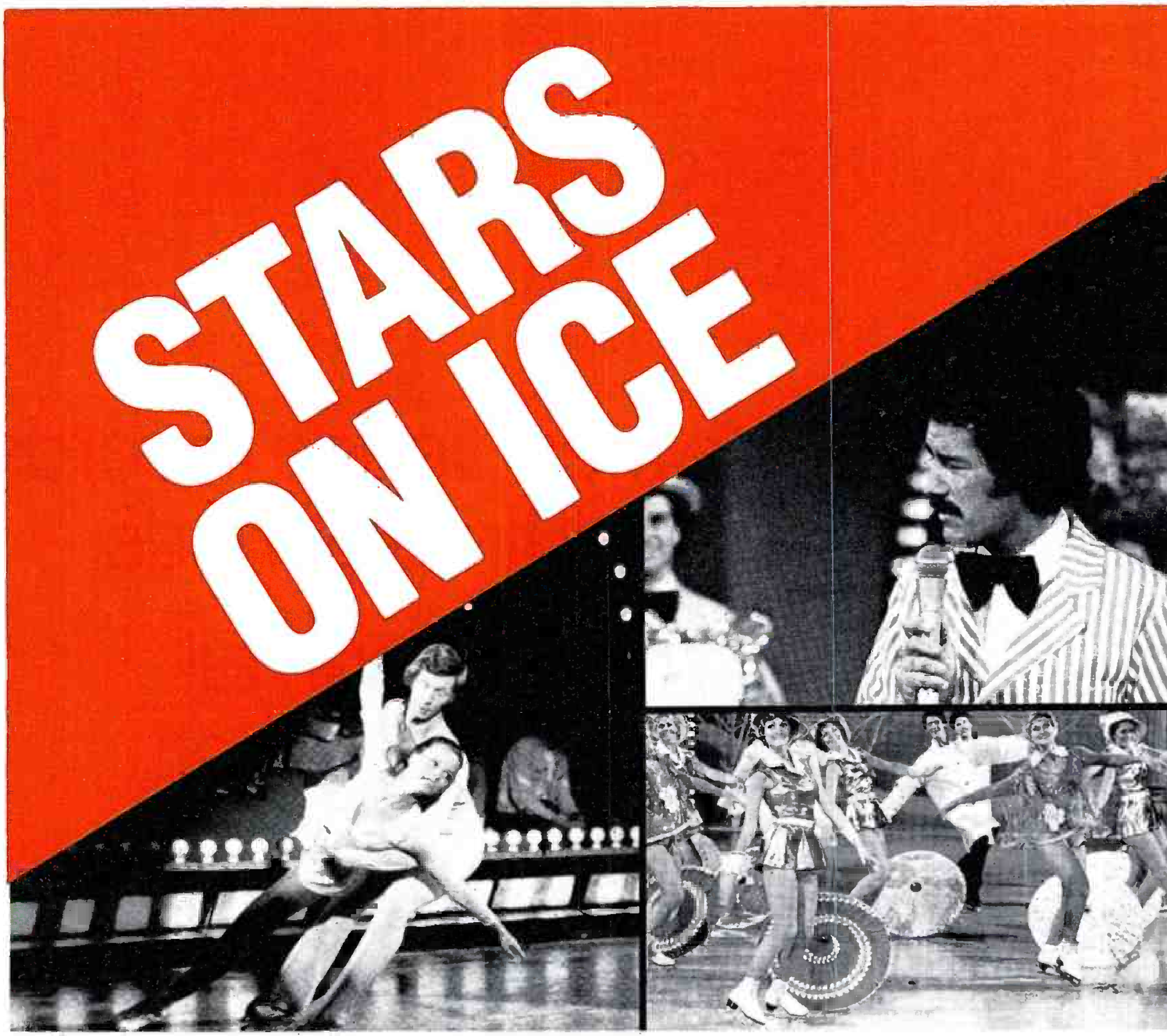

The Perfect All-Family Half Hour Show for Prime Time Access

A weekly musical-variety extravaganza, hosted by Alex Trebek, emcee of NBC-TV's "High Rollers."
Capturing all the excitement, spectacle and popularity of America's entertainment phenomenon, the ice show . . . brilliantly choreographed production numbers . . . champion skaters . . . ballet on ice . . . internationally acclaimed, non-skating, guest stars.

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WORLDVISION ENTERPRISES INC.

The World's Leading Distributor for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

The Week in Brief

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Closed Circuit®

Insider report: behind the scene, before the fact

Preview

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

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

Act two

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

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

Fourth or first?

Among major news breaks at National Association of Television Program Executives conference in Las Vegas this week will be announcement by Viacom, RCA and Post-Newsweek Stations of joint venture for distribution of TV programs by satellite. Participants avoid calling it fourth network, say it's means of using new technology to bypass current shipping methods. Although top-secret classification was put on development prior to news conference scheduled for Saturday (March 10), it's believed signals will be scrambled to avoid pirating by unauthorized earth stations.

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

Judged harmless

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

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

Paper mill

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

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

Kievman and code

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

Hardware show

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

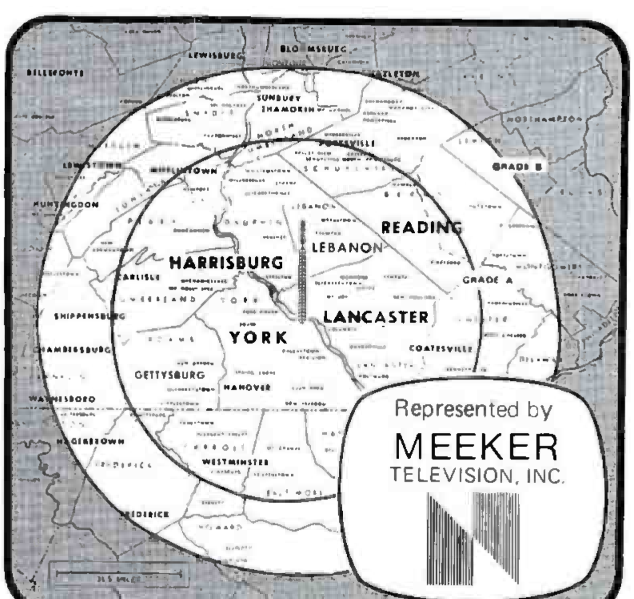
RCA is coming out with its first new series of VHF transmitters since 1969, and Harris is counting on new AM and FM transmitters. RCA will also be showing new, less costly to install, circularly polarized VHF antenna.

Au revoir, Vieux Carre

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

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

WGAL-TV
sets the pace in SPORTING HILL



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

Source: Nielsen 1978 County Coverage Report

WGAL-TV 8

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Business Briefly

TV only

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Dodge ☐ Three-week TV campaign starts this week for car manufacturer's Aspen model in 54 markets during fringe and prime time. Agency: BBDO, Troy, Mich. Target: men, 25-54.

Rep appointments

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

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

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

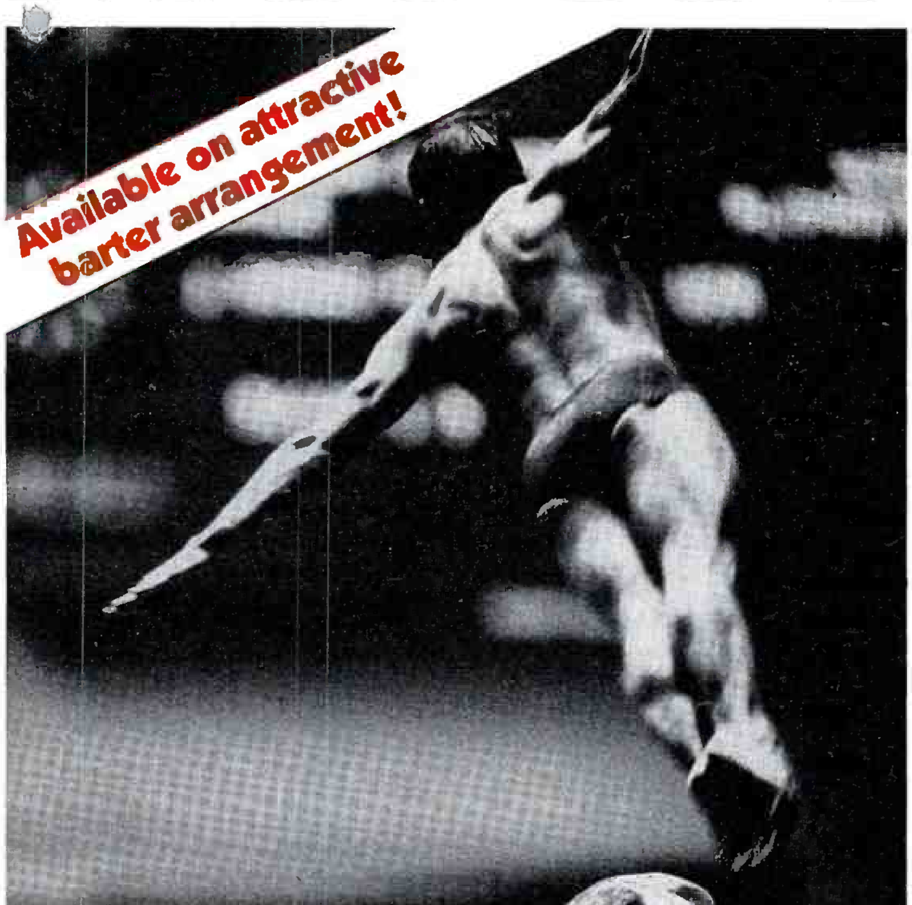
Polaroid ☐ Two-week TV campaign starts in mid-March for Polaroid's One-Step camera in about 30 markets during fringe and news time. Agency: Doyle Dane Bernbach, New York. Target: total adults.

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

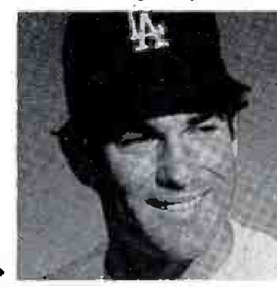
Radio only

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

THE ROAD TO MOSCOW 1980



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



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

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

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

MCA TV

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

NATPE Hospitality Suite, Penthouse, 26th Floor

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

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

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

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

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

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

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

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

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

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

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

Radio-TV

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

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

BAR reports television-network sales as of Feb. 18

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

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

Source: Broadcast Advertisers Reports

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

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

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

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

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

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

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

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

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

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

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

I continued the advertising and ex-

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

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

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

I realized that successful advertising was not enough and that the distribution of X-14 must be protected. It didn't take long for me to know that my competitors were monitoring the success of X-14 advertising as well. Therefore, I offered our retail customers a deal that they could not refuse: I provided new and existing accounts with a case of X-14 Instant Mildew Stain Remover to be paid for only if the product sold. If the product didn't sell, the retailer could throw the invoice away. Obviously, no invoices were discarded and the product continued to remain in stock.

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

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

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

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

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

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

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

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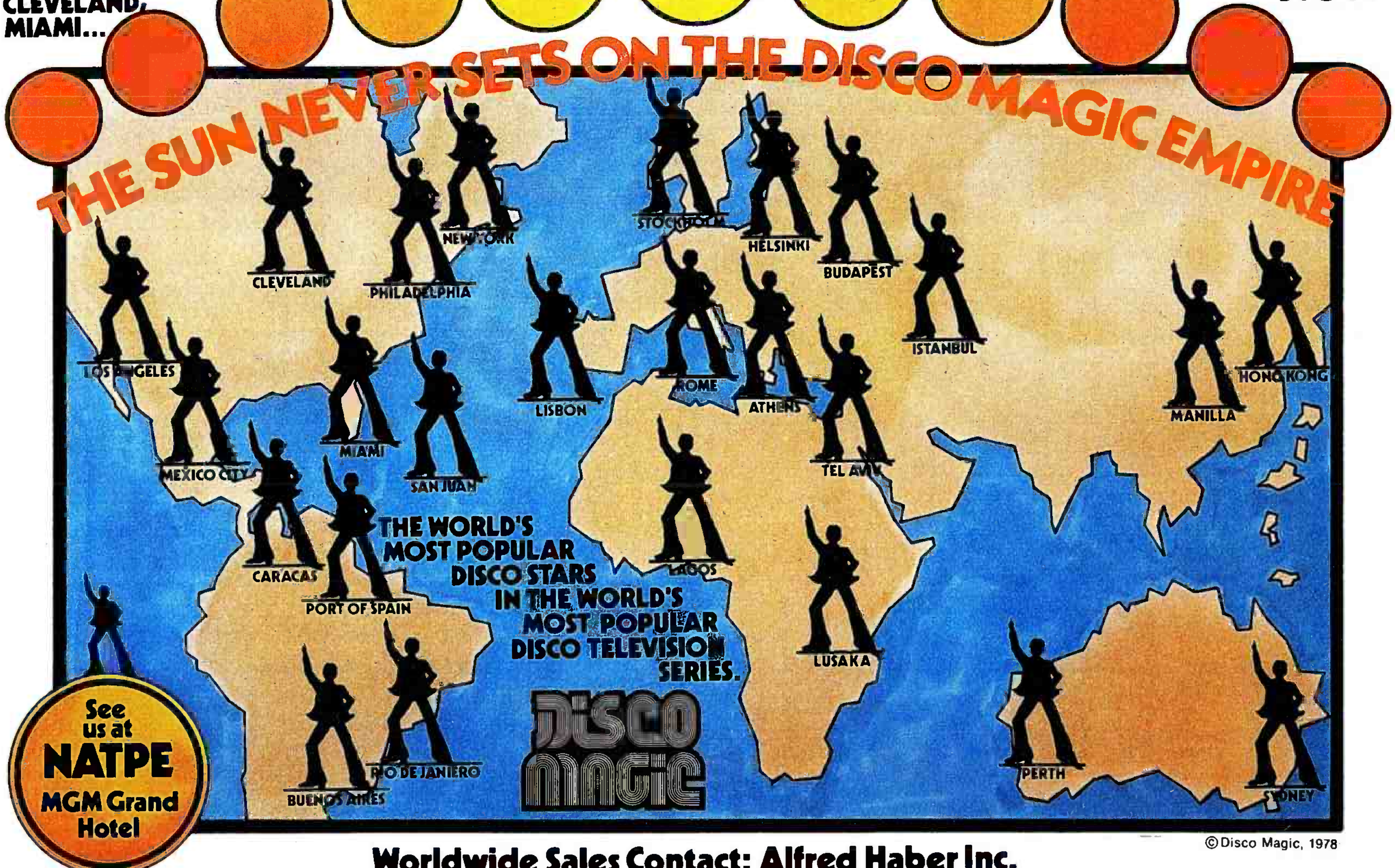

Worldwide Sales Contact: Alfred Haber Inc.

321 Commercial Avenue Palisades Park, New Jersey 07650 201 224-8000 Telex 135384

Datebook®

■ indicates new or revised listing

This week

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

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

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

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

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

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

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

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

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

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

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

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

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

March 16-18—*Women in Communications Inc.* Southwest region meeting. Broadway Plaza Motor Inn, San Antonio, Tex.

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

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

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

Also in March

March 19—*International Radio and Television Society* newsmaker luncheon. Gene F. Jankowski, president, CBS/Broadcast Group, will be speaker. Waldorf-Astoria, New York.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Major Meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

April

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Errata

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

□

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

□

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

□

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

May

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

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

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

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

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

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

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

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

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

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

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

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

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

Open Mike®

The same boat

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

Bashful Burger

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

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

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

Prescience

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

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

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

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

Trojan horse?

EDITOR: I am deeply concerned because Communist Russian propaganda may get a free ride in the United States. Your article in the Dec. 18 issue concerning Russia's "offer" of English language programs to American radio stations and the further reference in the Feb. 12 issue, is very disturbing, as it is in line with the Communist method of taking advantage of unsuspecting people.

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

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

The SBA and minorities

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

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

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

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

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

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

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

The other way around

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

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

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Vol. 96 No. 11

Top of the Week

Up to their teeth in Washington over children's ads

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

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

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

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

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

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

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

Mr. Pertschuk's toughest time in Congress, however, will probably come this week before the House Appropriations Committee. With emotions running high during the first week of hearings, industry strategists were gearing up for a push to somehow blunt the children's advertising inquiry.

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

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

Kidvidcade. Marching on Washington last week was the spectrum of opinion and feelings on the children's advertising issue, represented at the extremes by (left photo) Robert W. Harkins of the Grocery Manufacturers Association of America and (right) Peggy Charren of ACT. Caught somewhat in the middle were broadcasters, these from ABC (l-r): Melvin Goldberg, Alfred Schneider and Squire Rushnell.

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

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

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

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

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

Judge Needelman repeatedly challenged Mrs. Charren to come up with specifics to justify her claims that advertisements are psychologically damaging to children. In addition, the hearing judge asked for proof that very young children are affected by commercials in the same way that 8- to-12-year-olds are.

A trio of witnesses from ABC testified that the network has guidelines that insure that misleading or unfair advertisements are not aired. Alfred Schneider, vice president of ABC's Department of Broadcast Standards and Practices, called the proposed ban unnecessary, since inappropriate messages are eliminated by a careful screening process. "If the ads were misleading or unfair, or if the products were harmful, ABC would not permit them to be broadcast," he said.

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

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

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

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

- Before a commercial during a children's program a separator device would have to be inserted saying in both audio and video: "We (or name of program) will return after these messages."
- "Artwork, animation, still or motion pictures, title cards" may be used in the separators. If a program character is depicted, it must be an "incidental still shot" that doesn't detract from the intent of the separator device.
- The identification logo of the station or network may be depicted in the separator, provided, once again, that it does not detract.
- The device must be kept on-screen at least five seconds, but not more than 10.
- An announcer, either on-screen or voice-over, may deliver the separator message, as long as he or she isn't connected with the program.
- A device should be inserted on returning from the commercial to the program. The guidelines recommends language such as "Now back to the program," or "We now return to (name of program)."

In Brief

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

□

Prime time's second season evolved into third season as three commercial **TV networks ripped up their schedules late last week.** Revisions bring on 11 new series—most short-runs of four to six episodes—starting late this month and take off line-ups ABC-TV's *Makin' It, The Osmond Family Show* and *Welcome Back, Kotter;* CBS-TV's *Flatbush* and *Married: The First Year* and NBC-TV's *Little Women, Brothers and Sisters, Turnabout* and *Sweepstakes*. Except for various special premiere episodes, changes are: **For ABC,** *Doctor's Private Lives* is to have short run at 10-11 p.m. NYT Thursday (beginning April 5), moving *Family* to 8-9 p.m. Friday. *What's Happening* moves to 8-8:30 p.m. Saturday, nudging *Delta House* down to 8:30-9 p.m. *Friends* goes in at 7-8 p.m. Sunday (March 25). **For CBS,** *The White Shadow* moves back to 8-9 p.m. Monday (March 26). That pushes *Billy* to 8:30-9 p.m. Saturday, where it will follow *The Bad News Bears* at 8-8:30 p.m. (March 24). On Wednesday, *The Jeffersons* leads off at 8-8:30 p.m., followed by short-run *Miss Winslow & Son* at 8:30-9 p.m. (March 28). Another short run, *Dear Detective,* airs at 9-10 p.m. Wednesday (April 4), moving *One Day at a Time* to 8:30-9 p.m. Sunday spot left open by *Mister Dugan* (see page 40). **For NBC,** changes follow lines set out earlier by President Fred Silverman (see page 63). *Supertrain* is rescheduled after hiatus at 10-11 p.m. Saturday (April 7), moving *Rockford Files* to 9-10 p.m. Friday. *The Duke* goes in at 10-11 p.m. Friday (April 13). *Real People* goes in at 8-9 p.m. Wednesday (April 11). *Whodunit?* goes in at 8-8:30 p.m. Thursday and *Highcliffe Manor* follows at 8:30-9 p.m. (both April 12). *The Susan Anton Variety Hour* replaces *Mrs. Columbo* at 10-11 p.m. Thursday for four weeks.

□

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

□

Justice Department is investigating proposed merger of Gannett and Combined Communications, both in national newspaper advertising market and in local markets where Gannett newspapers and Combined's other media properties, including broadcasting, compete. Justice's antitrust chief, John Shenefield, reported that in letter to Senator Larry Pressler (R-S.D.) last week. Investigation is required by statute in cases involving such large companies; **proposed merger of Cox Communications and General Electric will also be examined.** Mr. Shenefield, in related matter, indicated antitrust division will resume practice of reviewing newspaper-broadcast crossownerships, especially where monopoly newspaper owns local VHF, with view to filing petitions to deny renewal "where appropriate." He said Supreme Court's decision affirming FCC rule permitting such crossownerships "disposed" of divitelevision. These include the broadcast of nutritional messages to encourage proper eating habits and a reduction in total commercial time on children's programing by 20% in two phases over the next two years.

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

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

Also testifying for ABC was Melvin Goldberg, vice president for primary and social research, who took issue with the FTC staff report on the proceeding. "It is dangerous to frame government regulatory policy when, first, many of the studies on which the policy is based are methodologically flawed or their results inconclusive; second, the social and behavioral premises of the policy are in sharp dispute with the professional community and, third, differing conclusions are drawn from those issues on which there is some consensus," he stated.

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

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

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

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

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

Rosalyn Franta, Kellogg's manager of advertising to children, led off by explaining why her company advertises its cereals to children, and what sort of information is included in the advertisements. Ms. Franta said that part of the problem surrounding the controversy with presweetened cereals is that industry has not been able to impart adequately to consumers information about sugar. In addition, she said that the commercials try to show that cereals should be eaten as part of a complete breakfast, rather than alone as a snack.

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

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

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

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

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sion's efforts to terminate them by rulemaking.

□

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

□

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

□

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

□

U.S. Postal Service has filed administrative complaint against Los Angeles company alleged to have **used mails in effort to defraud** radio stations. Complaint says **Pacific West Management Inc.** has written to stations around country claiming they had violated copyright and Communications Acts in playing songs listed on invoice that accompanied letter. Pacific West says in letter that neither author nor publisher of songs is represented by "public performance collecting agency and that to avoid "legal action," stations should remit amount shown on invoice—$170, in case of letter sent to Metromedia's WASH(FM) Washington. Stations were also told they would receive "fully executed" licensing agreement. Postal Service alleges representations in letter are "materially false"—for instance, every song listed is licensed by Broadcast Music Inc., with one exception, which is licensed by American Society of Composers, Authors and Publishers.

□

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

□

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

□

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

□

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

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

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

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

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

Kent Mitchel, coordinator of the advertising industry coalition monitoring the issue, said groups such as CU were off base with their proposals. Mr. Mitchell said he did not believe the FTC had the right to regulate people's eating habits because "a small group of advocates" say people are eating the wrong foods. "It is an American right, once you're informed, to be able to buy what you want," he said.

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

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

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

This lack of separation between commercials and programing was a point raised by pro-ban witnesses. Thomas Robertson, professor at the Wharton School, cited a number of studies indicating that young children lack the ability to separate the two. He said that without that ability, preschoolers are generally unaware of advertising's persuasive intent.

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

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

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

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

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

Neede man: calm in the eye of the storm

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

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

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

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

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

At 48, Mr. Needelman has spent nearly half his life with the commission, beginning in 1956. He has worked his way up the ladder, laboring as a field investigator in the New York regional office, and then doing trial work in both antitrust and consumer protection cases. In addition, he served as legal adviser to former Commissioner James M. Nicholson and former Chairmen Casper W. Weinberger and Miles W. Kirkpatrick. Prior to his current appointment, which became effective June 3, 1974, he served as assistant director for special projects in the Bureau of Consumer Protection.

A native of New York, Mr. Needelman did his undergraduate work at Brooklyn College, and received an LLB degree from Harvard Law School in 1954. And if his skills acquired at Harvard have not deserted him, neither has his Brooklyn accent.

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

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

Judge Needelman (r) and assistant William Golden.

Sha Na Na™

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

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

MARKET	SHA NA NA STATION	SHA NA NA SHARE (W18-49)	THE LOSERS
New York	WNBC	24%	Hollywood Squares, Disco Magic, Carol Burnett, Newlywed Game
Philadelphia	WCAU	42%	In Search of, Lawrence Welk, News
Detroit	WXYZ	31%	Wild Kingdom, PM Magazine, Bob Newhart, Mary Tyler Moore
Cleveland	WKYC	40%	Hee Haw, Space 1999, Juvenile Court
St. Louis	KPLR	33%	Space 1999, News, NCAA Football
Seattle	KOMO	37%	Name That Tune, Joker's Wild, Bob Newhart
Indianapolis	WTHR	38%	Hollywood Squares, Liars' Club, Streets of San Francisco
Baltimore	WMAR	47%	Hollywood Squares, Evening Magazine, Lucy
Denver	KOA	26%	Joker's Wild, Family Feud (tied)
Sacramento	KCRA	30%	Merv Griffin, PM Magazine
Milwaukee	WISN	38%	Bonkers, Joker's Wild, Hogan's Heroes
Buffalo	WIVB	52%	Hee Haw, Bonanza, Eye On

MARKET	SHA NA NA STATION	SHA NA NA SHARE (W18-49)	THE LOSERS
Providence	WJAR	51%	Cross Wits, In Search of
Wilkes Barre	WBRE	60%	Bonkers, Liars' Club
Orlando	WFTV	52%	Bonkers, Liars' Club
Syracuse	WIXT	46%	Mary Tyler Moore, Cheap Show
Harrisburg	WHP	32%	Hee Haw, Lawrence Welk, News
San Antonio	KSAT	47%	Gong Show, Name That Tune
Toledo	WDHO	42%	Tic Tac Dough, Mary Tyler Moore
Green Bay	WBAY	35%	Hollywood Squares, Mary Tyler Moore
Fresno	KMPH	30%	Tic Tac Dough, Newlywed Game, Cross Wits
Spokane	KXLY	43%	Candid Camera, Emergency
South Bend	WNDU	50%	Lawrence Welk, Star Trek
Greenville/N.C.	WCTI	48%	Name That Tune, Cross Wits
Youngstown	WYTV	49%	Candid Camera, Mary Tyler Moore
Springfield/Holy.	WWLP	58%	Tic Tac Dough
Sioux Falls	KSFY	59%	Lawrence Welk, Comedy Shop

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

Give us a call today!

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

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

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

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

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

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

Goodman goes gently

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

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

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

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

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

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

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

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

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

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

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

Mr. Goodman opted for a career in the administrative and managerial end of broadcast news as he climbed the ladder to manager of news and special events for the radio network in 1947; manager of news and special events for NBC-TV in 1951; director of news and public affairs in New York from 1959 to 1961; vice president, NBC News, from 1961 to 1965 and executive vice president, NBC News, in October 1965.

Goodman

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

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

'Mister Dugan' won't be going to Washington

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

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

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

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

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

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

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

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

Frank tries a new gambit on PTAR

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

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

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

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

Captioned TV for deaf soon to be announced

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

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

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

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

But CBS would not be moved.

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

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

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

CBS, which on Feb. 26 applied to the FCC for permission to test the British and French systems at its St. Louis station, KMOX-TV, says it is not attempting to block or compete with the PBS system, as Mr. McLaughlin noted, some critics have charged. "We've committed a half million dollars to the St. Louis test," said a CBS spokesman. "We've been working on it since last spring. We're convinced it's a better system."

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

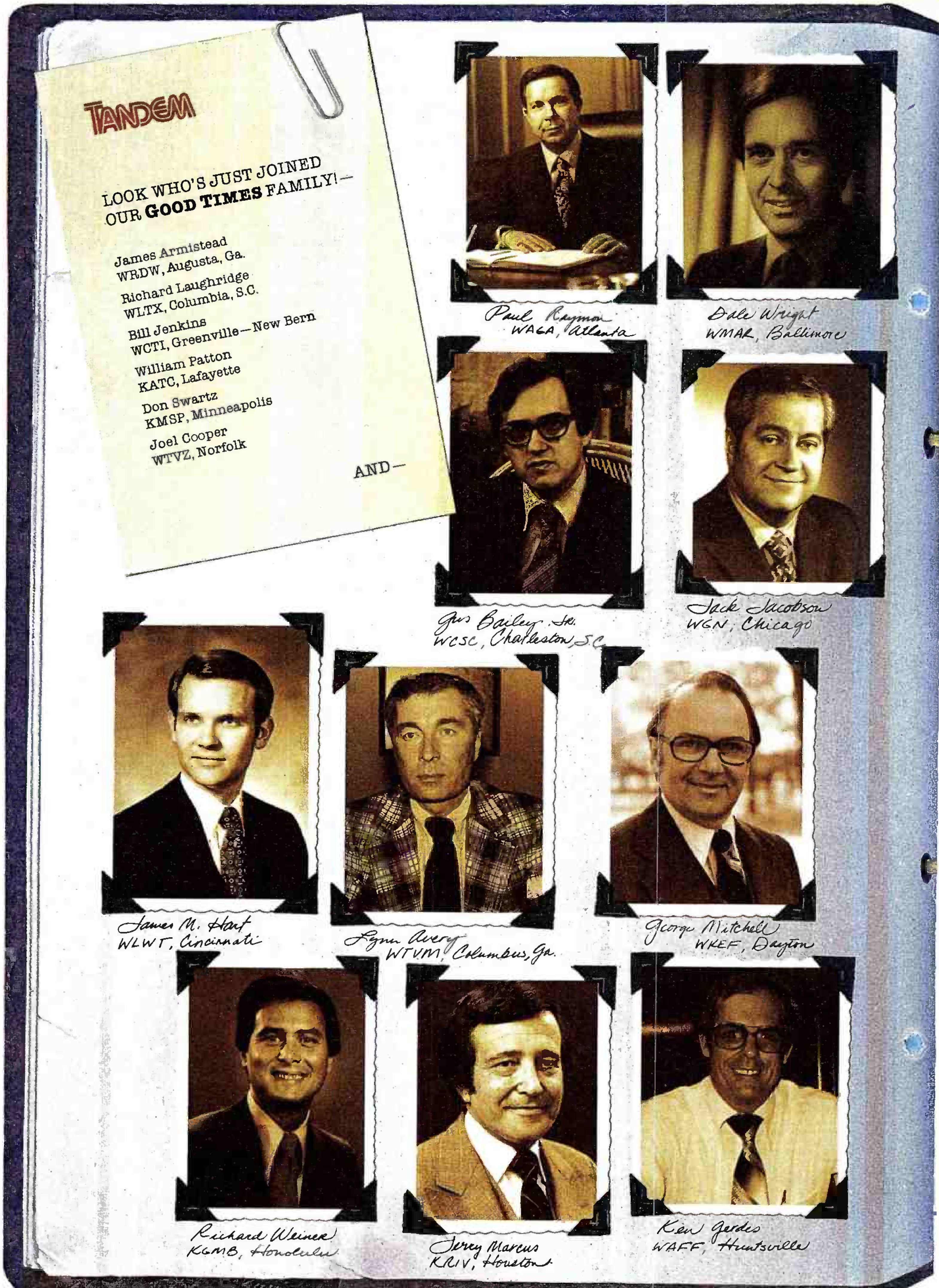
To some observers, CBS's interest in teletext is somewhat surprising, if only because it is regarded as posing a danger for the commercial system; viewers could call up data during the commercials.

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

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

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

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



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KMSP, Minneapolis
Joel Cooper
WTVZ, Norfolk
AND—
Paul Rayman
WAGA, Atlanta
Dale Wright
WMAR, Baltimore
Gus Bailey Jr.
WCSC, Charleston, S.C.
Jack Jacobson
WGN, Chicago
James M. Hart
WLWT, Cincinnati
Lynn Avery
WTVM, Columbus, Ga.
George Mitchell
WKEF, Dayton
Richard Weiner
KGMB, Honolulu
Jerry Marcus
KRIV, Houston
Ken Gerdes
WAFF, Huntsville

William Dilday, Jr.
WLBT, Jackson, Miss.

George Anderson
WTLV Jacksonville, Fla.

Evan Thompson
KCOP, Los Angeles

Charles Trub
XRIO, McAllen-Brownsville

D.A. Noel
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GOOD TIMES

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HERE ARE THE SHOWS WE REPLACED: / HERE'S HOW THE AUDIENCE WENT UP:

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

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NATPE 79

On the agenda in Las Vegas

Saturday, March 10

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

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

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

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

Sunday, March 11

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

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

Hospitality suites open. Noon-7 p.m.

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

Monday, March 12

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

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

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

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

Workshops. 11:45-1 p.m. "The Local Talk Show: a Talent's-Eye View."

For markets 1-20. Rialto Rooms Three and Four. Moderator: N. Neil Kuvin, WABC-TV New York. Panelists: Bruce Elliott, WMAR-TV Baltimore; Regis Philbin, KABC-TV Los Angeles; John Willis, WCVB-TV Boston.

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

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

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

Hospitality suites open. 3-7 p.m.

Tuesday, March 13

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

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

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

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

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

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

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

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

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

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

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

Hospitality suites open. 3-7 p.m.

Wednesday, March 14

Registration. 9 a.m.-noon.

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

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

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

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

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

A lot of good

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

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

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

PEYTON PLACE '79

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

THE GUINNESS GAME

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

ALL STAR SECRETS

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

THE BEST OF GLEASON
(Coming soon.)

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NUMERO UNO

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

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THE OLYMPIAD

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

THE NATIONAL ENQUIRER

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

SMART ALECKS

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

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

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

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

For availabilities, see your Fox representative.

NATPE 79

Standing at the crossroads

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

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

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

As Lew Klein, NATPE past president (1969) and executive vice president, Gateway Communications, pointed out before this year's gathering: "the past is evident—tremendous growth." The future, however, is less clear. Mr. Klein, like others, is questioning whether NATPE may have reached the point where it's time to look at "taking on a new role."

Programing

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

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

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

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

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

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

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

Other elements also must be considered. A large number of associate members likely would have to invest in booth displays. On the other hand, however, if NATPE could contract for a convention hall, it could then rent space back to members and beef up its treasury, instead of having room rates go directly to the hotels.

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

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

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

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

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

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

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

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

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

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

Klein exits NBC

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

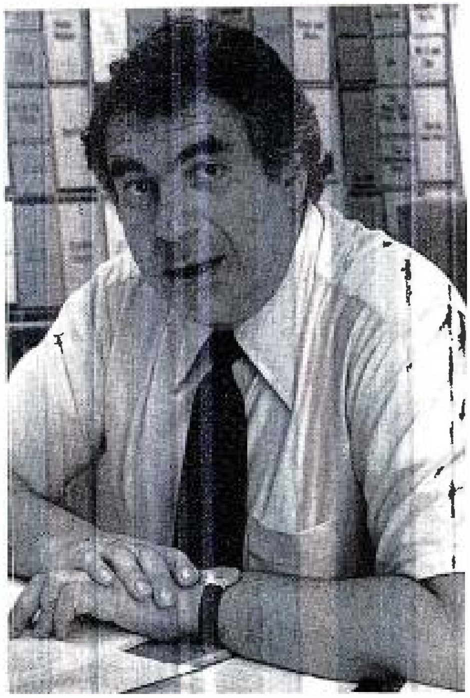
After holding out about a year longer than most in the industry expected, Paul Klein, NBC Entertainment's senior vice president of programs, resigned last week to go into independent production.

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

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

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

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



Klein

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

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

Spring tryouts

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

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

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

NBC's *Harris,* produced by Universal TV, is to go into the 8-9 p.m. Thursday time period vacated by the canceled *Little Women.* The four episodes star Bernie Casey as the widowed father of a black family that moves from Detroit to Los Angeles. The premise was originally set out in a two-hour NBC movie last June, "Love is Not Enough."

Networks send in their benches

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

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

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

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

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

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

Monday was another tense night for CBS as it unveiled its new lead-off shows, *Billy* and *Flatbush. Billy* pulled a 24 and *Flatbush* a 23. NBC's *Little House on the Prairie* got stronger, scoring a 39 share, while ABC's *Salvage* held to about its average, a 24 share. *Salvage* was followed by *How the West Was Won,* which pulled another disappointing 26 share at 9-11 p.m. *M*A*S*H* remained a trooper for CBS, jumping to a 38 share, followed by an improved 33 for *WKRP in Cincinnati* and a so-so 29 for *Lou Grant.* NBC previewed *Mrs. Columbo* in a two-hour episode after *Little House* and came away with a 34 share.

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

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

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

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

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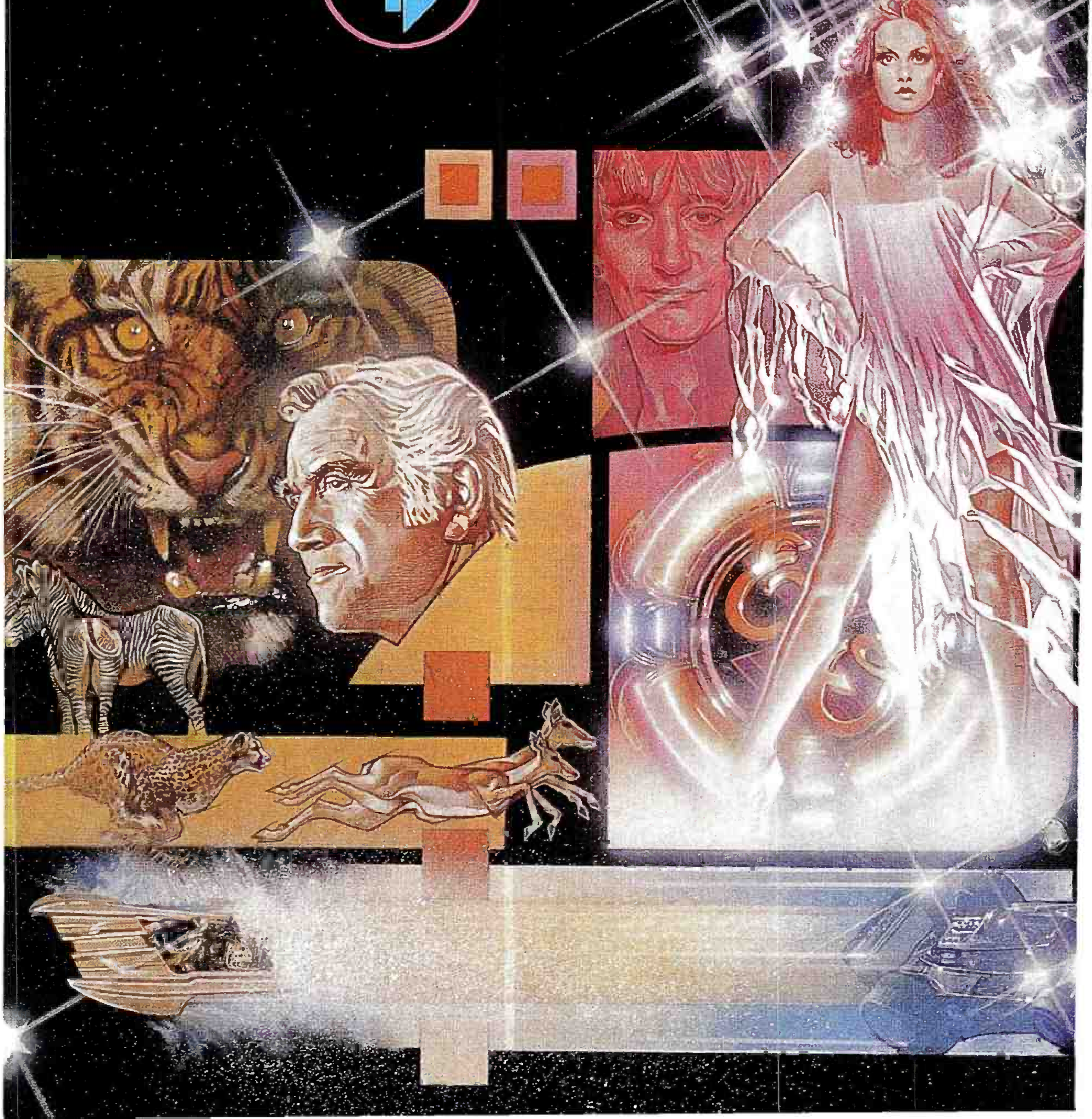

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Sportscaster Curt Gowdy is host of this weekly half-hour series on motor sports racing in stock cars, sports cars, drag racers, power-boats, motorcycles or snowmobiles. Now in its third year with eleven brand new 30-minute episodes.

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

The Night Before Christmas

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

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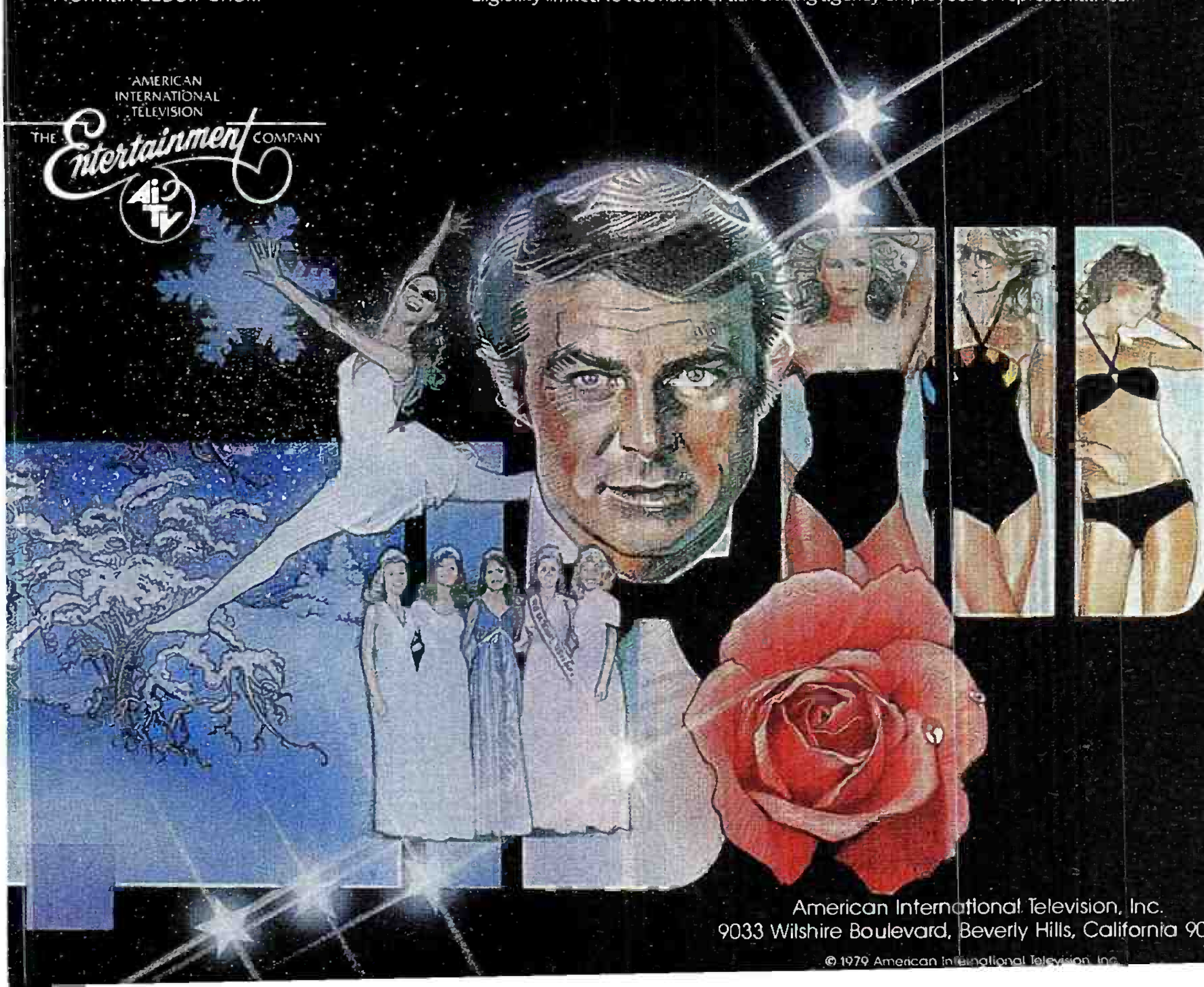

American International Television, Inc.
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came in with a 27 share, behind *Family's* 33 for ABC and *Barnaby Jones's* 31 for CBS.

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

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

Silverman

A Silverman sampler from Minneapolis

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

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

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

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

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

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

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

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

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

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

- Of CBS Chairman William Paley's suggestion that the networks agree to set aside specific time periods for "quality" programing (BROADCASTING, Feb. 12), Mr. Silverman said he had written Mr. Paley that, although he applauded the idea of upgrading TV fare, he believes "the present system is the way to do it—just like he has made *60 Minutes* a major success . . . I don't think it's necessary for the three networks to work in concert to do this. I think each network has to exercise its own responsibility."
- Tom Snyder, host of NBC's *Tomorrow* show in late night, is currently renegotiating his contract with the networks, and an announcement of a new deal is expected within a few weeks "if everything works out." Mr. Silverman said that both he and NBC News President Les Crystal would like to see Mr. Snyder move into that division in some capacity.
- NBC will soon announce a "big writers program," apparently following up on Mr. Silverman's recent suggestions to producers in Los Angeles that more effort should be devoted to developing new writing talent for television (BROADCASTING, Feb. 26). The program will be open to college students throughout the United States and be directed toward episodic television, he said.

WMCA says it was fed a line by Fredericks

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

The complaint, filed in U.S. Southern District Court in New York, asserts that in early January of this year while he was employed at WOR, Dr. Fredericks approached WMCA and offered to work for that station, saying he did not have a contract with WOR. On Jan. 31, the complaint continued, Dr. Fredericks entered into an agreement with Straus to appear as a commentator on a one-hour weekday program on WMCA at an annual salary of $30,000.

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

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

DiscoVision: dancing partner for Magnavision

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

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

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

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

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

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

Some of the DiscoVision records are programed with stereophonic sound, and the user can take advantage of that capability by also connecting the player to his home stereo.

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

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

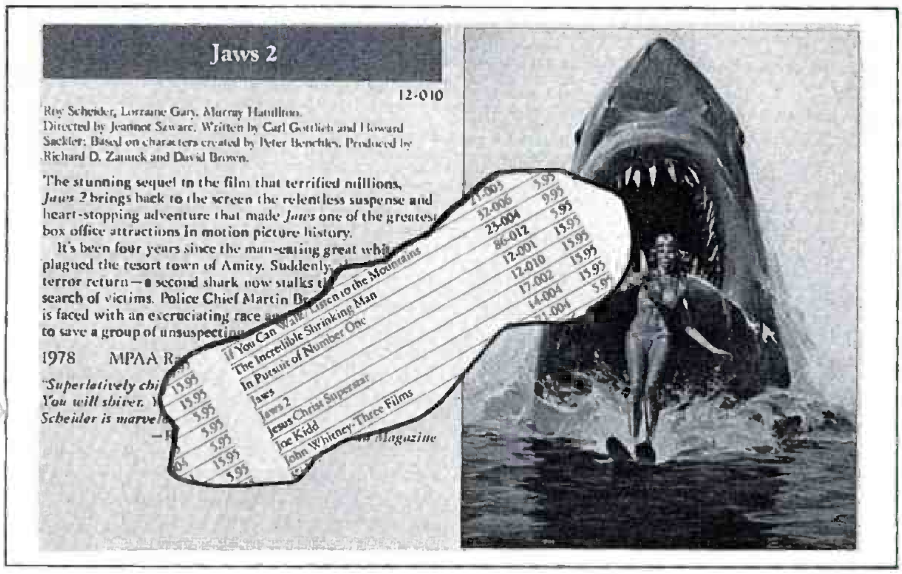
They see cassettes as having three primary functions: recording over-the-air or cable-delivered programs, making "home-movie" video tapes and playing prerecorded programs. In the last case, however, cassettes are likely to meet their stiffest competition from disks. Prerecorded cassettes can be expensive,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

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

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

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

Beyond those, DiscoVision has put



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

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

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

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

Generally, the mechanical systems are less expensive than the optical ones and much easier to operate. For the present, as Mr. Schlosser said, "only two systems have been announced—we'll have to see what happens." And for RCA, which twice before—with color television and video cassette players—arrived on the scene after another company had made its mark with new technologies, MCA-Magnavox's lead does not appear an imposing one. "Being first in a market doesn't mean winning," said Mr. Schlosser. "Coming in second is often an advantage."

Program Briefs

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

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

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

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

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

Program picks. PBS's Station Program Cooperative selected $23-million worth of programing for 1979 season—including two new series and two specials. Last year, SPC netted $19.2-million worth of programs. New shows include *Sneak Previews: Take Two,* 12 half-hour shows devoted to film criticism by WTTW(TV) Chicago, and *Disco Dancing,* eight half-hours by WGBH-TV Boston. Specials selected were *Border Traffic,* hour documentary on smuggling by KERA-TV Dallas, and *1979 Drum Crops International Championships* by WHA-TV Madison, Wis. Three established shows also received SPC support for first time: *Over Easy, Bill Moyers Journal* and *World.*

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

Broadcast Advertising®

FTC is champion of the marketplace, Pertschuk declares

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

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

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

Pertschuk

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

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

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

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

☐ Undertaking a major effort to evalu-

14 REASONS WHY KMOX-TV'S NEWSROOM IS NUMBER ONE IN ST. LOUIS

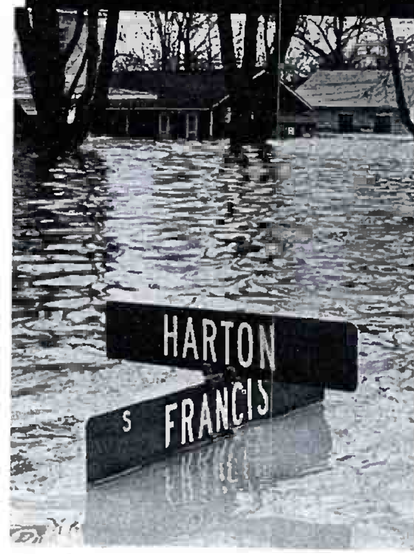
NEWSROOM's "on-air" team provides the energy, vitality and enthusiasm that have made NEWSROOM the most watched television news broadcast in St. Louis! Both ARB and Nielsen rate NEWSROOM first in *Ratings* and *Women* 18-49 in early *and* late news broadcasts *Monday-Sunday.* A clean sweep!

5,6&10PM
NEWSROOM GETS IT ON!

KMOX-TV

Represented by CBS Television Stations National Sales

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



A HELPING HAND...

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

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

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

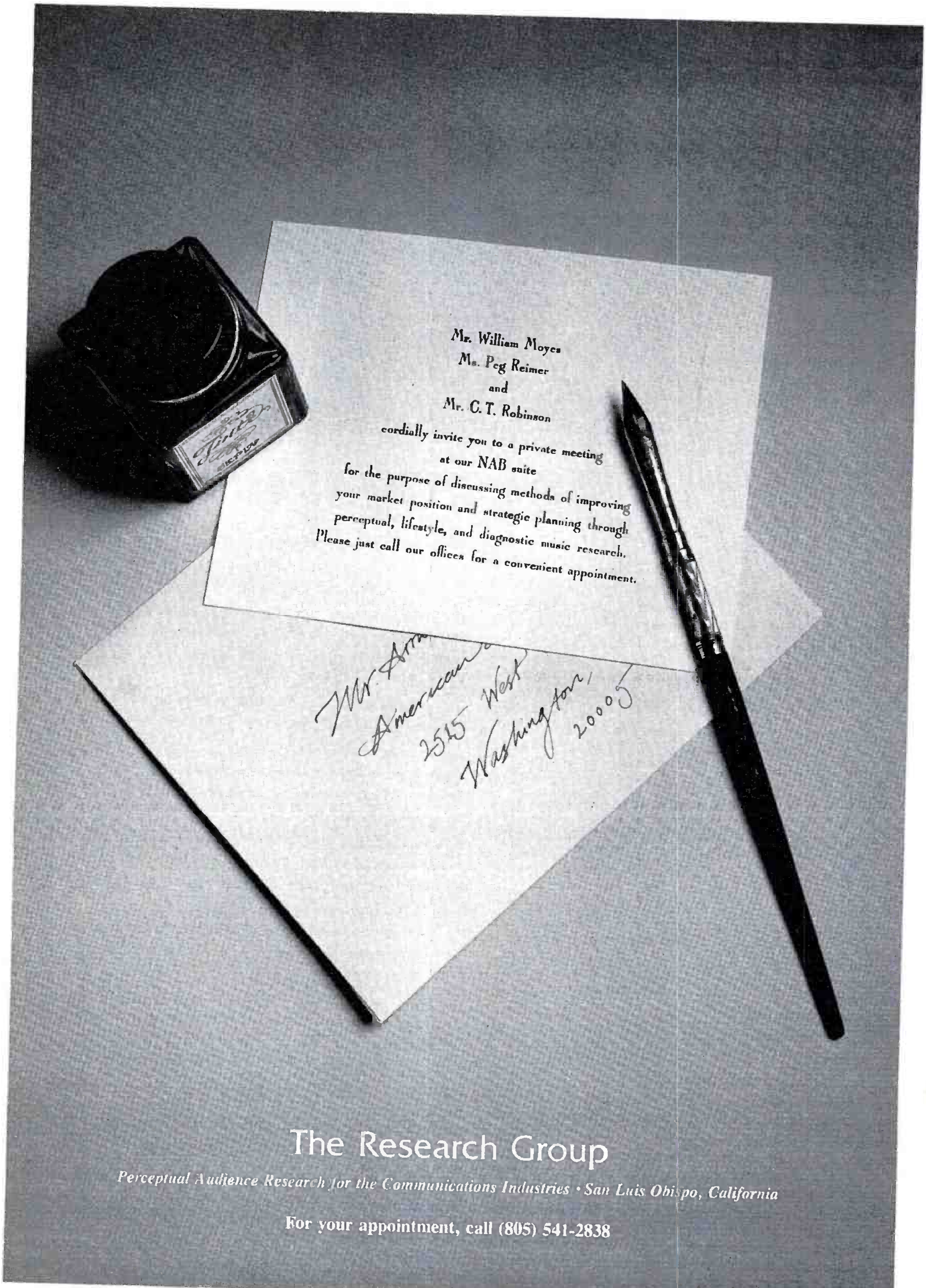
A tragic page in Central Michigan history; yet, a shining example of a united community that cared. In the Spring of 1975, as throughout its 25-year history, WJIM-TV cared. Today, WJIM-TV cares and belongs.

Photographs courtesy of the Lansing State Journal.

WJIM-TV

IMPORTANT IN MID-MICHIGAN

Gross Telecasting, Inc. — Lansing, Michigan


Mr. William Moyes
Ms. Peg Reimer
and
Mr. C. T. Robinson
cordially invite you to a private meeting
at our NAB suite
for the purpose of discussing methods of improving
your market position and strategic planning through
perceptual, lifestyle, and diagnostic music research.
Please just call our offices for a convenient appointment.
2515 West
Washington, 20005
The Research Group
Perceptual Audience Research for the Communications Industries · San Luis Obispo, California
For your appointment, call (805) 541-2838

The Flip Wilson Show

THE FASTEST COMEDY HALF-HOUR ON TELEVISION!

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

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

nta national telefilm associates, inc.

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

BUD GROSKOPF
Chief Operating Officer

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

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

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

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

"The World's Largest Indoor Country Music Show"
Grammy Award winner Kenny Rogers and beautiful country singing star Dottie West co-host this historic event with 100 performers and musicians. A two-hour special.

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

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

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

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

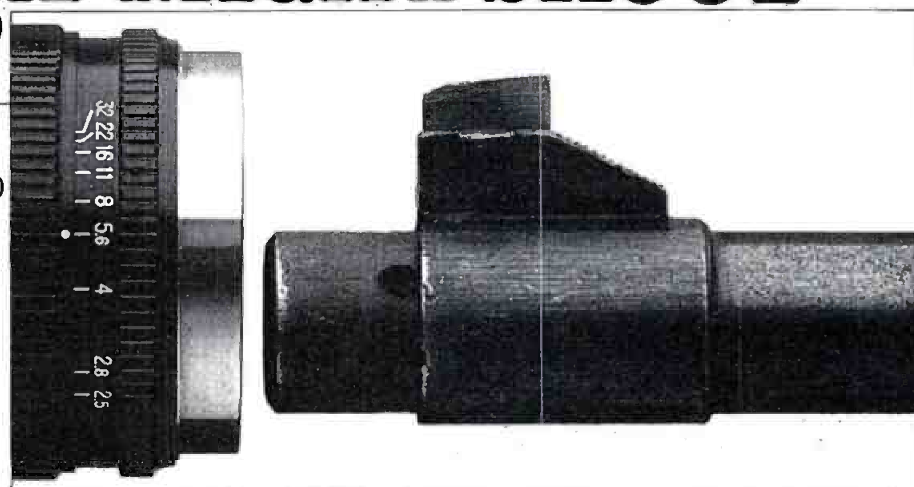
AIR TIME
INTERNATIONAL

2029 Century Park East Los Angeles, Cal. 90067
Telephone: (213) 552-9777

919 Third Avenue New York, N.Y. 10022
Telephone: (212) 371-4750

875 N. Michigan Ave. Chicago, Illinois 60611
Telephone: (312) 787-5408

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



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

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

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

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

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

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

KHJ-TV

WE DO MORE THAN REACH PEOPLE. WE TOUCH PEOPLE.

RKO TELEVISION

CHICO AND THE MAN

Sold in these markets

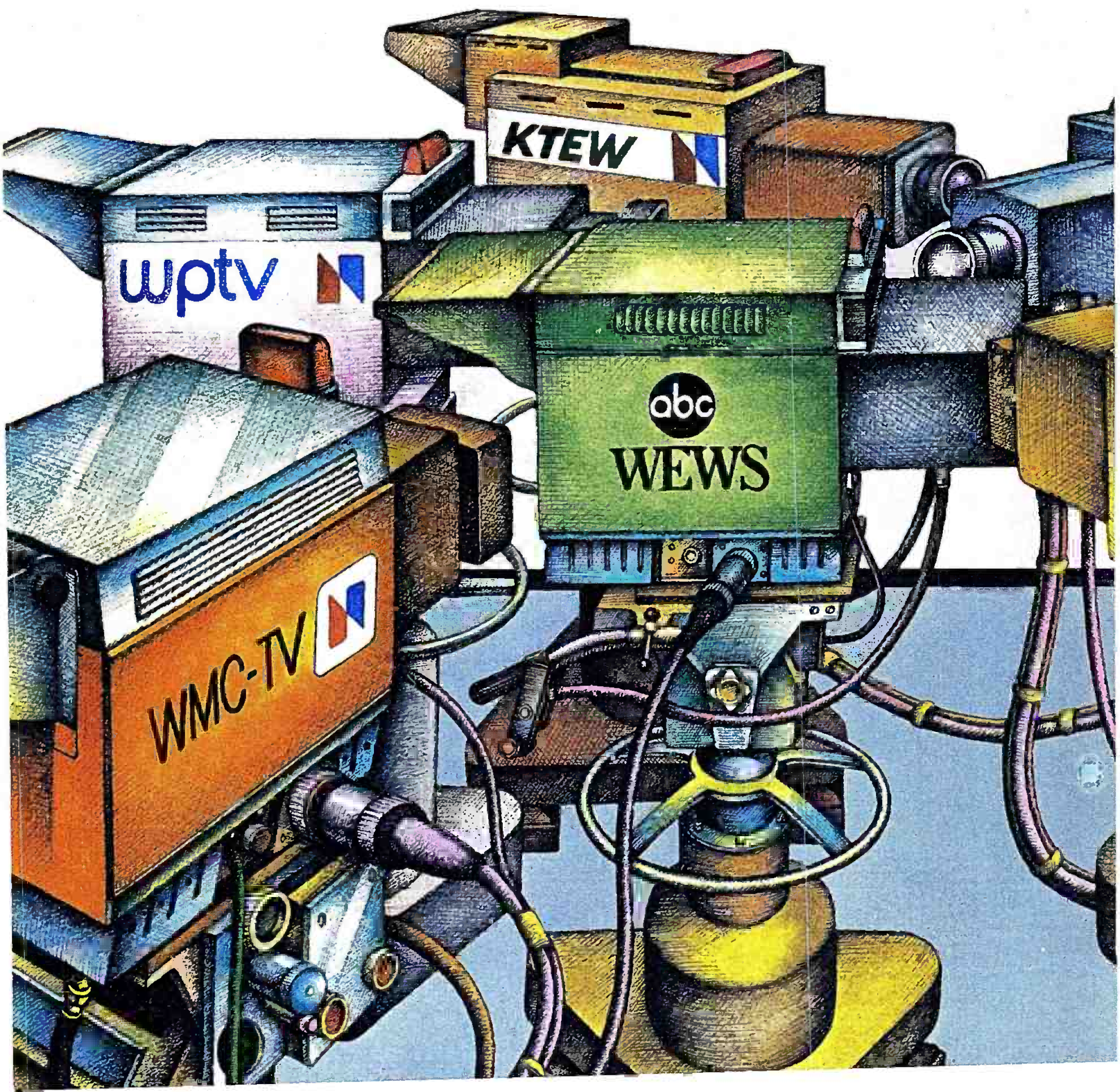
WNEW-TV	New York
KTTV	Los Angeles
WGN-TV	Chicago
WPHL-TV	Philadelphia
WSBK-TV	Boston
WTTG	Washington
WUAB-TV	Cleveland
WPTT-TV	Pittsburgh
KXTX-TV	Dallas
KRIV-TV	Houston
WTCN-TV	Minneapolis-St. Paul
WXIA-TV	Atlanta
KSTW-TV	Seattle-Tacoma
WBFF-TV	Baltimore
KPTV	Portland (Ore.)
KTXL	Sacramento-Stockton
WXIX-TV	Cincinnati
KMBC-TV	Kansas City
WUTV	Buffalo
KCST-TV	San Diego
KTVK-TV	Phoenix
KSL-TV	Salt Lake City
WYAH-TV	Norfolk-Portsmouth
KENS-TV	San Antonio
WFMY-TV	Greensboro – Winston-Salem – High Point
KTHV	Little Rock
WEAR-TV	Mobile-Pensacola
WJKS-TV	Jacksonville
KMPH-TV	Fresno
KOB-TV	Albuquerque
KREM-TV	Spokane
KITV	Honolulu
WKPT-TV	Bristol – Johnson City Kingsport
WSMW-TV	Worcester
KEYT	Santa Barbara
KIII	Corpus Christi
KVVU-TV	Las Vegas
KCBJ-TV	Columbia-Jefferson City

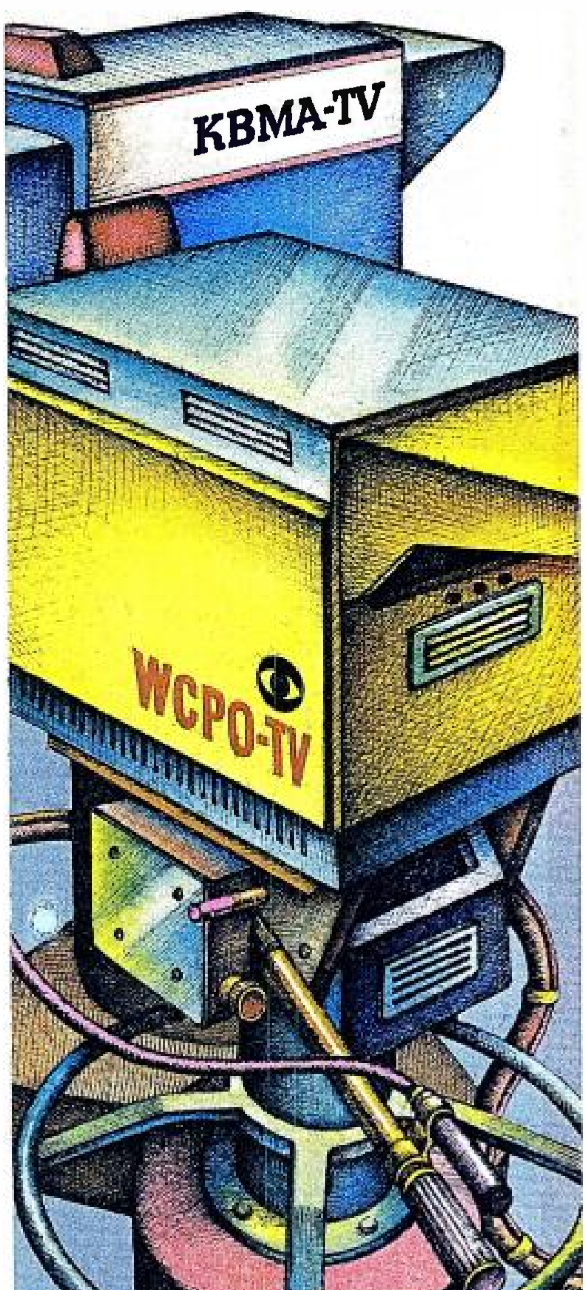
AVAILABLE NOW

Warner Bros. Television Distribution — A Warner Communications Company

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

—Don Perris, President
Scripps-Howard Broadcasting.





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

What is Blair TeleForce? It's the most advanced use of operations research in the television industry. It's fast, concise, actionable data analysis that covers audience flow, programming trends, and competitive programming. But most importantly, it's Blair V.P. for Programming, Larry Lynch. Larry works closely with Scripps-Howard management, helping them use TeleForce to tackle program questions like these: "What is the best time to schedule my early news?" "Do blockbuster shows have to be budget-buster shows?" "What feature packages are available and how can I schedule them for maximum return on my investment?"


Blair's Larry Lynch

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

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

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

Blair TeleForce

We serve you today, as we plan for tomorrow.

Blair Television

A division of John Blair & Company

Reliable people, reliable data.

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

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

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

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

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

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

The 567 club: 1978's network TV advertisers

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

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

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

Among network TV's top 10 spenders, eight increased their network outlays. Procter & Gamble retained its number-one position by spending $261,715,300, an increase of 11% over 1977. General Foods was second with $169,489,000, up 18%, and American Home Products was third with $111,136,200, a 2% rise. Bristol-Myers spent 4% less than in 1977 but nevertheless ranked fourth with $110,341,400, while General Motors added 19% to boost its network total to $107,864,800 and take fifth place.

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

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

117	Abbott Laboratories	6,751,700
292	Ace Hardware	1,447,400
446	Action Marketing*	298,200
519	Adolph Coors	82,300
439	Aero Mayflower Transit	341,000
396	Aetna Life & Casualty	600,000
291	AFL-CIO	1,456,400
430	Agway	419,200
397	Aladdin Industries	595,400
110	Alberto Culver	7,625,700
302	Alleghany	1,363,600
308	Allegheny Ludlum	1,275,700
369	Allied Artist	718,800
158	Aluminum Co. of America	4,823,000
487	Amerace	157,300
428	American Airlines	422,800
180	American Bankers Association	3,908,000
543	American Biltrite	34,000
186	American Brands	3,749,400
205	American Can	3,088,900
55	American Cyanamid	18,585,800
408	American Dairy Association	490,000
254	American Egg Board	2,120,800
46	American Express	22,884,800
224	American Gas Association	2,682,700
329	American Hoechst*	994,800
3	American Home Products	111,136,200
356	American International Pictures	797,300
272	American Luggage Work	1,794,300
58	American Motors	17,932,500
23	AT&T	41,203,400
175	AMF	4,052,600
372	Amstar	701,100
297	Amway	1,407,000
466	Anchor Hocking	227,200
222	Anderson Clayton	2,727,300
19	Anheuser Busch	46,840,800
367	Archway Cookies	764,100
456	Arkansas Louisiana Gas	277,000
424	Armstrong Cork	437,000
406	Armstrong Rubber	496,300
350	Ashland Oil	826,400
471	Associated Mills	202,600
245	Avco	2,332,600
50	Avon Products	20,114,500
300	Azrak-Hanway International	1,375,700
285	Bache Halsey Stuart*	1,560,600
544	Ball	30,000
168	Banfi Products	4,228,400
462	Bankers Life of Des Moines	254,900
450	Barclays Bank*	289,400
441	Bassett Furniture	322,900
170	Bausch & Lomb*	4,175,700
145	Beatrice Foods	5,439,000
521	Becton Dickinson	77,900
48	Beecham Group	20,731,300
494	Beiersdorf*	151,000
378	Bell & Howell	675,100
211	Bendix	2,879,500
167	Beneficial	4,250,600
355	Benjamin Moore	805,400
501	Bernzomatic	131,800
516	Berol	86,900
229	Bethlehem Steel	2,613,600
120	Bic Pen	6,706,300
434	Binney & Smith	366,600
98	Black & Decker	8,668,700
71	Block Drug	13,823,900
232	Blue Bell	2,539,700
337	Blue Cross	934,400
237	Boeing	2,451,900
360	Boise Cascade	777,700
497	*Bon Appetit* Magazine*	138,500
479	Bonne Bell*	176,700
72	Borden	13,110,200
394	Milton Bradley	602,000
538	Brioschi	41,800
4	Bristol Myers	110,341,400
144	British Leyland	5,441,300
445	Brockton Footwear	304,400
343	Brown Group	869,100
156	Brown-Furman Distillers	4,888,900
344	Brunswick	862,700
206	Burlington	3,006,100
166	Cadbury Schweppes USA	4,314,400
290	Calif.-Oregon-Wash. Dairyman Association	1,470,800
306	California Raisin Advisory Board	1,315,300
352	California Strawberries Advisory Board*	817,700
64	Campbell Soup	16,221,800
550	Cannon Mills	27,000
140	Canon USA	5,667,200
511	Car Quest*	97,800
59	Carnation	17,695,700
422	Carrier	448,000
69	Carter Wallace	14,338,700
371	William Carter	705,300
524	Carters Ink	70,500
244	Castle & Cooke	2,361,700
442	Castle Toys*	313,800
214	CBS	2,838,300
555	Celanese	14,100
514	Central Soya*	93,700
335	Champion Spark Plug	968,500
318	Chanel	1,135,500
416	Charms	453,400
247	Chatten Drug & Chemical	2,284,500
29	Chesebrough Ponds	34,030,600
11	Chrysler	60,988,000
203	Church & Dwight	3,234,100
88	Ciba-Geigy	10,136,800
349	Citicorp	827,100
488	Citizen Watch of America*	156,000
453	Clarion Corp. of America*	285,200
507	Clarkson*	107,000
28	Clorox	34,124,400
24	Coca Cola	40,103,900
481	Coleco	166,100
496	Coleman	141,100
17	Colgate Palmolive	49,678,200
529	Colorforms	64,400
176	Columbia Pictures	4,050,600
131	Combe	6,055,600
199	Comerco	3,386,000
425	Conair	435,100
198	Connecticut General	3,410,900
127	Consolidated Foods	6,467,800
230	Continental	2,594,300
456	Continental Oil	270,700
238	Control Data	2,446,300
500	Conwood	134,200
326	Cooper Industries	1,056,000
150	Corning Glass	5,244,700
147	Cosmair	5,407,900
345	Cotter	856,000
201	Cotton	3,287,800
473	Sarah Coventry	196,400
56	CPC International	18,450,500
348	Craig	850,700
484	Creative Tools*	163,200
400	Credit Union of North America	558,000
275	Crum & Forster*	1,779,300
483	Crush International	164,700
165	Culbro	4,506,100
476	Cutter Labs	186,900
357	D & S Products	792,900
273	DCM	1,784,200
185	Dart	3,774,300
338	Dazey	922,300
320	De Beers Mines	1,103,700
363	Del Labs	768,700
281	Del Monte	1,648,900
513	Dell Publishing	96,400
542	Delta Airlines	36,000
474	Detroit Tool & Metal	194,500
125	Walt Disney Productions	6,511,600
100	Dow Chemical	8,572,000
178	Dr Pepper	3,976,800
157	du Pont	4,861,500
235	Dunkin Donuts	2,481,000
401	Dunlop Tire & Rubber	543,000
418	Dynamics Corp. of America	451,200
339	Eastern Air Lines	919,100
32	Eastman Kodak	31,211,200
304	Eaton	1,333,400
454	Economics Lab	277,400
517	Electronic Realty*	85,900
276	Emerson Electric	1,756,400
410	Emery Air Freight	482,200
219	Employers Insurance of Wausau	2,745,400
545	Equitable Life Assurance	30,000
30	Esmark	33,509,200
75	Exxon	12,668,000
458	FOI	262,400
153	Faberge	5,061,400
531	Federal Express*	55,300
384	Fieldcrest Mills	638,500
90	Firestone Tire & Rubber	9,826,000
505	Flambeau Products*	111,900
228	Fleet	2,637,000
85	Florida Citrus Commission	10,921,800
191	Florists Transworld Delivery	3,554,500
470	FMC	207,000
523	Fonas	73,500
7	Ford Motor	79,510,600
467	Foremost-McKesson	220,900
303	Foster Grant	1,343,800

We're "What's Happening!!"

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

"What's Happening" is an upbeat family comedy series that consistently attracts the same kind of young audience composition as "Laverne & Shirley" and "Happy Days."

Columbia Pictures Television will soon be offering "What's Happening" in syndication.

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

Distributed exclusively by Columbia Pictures Television.

249	Fotomat	2,235,300
190	Fuji Heavy Industries	3,573,400
289	GAF	1,533,900
361	Gallery of Homes	773,200
67	Gallo	15,573,400
283	Garan	1,592,100
53	General Electric	19,084,400
2	General Foods	169,489,000
399	General Most*	581,400
558	General Mail*	12,000
6	General Mills	83,981,700
5	General Motors	107,864,800
330	General Signal	993,600
97	General Telephone	8,869,200
192	General Tire & Rubber	3,543,800
119	Georgia Pacific	6,736,500
549	Gerber	29,500
22	Gillette Co.	42,761,100
561	Ginsu Knife*	10,500
295	Gold Seal Products	1,423,500
189	Goodrich	3,589,300
73	Goodyear Tire & Rubber	12,876,700
510	Gott Manufacturing*	100,400
403	Great Western United	527,300
114	Green Giant	7,275,100
74	Greyhound	12,765,800
70	Gulf & Western	14,337,500
152	Gulf Oil	5,064,200
240	Haggar	2,421,800
105	Hallmark Cards	8,179,800
40	Hanes	25,198,100
485	Hardwick Stove	160,000
279	Harlequin Enterprises	1,669,200
407	Hart Schaffner & Marx	492,900
161	Hartz Mountain	4,762,200
286	Hasbro	1,552,000
492	Hastings	152,800
415	Hearst	456,900
404	Heath & Sons*	526,700
347	Heileman Brewing	851,000
34	Heinz	29,487,300
209	Helene Curtis	2,979,400
77	Hershey	12,454,600
38	Heublein	27,124,200
270	Hickory Farms of Ohio	1,860,900
258	Hilton Hotels	2,058,000
324	Hobart	1,069,800
92	Holiday Inns	9,499,800
387	Home Insurance	628,000
62	Honda Motor	16,724,900
179	Honeywell	3,927,900
536	Hood & Sons	47,100
217	Hoover	2,820,500
256	Hormel	2,112,300
220	Household Finance	2,742,300
520	Hudson Optical*	82,100
556	Hurst	13,000
541	Husky Oil	37,400
257	E.F. Hutton	2,095,300
252	Hygrade Food	2,149,600
121	IC Industries	6,681,200
444	Idaho Potato Commission	307,500
183	Ideal Toy	3,794,000
173	IFI International	4,119,700
506	Illfelder Toy	110,500
113	Inter Bank	7,389,500
419	Interco	450,900
76	IBM	12,519,400
310	International Harvester	1,232,400
432	International Industries	377,200
260	International Nickel	2,046,900
294	International Spikes	1,432,100
60	ITT	16,945,400
392	Interstate Brands	606,000
560	James Industries	10,800
449	Jasper Industries	291,800
498	Jel Sert	135,500
391	Jenos	608,500
263	Jerrico	1,998,900
527	Jet X	66,500
10	Johnson & Johnson	64,979,100
49	S.C. Johnson	20,548,600
305	Jovan	1,324,600
370	K-Tel	717,800
278	Kawasaki Motor	1,683,000
109	Keebler	7,734,400
21	Kellogg	43,221,600
233	Kemper	2,530,000
464	Keyes Fibre	245,400
435	Walter Kidue*	365,300
354	Kikkoman	609,100
63	Kimberly Clark	16,455,400
420	Kiplinger Washington Editors	450,000
478	Kirsch	176,900
39	Kraftco	25,979,600
566	Krazy Glue	3,100
96	Kresge	8,992,200
495	LJN Products*	141,200
351	LA-Z-Boy Chair	823,900
253	Lanier Business Products	2,121,300
512	Lava-Simplex	97,400
301	Lee Pharmaceuticals	1,368,100
385	Lego Systems	635,700

411	Leisure Dynamics	477,000
298	Lennox	1,397,700
390	Lesney Products	612,600
12	Lever Bros.	60,507,900
78	Liggett	12,385,300
379	Lincoln National Life Insurance	671,500
118	Litton	6,743,900
477	Loews	182,200
475	Lorentzen Levolor	193,600
429	Lyons	420,200
112	MCA	7,491,000
413	MJB	468,600
266	Magic Chef	1,937,000
122	Mallory	6,607,700
383	Mannington Mills	639,000
423	Maremont	443,300
508	Marion Labs	106,700
299	Marriott	1,388,000
42	Mars	23,454,700
207	Masco	3,001,800
265	Matsushita	1,946,300
82	Mattel	11,336,300
126	Oscar Mayer	6,511,100
262	Maytag	2,023,400
200	McAleer	3,304,100
18	McDonald's	48,547,300
365	McGraw Edison	767,000
359	Mead Products	784,400
210	Mego	2,900,900
417	Melville	453,200
242	Mem	2,398,000
334	Memorex	975,400
103	Mennen	8,493,300
353	Mentholatum	816,300
194	Merrill Lynch	3,514,600
146	Metropolitan Life Insurance	5,426,200
177	Michelin Tire	4,025,600
37	Miles Laboratories	27,792,700
525	Million Dollar Life Insurance*	69,300
162	Minolta	4,733,200
414	Minwax	464,200
342	Mirro Aluminum	881,100
562	John Mitchell	10,100
84	Mobil	10,946,000
287	Monroe Auto Equipment	1,551,800
268	Monsanto	1,924,200
43	Morton-Norwich	23,447,800
323	Mutual of New York	1,086,000
14	Nabisco	56,506,100
526	Natcon Chemical	66,600
448	National Airlines	292,000
216	National Automotive Parts Association	2,826,600
491	National Bakeries Services	154,000
130	National BankAmericard	6,074,500
128	National Enquirer	6,359,700
202	National Coffee Growers of Columbia	3,253,800
398	National Potato Advisory Board	585,200
251	National Presto	2,167,100
539	National Public Radio*	40,500
163	National Star	4,716,800
255	National Union Electric	2,118,400
540	Nelson	38,300
27	Nestle	36,866,100
204	New York Life Insurance	3,161,000
503	State of New York*	127,700
564	Nicholas Products	7,000
52	Nissan Motor Corp USA	19,310,900
321	Nissin Foods*	1,103,400
83	North American Philips	11,297,700
141	North American Systems	5,629,200
332	Northern Natural Gas	980,100
137	Northwest Industries	5,773,400
269	Northwestern Mutual Life Industries	1,882,600
57	Norton Simon	18,259,000
44	Noxell	23,437,600
241	Ocean Spray Cranberries	2,413,900
402	Olin	533,000
187	Olympia Brewing	3,640,200
368	Optique Du Monde*	722,700
489	Orange Bowl Committee	156,000
480	Owens Country Sausage	175,700
375	Owens Illinois	685,800
188	Owens-Corning Fiberglas	3,596,100
546	P F Industries*	30,000
143	Pabst Brewing	5,468,500
431	Paine Webber,Jackson & Curtis	408,800
346	Papercraft	853,300
460	Parker Pen	258,500
33	J.C. Penney	29,674,300
155	Pennwalt	4,966,300
213	Pennzoil	2,857,700
381	Pentel	656,000
452	Penthouse International*	286,000
20	Pepsico	45,263,800
463	Petersen Manufacturing	247,800
443	Peugeot*	311,600
80	Pfizer	11,641,600
469	Pharmaceutical Manufacturers Association	208,000
9	Philip Morris	67,166,600
115	Phillips Petroleum	7,239,200
25	Pillsbury	39,849,100
221	Pioneer Electronic	2,735,900

532	Piper Aircraft	54,600
223	Pittway	2,696,700
362	Pizza Inn*	772,600
36	Polaroid	28,139,900
534	Polyglycoat*	52,700
154	Ponder & Best	5,059,000
327	PPG Industries	1,046,300
509	Pratt & Lambert	105,000
533	Pressman Toy*	54,300
421	Prince Macaroni	449,500
552	Prince Manufacturing*	22,800
535	Pro-Tel Products*	48,000
1	Procter & Gamble	261,715,300
99	Prudential Insurance	8,594,700
164	Publishers Clearing House	4,666,800
172	Purex	4,127,200
468	Purolator	208,100
51	Quaker Oats	20,080,300
174	Quaker State	4,100,200
309	Questor	1,265,000
13	Ralston Purina	57,073,400
395	Rapid American	601,100
148	Raytheon	5,339,900
47	RCA	20,792,300
293	Readers Digest	1,432,200
499	Relo Real Estate*	135,000
553	Renault	19,500
195	Renfield Importers	3,509,900
325	Republican National Committee	1,065,800
45	Revlon	23,124,700
135	Reynolds Metals	5,896,800
108	R.J. Reynolds	7,947,000
26	Richardson Merrell	39,712,700
457	Rio Tinto-Zinc	268,200
314	Rival Manufacturing	1,182,700
236	Rockwell	2,478,700
565	Rollins	4,100
184	Roman Meal	3,789,400
389	Ross Hall	622,500
89	Rothmans of Pall Mall Canada	9,873,300
267	Royal Crown Cola	1,933,700
261	Rubbermaid	2,029,400
226	Ryder Systems	2,662,500
319	SCM	1,123,900
554	SSS	16,600
311	Safeco	1,231,700
136	Sambos Restaurants	5,799,600
331	Vidal Sassoon*	986,700
502	Savannah Food & Industries	128,300
181	Savings & Loan Foundation	3,831,800
316	F&M Schaefer	1,150,800
35	Schering-Plough	28,487,800
31	Schlitz	32,235,700
405	Schmidt & Sons	521,000
522	Scholl Manufacturing	74,600
386	Schwinn Bicycle	633,500
160	Scott Paper	4,785,800
182	Scott's Liquid Gold	3,828,300
296	Scovill Manufacturing	1,422,900
196	Seagrams	3,464,100
284	Sealy	1,591,200
208	Searle	2,983,900
8	Sears Roebuck	71,367,500
380	Selchow & Righter	668,800
250	Sentry Insurance	2,186,500
366	Serta	765,500
518	Shamrock*	84,000
87	Shell Oil	10,565,300
169	Sherwin Williams	4,183,500
559	Shoe Service Institute*	12,000
282	Simmons	1,627,600
111	Singer	7,585,300
312	Skil Corp	1,217,700
530	Skyline*	60,000
557	Smith Advertising*	13,000
61	Smithkline	16,838,100
358	Smucker	789,000
447	Snelling & Snelling	295,300
437	Society of American Florists*	356,200
159	Sony	4,793,800
193	Southland	3,527,700
548	Sperry & Hutchinson	30,000
129	Sperry Rand	6,275,300
461	Spindex*	258,300
438	Spring Air	351,400
567	Springs Mills	2,400
41	Squibb	24,890,500
322	St. Regis Paper	1,100,000
288	Staley Manufacturing	1,545,100
93	Standard Brands	9,421,700
493	Standard Oil Calif.	152,800
171	Stanley Works	4,136,800
139	State Farm	5,733,500
16	Sterling Drug	55,043,300
280	Stokely Van Camp	1,653,800
107	STP	8,026,400
106	Levi Strauss	8,176,500
433	Stride Rite	372,300
246	Stroh Brewery	2,297,300
377	Suffolk Marketing*	675,200
259	Sun	2,052,000
151	Sunbeam	5,116,000
341	Sunkist Growers	905,500


We're "What's Happening!!"
From Maine to California, in little towns and big cities, "What's Happening" is happening.
Soon "What's Happening" will be available in syndication from Columbia Pictures Television.
"What's Happening" is an upbeat comedy series that consistently delivers the same kind of young audience composition as "Laverne & Shirley" and "Happy Days."
With Dee, Roger, Rerun and the gang, you've got a proven family show with a quality audience in markets throughout the country.
We think you'll agree "What's Happening" is what's happening.
Distributed exclusively by Columbia Pictures Television.
Columbia Pictures Television

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

*New to network television

Spot TV tops $2.5 billion in big 1978

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

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

The total is 12.1% higher than the $2,311,512,600 reported for 1977, but BAR changed the basis of its estimates in the third quarter of 1978. Thus the figures for the two years are not fully comparable.

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

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

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

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

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

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

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

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

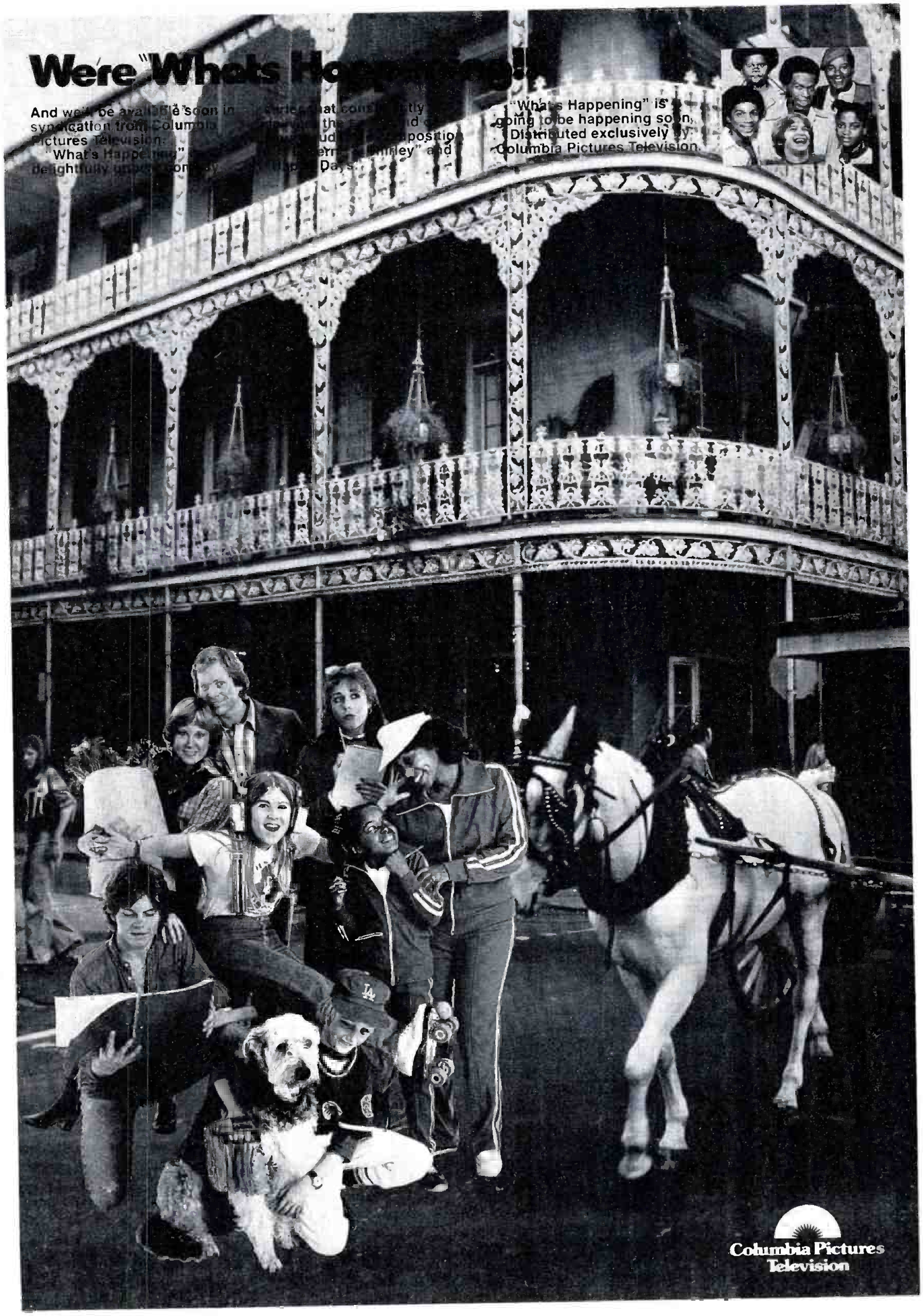
The listings below are based on estimated dollar activity in 75 leading markets as monitored by BAR one week each month and projected to the month.

1.	Procter & Gamble	$159,308,000
2.	General Foods	72,678,500
3.	Coca Cola	44,433,500
4.	General Mills	41,898,700
5.	Lever Bros.	39,060,400
6.	American Home Products	38,721,100
7.	Pepsico	38,665,100
8.	Colgate Palmolive	34,153,200
9.	Kraftco	33,350,300
10.	AT&T	33,048,900
11.	Chrysler	32,659,300
12.	William Wrigley Jr.	32,426,500
13.	Ford Motor	31,301,400
14.	Nestle	29,846,300
15.	Warner-Lambert	28,248,600
16.	ITT	27,151,600
17.	General Motors	25,070,000
18.	A.H. Robins	24,937,600
19.	Time	23,078,300
20.	Kellogg	22,244,200
21.	Toyota	20,195,700
22.	Esmark	18,452,800
23.	Mars	18,102,800
24.	Scott Paper	17,845,300
25.	Bristol Myers	17,021,900
26.	Beatrice Foods	16,254,800
27.	Milton Bradley	16,226,200
28.	Philip Morris	15,165,300
29.	Triangle Publications	15,121,800
30.	Mattel	15,079,300
31.	Alberto Culver	14,872,100
32.	Gillette	14,612,000
33.	Norton Simon	14,400,100
34.	Quaker Oats	13,876,800
35.	Nissan Motor	13,840,200
36.	CPC International	13,433,600
37.	Ford Auto Dealers	13,363,800
38.	Hasbro Industries	13,298,400
39.	Revlon	13,264,200
40.	Pabst Brewing	12,480,500
41.	K-Tel International	12,473,000
42.	Consolidated Foods	11,911,600
43.	Nabisco	11,694,600
44.	CBS	11,484,000
45.	American Motors	11,254,100
46.	Ralston Purina	11,048,400
47.	North American Philips	10,884,300
48.	Standard Oil of Indiana	10,674,400
49.	Borden	10,672,400
50.	Richardson Merrell	10,366,700
51.	Volkswagen	9,976,500
52.	Campbell Soup	9,711,100
53.	Standard Brands	9,480,000
54.	American Airlines	9,421,500
55.	Royal Crown Cola	9,315,200
56.	Anheuser Busch	9,270,400
57.	Mego International	8,609,500
58.	American Dairy Association	8,575,200
59.	Schlitz Brewing	8,387,200
60.	UAL	8,378,500
61.	RCA	8,348,300
62.	American Express	8,190,800
63.	Schering-Plough	8,141,200
64.	Ideal Toy	8,081,800
65.	American Can	7,810,100
66.	Trans World	7,721,000
67.	General Electric	7,713,300
68.	Ronco Teleproducts	7,653,000
69.	Cadbury Schweppes U.S.A.	7,563,600
70.	Miles Labs	7,535,400
71.	Dr Pepper	7,486,000
72.	DCM	7,428,100
73.	H.J. Heinz	7,392,500
74.	R.J. Reynoids	6,940,500
75.	Exxon	6,803,600
76.	Standard Oil of Calif.	6,687,800
77.	K. Hattori & Co.	6,632,100
78.	Copersucar	6,586,400
79.	American Cyanamid	6,576,500
80.	Johnson & Johnson	6,565,300
81.	Adolph Coors	6,541,900
82.	Olympia Brewing	6,532,900
83.	Stroh Brewery	6,485,900
84.	Sterling Drug	6,298,100
85.	Toyota Auto Dealers	6,131,900
86.	Pillsbury	6,009,000
87.	Firestone Tire & Rubber	5,954,800
88.	Chevrolet Auto Dealers	5,945,500
89.	Kimberly Clark	5,904,300
90.	H&R Block	5,893,100
91.	Clorox	5,711,700
92.	National Liberty	5,542,600
93.	Blue Cross	5,456,300
94.	Tomy	5,434,200
95.	United Brands	5,428,300
96.	Chesebrough Ponds	5,341,400
97.	SCM	5,277,000
98.	Walshe American	5,253,800
99.	Morton-Norwich	5,253,200
100.	Audio Research	5,241,900

ABC gets back-pat from White House

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

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


We're "What's
And we'll be available soon in
syndication from Columbia
Pictures Television.
"What's Happening"
"What's Happening" is
going to be happening soon.
Distributed exclusively by
Columbia Pictures Television.
Columbia Pictures
Television

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

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

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

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

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

Broadcasters still snarled in Sears-LBJ tangle

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

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

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

The complaint by trustee Richard P. Jahn Jr. asserts that when stations learned of LBJ's insolvent condition on or about Oct. 13, 1977, they appealed to Sears, and the advertiser began to pay them directly for commercials aired from September through mid-October. The trustee also said that Sears approached LBJ and said it would pay it the 15% commission for September and October only if it signed a release to Sears, relieving Sears of liability for the net amount of all September and October business on stations. LBJ executed the release, "realizing it would get nothing if it did not sign," the complaint said.

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

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

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

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

Advertising Briefs

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

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

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

Media

FCC's Washburn: 'Pacifica has changed nothing'

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

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

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

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

The commissioner, who offered his assessment of the status of broadcasters' First Amendment rights in a luncheon address before the Federal Communications Bar Association, was not putting himself on record with something new. But the FCBA luncheon offered him an opportunity to elaborate on his views.

The commission four years ago, in a case involving Pacifica Foundation's WBAI(FM) New York, developed a definition for broadcast indecency: "Language that describes in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs." An important qualification is that the language be heard at a time when children can be expected to be in the audience (BROADCASTING, Feb. 17, 1975).

As Commissioner Washburn noted, the language at issue, part of a George Carlin comedy monologue, "was repeated deliberately 106 times during a 12-minute broadcast in the middle of the afternoon."

The U.S. Court of Appeals in Washington, in a 2-to-1 decision, overturned the commission, ruling that the language was barred by the statute prohibiting the broadcast of obscene and indecent language. The court called the order "vague" and "overbroad." But the U.S. Supreme Court, in a 5-to-4 decision in July, reversed the appeals court and


We're "What's Happening!!"
We're a funny, upbeat family comedy series that will soon be available in syndication from Columbia Pictures Television.
We're a show that consistently delivers the same kind of young audience composition as "Laverne & Shirley" and "Happy Days."
We're "What's Happening." A show with a proven track record of family appeal. And we're going to be happening soon.
Distributed exclusively by Columbia Pictures Television.
LA
Columbia Pictures Television

Gentle Giants.

Viacom.
Your best bet
at the NATPE.
MGM GRAND,
PENTHOUSE SUITE,
26TH FLOOR.

For 2 years on NBC, more than 26 million weekly prime-time viewers have watched Grizzly Adams and his bear, Ben, encounter perils and adventure as they roam a vast and spectacularly beautiful wilderness.

Both have hearts as big as the mountains they roam. And, so, their adventures are touched with warmth and an uncommon love for all living things.

Their frequent companions, Mad Jack the trapper and Nakoma the Indian, are cast in the same mold.

With such content and characterization, it is not surprising that this splendid family series receives TVQ popularity scores, among the demographic groups, 10 to 30 points higher than average scores for prime-time programming.

And that star Dan Haggerty earns higher Performer Q scores than Ron Howard, Burt Reynolds, Walter Cronkite or John Travolta—to name only a few luminaries.

Now, "The Life and Times of Grizzly Adams," filmed entirely on location in the mountains of Utah and Arizona, is available for September 1979.

There are 35 hours and two 90-minute specials, "Once Upon a Starry Night" and "The Renewal," ideally suited for Christmas and Easter broadcasts.

Call for this proven all-family favorite.

"The Life and Times of Grizzly Adams"

Source: NTI/NAC (II Feb.-II May '77, I Oct. '77-I Apr. '78), TVQ (Feb. '77, '78), Performer Q (Apr. '78).
Audience estimates subject to qualifications available on request.

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