

York, where a newspaper strike "prevented proper promotion," OPT said. KCOPTV Los Angeles pulled a 21 rating and a 34 share, first in its time period; independent WGN-TV Chicago had a 19/34, beating all three networks, and WPIX(TV) New York had a 11.7/23, two rating points behind CBS (all three stations are independents).

Arbitron coincidentals for Sunday and Monday airings of *Byzantium* on NBC-TV affiliate WIC-TV Pittsburgh showed it pulling 21/43 and 29/54 ratings/shares respectively. For independent KTVU(TV) Oakland, the miniseries' first outing out-pulled with networks with an 18/35, and for independent KPTV(TV) Portland, Ore., it pulled an 18/37.

Readjustments at ABC-TV and CBS-TV

Schedule changes for fall continue; both switch some program slots

As expected, ABC-TV and CBS-TV have tinkered with their fall prime-time program schedules, although both networks' changes were minor.

ABC switched the time periods of *Welcome Back, Kotter* and the new series *Mork and Mindy*. *Kotter* moves to Monday at 8-8:30 p.m. NYT, while *Mork* goes to the same time period on Thursday. Both shows are to have one-hour special pre-

miere episodes, *Kotter* on Sept. 11 and *Mork* on Sept. 14.

CBS exchanged the positions of its two new shows in the Monday lead-off hour, putting *WKRP in Cincinnati* in the 8-8:30 p.m. time period and *People* at 8:30-9 p.m. On Wednesday, the new *In the Beginning* has been moved into the 8:30-9 p.m. time period, changing places with *Good Times*, which now airs at the same time period on Saturday.

CBS also announced that it would present "special previews" of three of its series during the two weeks preceding its official premiere week of Sept. 18-24. *Paper Chase* will air on Sept. 9 (8-9 p.m.), *Kaz* on Sept. 10 (tentatively at 10-11 p.m.) and *Good Times*, in a special one-hour episode, on Sept. 16 (8-9 p.m.). A spokesman for the network said there would "absolutely" be no other early premieres.

Northern Michigan listeners still prefer...

WWAM/WKJF-FM

49% Total audience share, 12+



DAY-PART SHARES*

7 AM-10 AM	10 AM-3 PM	3 PM-6 PM
48.1%	46.5%	37.5%

Radios tuned-in (respondents listening at time of survey calls*)

WWAM/WKJF-FM	CLOSEST COMPETITION
46.3%	14.8%

Respondents preference (not tuned-in at time of survey calls*)

WWAM/WKJF-FM	CLOSEST COMPETITION
49.5%	18.6%

Overall average (tuned-in and not tuned-in)

WWAM/WKJF-FM	CLOSEST COMPETITION
49%	17.8%

*Survey conducted by professional research services, Tempe, Arizona (formerly National Radio Research), during nineteen survey hours (7 AM-6 PM) Monday through Friday, Feb. 20-Mar. 9, 1978...four county survey area: (Wexford, Missaukee, Osceola and N.E. Lake)...774 calls attempted, 51% completion factor.



The Folger Stations
 RADIO: KALAMAZOO, BATTLE CREEK, WYOMING, GRAND RAPIDS, KALAMAZOO, WWAM/WKJF-FM, CADILLAC
 TELEVISION: GRAND RAPIDS, KALAMAZOO, WYOMING, CADILLAC, TRINIDAD CITY, WYOMING, BATTLE CREEK, WYOMING, KALAMAZOO, GRAND RAPIDS, WYOMING, GRAND ISLAND, N.E. LAKE, TV, BATTLE CREEK, WYOMING

WWAM/WKJF(FM)

CBS RADIO FOR NORTHERN MICHIGAN

Buckley Radio Sales, Inc., National Representatives

Program Briefs

New team. New independent production company with exclusive commitment to ABC-TV has been formed by producer Leonard Goldberg (*Starsky and Hutch*, *Fantasy Island*, *Charlie's Angels*, in partnership with Aaron Spelling) and talent manager Jerry Weintraub (John Denver, Bob Dylan, The Carpenters, Neil Diamond). Including theatrical movie deal with Universal, company claims to have total of \$47 million in backing and plans "quality entertainment" series and miniseries.

Coast canceled. NBC-TV has canceled its commitment to TOY Productions for *CoastCoast*, airline stewardess comedy originally set for network's 1978-79 prime-time schedule, then "postponed" for more work when Fred Silverman took over as NBC president. TOY said it was unhappy with handling of decision.

Metamorphoses. WSAI(AM) Cincinnati changes format from top 40 to contemporary country, effective today (Aug. 20). And WAIT(AM) Chicago has returned to beautiful music Aug. 14, after initiating an all-talk format last fall.

Minis for minors. CBS-TV will produce what it says is first miniseries designed especially for children. *Joey and Redhawk*, five-part adventure drama, will air beginning Monday Nov. 27 on consecutive weekday afternoons, with specific half-hour time periods to be announced. Daniel Wilson Productions will produce.

Jam spreads. DIR Broadcasting New York, says it has more than 250 subscribing stations to new *Super Jam* radio series, in which rock stars gather in studios to play songs and improvise together. Debut is set for Aug. 30.

Rooted. ABC-TV announced its rerun of *Roots* will air at 9-11 p.m. NYT on Sept. 5 and 6, 8-11 p.m. on Sept. 7, 9-11 p.m. on Sept. 8 and 8-11 p.m. Sept. 10.