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# Broadcasting Feb 6

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SEE PAGES 31, 32-33, 34-35

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to NATPE 1984



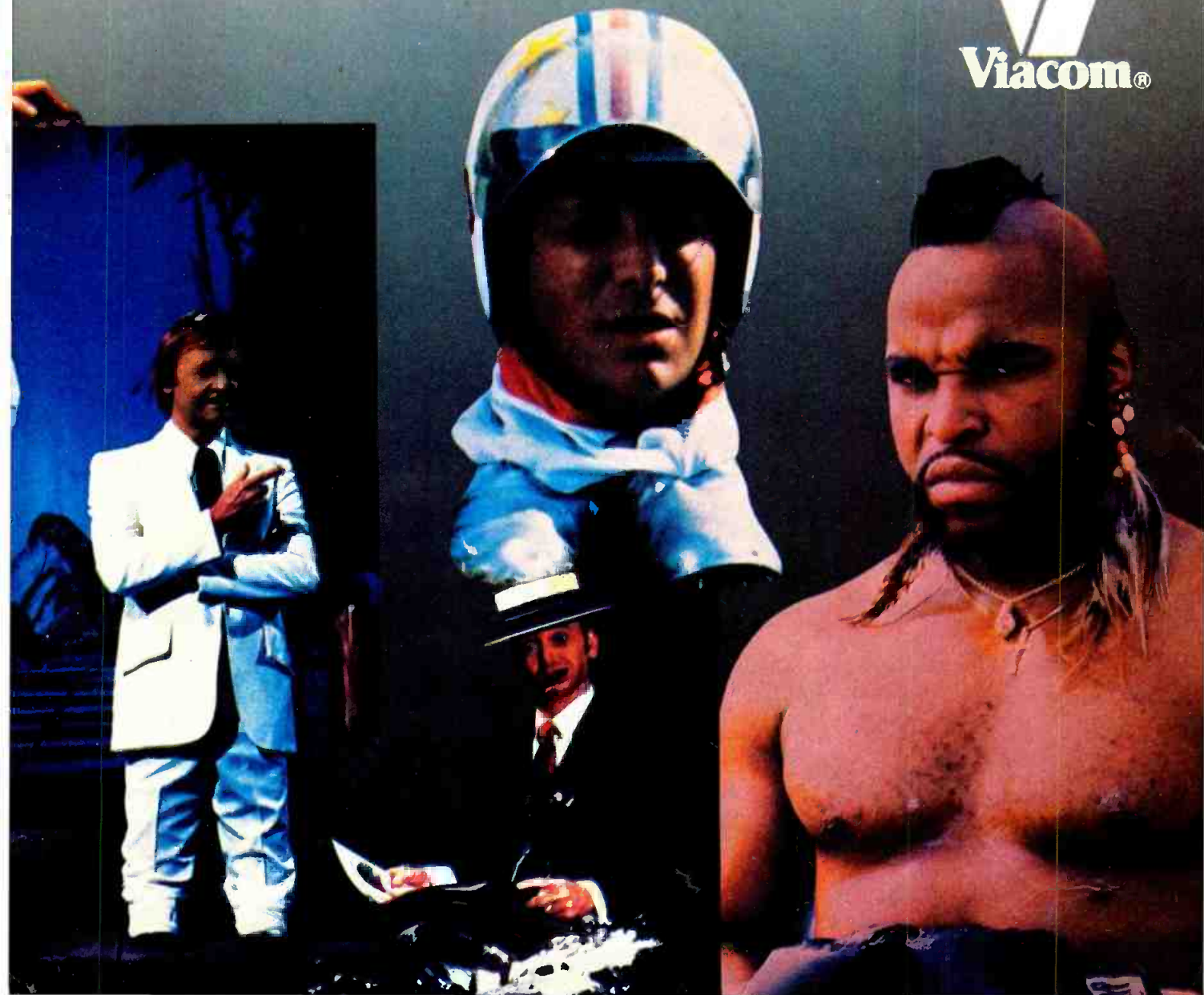


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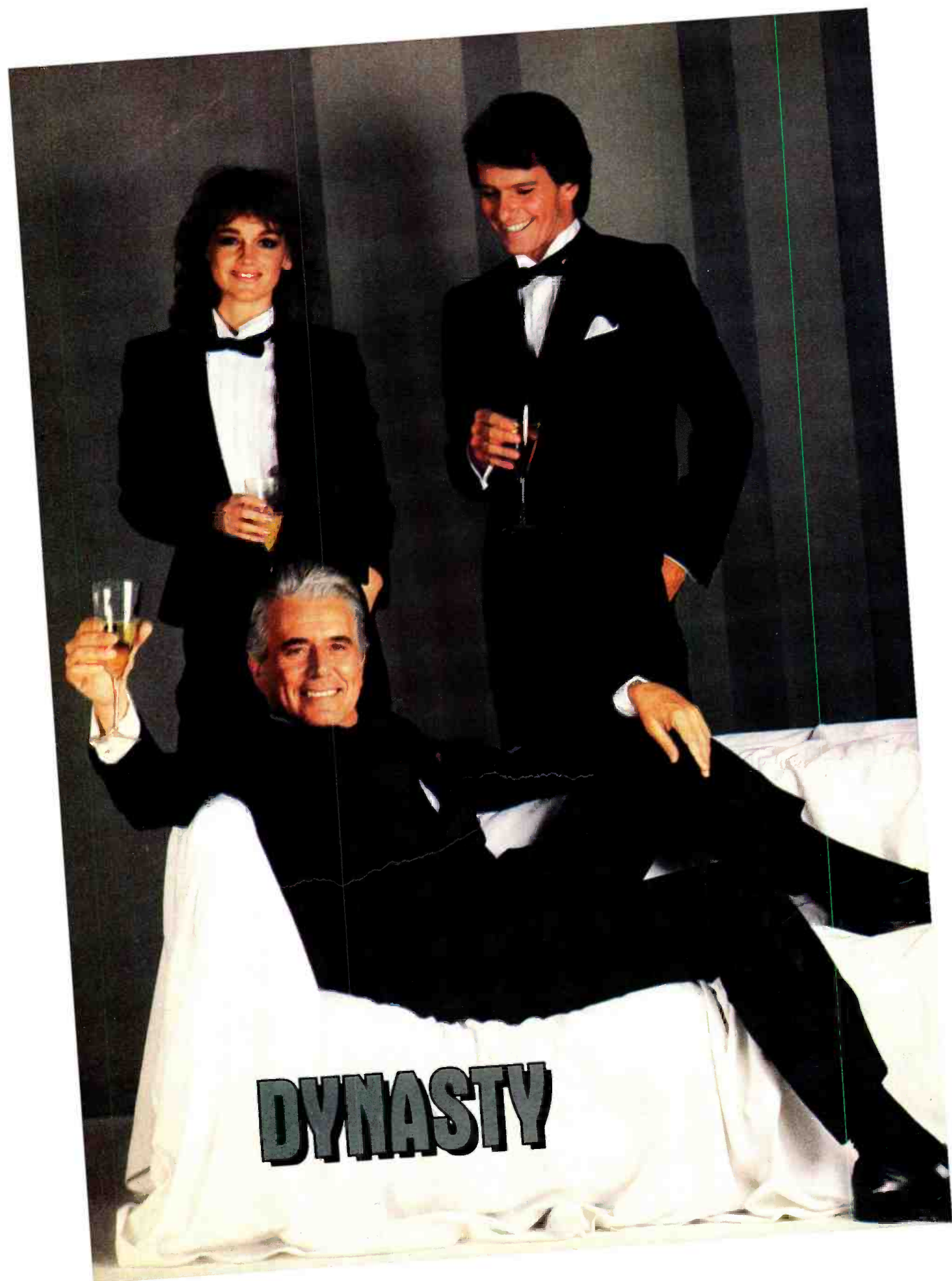


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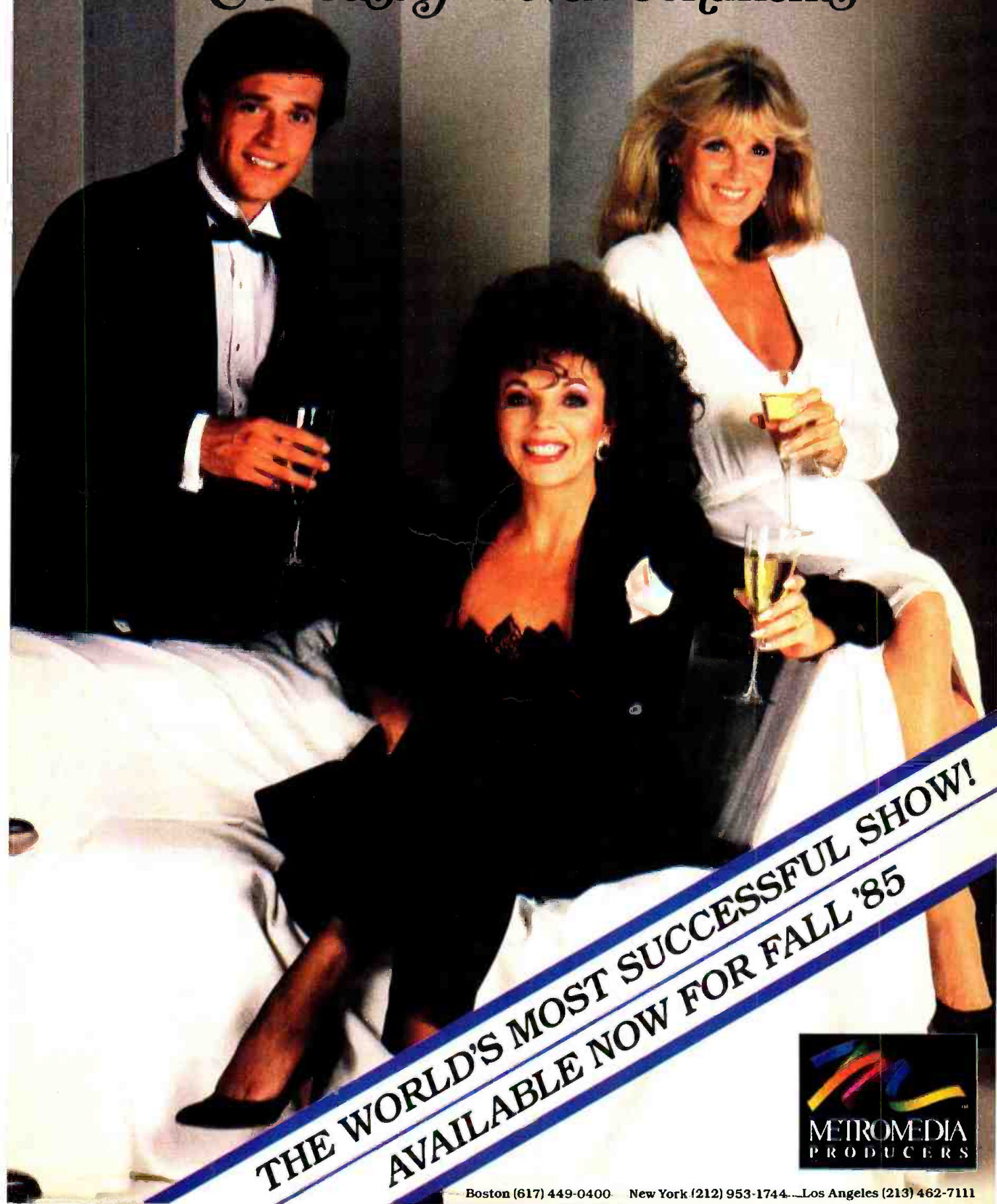
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# Broadcasting Feb 6

## House report labels Reagan-Fowler meeting "improper"

### Broadcasters report upbeat quarter, year

### NATPE '84 set to go □ RAB coverage

**EX PARTE REPORT** □ House investigation says Reagan meeting with FCC Chairman Fowler over fin-syn rules was improper. **PAGE 47.**

**MONEY MATTERS** □ Broadcast companies show strong results for fourth quarter and full year 1983. **PAGE 47.**

**FAIRNESS HEARING** □ Broadcasters testify in support of S. 1917, which would eliminate fairness doctrine and political broadcasting regulation. **PAGE 48.**

**CENTERED ON CHILDREN** □ House deregulation negotiations break down over inclusion of children's television requirements. Opposing sides agree to move on bill, however, allowing for amendments to be added. **PAGE 50.**

**BLACK TIE** □ Annual IRTS meeting brings programing assessments from network entertainment chiefs, Hollywood producers and sports network executives. **PAGE 52.**

**REAGAN BUDGET** □ FCC holds its own in administration's 1985 budget, but public broadcasting funding is cut. **PAGE 54.**

**NATPE 84** □ Television's premiere programing convention opens this week in San Francisco. The agenda for NATPE appears on **PAGE 70.** The latest news on new shows available in 1984 appears on **PAGE 87.** A list of Moscone Center exhibitors, followed by those showing product at the Fairmont hotel, appears on **PAGES 94-128.**

**FINE TUNING** □ Annual SMPTE gathering, to be held in Montreal, seeks ways of improving television picture quality. **PAGE 130.**

**ENGINEERING EXPANSION** □ NAB announces more engineering sessions will be held at annual convention in April in Las Vegas. **PAGE 130.**

**SUMMER WISDOM** □ RCA Communications chief says company will decide in July whether to get into direct broadcast satellite business. **PAGE 134.**

**SALES REVIVAL** □ Enthusiasm that 1984 will be a great year for radio abounds at RAB's Managing Sales Conference. **PAGE 140.** Workshop topics include computers, political and co-op advertising and nonwired networks. **PAGES 142-146.**

**SMOOTHER SAILING** □ Douglas Bennet has spent his first six months as NPR chief binding wounds and raising money. He pronounces the network in good shape on the eve of congressional oversight hearings. **PAGE 150.**

**NRB CONVENTION** □ Reagan, Dawson, Colson speak to National Religious Broadcasters gathering. **PAGES 150-158.**

**REVERSIBLE DEREGULATION** □ NAB, NRBA ask FCC to restore its oversight over call-sign conflicts. **PAGE 168.**

**NEW BREED** □ Universal Television President Robert Harris has parlayed his hands-on local programing experience into a top spot at one of television's busiest programers. **PAGE 199.**

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## RKO seeks Mutual

Sources within RKO Radio last week said company has made firm offer to Ada, Mich.-based Amway Corp., owner of Mutual Broadcasting System, for purchase of Mutual's radio network. Market value of network (excluding satellite facilities) is said to be estimated upward of \$18 million. Acquisition would make RKO, which already has two established networks, much more formidable competitor in network field. While reports that Amway is selling Mutual have been circulating for several weeks, Richard DeVos, Amway president and Mutual co-chairman, acknowledged to BROADCASTING that Amway has received several offers for network, but he denied it was for sale. Amway, through Mutual, also owns WHN(AM) New York and is in process of selling WCFL(AM) Chicago.

## Harder liners

Attempts by House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) to develop broadcast deregulation legislation (see page 50) are being resisted by some of his Democratic colleagues. Sources say Representatives James Scheuer of New York, John Bryant of Texas, Henry Waxman of California, and Edward Markey of Massachusetts think Wirth may be giving away too much in negotiations on bill with Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), advocates of serious deregulation. Pressure is on Wirth to slow down.

## Small start

First two applications for multichannel multipoint distribution service that FCC has found to be acceptable for filing—and not subject to competing applications—are scheduled to be put out on public notice this week. But don't expect to see more than trickle of others soon. Not all 16,499 applications submitted have even received file numbers.

With thousands of multichannel MDS applications piled up and apparently going nowhere at the FCC, entrepreneurs have turned to Instructional Television Fixed Service as means of getting into multichannel television (MCTV) or "wireless cable." (FCC is allowing ITFS licensees to lease excess capacity to MCTV operators as long as licensees use substantial portion of each channel for broadcast of educational or instructional

programming.) But so many are applying for ITFS channels with intent of leasing excess time to MCTV operators that processing of ITFS applications is starting to bog down too. FCC was unprepared to deal with number of applications and simply has no rules for dealing with mutually exclusive applications which are multiplying. FCC is putting staff and procedures together to grant uncontested applications expeditiously, but official said it will be "several months" before it figures out how to handle mutually exclusive ones.

## Promising start

Interest in ABC Video Enterprises' TeleFirst pay TV trial in Chicago has surpassed initial expectations. Since launch Jan. 17, several thousand orders are said to have been confirmed. Executives involved say it will take six to nine months to assess TeleFirst performance in Chicago, market that was picked, among other reasons, because VCR penetration stands at 17% (nationally, 10%).

## Cable ups and downs

While WTBS(TV) Atlanta, Turner Broadcasting superstation, broke its own ratings record twice in January for single program on basic cable, ratings overall for station in fourth quarter, 1983, were down compared to fourth quarter, 1982. On total day basis, according to report put together by CBS researchers for CBS/Broadcast Group president Gene Jankowski and based on Nielsen figures, average WTBS rating was down three-tenths of point to 2.4; down three-tenths to 3.0 in prime time, and down one-tenth to 2.1 in daytime. According to report, HBO ratings were down in most dayparts as well, except for all-important prime time period where increase was sharp: up six-tenths of point to 9.8. On total day basis, HBO rating dropped one-tenth to 4.2, while daytime was off three-tenths to 2.6.

Christian Broadcast Network, report says, was up four-tenths on total day basis to 1.0 and up three-tenths to 1.3 in prime time. ESPN and USA were not measured in fourth quarter of 1982, and CBS research staff was reluctant to make comparison for shorter period of time, but said ratings for both networks for fourth quarter, 1983, were "stable." ESPN has been averaging about 2 rating or better in recent months in prime time, while USA has been in 1.2-1.3 range in prime time.

## Tanner case

Government and in-house investigations of activities of former William B. Tanner Co. (now called Media General Broadcast Services Inc.) are still going on. In-house investigation is expected to be wrapped up before end of month. Indications are that neither Media General Inc., which owns company, nor company itself, is still target of government investigation. FBI raided company's Memphis headquarters last year (BROADCASTING, Aug. 22, 1983) amid allegations that Tanner executives had been paying kickbacks to clients, and that William B. Tanner, then company president, had engaged in a variety of scams to divert company funds into his own pockets. Subsequently, Tanner, who denied charges, was granted leave of absence from his executive positions with company (BROADCASTING, Sept. 5, 1983).

## Night and day

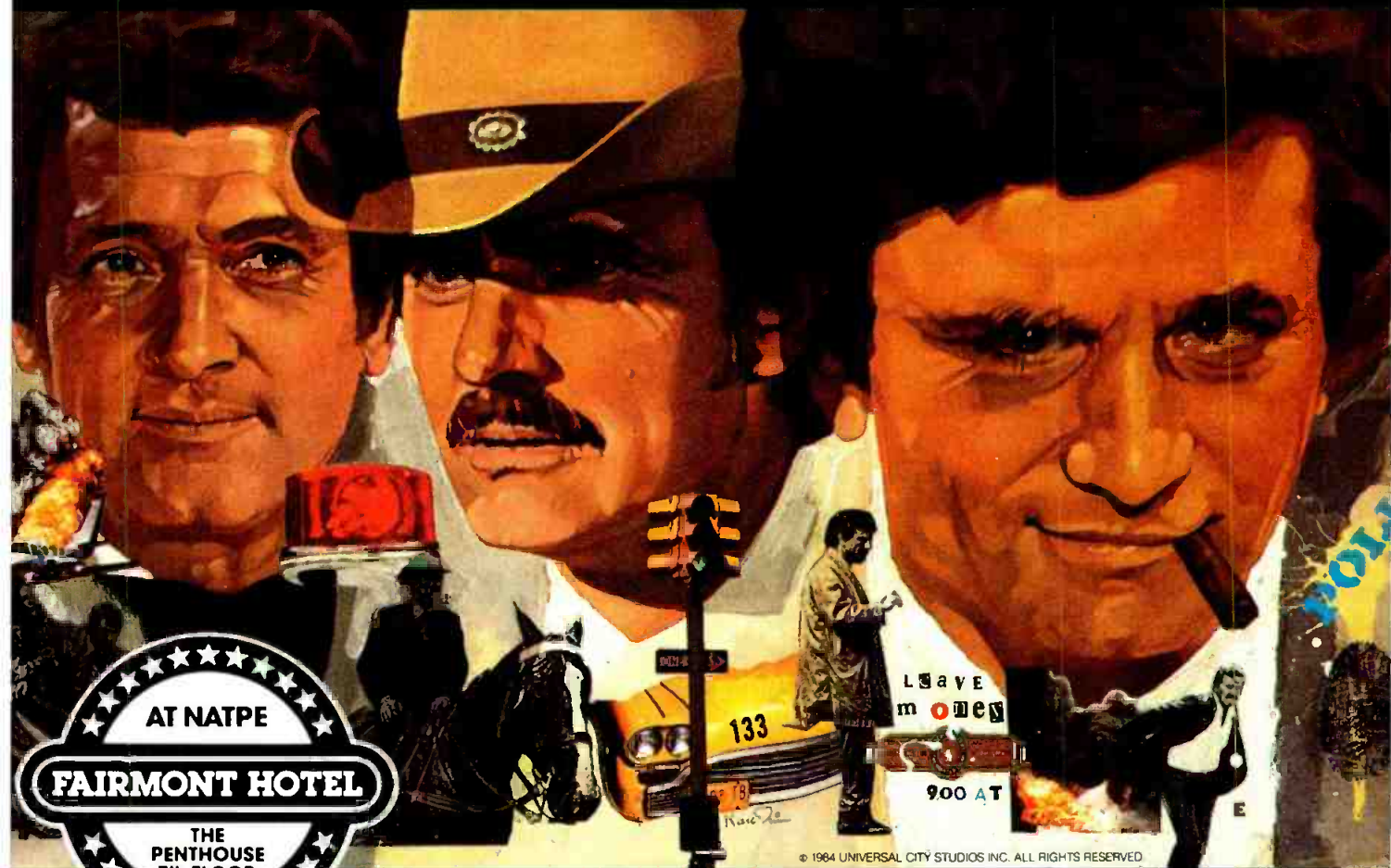
Metromedia Television, which occupied center of attention at last year's NATPE International conference with involvement in MGM/UA's late-night syndicated strip, *Thicke of the Night*, may be preparing for similar move in final days before 21st annual NATPE conference opens this week. Although company insiders are keeping details tightly under wraps, station division is known to be cooperating with major advertiser for creation of daytime strip for national syndication.

## Back from dead

There can be life in oldie television series. *Cisco Kid*, produced between 1951 and 1956 and released in black-and-white, though shot in color, is enjoying reincarnation. Blair Entertainment, which took over distribution last December, has racked up sales of more than \$3 million in less than two months, substantial increase over total sales for several years. Success is tied to emphasis on color availability in advertising, promotion and sales presentations. Series, consisting of 130 half-hours, has started or will start in 14 major markets, including Chicago, Denver, New Orleans and Boston. Blair is only one of number of program distributors, including 20th Century-Fox Television and Columbia Pictures Television, returning older series into syndication this season.



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# Cablecastings

## Cable's not the only way

Of all the pay television media now challenging cable television, Frank Biondi, president of Home Box Office, is most impressed with home video. "It's coming and it's coming hard," he told a large group of cable operators and service providers at a Washington Metropolitan Cable Club luncheon. The "most modest" projections, he said, put the number of home VCR's at around 30 million in 1988. Home video could pre-empt cable's pay-per-view business, he said. Cable operators will have trouble selling PPV movies if consumers can rent them at local video stores for \$1 or \$2 per night. He said HBO, through HBO Enterprises, will be releasing its original programing (after cable exposure) into the home video market. The combination of pay cable and home video is enough to finance feature films, he said. "That's a very powerful statement"; it will benefit HBO and consumers, he added, while making "life more interesting" for Showtime/The Movie Channel and big movie studios.

Another pay medium that cable will have to learn to cope with (or become a part of) is direct-to-home satellite broadcasting, Biondi said. It's likely that CBS will join Comsat as a partner in Satellite Television Corp., which plans to offer a five-channel



Biondi

DBS service this fall. "What they want is your subscribers and my subscribers," he warned.

HBO has been trying to persuade other cable programers on Hughes Communications' Galaxy I satellite to join it in offering a low-power DBS service from that bird. HBO will make its decision on whether to go ahead with the plans between "the summer of 1984 and the summer of 1985," he said. The decision will be based, in part, on the willingness of cable operators to serve as local sales-and-service agents, he said. At homes in areas too costly to wire, he said, cable operators could "slap in a dish" and

provide essentially the same service they provide their cable subscribers.

The only up-and-running DBS service is being offered in Indianapolis and several markets by United Satellite Communications Inc. As the first service provider, Biondi said, USCI's progress is being monitored closely by others expecting to be in the business. "Everybody has gone to school on USCI," he said. "If they have 200 subscribers in Indianapolis, 30 are on somebody's payroll."

## Win with cable

Candidates for various political offices will be spending millions of dollars for advertising time in 1984 and cable operators want their share. To see that they get it, the Cabletelevision Advertising Bureau will conduct a workshop in Washington to educate candidates and their campaign aides about cable as a political advertising medium ("Closed Circuit," Nov. 28, 1983). The three-hour (9 a.m.-noon) workshop is scheduled for March 1 in the Caucus Room of the Cannon House Office Building.

In announcing the workshop, Richard Holcomb, vice president, public affairs, American Television & Communications Corp., and chairman of the workshop orga-



Holcomb

nizing committee, said cable can "accomplish some very important communications objectives for many candidates in a more targeted, cost-effective way than any other medium." CAB President Robert Alter said research indicates that cable subscribers should be particularly receptive to political advertising. According to Simmons Research Bureau, he said, cable subscribers are 28% more likely to vote than nonsubscribers and they are 69% more likely to become involved in fund raising.

Among the speakers: Alter; Jack Clifford, chairman, Colony Communications; Ed Dooley, vice president, public affairs, Na-

tional Cable Television Association; John Deardourff, president, Bailey & Deardourff; Robert Squier, president, the Communications Co.; Henry Harris, president, MetroVision, and Rob Stengel, director of corporate services, Continental Cablevision.

## Clouds over Sarajevo?

The Weather Channel plans to get in on the excitement surrounding the 14th winter Olympic games, which begin tomorrow (Feb. 7), by airing weather reports for Sarajevo, Yugoslavia, the site of the games, and features on the effect of the weather on particular events. The special coverage includes telephone reports from John Hamilton in Sarajevo twice a day and satellite weather pictures of Europe and forecasts every hour. The games run through Feb. 20.

## One had to go

John Evans, president of Arlington Telecommunications Corp. (ARTEC), a cable company serving the Washington suburb of Arlington county, Va., has resigned from the board of the National Cable Television Association to comply with NCTA bylaws which stipulate that only one representative of a particular company can sit on the board. Evans's position on the board became untenable when Hauser Communications purchased ARTEC last year. Hauser Communications is headed by Gustave Hauser, vice chairman of the NCTA board.

## Toe to toe over MTS

Broadcasting and cable are once again at odds—this time over whether cable systems should be required to retransmit broadcasters' multichannel television sound (MTS) signals along with their picture.

Once the FCC gives its go-ahead, expected later this year, broadcasters will be able to supplement their regular television signals with the MTS signals, which permit stereophonic sound and a second audio program (SAP) such as a foreign-language soundtrack. Many cable operators have a problem, however. The MTS signals are incompatible with their headend equipment or their scrambling systems and home converter/descramblers. According to the National Cable Television Association, it would cost cable operators billions of dollars to replace existing equipment to retransmit the MTS signals without adversely affecting the sound, the picture or the scrambling. As a result, NCTA has argued that the must-carry rules, which require the carriage of local broadcast signals, do not require the carriage of the MTS signals. Cable operators, it has said, should have the right to strip off the MTS signals and replace them with signals that are compatible with their individual systems.

Broadcasters are dead set against allow-



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ing cable operators to tamper with their MTS signals. In comments to the FCC last week, the National Association of Broadcasters said the NCTA's technical concerns are exaggerated and the cable industry's real motive in asking for the must-carry exemption is to gain a competitive edge over broadcasting. "The economic burden on cable systems in adapting to MTS is not nearly so great nor so unwelcome as NCTA and the cable industry would have the commission believe," the NAB said. Many cable systems simulcast stereo sound for much of their programming, particularly movies and music videos, in the FM band for reception on FM stereo radios. "Broadcast stations... present the same type of programming, and, if cable can strip broadcast stereo, broadcasters will be at a competitive disadvantage

and may even be deterred from offering stereo at all," the NAB said. The cable industry's request to strip broadcasters' MTS signals, it said, is "a thinly disguised attempt to secure unequal competition and monopoly control over access to 40%-60% of television viewers." The NAB acknowledged that a "small minority" of cable systems will not be able to pass the MTS signals and suggested that the FCC give such systems a grace period during which they can upgrade their "MTS-disabled equipment."

### Interconnected

CBS Interconnects, a unit of the CBS/Broadcast Group formed last year to sell local advertising time on national cable services to

national and regional advertisers, last week announced agreements with Centel Cable Systems and Lake Cablevision for their participation in the Chicago-area service. The two systems serve more than 81,000 homes. CBS Interconnects plans to feed its commercials to participating systems through a microwave network built by Centel Videopath. The Chicago interconnect has growth potential. The number of cable subscribers in the metropolitan area is expected to grow from 350,000 to 1.1 million between now and 1986.

### A longer day for Disney

The Disney Channel will add three hours to its daily program schedule beginning April 1, the Burbank, Calif.-based pay cable network announced last week. Sign-on will be at 6 a.m. NYT rather than 7 a.m., and sign-off will be at 1 a.m., rather than 11 p.m. "These new extended hours will enable us to present an additional feature film every day," said Disney Channel President James Jimirro in a prepared statement. The service now has more than 710,000 subscribers on the 1,247 systems that now offer the service, he said.

### Storer count

During 1983, basic subscribers of Storer Cable jumped 18% to 1,371,000, while pay subscriptions rose 9.4% to 1,404,000, according to figures released by the cable MSO. Its cable plant passed 366,000 additional homes in 1983, it said, bringing the total homes passed to 2,589,000, and it has 3.3 million homes under franchise. Storer's five largest systems: Dade/Broward, Fla. (63,000); Jefferson county, Ky. (62,000); Sarasota, Fla. (55,800); New Haven, Conn. (52,000), and Charleston, S.C. (49,800).

### Fouling air

The FCC fined cable systems more than \$200,000 in 1983 for violations of rules governing their use of aeronautical frequencies, according to the National Cable Television Association. In a memo to its members, the NCTA warned that the FCC has "made it clear that it is taking a tough stand against cable operators who are not in compliance with the commission's technical requirements, especially in the areas of prior clearance for aeronautical frequencies and signal leakage." In the past month and a half, it said, six systems have been fined between \$2,000 and \$10,000 for various infractions. Violations "have even resulted in the shutting down of channels on some systems," it said. "Don't let it happen to you."

### Timely addition

Time Inc.'s Manhattan Cable Television, New York, has added the 24-hour CBN Cable Network, raising the number of systems carrying CBN to 3,918 and its subscriber count to about 23 million. CBN launched an advertising and promotion campaign last week to mark its entry into the New York market, which became effective Jan. 1.

**Lincoln First Bank**  
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### **AMERICAN CAESAR**

General Douglas MacArthur was easily the most enigmatic, colorful and prophetic soldier in American military history. This gripping action biography, narrated by John Huston, captures his bravery and his bravado. 5 hours.

### **BLACK BEAUTY**

This classic children's novel, starring Eileen Brennan, Forrest Tucker, William Devane, Martin Milner, Warren Oates, and Kristoffer Tabori as Luke, tells the emotional story of a gentle horse and the people that control his life. In 2 two-hour segments.

### **THE LAST CONVERTIBLE**

Opening against the dark days of World War II, this story of five Harvard men, the women they loved and the elegant car that came to symbolize their romantic youth tracks their unshakable loyalty to a lost dream as they grow and mature. Stars include Perry King, Deborah Raffin, John Houseman, Edward Albert and Sharon Gless. 6 hours.

### **WOMEN IN WHITE**

Based on the best-selling book, this saga focuses on the doctors and nurses of a major medical center as they reveal their personal ambitions, jealousies and loves against a background of ever-present hospital vices. This exciting series stars Patty Duke Astin, Robert Culp, Kathryn Harrold and Susan Flannery. 4 hours.

### **JACQUES COUSTEAU'S NORTH AMERICAN ADVENTURES**

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A unique series of programs exploring the people, places and heritage that have shaped America. Positive and personal, penetrating and appealing, PORTRAIT OF AMERICA captures for television the heart and soul of the United States and its territories. 60 one-hour specials.

### **JACQUES COUSTEAU: ODYSSEY**

ODYSSEY takes viewers from lost civilizations to new-found Grecian relics; from threatening oceanic time bombs to warm-hearted, warm-blooded seals; from the Easter Island everyone remembers to a Pacific atoll time forgot; from sunken treasures to mysteriously sunken ships; from an African river that goes on forever to lakes whose days are numbered. 12 one-hour shows.

### **STARCADE**

Television's first game show to match skillful contestants against the latest video arcade games. Electronic game playing fun and excitement. Format rights available. 1/2-hour format.

### **WORLD CHAMPIONSHIP WRESTLING**

Nonstop, crowd-pleasing competition. The intense, no-holds-barred action provides viewers a ringside seat to weekly thrills and spills. 1-hour segments.

### **COUSTEAU'S VOYAGE OF THE WINDSHIP**

Now in production, soon to be released. 1 hour.

### **COUSTEAU ON THE MISSISSIPPI**

Now in production, soon to be released. 1 hour.

# **TURNER PROGRAM SERVICES**

Turner Program Services 1050 Techwood Drive, N.W. Atlanta, Georgia 30318 (404) 827-2200  
London: 66-67 Newman Street London W1P3LA Telephone: (01) 636-2431 Telex: 894179

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# Business Briefly

TV ONLY

**Georgia-Pacific** □ Campaign for bathroom tissue will begin in mid-February for six weeks in about 100 markets. Commercials will be placed in daytime, early fringe, prime access and prime time. Target: women, 25-54. Agency: Altschiller, Reitzfeld, Solin/NCK, New York.

**Luzianne** □ Ten-week flight promoting tea will begin in mid-February in approximately 40 markets. Commercials will be slotted in daytime, early and late fringe and prime time. Target: women, 18-49. Agency: Rosenfeld, Sirowitz & Lawson, New York.

**Gardner Baking Co.** □ Country Hearth bread will be highlighted in five-week flight to start in late February in two markets. Commercials will run in all dayparts. Target: women, 25-54. Agency: W.E. Long Advertising, Chicago.

**Florida Express** □ New airline offering "\$99-or-less" flights to Florida will begin flight in five markets: Indianapolis; Nashville; Louisville, Ky., and Richmond and Norfolk, both Virginia, for four to eight weeks, depending on market. Spots will air in daytime. Target: adults, 25-54. Agency: Beber, Silverstein & Partners, Miami.

**Strombecker** □ Three-month campaign for children's toy, Bubble Magic, will begin Feb. 27 in 65 markets. Commercials will air in early morning, daytime, early evening and prime access. Target: children, 2-7. Agency: CPM, Chicago.

**Dixon Industries** □ Campaign for riding lawn mowers will break Feb. 20 in several

markets nationally. Spots will air in late news and Sunday evenings. Target: adults, 25-plus. Agency: McCormick-Armstrong, Wichita, Kan.

**Dodge Dealers Association** □ Car and truck sales push will begin Feb. 15 in 10 markets. Commercials will air in various dayparts including prime access and late night. Target: 18-plus. Agency: BDA/BBDO, Atlanta.

**Standard Brands** □ Promotion for paint and wallpaper will begin this week and run for eight weeks and six weeks, respectively, in 25 markets. Spots will air in all dayparts. Target: adults, 25-54. Agency: Admarketing Inc., Los Angeles.

**Kraft** □ Breyer's ice cream will be promoted in three-week flight, as part of flighted campaign for 1984, beginning Feb. 13. Commercials will air in 25 markets in daytime, early fringe and prime access. Target: women, 25-54. Agency: N.W.Ayer, New York.

**Pinkerton Tobacco** □ Three-week flight promoting tobacco will begin Feb. 13 in 12 Southern and Midwestern markets. Commercials will air in sports programming. Target: men, 35-plus. Agency: Benton & Bowles, New York.

**General Sportswear** □ Children's clothing will be highlighted in campaign with theme: "Only Kids Club." Flight will begin Feb. 20 for five weeks in 57 markets. Commercials will air in various dayparts, depending on market. Target: women, 25-54. Agency: Cohen & Marino, New York.

**Shelter Insurance** □ Corporate campaign and co-op advertising will begin Feb. 20 in 55 Midwest markets.



**Making the cut.** Arnold Palmer, long-time spokesman for Pennzoil (whose commercials featured Toro tractors), has now become a spokesman for Toro. In a three-commercial campaign breaking in early March, Palmer, who has signed a three-year contract, will promote riding and walk lawnmowers and a gas-powered weed trimmer. The 12-week campaign will air in 130 markets in various dayparts, targeted to men, 35-plus. The agency is Campbell-Mithun, Minneapolis.

Spots will run for eight weeks in early and late fringe and prime time. Target: men, 25-49. Agency: D'Arcy-MacManus & Masius, St. Louis.

**Flowers Industries** □ Flight for various types of bread will begin in mid-March for six weeks in 40 markets. Commercials will be scheduled in daytime, fringes and prime time. Target: women, 25-54. Agency: Tucker Wayne & Co., Atlanta.

**Sounder Sports** □ Golf clubs will be featured in ten-week flight to run in 66 markets, beginning in mid-March. Commercials will be placed on sports programs. Target: men, 25-54. Agency:

## Rep Report

KITS-FM San Francisco: To RKO Radio Sales from Major Market Radio.

□

WEEP(AM) Pittsburgh: To RKO Radio Sales from Major Market Radio.

□

WGNC(AM)-WZXI-FM Charlotte, N.C.: To RKO Radio Sales from Major Market Radio.

□

**Meet Katz in...** Katz American Television, Katz Television Continental, Katz Independent Television and Katz Radio have consolidated operations in St. Louis—10 South Broadway, Fifth Floor, Equitable Building, 63102-1795. (314) 231-1868.

## YOU NEED RADIO ONE®

*The adult contemporary format is America's hottest format. Get it from America's hottest syndicator.\**

Call Bob Morrison at  
(602) 264-3331 for your demo.



**Churchill Productions**

1130 East Missouri, Suite 800, Phoenix, AZ 85014

\*Churchill Productions, documented by "American Radio" by James Duncan, Jr., with the highest % of stations increasing their shares in Spring '83 Arbitron among the nation's top 10 syndicators.





*You Are Invited To A Special Showing*

*The*  
**Telepictures**  
*Collection*



You are invited to view The Telepictures Collection. A gallery of one-of-a-kind originals, first editions and priceless classics created by the great masters, our producers.

To view the total Telepictures Collection, visit us at NATPE.

# The Telepictures Collection



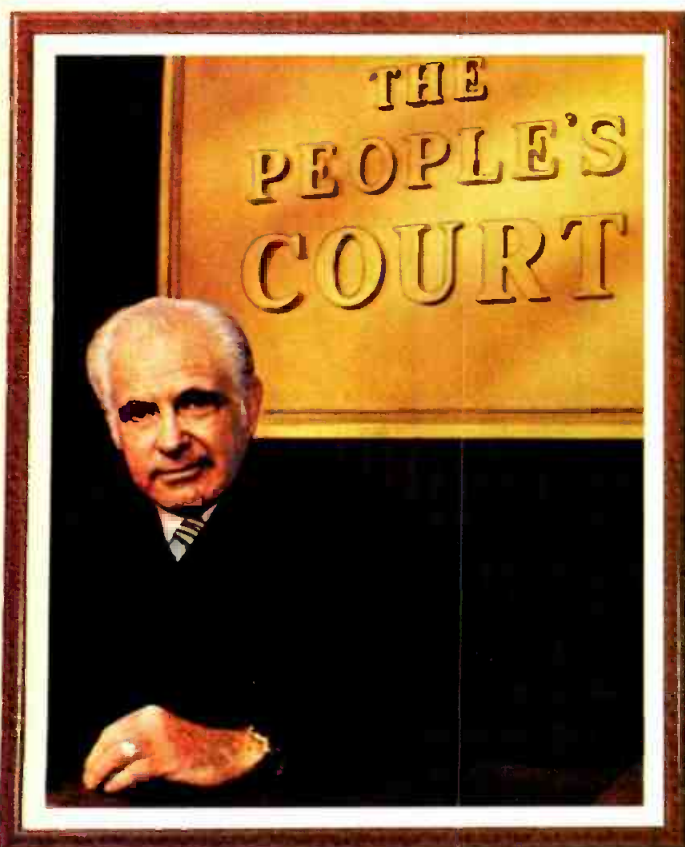
## *Rituals*

The first dramatic serial made specifically for prime time access. 52 weeks of first-run programming with no repeats, produced by one of Hollywood's top creative teams. A co-venture of Metromedia Inc. and Telepictures Productions. Sold in over 50% of the country.



## *The All New Let's Make a Deal*

America's favorite big dealer, Monty Hall, is back in this all new first-run half-hour strip. The hilarious action never stops in this unpredictable big-money audience participation smash. A Stefan Hatots/Monty Hall Production in association with Telepictures.



## *The People's Court*

Syndication's hottest first-run strip is in session for its fourth blockbuster season. Scheduled on over 170 stations representing 96% of all U.S. TV homes, "The People's Court" gets the decision in all time periods. A Ralph Edwards Production in association with Stu Billett Productions.







## *Newscape*

The next step in television news. Locally-anchored people-oriented news, satellite-fed six days a week and accompanied by daily script, promotional and support materials. No repeats—fresh 52 weeks a year. Already bought by over 90 stations, "Newscape" is a co-production of the Gannett Broadcasting Group and Telepictures.



## *Love Connection*

The surprise hit of the class of '83-'84 is now being renewed for its second season. It's the half-hour reality strip based on real-life dating experiences everyone can identify with.

Hosted by Chuck Woolery and full of genuine humor and unpredictable surprises. An

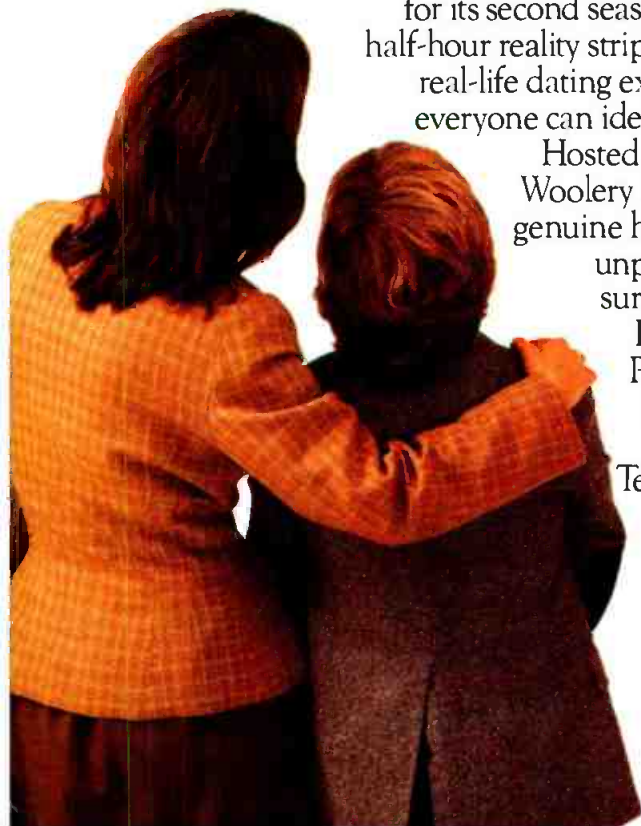
Eric Lieber Production in association with Telepictures.

Sold in over 135 markets.



## *Eureka Stockade*

A World Television Premiere Event! A two part four-hour epic mini-series about courageous men and women willing to die for only one thing... liberty. First-run advertiser supported dramatic entertainment accompanied by a full package of promotional support materials. A Henry Crawford Production, from Telepictures Perennial Division.





## *N.I.W.S.*

The pre-eminent weekly news service in syndication, providing multi-part series, feature reports and extensive support materials. That's why N.I.W.S. is sold in over 160 markets worldwide.



## *Telepictures 2*

27 made-for-TV movies. The first movie package ever designed specifically for local television stations. Each title is accompanied by extensive, fully researched promotional support materials. With only two network runs, most of these movies are available for local broadcast right now.



## *Telepictures 1*

Sixteen powerhouse movies including the Emmy Award winning "Guyana Tragedy: The Story of Jim Jones;" "The Three Musketeers;" "The Four Musketeers" and Tom Selleck starring in Louis L'Amour's epic "The Sacketts."

## *And From Telepictures Perennial Division*

### *More Real People*

George Schlatter's top-rated network show available as 195 fast-paced half-hours celebrating the accomplishments and heroic achievements of the American individual. Accompanied by a complete package of promotional tools. Sold in over 85 markets.



### *The New Dick Van Dyke Show*



### *Mayberry R.F.D.*

150 half-hour all color off-network episodes featuring the leading men of comedy. "The New Dick Van Dyke Show" is 72 first-run off-network half-hours starring four time Emmy winner, Dick Van Dyke. "Mayberry R.F.D." features Ken Berry and the antics of the Mayberry regulars for 78 half-hours of down home fun. Already sold in over 25 markets.



### *My Favorite Martian*

107 hilarious half-hours featuring contemporary humor and special effects and starring Bill Bixby and Ray Walston. Provided with a total exploitation and promotion kit. Sold in over 50 markets.



### *Here's Lucy*

144 classic comedy off-network half-hours starring Lucille Ball, Desi Arnaz, Jr., Lucie Arnaz and an all-star line-up of special guests. This all-color series is already sold in over 85 markets.



New York Los Angeles Chicago Dallas Atlanta Paris Munich Sydney Tokyo Toronto

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## Advantage

**Not guilty plea.** Albert Ferrarese, vice president and client-accounting manager of Procter & Gamble account at Benton & Bowles, New York, entered plea of not guilty last week to charges that he had misappropriated in excess of \$2 million from agency (BROADCASTING, Jan. 30). Ferrarese was arraigned in criminal court on Jan. 26 and was given until last Tuesday (Jan. 31) to raise \$100,000 bail. According to New York District Attorney's office, Ferrarese supplied bail and was released pending trial. Alleged embezzlement spanned period from February 1975 to September 1983. Authorities claim that Ferrarese had B&B employees issue checks in name of fictitious person, William Morris, for various services and that Ferrarese deposited money into savings account in name of William Morris at Metropolitan Savings Bank in New York. Spokesperson for district attorney said Ferrarese's superiors were led to believe checks made out to William Morris were going to William Morris talent agency for services it had rendered. Official of Benton & Bowles stressed that neither P&G nor any other client will lose money as result of alleged embezzlement. "It came out of B&B's coffers," she said.

□

**Award winners.** Six top awards of 1984 Television Bureau of Advertising/National Automobile Dealers Association Commercials Competition were to be presented yesterday (Feb. 5) during annual NADA convention in Dallas. Three awards were made to dealers in various television markets by size and three to auto dealer associations in various market sizes. The winners are Don Foss International, Redford and East Detroit, Mich., (TV markets one to 50); Precision Toyota, Tucson, Ariz. (TV markets 51 to 100); Zimbrick Inc., Madison, Wis. (TV markets 101 and up); Washington District Ford Dealers Advertising Association (one to 50); Greenville Motor Mile Car Dealers Association, Greenville, S.C. (TV markets 51 to 100); and Lower Radio Grande Valley Chevrolet Association, McAllen, Tex., (TV markets 101 and up).

□

**McGavren sizes up radio.** McGavren Guild Radio reports that 25-54 remained most requested demographic in 1983, amounting to 34%, followed by total young people (12-34), 18%, and 18-44, 18%. Most desired length of commercials was 60-second, accounting for 79%. McGavren said morning drive was most requested daypart (30%), leading evening drive time (21%), daytime (20%) and weekend (11%).

□

**...and so does Eastman.** Similarly, Eastman Radio tabs 25-54 as most requested group, followed by 18-49, 19% and 18-34 and 25-49, tied at 12%, for fourth quarter of 1983. Eastman noted that 80% of radio campaigns were planned for one-to-four weeks and almost 90% were for one-to-four markets. Rep firm said its soon-to-be released annual analysis will correlate availability requests with actual dollar allocations for most requested target demographics.

Naftzger & Kuhe, Farmington, Conn.

54. Agency: Sawyer Advertising, Gainesville, Ga.

### RADIO AND TV

**Blue Bell Creameries** □ Ice cream will be advertised on radio in eight markets for 12 to 22 weeks, depending on market, beginning from mid-February to early March. On TV, campaign will air in eight markets beginning in the end of March for eight weeks. Commercials on radio will run in all dayparts, and television buys will occur in daytime and early and late fringe. Target: women, 25-54. Agency: Metzendorf & Marschalk, Houston.

**Church's Fried Chicken** □ Restaurant chain will launch 12-week campaign in 11 radio and 24 television markets in late February. Commercials will be scheduled in all dayparts in TV and radio. Target: adults, 18-49. Agency: Grey Advertising, Los Angeles.

**Sanderson Farms** □ Miss Goldie Chicken will be highlighted in two-week campaign to begin in early March in 13 markets. Commercials will run in all dayparts on radio and in fringe, daytime and prime slots on TV. Target: adults, 25-

**Pennzoil** □ Gumout, automobile engine cleaner, will be spotlighted in eight-week flight beginning mid-March in about 100 markets, including Atlanta, Minneapolis, Pittsburgh, Salt Lake City and San Francisco. Spot will be carried in all dayparts during weekdays and weekends. Target: men, 18-plus. Agency: Eisman, Johns & Laws, Houston.

**King Koil** □ Mattresses will be highlighted in flight beginning week of March 3 in seven markets, including Atlanta, Denver, Detroit and San Francisco. Commercials will air in all dayparts. Target: adults, 25-54. Agency: Grey Advertising Twin Cities, Minneapolis.

**Associated Milk Producers Inc.** □ Milk promotion will begin March 5 for three weeks in 28 markets of Texas, Oklahoma, New Mexico and Arkansas. Spots will air in drive times and daytime. Target: adults, 25-54. Agency: Crume & Associates, Dallas.

### Broadcasting Publications Inc.

Founder and Editor  
Sol Talshoff (1904-1982)

Lawrence B. Talshoff, president.  
Donald V. West, vice president.  
David N. Whitcombe, vice president.  
Jerome H. Heckman, secretary.  
Philippe E. Boucher, assistant treasurer.

## The Fifth Estate Broadcasting

1735 DeSales Street, N.W., Washington 20036  
Phone: 202-638-1022

Sol Talshoff, editor-in-chief (1904-1982).  
Lawrence B. Talshoff, publisher.

### Editorial

Donald V. West, managing editor.  
Leonard Zeldenberg, chief correspondent.  
Mark K. Miller, senior news editor.  
Kira Greene, assistant to the managing editor.  
Harry Jessell, associate editor.  
Doug Halonen, Matt Stump, Kim McAvoy, assistant editors.  
John Eggerton, staff writer.  
Anthony Sanders, systems manager.  
Susan Dillon, Marcia Klein, Geoff Folsie, Jeanne A. Omohundro, Heather McKinnon, research assistants.

### Senior Editorial Consultants

Edwin H. James (Washington)  
Rufus Crater (New York)

### Editorial Consultants

Frederick M. Fitzgerald (Washington)  
Rocco Famighetti (New York)

### Broadcasting ■ Cablecasting

#### Yearbook

Mark Jeschke, manager.  
Joseph A. Esser, associate editor.  
Daniel L. Martucci, production assistant.

### Advertising

Washington  
Gene Edwards, director of sales and marketing.  
John Andre, sales manager (equipment and engineering).

Doris Kelly, sales service manager.  
Christopher Moseley, classified advertising manager.

### New York

David Berlyn, senior sales manager.  
Charles Mohr, Ruth Windsor, sales managers.

### Hollywood

Tim Thometz, sales manager.

### Circulation

Kwentin K. Keenan, circulation manager.  
Patricia Waldron, Sandra Jenkins, Debra De Zarn, Joseph Kolthoff, Chris McGin.

### Production

Harry Stevens, production manager.  
Don Gallo, production assistant.

### Administration

David N. Whitcombe, vice president/operations.  
Philippe E. Boucher, controller.  
Albert Anderson.  
Irving C. Miller, financial consultant.  
Debra Shapiro, secretary to the publisher.  
Wendy J. Liebmann.

### Corporate Relations

Patricia A. Vance, director.

### Bureaus

New York: 630 Third Avenue, 10017.  
Phone: 212-599-2830.

Kathy Haley, bureau news manager.  
Stephen McClellan, assistant editor.  
Vincent M. Dilling, senior editor: radio.  
John Lippman, staff writer.  
Marie Leonard, Mona Gartner, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.

Richard Mahler, correspondent.

Tim Thometz, Western sales manager.  
Sandra Klausner, editorial-advertising assistant.



American  
Business  
Press Inc.

Founded 1931. Broadcasting-Telesharing \* introduced in 1946. Television \* acquired in 1961. Cablecasting \* introduced in 1972. Reg. U.S. Patent Office. Copyright 1984 by Broadcasting Publications Inc.

TELEVISION. Cablecasting.

## This week

**Feb. 5-7**—*Louisiana Association of Broadcasters* annual convention. Hilton hotel, Baton Rouge.

**Feb. 6-7**—*Michigan Association of Broadcasters* winter conference. Harley hotel, Lansing.

**Feb. 7**—*National Association of Broadcasters* broadcast regulatory review committee meeting. NAB headquarters, Washington.

**Feb. 7**—*West Virginia Broadcasters Association* sales seminar. Sheraton-Lakeview Resort, Morgantown, W. Va.

**Feb. 7**—*New York chapter, American Women in Radio and Television*, seminar, "Computers and the Communications Field." Clairol headquarters, 345 Park Avenue, New York.

■ **Feb. 7**—*Women in Cable, Washington chapter*, meeting, "Franchising: Reality vs. Anticipation." National Cable Television Association headquarters, Washington. Information: (202) 333-2878.

**Feb. 7-8**—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

**Feb. 7-8**—*Arizona Cable Television Association* annual meeting. Phoenix Hilton hotel, Phoenix.

**Feb. 8**—*House Telecommunications Subcommittee's* FCC oversight hearing. Washington.

**Feb. 8**—*Broadcast Pioneers* "Mike Award" dinner. Hotel Pierre, New York.

**Feb. 8**—*West Virginia Broadcasters Association*

■ Indicates new or revised listing



**Barry Bernard**

**NTA**  
Manager,  
Special Marketing  
wishes you a  
successful 1984.

Visit with Barry at NATPE '84  
NTA Exhibit, 404 Post Street

National Telefilm Associates, Inc.  
12636 Beatrice Street, P.O. Box 66930  
Los Angeles, California 90066-0930  
Telephone: (213) 306-4040  
Telex/Twx: 910 343 7417

sales seminar. Charleston Marriott, Charleston, W. Va.

**Feb. 8**—*New York chapter, National Academy of Television Arts and Sciences*, meeting. Speaker: Larry Kirkman, executive director, AFL-CIO's labor institute of public affairs. Copacabana, New York.

**Feb. 8**—*Ohio Association of Broadcasters* Cincinnati managers' luncheon and election year workshop. Westin, Cincinnati.

**Feb. 9**—*Northern California Broadcasters Association* meeting. Hyatt Union Square, San Francisco. Information: (415) 928-7424.

**Feb. 9**—*American Women in Radio and Television, Washington chapter*, "spokesperson workshop." National Association of Broadcasters headquarters, Washington. Information: (202) 463-5679.

■ **Feb. 9**—*"Deregulation of Cable,"* seminar sponsored by *Massachusetts Institute of Technology's* research program on communications policy. Speakers: James Mooney, National Cable Television Association; Charles Shooshan, Shooshan & Jackson, and Eli Noam, Columbia University. Marlborough Lounge, M.I.T., Cambridge, Mass.

■ **Feb. 9**—*American Marketing Association* luncheon meeting. Speaker: Lois Wyse, Wyse Advertising. Key Bridge Marriott, Arlington, Va.

## Major Meetings

**Feb. 9-14**—*NATPE International* 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

**March 1-3**—15th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville.

**March 7-10**—*American Association of Advertising Agencies* annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

**March 27-28**—*Cabletelevision Advertising Bureau* annual advertising conference. Sheraton Center, New York.

**March 28-April 1**—*Public Broadcasting Service and National Association of Public Television Stations* annual public television convention. Hyatt Regency-Crystal City, Arlington, Va.

**April 8-12**—*National Public Radio* annual conference. Hyatt Regency, Arlington, Va.

**April 24-29**—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

**April 29-May 2**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

**May 7-9**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 13-16**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 20-22**—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 20-23**—*Broadcast Financial Management Association* 24th annual conference. Grand Hyatt, New York. Future conferences: May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

**May 30-June 2**—*American Women in Radio and Television* annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

**June 2-6**—*American Advertising Federation* national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

**Feb. 9-10**—*"Alternative Local Distribution Technologies: The Technological Basis of Local Competitive Entry,"* tutorial sponsored by *Washington Program of The Annenberg Schools*, extension of University of Pennsylvania and University of Southern California. Washington Program headquarters, 600 Maryland Avenue, S.W., suite 750, Washington. Information: (202) 484-2663.

**Feb. 9-14**—*NATPE International* 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

**Feb. 10-11**—18th annual *Society of Motion Picture and Television Engineers* television conference. Theme: "Image Quality—A Time for Decisions." Queen Elizabeth hotel, Montreal. Information: (914) 472-6606.

**Feb. 10-11**—Screening of *New York World Television Festival* films. State University of New York, Albany. Information: (212) 687-3484.

**Feb. 10-12**—*California Chicano News Media Association* fifth annual "Journalism Opportunities Conference for Minorities." University of Southern California, Davidson Center, Los Angeles. Information: (213) 743-7158.

**Feb. 11**—*American Women in Radio and Television, Washington chapter*, "spokesperson workshop." U.S.

**June 3-6**—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

**June 10-15**—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

**Aug. 12-15**—*Cable Television Administration and Marketing Society* 10th annual conference. Waldorf-Astoria, New York.

**Sept. 6-8**—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future show: Aug. 25-27, 1985, Georgia World Congress Center.

**Sept. 16-19**—"The Radio Convention," combined conventions of *National Radio Broadcasters Association* and *National Association of Broadcasters* Radio Programming Conference. Westin Bonaventure hotel, Los Angeles. (Combined meeting subject to approval by NRBA board.)

**Sept. 21-25**—10th *International Broadcasting Convention*. Metropole Conference and Exhibition Center, Brighton, England.

**Oct. 28-Nov. 2**—*Society of Motion Picture and Television Engineers* 126th technical conference and equipment exhibit. New York Hilton.

**Nov. 7-9**—*Television Bureau of Advertising* 30th annual meeting, Hyatt Regency, Chicago. Future meetings: Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

**Nov. 11-14**—*Association of National Advertisers* annual meeting. Camelback Inn, Scottsdale, Ariz.

**Nov. 18-21**—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

**Dec. 5-7**—*Radio-Television News Directors Association* international conference. San Antonio Convention Center, San Antonio, Tex.



Q

Of forty-eight first-run strips introduced four years ago at NATPE, how many will be on the air next fall?

A

Only one.

**HOUR MAGAZINE**



Host GARY COLLINS  
with BONNIE STRAUSS.  
The daytime hour  
with staying power.  
Growing stronger  
all the time.  
The answer in more  
than 150 markets.

**GROUP W  
PRODUCTIONS**  
WESTINGHOUSE BROADCASTING AND CABLE, INC.  
**THE HOTTEST AT NATPE!**

## Also in February

**Feb. 13**—*Syracuse University Student Affiliates of New York chapter of National Academy of Television Arts and Sciences "Media Professionals Series."* Speaker: Neal Pilson, executive VP, CBS Broadcast Group, S.I. Newhouse School of Public Communications, Syracuse, N.Y. Information: Scott Klein, (315) 423-6112.

**Feb. 14**—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

**Feb. 14-15**—*Wisconsin Broadcasters Association* annual winter meeting and legislative reception. Concourse hotel, Madison, Wis.

**Feb. 15**—Deadline for entries in *Broadcasters Promotion Association's* International Gold Medallion Awards competition, recognizing "excellence in the marketing of electronic communications." Information: Dr. Hayes Anderson, Department of Telecommunications and Film, San Diego State University, San Diego 92182; (619) 265-6570.

**Feb. 15**—Deadline for entries in Vanguard Awards, for "programs presenting positive nonstereotypical portrayals of women," sponsored by *Women in Communications*. Information: (512) 346-9875.

**Feb. 15**—Deadline for entries in Wilbur Awards, honoring excellence in "presentation of religious values by radio and television stations and producers, sponsored by *Religious Public Relations Council*. Information: Martin Neeb, Pacific Lutheran University, Tacoma, Wash., 98447.

**Feb. 15**—Deadline for entries in 11th Athens International Film/Video Festivals, sponsored by *Athens Center for Film and Video* and supported by grants from *National Endowment for the Arts, Ohio Arts Council* and *Ohio University College of Fine Arts*. Information: (614) 594-6888.

**Feb. 15**—Deadline for entries in Los Angeles Area Emmy Awards of *Academy of Television Arts and Sciences*. Information: ATAS, 4605 Lankershim Boulevard, suite 800, North Hollywood, Calif., 91602; (213) 506-

## Errata

**Walter Mears**, former VP, Washington bureau chief, Associated Press, was named VP and executive editor of AP, New York, (BROADCASTING, Dec. 19), not UPI as was reported in "Fates & Fortunes," Jan. 9.

**WLuz-TV Ponce, P.R.** (ch. 7) was not one of two stations sold to Telepictures Corp., as reported in "In Brief," Dec. 12, 1983, and "Changing Hands," Dec. 19, 1983. Two stations bought by Telepictures Corp. were WKBW-TV Caguas (San Juan) (ch. 11) and WSUR-TV Ponce, P.R. (ch. 9).

**Cable TV advertising expenditures for Young & Rubicam** in 1983 were \$29.4 million, not \$24.3 million as reported in company capsule on page 60 of BROADCASTING'S Top 50 Ad Agencies in Jan. 23 issue.

**Bob Eubanks** will host Golden West Television's *The Great Weight Loss Challenge*, not Dick Clark, as reported in the Jan. 23 issue.

## Stay Tuned

A professional's guide to the intermedia week (Feb. 6-12)

### Network television

□ PBS: (check local times) *La Cenerentola* (comic opera based on Cinderella), Monday 9-midnight; *American Playhouse: Nothing But A Man*, Tuesday 9-10:30 p.m.; *The Dupont/Columbia Awards in Broadcast Journalism*, Wednesday 10-11:30 p.m.; CBS: "Gone With The Wind" (1939); Tuesday 9-11 and Wednesday 8-11 p.m.; NBC: *Celebrity\** (three-part mini-series), Sunday 9-11:30 p.m. [to be concluded next week]; ABC: *Barbara Walters Special with Cosell, Williams and Mr. T*, Monday 10-11 p.m.; *1984 Winter Olympics\**, Tuesday 8-11 p.m. and 11:30-midnight [to conclude 2/19/84].

Radio □ NBC News: *Landing of Challenger*, Saturday 7:15-7:30 a.m.; ABC News: *Landing of Challenger*, Saturday 7-7:30 a.m.

Cable □ Cinemax: *The Concert for Bangladesh* (1971), Tuesday 1:30-2:30 p.m.; *The Compleat Beatles* (20th anniversary documentary), Tuesday 8-9 p.m.; *Likely Stories\** (comedy anthology), Tuesday 10-11 p.m.; HBO: *Billy Crystal: A Comic's Line*, Friday 10-11 p.m.; *The Great Standups* (comedy), Saturday 10:30-11:30 p.m.; *To Catch A King\** (movie), Sunday 8-10 p.m.; *David Bowie: Serious Moonlight*, Sunday 10-11 p.m.; Bravo: *Pavlova* (performance/documentary), Monday 10-11:30 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York) *Hitchcock by Hitchcock*, exhibit of TV episodes, now-April 5; *Critic's Choice*, series of screenings, now-Feb. 25; *Critic's Choice*, seminar III, Tuesday 12:30-2 p.m.

\*indicates a premiere episode



The Compleat Beatles



Hitchcock

7880.

■ **Feb. 15-17**—*Sat Serve and Applied Business Communications* teleconferencing workshop. Santa Clara Marriott, Santa Clara, Calif. Information: Polly Rash, (202) 331-1960.

**Feb. 16**—15th national Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Americana hotel, Fort Worth.

■ **Feb. 16**—*American Women in Radio and Television*, Washington chapter, reception honoring new members. International Club, Washington.

**Feb. 16-17**—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Westin St. Francis, San Francisco.

**Feb. 16-17**—"Segmenting the Media Markets: The New Broadcast Technologies," tutorial sponsored by *Washington Program of The Annenberg Schools*, extension of University of Pennsylvania and University of Southern California. Washington Program headquarters, 600 Maryland Avenue, suite 750, Washington. Information: (202) 484-2663.

**Feb. 16-19**—"Communications and the New Technologies," 13th annual communications conference. *Howard University*, Washington.

**Feb. 19**—"Investigative Journalism Under Attack: Problems and Challenges," reporting seminar, sponsored by S.I. Newhouse School of Public Communications, Syracuse, N.Y. Speakers: Geraldo Rivera, correspondent, ABC News's *20/20*, and Av Westin, executive producer, *20/20*. Information: Paul Dolan, (212) 580-6071, or Scott Klein, (315) 423-6112.

**Feb. 20-22**—*Community Antenna Television Association/Mid-America Cable TV Association* advanced technical training seminar. Holiday Inn Medical Center, Holiday Inn, Wichita, Kan.

**Feb. 21**—*Southern California Cable Association* luncheon. Speaker: Kare Anderson, Pacific Telephone. Airport Hilton, Los Angeles. Information: (213) 684-7024.

**Feb. 21-23**—*Washington Journalism Center's* Conference for Journalists, "Sports issues 1984: Pros, Colleges, Olympics." Watergate hotel, Washington.

**Feb. 22**—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Robert Frye, executive producer, *World News Tonight*. Copacabana, New York.

**Feb. 22**—*Ohio Association of Broadcasters* radio programmers conference. Dublin Stouffer's, Dublin, Ohio.

**Feb. 23**—*National Association of Broadcasters* nationwide teleconference on political advertising. Subjects to include equal opportunities for candidate advertising, lowest unit charge and federal access requirements. Teleconference to be held in 25-30 locations. Information: NAB, (202) 293-3500.

**Feb. 23**—*American Advertising Federation West Coast "Advertising and Public Policy Seminar."* Speakers include Howard Bell, AAF president; Patricia Bailey, FTC commissioner, and Bruce Fein, general counsel, FCC. Beverly Hilton hotel, Los Angeles. Information: Janet Kennedy, (415) 421-6867.

**Feb. 23-26**—*Technology Entertainment Design (T.E.D.) Communications Conference*. Keynote speaker: Frank Stanton, president emeritus of CBS Inc.



There's only one  
music video show  
that's

# HOT

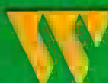


HOT'S GOT...

- \* The HOT countdown of the week's top hits — from No. 20 on Monday to No. 1 on Friday
- \* The HOT poll determining viewers' choices
- \* The HOT young comedian Mike Binder hosting and providing the innovative intros
- \* The HOT touch of Bob Banner — the highest quality production from the foremost producer of music-variety specials and series ("Solid Gold")

**30 Minutes Daily. Get HOT for September 1984**

**HOT with Host Mike Binder**



**GROUP W  
PRODUCTIONS**

WESTINGHOUSE BROADCASTING AND CABLE, INC.

**THE HOTTEST AT NATPE**

# See Columbia Pictures Tel



View from Columbia Pictures Television's Diplomat Suite, Fairmont Hotel. Photo taken January, 1984.





# ision At The Fairmont.



See us at the Fairmont  
for the best view of programming  
at NATPE in '84 and for  
the one view of San Francisco  
you won't forget.



Participants include Steve Schmer, senior VP, NBC Entertainment, and Carl Spielvogel, chairman and chief executive officer, Backer & Spielvogel Advertising. Monterey Conference Center, Monterey, Calif. Information: Judi Skalsky, (213) 854-6307.

**Feb. 23-26—Oklahoma Association of Broadcasters** annual winter meeting. Sheraton Kensington, Tulsa, Okla.

**Feb. 28—International Radio and Television Society** Gold Medal banquet. Waldorf-Astoria, New York.

**Feb. 28—Association of National Advertisers** television advertising workshop. Luncheon speaker: James Duffy, president, ABC-TV. Plaza hotel, New York.

■ **Feb. 28—Television Bureau of Advertising** regional sales training conference. Airport Hilton, Tampa, Fla.

**Feb. 28-29—Cable Television and Satellite Broadcasting**, "conference sponsored by *Financial Times*, London. InterContinental hotel, London. Information: Financial Times Conference, Minister House, Arthur Street, London, EC4R 9AX; telephone, 01-621-1355.

**Feb. 28-29—Videotex Industry Association** forum on unauthorized access. Hyatt Arlington, Rosslyn, Va. Information: (301) 984-8586.

**Feb. 29—Association of National Advertisers** media workshop. Luncheon speaker: Frank Gifford, ABC Sports. Plaza hotel, New York.

**Feb. 29—New York chapter, National Academy of Television Arts and Sciences**, drop-in luncheon. Speaker: Al Jerome, president, NBC Television Stations Division. Copacabana, New York.

**Feb. 29—Broadcast technology chapter, Institute of Electrical and Electronics Engineers**, meeting, "Technical Careers in Broadcasting," with executives of ABC Inc. United Engineering Center, New York.

## March

**March 1—Deadline** for entries for *Action for Children's Television* program and PSAs awards. Entries can be sent to Kathleen Ehrlich, ACT, 46 Austin St., Newtonville, Mass. 02160

**March 1—Deadline** for entries in sixth annual Lowell Mellett Award, sponsored by *Mellett Fund for Free and Responsible Media*, established to seek ways of increasing press responsibility without impairing press freedom. Information: Mellett Fund, 1125 15th Street, N.W., Washington, D.C., 20005.

**March 1—Ohio Association of Broadcasters** Toledo managers' luncheon. Toledo Club, Toledo, Ohio.

**March 1-3—15th annual Country Radio Seminar**, sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

**March 1-4—CBS Radio Affiliates Association** board meeting. Cerromar Beach hotel, Dorado Beach, Puerto Rico.

**March 4-7—12th annual National Gospel Radio Seminar**, held with *Gospel Music Association's* GMA Week '84. Radisson Plaza hotel, Nashville. Information: (615) 244-1992.

**March 5—Society of Cable Television Engineers** ninth annual spring engineering conference, "System Reliability Revisited," during SCTE convention (see below). Opryland hotel, Nashville.

**March 5-7—Society of Cable Television Engineers'** "Cable-Tec Expo '84," second annual convention and trade show. Opryland hotel, Nashville.

**March 6—Pennsylvania Association of Broadcasters** Congressional/Gold Medal reception-dinner. Washington Hilton, Washington.

**March 7—New York chapter, National Academy of Television Arts and Sciences**, drop-in luncheon. Speaker: Lawrence Fraiberg, president, Group W Television Station Group. Copacabana, New York.

**March 7-11—American Association of Advertising Agencies** annual meeting. Canyon hotel, Palm Springs, Calif.

**March 8-9—"Communication Technologies and Politics,"** sponsored by *Washington Program in Communication Policy*, extension of Annenberg graduate schools at University of Southern California and University of Pennsylvania. Offices of Washington Program,

Washington. Information: (202) 484-2663.

**March 8-9—Practising Law Institute** symposium, "Times vs. Sullivan: The Next Twenty Years." Waldorf-Astoria, New York. Information: (212) 765-5700.

**March 9—Deadline** for entries in TARA Awards, sponsored by *American Women in Radio and Television*, Atlanta chapter. Information: (404) 325-2490.

■ **March 11-13—Ohio Cable Television Association** annual convention and trade show, "Cable Crossroads." Speakers include Tom Wheeler, president, National Cable Television Association, and Drew Lewis, chief executive officer, Warner Amex Cable Communications. Hyatt Regency/Ohio Center, Columbus, Ohio. Information: (614) 461-4014.

■ **March 13—Television Bureau of Advertising** regional sales training conference. Airport Hilton, Los Angeles.

**March 13—International Association of Satellite Users** monthly meeting. Twin Bridges Marriott, Arlington, Va.

**March 13-14—Ohio Association of Broadcasters** congressional dinner and visits to congressmen and FCC. Hyatt Regency-Capitol Hill, Washington.

**March 13-15—National Association of Broadcasters** state association presidents and executive directors conference. Marriott hotel, Washington.

**March 13-15—Louisiana Association of Broadcasters** annual visit with Congress and FCC. Washington.

**March 14—New York Market Radio Broadcasters Association** ninth annual "Big Apple Radio Awards." Sheraton Center hotel, New York.

**March 14-16—Arkansas Cable TV Association** annual convention and trade show. Excelsior hotel, Little Rock, Ark. Information: Floyd White, (501) 898-2626.

**March 15—"The New Technologies: Changes and Challenges in Public Relations,"** seminar for corporate executives sponsored by *The Media Institute*, Hyatt Regency, Houston.

■ **March 15—Television Bureau of Advertising** regional sales training conference. Red Lion Seatac Inn, Seattle.

■ **March 20—Television Bureau of Advertising** regional sales training conference. Amfac West Tower, Dallas.

**March 20—"Cable Law '84,"** video conference on le-

gal aspects of cable TV franchising, sponsored by *American Bar Association*, cable TV committee of science and technology section. Washington. Information: (202) 362-1140.

**March 20-22—Washington Journalism Center's** conference for journalists, "Changing Relationships Between Men and Women." Watergate hotel, Washington.

**March 21—Illinois Broadcasters Association** college seminar. Illinois State University, Normal, Ill.

**March 21—Ohio Association of Broadcasters** Cleveland managers' luncheon. Cleveland Bond Court, Cleveland.

**March 22—Northern California Broadcasters Association** meeting. Hyatt Union Square, San Francisco.

**March 22—Ohio Association of Broadcasters** Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

■ **March 22—Television Bureau of Advertising** regional sales training conference. Hyatt Regency, Atlanta.

**March 22-23—Georgia Cable Television Association** 16th annual convention. Ritz-Carlton Buckhead, Atlanta.

**March 23-24—Florida AP Broadcasters** 36th annual meeting. Holiday Inn, Gainesville, Fla.

**March 24—New York University** seminar, "Writing Successfully for the Film and Television Marketplace." NYU campus, New York. Information: (212) 505-0467.

**March 27-28—Cabletelevision Advertising Bureau** annual advertising conference. Sheraton Center, New York. Information: (212) 751-7770.

**March 27-28—LPTV West '84**, West Coast conference and exposition for low power TV, sponsored by *National Institute for Low Power Television*. Disneyland hotel, Anaheim, Calif. Information: John Reilly, (212) 966-7526, or Don DeKoker, (203) 852-0500.

**March 28—International Radio and Television Society** "newsmaker" luncheon. Speaker: Grant Tinker, chairman and chief executive officer, NBC. Waldorf-Astoria, New York.

**March 28-April 1—Public Broadcasting Service and National Association of Public Television Stations** annual meeting of public television stations. Hyatt Regency, Crystal City, Arlington, Va. Information: Mary Jane



## Objection

EDITOR: I am shocked and taken aback by Miller Brewing Co.'s current television commercial featuring stock car racer Bobby Allison. Ostensibly, the scenario involves racing fans who gather to cheer their hero on to victory. But the real elements are much more dangerous and disturbing; this is a commercial for drinking and driving.

"Fans" are shown arriving at the race in pickup trucks, in which they sit and drink. One is depicted fantasizing that he, too, is in the race, pretending to shift gears with one hand, the other clutching a can of beer. There is little doubt that once the race is over, the "fans" we have been watching, now intoxicated, will take to the road in an effort to emulate their hero.

At a time when the public is waking up to the problems, misery and suffering wrought by drunk drivers, I find it morally indefensible for an advertising campaign to link an intoxicant with precision driving, sending

the not-so-subliminal message that alcohol and automobiles are an acceptable, and even winning, combination.

—James Wynbrandt, executive editor, *Progressive Radio Network*, New York.

## Another country

EDITOR: In the Jan. 23 "In Brief" column there is mention about the call letter change and format change of what used to be WKHK(FM) New York. The article states that with WKHK's move away from country, Mutual's WHN(AM) is the only remaining full-time country music outlet in New York. Our WIXL-FM broadcasts country music 24 hours a day, seven days a week, in full stereo. WIXL-FM has been a full-time country music station since 1975. We are part of the New York ADI and the New York Consolidated Statistical Area. So WHN may be the only AM country outlet, but we are full-time and in stereo.—Marvin J. Strauser, vice president general manager, WNNJ(AM)-WIXL-FM Newton, N.J.



# MCA TV AT THE FAIRMONT

Get the *jump* this leap year

**MCA TV**

**THE PENTHOUSE 7TH FLOOR  
OPEN DURING NATPE EXHIBIT HOURS  
COME SEE WHAT WE'VE GOT...**



**MAGNUM** Tom Selleck—America's favorite—stars in America's premiere syndicated series! Available Fall 1986.

**QUINCY** It's all here—mystery, action, Emmy-winner Jack Klugman and big numbers in its first year in syndication!



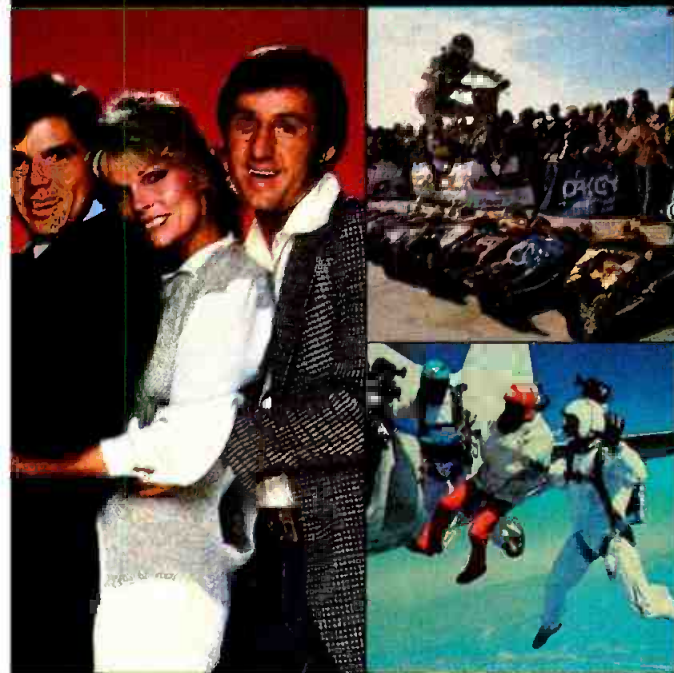
AT NATPE

FAIRMONT HOTEL

THE  
PENTHOUSE  
7th FLOOR



# MCA TV... THE LEADER IN SYNDICATED PROGRAMMING



**THAT'S INCREDIBLE** Network TV's most successful action-oriented reality hour. More than 800 astounding feats of *pure action*. Hosted by John Davidson, Cathy Lee Crosby and Fran Tarkenton. Available as an hour series and in a new, half-hour format.



**UNIVERSAL'S MOST WANTED LIST** The giant movie hits—*Jaws II*, *The Four Seasons*, *The Electric Horseman*, *Smokey And The Bandit II*, *Conan The Barbarian*, *The Jerk*, *Nighthawks* and more!

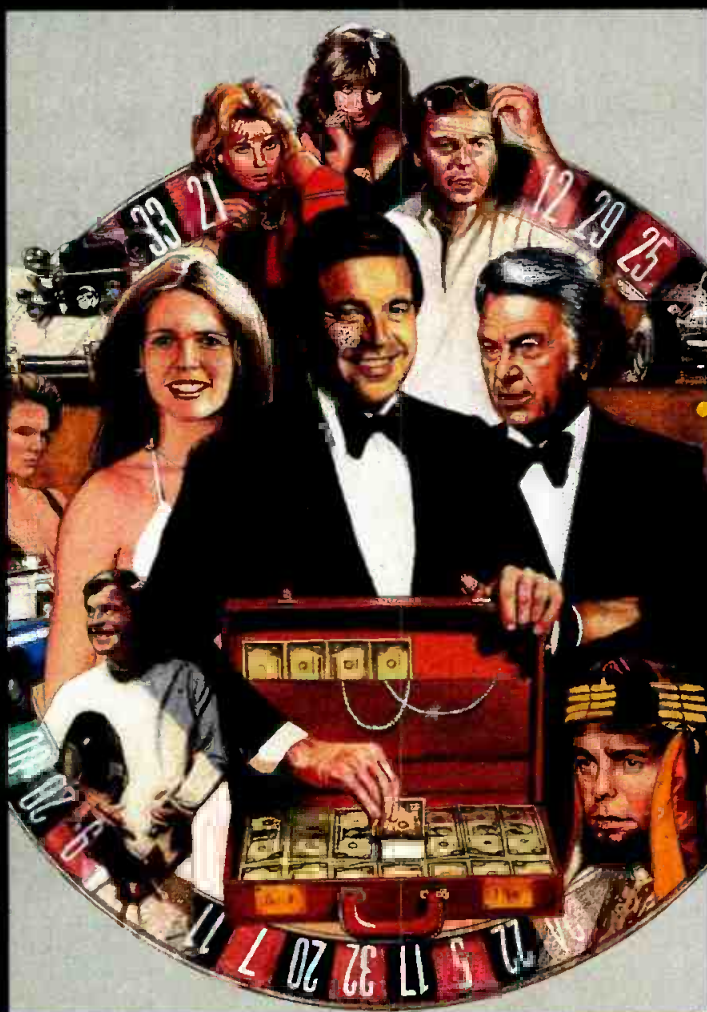
**THE COLUMBO, McCLOUD, McMILLAN MYSTERY MOVIES** The cream of the cops! Starring Peter Falk, Dennis Weaver and Rock Hudson. Winner of 8 Emmy Awards, these star-studded motion pictures are currently dominating late night audiences on CBS-TV.



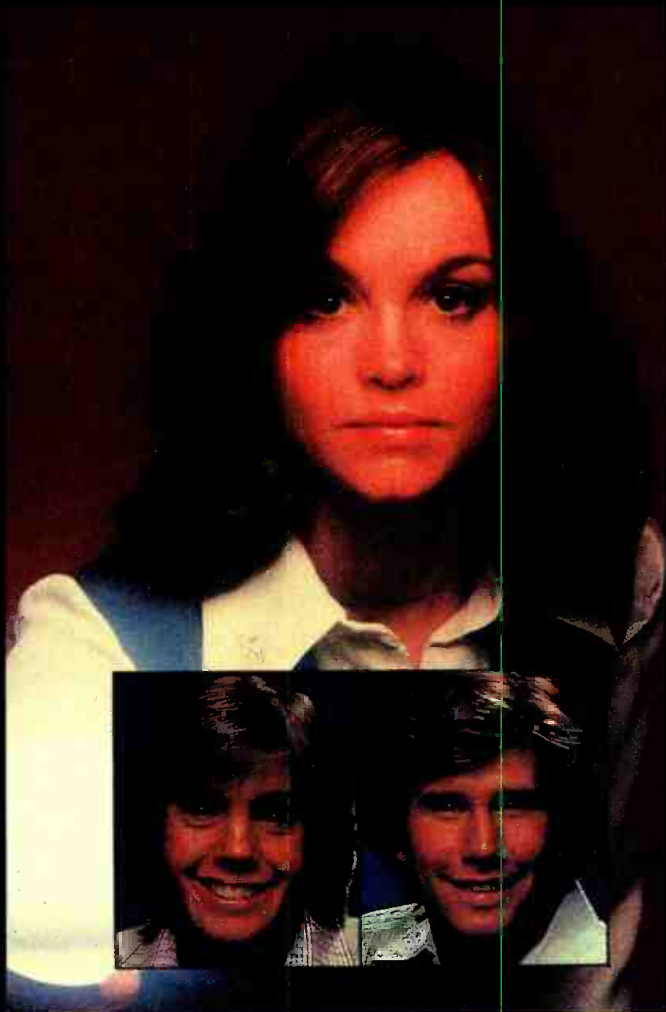




# MCA TV... THE LEADER IN ADVERTISER-SUPPORTED PROGRAMMING!



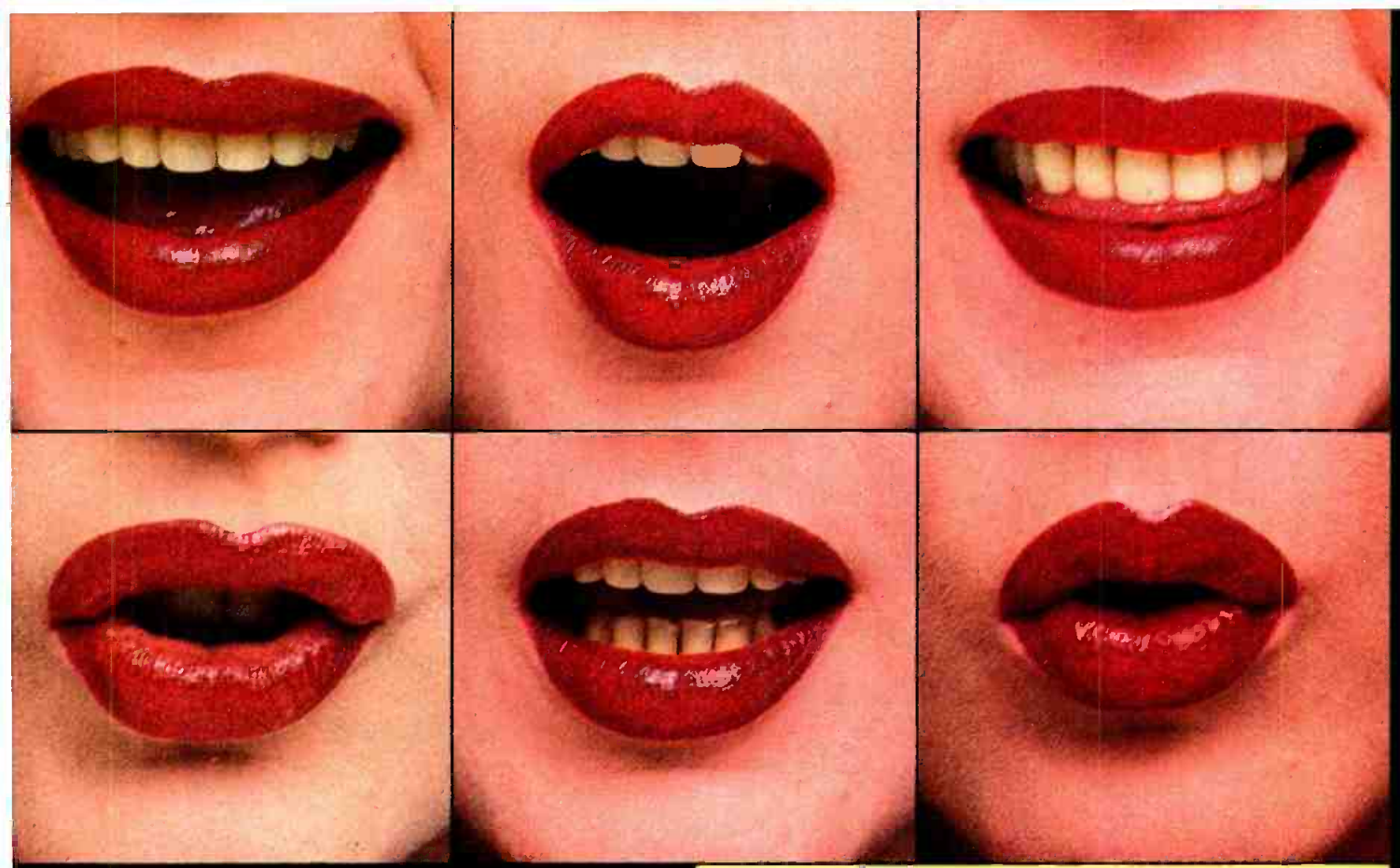
**SWITCH** Following a smash 1st season in syndication, Robert Wagner and Eddie Albert are coming back for a 2nd season of advertiser-supported programming, with all newly-released episodes of this stylish, action series!



## **HARDY BOYS/NANCY DREW MYSTERIES**

Coming back for an unprecedented 4th season of advertiser-supported programming. 46 superbly-produced episodes that zero-in on young adults, teens and children.





**VOYAGERS!** Its outstanding network performance among children and teens point to big syndication numbers for this weekly hour advertiser-supported, sci-fi/fantasy adventure. Available Fall 1984.

**PUTTIN' ON THE HITS** This first-run, half-hour comedy-music show features real people from everyday life in hilarious lip-sync put-ons of today's top recording stars! A sure winner among young adults, teens and kids. Available Fall 1984.



**MCA TV**

NATPE  
DIPLOMAT  
SUITE 2210  
FAIRMONT  
HOTEL  
TOWER  
1984





# HART TO HART

## SOLD!

NEW YORK  
LOS ANGELES  
CHICAGO  
PHILADELPHIA  
SAN FRANCISCO  
BOSTON  
DETROIT  
WASHINGTON, D.C.  
CLEVELAND  
DALLAS  
HOUSTON  
PITTSBURGH  
MIAMI  
MINNEAPOLIS  
TAMPA  
ST. LOUIS  
DENVER  
SACRAMENTO  
INDIANAPOLIS  
HARTFORD  
PHOENIX  
SAN DIEGO

WOR-TV  
KHJ-TV  
WBBM-TV  
WCAU-TV  
KTZO  
WSBK-TV  
WJBK-TV  
WRC-TV  
WKYC-TV  
KNBN-TV  
KTXH  
KDKA-TV  
WCKT  
KMSP-TV  
WTSP-TV  
KMOX-TV  
KWGN-TV  
KOV  
WRTV  
WVIT  
KPHO-TV  
KCST-TV

KANSAS CITY  
MILWAUKEE  
ORLANDO  
NEW ORLEANS  
MEMPHIS  
OKLAHOMA CITY  
ALBANY, N.Y.  
LITTLE ROCK  
SHREVEPORT  
TULSA  
TOLEDO  
JACKSONVILLE  
FRESNO  
SYRACUSE  
SANTA FE  
ROCHESTER, N.Y.  
AUSTIN  
LAS VEGAS  
RENO  
CHICO-REDDING  
MEDFORD  
GLENWOOD SPRINGS, CO.

KCTV  
WITI-TV  
WOFL  
WGNO-TV  
WMC-TV  
KAUT  
WNYT  
KARK-TV  
KSLA-TV  
KTUL-TV  
WTVG  
WJXT  
KSEE  
WTVH  
KSAF-TV  
WHEC-TV  
KVUE-TV  
KLAS-TV  
KAME-TV  
KRCR-TV  
KOBI  
KCWS

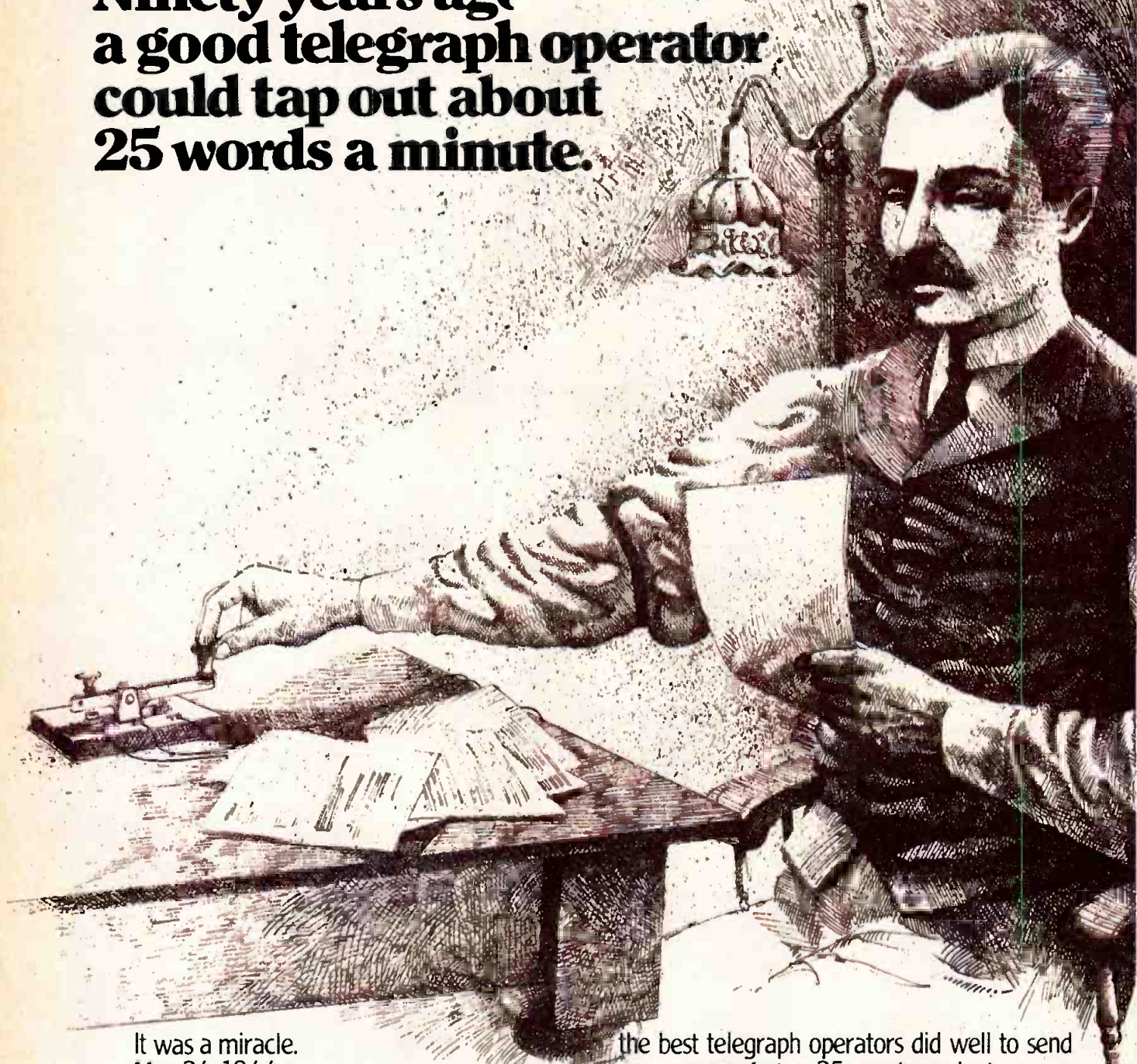
A RONA II and Spelling / Goldberg Production  
in association with

*Everything is better when  
it comes from the Harts.*





**Ninety years ago  
a good telegraph operator  
could tap out about  
25 words a minute.**



It was a miracle.  
May 24, 1844.

Samuel F.B. Morse, the proud inventor, sent the world's first telegraph message speeding across a thin strand of wire between Baltimore and Washington: "What Hath God Wrought!"

That simple message changed everything. Suddenly the measurement of communications became one of minutes and hours instead of days and months. A sprawling country was tied together by gleaming miles of telegraph wire and America took another giant step into the future.

Yet, important as that step was, it was slow and hesitant by today's standards. Because even

the best telegraph operators did well to send messages as fast as 25 words a minute.

Today, television communicates almost instantly, using technology and facilities that are continually being improved. Example: our newly-expanded computer center. It handles mountains of information in minutes. Does everything from giving us messages to delivering inter-office reports. From teaching us how to use the system more efficiently to doing the billing and accounting for us.

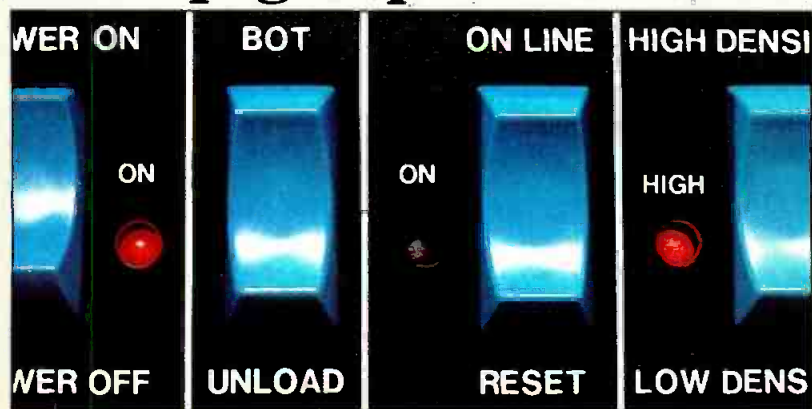
Moving with the technology of the times is another way communications companies like Storer can do their jobs more efficiently every day.

A lot faster than 25 words a minute.





**Today, computers can deliver  
a 300-page report in seconds.**



**STORER**  
COMMUNICATIONS

**Moving with the technology  
of the times.**



# See Fox



## M\*A\*S\*H

**First** in syndication ratings  
(all shows).  
255 half-hours.



## THE FALL GUY

**First** run syndication Fall  
'86. The smash ABC series.



## TRAPPER JOHN

**First** run syndication Fall  
'84. Pernell Roberts and  
Gregory Harrison star in the  
hit CBS series.



## BATMAN

**First** in its time period,  
first two weeks in New York  
120 half-hours.





# First.



## A CASE IN POINT

**First** run syndication, new for Fall '84. Unique audience participation courtroom drama. Half-hour strip.



## FOX MYSTERY THEATRE

**First** run syndication, new for Fall '84. Original suspense thriller films from Hammer. Thirteen 90-minute movies.



## CHARLES DICKENS CLASSICS

**First** run syndication Fall '85. The most popular tales, starring Uriah Heep, Ebenezer Scrooge, and more. Six animated 90-minute specials.



## BEING YOUR BEST WITH PAUL GLICK

**First** run syndication, new for Fall '84. A daily feast of personal style information for the adults and teens in your audience. Half-hour strip.



**T**wentieth Century Fox Television gives you over 100 programming choices. New for Syndication, Off Network, Specials and Movies.

From the vast Fox movie library, our Films of the Century offer over 600 titles, from 30's classics to 80's hits.

Your audiences will enjoy our all time family favorites like Planet of the Apes, Dobie Gillis, Lost in Space and Land of the Giants. And much more, like The Best of the Midnight Special and Fox Hollywood Theatre '84.

In fact, if you see Fox first — you may get to see San Francisco second.



TELEVISION

**NATPE '84**  
Fairmont Hotel  
Nob Hill Suite

McKinnon, (202) 488-5000.

■ **March 29-31**—*New Mexico Broadcasters Association* annual convention. Speaker: Henry Rivera, FCC commissioner. Hilton Inn, Albuquerque, N.M.

**March 30**—Presentation of ninth annual Commendation Awards, by *American Women in Radio and Television*, celebrating birthday centennial of Eleanor Roosevelt. Waldorf Astoria hotel, New York.

## April

**April 1**—Deadline for entries for *Radio-Television News Directors Association* awards. Entries can be

sent to RTNDA President Dean Mell, KHQ Inc., South 4202 Regal, Spokane, Wash. 99203.

**April 1-3**—*Virginia Cable Television Association* annual convention. Williamsburg Lodge, Williamsburg, Va.

**April 2**—Deadline for entries in *International Radio Festival of New York*. Information: Festival office, (212) 246-5133.

■ **April 3**—*Television Bureau of Advertising* regional sales training conference. Marriott, S.E., Denver.

**April 3-4**—*Illinois Broadcasters Association* spring meeting. Springfield, Ill. Information: (217) 787-6503.

**April 3-5**—International Teleconference Symposium,

co-sponsored by *Comsat*, *AT&T*, *ITT World Communications*, *RCA Global Communications*, *TRT Telecommunications Corp.* and *Western Union International*. Symposium will comprise conference sites in U.S., Canada, England, Australia and Japan. U.S. conference site: Philadelphia Marriott hotel. Information: Howard Briley, Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024; (202) 863-6248.

**April 4-8**—*Alpha Epsilon Rho, National Broadcasting Society*, 42d annual convention, "Prospects '84." Universal Sheraton hotel, Los Angeles.

**April 5-6**—*International Radio and Television Society* "Minority Jobs Fair." Viacom Conference City, New York.

# Monday Memo

A cable television programming commentary from H.I. (Sonny) Bloch, Winter Park, Fla.

## Affordable TV marketing through cable narrowcasting

Major corporations and small businesses alike are quickly discovering the best-kept secret in the marketing world—satellite-fed television, or narrowcasting. The new communications explosion and high-tech satellite and cable television capabilities are providing the business world with a way to instantly reach more people for less money than ever before in the history of communication.

Narrowcasting can best be defined as television programming designed especially for a specific viewing audience. Sponsors like Procter & Gamble, General Foods, Mazda, Campbell Soup and others, produce their own television shows in which they advertise and promote their products. And instead of trying to jam their message into a 30- or 60-second advertisement, the sponsors have a full half-hour to develop their ideas and demonstrate their products. Although the show itself utilizes the sponsor's products, traditional commercials are part of the programming as well, and the sponsor can present his product in this conventional manner too. For example, General Foods produces *Woman's Day USA*, a program for housewives. As part of the program format, recipes are prepared, and of course the ingredients used in those recipes are General Foods' brand-name products. Since few women uninterested in cooking would be likely to tune in to the show, the sponsor has a prime audience of individuals who are likely to go out and purchase the products used in the preparation of the various recipes on the program.

More people are turning to television than to any other medium for their news, entertainment and information. A few years ago it was simply too expensive for smaller businesses to use television in their marketing campaigns—not so today.

The picture has changed dramatically within the past four years, and today, cable and satellite television programming provide an alternative that blows conventional advertising out of the water. Television has literally become an audio-visual magazine with the ability to meet the needs and re-



H.I. (Sonny) Bloch is head of the Action Line Group, Winter Park, Fla., and hosts several syndicated cable television shows, including *Real Estate Action Line* and *Investors Action Line*. His programs appear on the Financial News Network, the Satellite Program Network and the Appalachian Community Services Network. Prior to his broadcasting career he was a real estate developer for more than 20 years.

quirements of even the most discriminating special interest groups. From real estate to choice vacation spots, investments, medicine, sports and even pets, the range of effective, narrowcast television shows is limitless.

I first became interested in narrowcasting approximately ten years ago. At that time I was the chief executive officer of a national development company. We had 36 communities under development in four states simultaneously. My cost per sale, in terms of advertising, was increasing rapidly, and in desperation, I sought a more cost-effective means to generate more qualified traffic and sales. Deciding to stray from the conventional means of advertising, I devised a real estate television and radio program, which

was sponsored, at that time, exclusively by my company. The results were overwhelming, and we discovered that by using a television magazine format, we had greater opportunity to discuss and demonstrate our product than if we locked into a 30- or 60-second ad spot. The cost was far less, and we had a full half-hour to develop the theme and flavor we wanted to project.

Producing top quality television shows that feature a sponsor's products and are, at the same time, entertaining, is not easy, but viewers who have grown up watching the three conventional broadcast networks will accept nothing less than excellence; if a sponsor-produced program is to be successful, excellence is mandatory.

At the same time, for narrowcasting to be cost-effective, it must be much less expensive than conventional television—and it is. The cost of making an average sitcom on ABC, CBS or NBC is about \$300,000, but top quality 30-minute narrowcast programs are currently produced and distributed nationally for as little as \$6,000.

According to ABC, CBS and NBC, 40% of their audience has been lured away to satellite-delivered television. Any industry (such as the satellite cable industry), in its infancy, has a higher supply than demand. For example, many cable operators have large amounts of unsold time. This means that they are willing to sell that time at a reduced rate. For example, 30-minute programs are now being placed in select, major markets for as little as \$125. In addition, 30- and 60-second advertising spots can be purchased in major markets for as little as \$15 apiece. Prime time spots on the conventional networks average more than \$73,000 for a 30-second ad.

Large and small businesses alike are taking advantage of this situation by buying large blocks of time in which they can promote their products and reach an audience they would not otherwise have access to.

In an era of highly competitive advertising and marketing campaigns and strategies, narrowcasting makes the nation's number one communications medium affordable and effective for businesses of every budget and size.





**Over 97 stations  
across the country  
have hit  
the fast lane.**

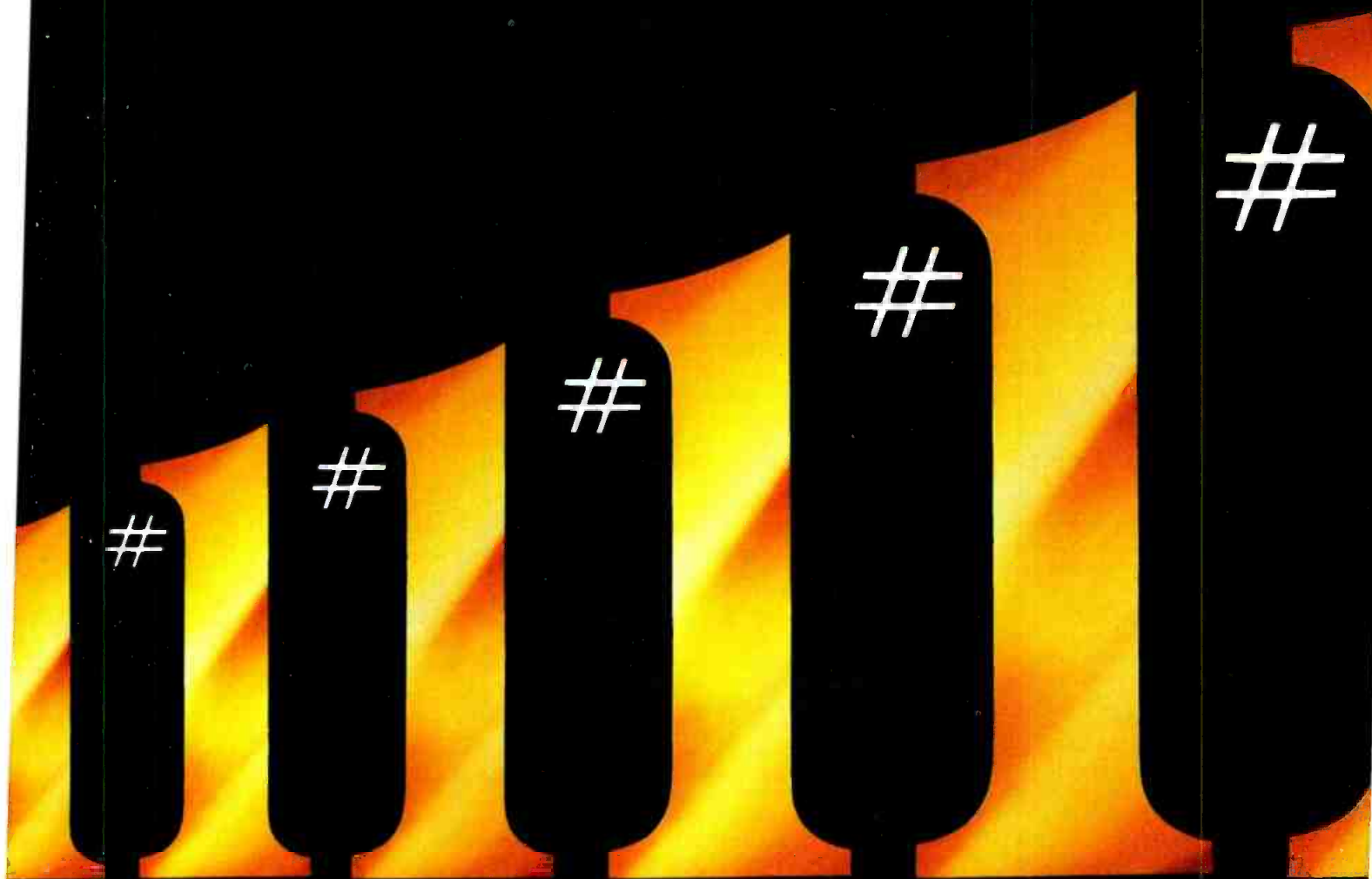


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# Broadcasting Feb 6

Vol. 106 No. 6

TOP OF THE WEEK

## Reagan acted improperly on fin-syn, Dingell oversight panel concludes

A congressional investigation has concluded that President Reagan acted "improperly" last year in meeting with FCC Chairman Mark Fowler to discuss the commission's pending rulemaking to repeal its financial interest and syndication rules. The meeting, in the Oval Office on Sept. 28, 1983, was "particularly unwise given the President's personal interest and the financial interests of his friends in the rulemaking proceeding," said a report prepared by a House Subcommittee on Oversight and Investigations.

The investigation was ordered by House Energy and Commerce Committee Chairman John Dingell, who was outraged by the President's actions.

In addition to the subcommittee's charge that the President was "injurious," the report said his actions "undermined the fairness and the integrity of the rulemaking proceeding, by failing to place on the record the occurrence if not the substance of the meeting once it was held." In a statement that followed release of the report, Dingell said: "I suppose we should not at all have been surprised by the manner of the special interest access in this instance given the President's background and his friends in Hollywood."

Neither the White House nor Fowler filed an ex parte notification on the briefing, the report noted, concluding that the meeting should have been made public. Dingell's subcommittee also turned up evidence that the meeting was not a "straight briefing" as portrayed by the White House. "According to Chairman Fowler, 'a great majority of the time' during the 45-minute meeting was spent in his presentation to the President. Nevertheless, it



Reagan



Dingell



Fowler

is clear... that President Reagan was not merely a passive listener. Rather, the President questioned the presentation and did so with a point of view which was clearly at odds with the tentative decision then pending before the FCC," the report said.

The subcommittee also uncovered some discrepancies between the White House's and Fowler's version of how the meeting was arranged. Fowler reported that the briefing was scheduled as a result of a call from Presidential Assistant Craig Fuller on Sept. 26, 1983. However, a letter from Kenneth M. Duberstein, assistant to the President, to Dingell on Nov. 1, 1983, said the meeting was "arranged at the specific request of Chairman Fowler." Fowler, however, told investigators that in July 1983, during a conversation with Fuller, he made a "general offer to brief the President on a number of unspecific communications issues that would be coming before the agency."

"To suggest that Chairman Fowler's general offer in July to brief the President on a broad range of issues amounts to Fowler specifically requesting to brief the President on the financial interest rule in September simply belies what occurred," the subcommittee reported.

## Revenue records set in '83

### Better-than-expected last quarter helps put industry revenues up 15%

The outpouring of 1983 fourth-quarter and year-end financial reports has begun, with indications thus far that for broadcasters the quarter was not as tough as it seemed at the time and that the year brought solid gains, in many cases to record levels.

Based on reports out thus far and their own projections for some of the bigger ones yet to come, Wall Street analysts tend to estimate that broadcasting revenues in 1983 rose by about 15%—and will do that well or better in 1984, with the help of demand generated by the Olympics and election campaigning.

RCA reported two weeks ago that NBC had its first \$2-billion sales year, that its pretax profits, undisclosed, were the highest in NBC history, up 45% from the year before, and that the NBC Radio division enjoyed its highest earnings in over 25 years ("In Brief," Jan. 30).

CBS's report is due out tomorrow (Feb. 7) and ABC's a week later, but some analysts

doubt that either will show such long strides. Dennis Leibowitz of Donaldson, Lufkin & Jenrette, for one, thinks ABC's company-wide earnings for 1983 were essentially flat. He predicts its earnings per share will come in at about \$5.45, up 8%, but the increase, he said, is due to nonrecurring income. He estimates ABC's companywide sales were about \$3 billion in 1983 and that broadcast profits will be around \$350 million, with a profit margin close to 15%.

Leibowitz thinks CBS network earnings were "flat at best" in 1983, although he estimates the company's earnings per share at about \$6.20 as compared with \$5.25 in 1982. Most of that nearly 16% increase, in his view, was accounted for by CBS Records. Although he expects that CBS network earnings will be flat (attributable in part to CBS's celebrated miscalculation of the scatter market), he thinks CBS-owned stations will probably show gains over 1982.

Rich MacDonald of First Boston Corp. is a little more optimistic about ABC and CBS earnings—a nickel a share more optimistic in each case. He estimates ABC's will come

in around \$5.50 and CBS's around \$6.25.

The much publicized fourth-quarter downturn in broadcasting business was not as severe as it appeared, according to most quarterly reports out thus far, some of which show record sales and earnings for the period.

"The quarter was a lot softer in the trades than in reality," according to First Boston's MacDonald, who noted that demand picked up substantially in the latter part of the quarter. "They [the trades] were getting a lot of stuff from the agencies that were worried about 1984." In his analysis, the quarter was "a little soft, but respectable."

Respectable could be a conservative word for the 1984 outlook. Leibowitz projects an earnings increase for the networks of perhaps 16%, of which 3% is directly attributable to the Olympics. First Boston's MacDonald thinks that ABC can add \$1 to its earnings per share this year, and CBS about \$1.25.

Tony Hoffman of Cralin & Co. forecasts a 14% increase in network TV revenues, a 15% gain in spot TV business, and a 17% increase in local TV sales. He warns, however, that the first quarter will be "very light" because, among other reasons, many com-

panies were late in approving their 1984 budgets.

The anticipated 1984 gains will come on top of 1983 results that, based on reports issued thus far, have been uniformly strong. In addition to RCA's report on NBC, for instance, Cox Communications reported record results for the year, with broadcasting contributing a 15% increase in operating profits on a 7% gain in revenues (and with cable up 21% in operating income on a 29% gain in revenues), while LIN Broadcasting, another station group owner, also reported record fourth-quarter and full-year results ("In Brief," Jan. 30).

Highlights of reports issued last week included:

■ Capital Cities Communications reported record 1983 results with earnings up 19% to \$114,704,000, or \$8.53 a share versus \$7.25 a share in 1982, on revenues of \$762,295,000, up 15% from the prior year.

Capcities said its broadcasting division's revenues, "reflecting soft demand for television time during much of the year," rose 6.7% to \$235,754,000, while the division's operating income gained 5.5% to \$122,645,000.

The broadcasting division was the lowest in gains, but it was also the largest contributor to the company's operating profits. The publishing division's operating profit grew 31.7% to \$104,034,000 on an 18% rise in revenues to \$459,510,000. The cable division's operating profit grew 22.2% to \$2,051,000 on a 25.8% growth in revenues, which reached \$67,031,000, with the increase attributed to basic and premium subscriber growth.

For the fourth quarter of 1983, Capcities reported net income of \$34,745,000, or \$2.59 a share, up 23%, on revenues that reached \$214,145,000, an increase of 17.6%. The broadcasting division's revenues rose 7.1% to \$68,651,000, while its operating profit gained 8.9% to \$37,232,000. The cable division's operating profit was off by 26.9%, to \$304,000, despite a 17.8% increase in cable revenues, which totaled \$17,712,000. The publishing division boosted its operating profit by 40.5%, to \$32,263,000, on revenues that increased by 23.5%, to \$127,782,000.

■ Taft Broadcasting Co. reported record revenues and earnings for the fourth calendar quarter of 1983—its own fiscal third quarter—with revenues rising 44.4% to \$112,630,000 and net income up 42.4% to \$11,264,000.

Charles S. Mechem Jr., Taft chairman, attributed the results "primarily" to continued strong performance by the broadcast station group and the best year ever for the entertainment group, which includes Worldvision Enterprises and Hanna-Barbera Productions.

"Despite an ongoing softness in the national spot advertising market," Mechem said, "Taft stations are recording substantial gains while holding year-to-year increases in operating expenses well below the fiscal 1983 level."

For the quarter, the broadcast group's operating profit was up 26.7% to \$21,002,000

on a 21.5% revenue increase to \$50,149,000. Part of the increases stemmed from Taft's acquisition of WCIX-TV Miami last April, but even excluding WCIX-TV, Taft said national spot revenues were up 11% and local sales were up 23%. In radio, the company continued, higher ratings for Taft stations were accompanied by "the first real revenue gains in a year that has been lackluster nationally for the medium." Radio revenues were up 8%; TV revenues, including WCIX-TV, were up 25%.

Taft's entertainment group increased operating profits by 209.1%, reaching \$5,344,000 from \$1,729,000 a year earlier, on revenues that rose 74.6% to \$56,240,000. Mechem said that "we are delivering more half-hours of animation than at any previous time in our history," while Worldvision "is profiting from its first full quarter of *Love Boat* sales" and continues to generate strong revenues from *Little House on the Prairie* and *Barnaby Jones*, which is owned by Taft. Mechem said that in Taft's fiscal 1984 (ending March 31) Worldvision will have the most profitable year in its history.

■ Time Inc., whose video operations represented more than 60% of the company's

operating profits, reported 1983 net income up 10.3%, to \$168,934,000, on a 14.6% rise in revenues to \$2,717,035,000.

The video division, principally Home Box Office, Cinemax and American Television and Communications, boosted its operating profit to \$215.6 million—an increase of 24.1% on revenues that rose 27.4% to \$1.09 billion.

Operating profits for Time's publishing division, which absorbed a \$47-million loss when *TV-Cable Week* ceased publication last year, dropped to \$91.9 million from \$106.3 million the year before. The division's revenues increased, however, to \$1.53 billion from \$1.43 billion in 1982.

In the fourth quarter, video revenues totaled \$295.2 million, up 24.6%, and the division's operating profit was \$54.4 million, up 6.3%. Corporate net income for the quarter was \$54,932,000, a gain of 27.1%, on revenues that increased 14.1% to \$763,118,000.

Time said Home Box Office had more than 13.5 million subscribers and Cinemax more than 2.7 million at the end of 1983, and that ATC finished the year with 2.4 million basic subscribers and 2.2 million pay-TV subscriptions. □

## Fight for First Amendment rights

**Print and broadcast witnesses testify in favor of Packwood's bill to repeal fairness doctrine, political broadcasting restraints**

A Senate bill that would free broadcasters from the fairness doctrine and political broadcast regulation was enthusiastically endorsed by a majority of witnesses testifying during two days of Senate hearings last week. The hearings were held by the Senate Commerce Committee and its chairman, Bob Packwood (R-Ore.). Further testimony will be heard Wednesday, Feb. 8.

Packwood is the author of S. 1917, which would repeal Section 315 of the Communications Act. That section guarantees rival political candidates equal opportunities in broadcast exposure, assures them of paying the lowest unit rate for purchased time and includes the fairness doctrine. The bill also would eliminate Section 312 (a) (7), which guarantees candidates for federal office the right of "reasonable access" to broadcast time.

Twenty of the 26 witnesses participating praised the legislation and maintained, in the words of one, that "all the press must be free of government intrusion." Their arguments were backed by Packwood. "I cannot find any value or public benefit to the fairness doctrine, equal time, or other content restrictions. There are now thousands of electronic media outlets in the country. I am perfectly willing to trust the public and the numerous outlets of information and do away with the government's content regulations," he said.

The hearings were the first held on the bill since it was introduced last year. Packwood was joined the first day by Senator Barry Goldwater (R-Ariz.), chairman of the Com-

munications Subcommittee. While Goldwater generally favors lifting the federal restrictions, he criticized the electronic and print press for their "total irresponsibility toward accuracy and honesty." Goldwater warned, "If the media doesn't straighten up its own house, the American people will quit buying."

Packwood, a chief advocate of First Amendment parity for the electronic media, originally proposed a constitutional amendment that would give broadcasters the same freedoms as the print media, but the idea floundered. He noted during the hearings that legislative change was not as permanent as a constitutional amendment. "But it's better than leaving what's on the books now," he said.

Packwood observed that the bill's opponents primarily fall into two categories. The opposition, he added, "seems to be coming from the very liberal to the very conservative groups." He said: "deep down many people on the left really want to own the media. People on the right, if they don't want to own it, they want to censor it."

The bill's opponents felt present regulation was essential and some even thought it should be strengthened. "They [broadcasters] tell us that they ought to have the same freedoms from fairness as do the publishers of newspapers and magazines, because they are no different. They are not being honest," said Reed Irvine, chairman of Accuracy in Media, which generally accuses media of displaying liberal bias.

Irvine argued that broadcasting was more pervasive than the print media. "Last year I was one of three guests on the Phil Donahue program, a syndicated show. As a result of that appearance, Accuracy in Media re-





Powers



Abrams



Simon



Irvine

ceived over 14,000 letters from all over the country. Last year, Accuracy in Media spent \$72,000 for a full-page ad in the largest circulation newspaper in the country, the *Wall Street Journal*. We received a few hundred responses to the ad," he said.

Irvine's argument was supported by a representative from the Eagle Forum, Elaine Donnelly. "Dan Rather, the National Association of Broadcasters, and other media moguls that you have heard from are not just ordinary citizens. Their power to influence public opinion by setting the agenda of public discussions is far 'more equal' than that of the rest of us," Donnelly said. She maintained the rules are needed to insure that the public's right to be informed continues to be protected.

"It was bad enough that the opponents of the Equal Rights Amendment enjoyed only 5% of the network coverage over a period of 10 years," Donnelly said. "But it was even more hurtful that in most of the coverage overall of those difficult years, the broadcast media managed to almost totally conceal from the American people the important and undisputed information that passage of ERA would result in the drafting of women for combat duty in a future war."

Further opposition to S. 1917 was expressed by representatives from the Media Access Project, National Association of Arabs and the Telecommunications Research and Action Center. TRAC proposed two alternatives to the bill. One called for the establishment of an "audience network," a congressionally chartered, nonprofit corporation, whose membership would be open to the public and would serve as the audience's "community intelligence." Sam Simon, TRAC's executive director, proposed that the group would be granted 30 minutes of time on each radio and television station each day during prime time (television) and drive time (radio). The other TRAC proposal called for setting aside at least 10% of each broadcast hour for public access time.

There was, however, far more praise for the legislation than criticism. Legal experts, broadcasters, journalism school deans and representatives from the print media spoke highly of the legislation. FCC chief scientist Robert Powers testified that "there is no inherent shortage of spectrum capacity, from the technological point of view." Powers said there is still room for more intensive use of available spectrum and listed a number of examples of how individual channels can be expanded. Powers estimated that the spectrum could accommodate roughly 95 to 100 more AM stations in Washington.

Also testifying was constitutional expert,

Floyd Abrams, an attorney with Cahill, Gordon & Reindel, New York, who said he believed adoption of S. 1917 could be described as the "single most far-reaching legislative step of our era in support of First Amendment values." Abrams felt the rules were unconstitutional. "At their core, each of the statutory sections that S. 1917 would amend or repeal is inconsistent with what is most fundamental in our constitutional history: fear of governmental abuse, governmental misconduct, governmental repression," he said.

Former NBC correspondent, Ford Rowan, author of a forthcoming book on the effects of political broadcasting law, suggested that the rules be scrapped. "It all comes down to the question of which course poses the greater risk: Does regulation tend to chill vigorous debate and pose the danger of political abuse and manipulation? Or would a broadcast industry, freed of content regulations, be likely to suppress viewpoints and stifle the public debate?" he said. Rowan asserted that politicians seek to maximize their own access to the airwaves, and to neutralize broadcasters' power.

Packwood agreed with Rowan's remarks and noted that incumbent candidates stand the most to gain from present law.

Even more vigorous support for the legislation was expressed by representatives from the print media. "The fairness doctrine is fundamentally at odds with the First Amendment," said Charles Rowe, editor and co-publisher of the *Free Lance-Star*, Fredericksburg, Va., on behalf of the American Newspaper Publishers Association. Rowe was joined by William Burleigh, vice president and general editorial manager, Scripps-Howard Newspapers, representing the American Society of Newspaper Editors. "With this emergence of 'electronic publishing' it becomes increasingly difficult for regulators to distinguish between print and broadcast journalism. ASNE submits that the fact that something is transmitted electronically does not change the basic nature of its content from when it was transmitted by print," Burleigh said.

A representative from the Society of Professional Journalists, Sigma Delta Chi, argued that the rules are an "invitation" to government abuse. "The bottom line is that the fairness doctrine gives the government the ability to manipulate the requirements of 'fairness' and 'balance' as means of covertly penalizing disfavored broadcasters," said Robert Lewis, national secretary for SDX, SPJ.

A panel composed of three journalism school deans, who testified on behalf of the

Association for Education in Journalism and Mass Communications (AEJMC), favored repeal of the rules. Vernon Stone, director of the school of journalism, Southern Illinois University, said: "Controls on content are dysfunctional in that they tend to chill the reporting of the controversial. My 1982 survey of the nation's news directors also found that the fairness doctrine was creating problems in the news operations of 25% of the TV stations." The testimony of another dean, however, differed from this group. Professor Roy Fisher, University of Missouri school of journalism, believed the rules are needed. "If a better approach to that goal becomes available, so be it. But until then, the public interest demands that the broadcasters go through the motions and the paperwork that is required to satisfy the FCC that the license is being operated in the public interest," he said.

Testimony from broadcasters, however, provided a more vivid picture of some of the problems they encounter when following the rules. They maintained the rules discourage the airing of controversial and provocative programming and create "misunderstandings among broadcasters and the general public," as Dean Mell, news director at KHQ-AM-FM-TV Spokane, Wash., explained it.

The nine broadcasters including Mell, who testified, painted a gloomy picture. "Following one Reagan commentary, we received a request for equal opportunities from no less than nine individuals and groups charging that they were victims of a personal attack," said Raymond Saadi, vice president and general manager, La Terr Broadcasting Corp., Houma, La.

Edwin Pfeiffer, vice president of the Evening News Association and general manager of WDM-TV Washington, talked about the station's decision not to air one *Donahue* show which included the lengthy appearance by presidential candidate Jesse Jackson. The station concluded, he said, that running the show would provoke claims for equal opportunity by other candidates for the Democratic nomination.

Retired broadcaster, Homer Lane, formerly with KOOL-AM-FM-TV Phoenix, recounted one station experience with an equal time request by a clown running for governor. And Ed Hinshaw, public affairs manager, WTMJ-AM-FM-TV Milwaukee, noted that his station had a claim filed against it in 1981 by the Milwaukee mayor after broadcasting 15 editorials critical of the mayor, other government officials and municipal labor leaders. The FCC rejected the complaint but eventually the city official filed a petition for review in the Seventh Circuit Court of Appeals. "Our legal costs, thus far, are more than \$17,000. The mayor's legal work was done by the city attorney's office of the city of Milwaukee. A look at the documents indicates the amount spent on this case by that office is dramatically larger than our own," Hinshaw said.

Also testifying: Herbert Hobler, Nassau Broadcasting, Princeton, N.J.; Stan Cohen, WINZ(AM) Miami; J.T. Whitlock, Lebanon-Springfield Broadcasting, Lebanon, Ky., and Donald Smullin, president, TRC Communications, Phoenix, Ore. □

## Children's programing requirements stall dereg measure

**Parties may agree to disagree, however, and report out bill; debate expected over amendments**

Disagreements among members of the House Telecommunications Subcommittee on children's programing requirements for television brought formulation of broadcast deregulation legislation to a halt last week. The talks apparently stalled when key players failed to reconcile their differences with Subcommittee Chairman Tim Wirth (D-Colo.) on the matter.

"This latest move by Wirth takes us beyond our bottom line," said National Association of Broadcasters President Edward Fritts. "Wirth wanted mandatory children's programing requirements of up to five hours a week and wants a review of the FCC's radio deregulation in five years," Fritts said. "That goes far beyond the scope of what we could accept," he said.

Despite the deadlock, there were strong indications that the subcommittee might resolve its differences procedurally. "Wirth suggested one way out was to agree to disagree and move forward," said a source close to the negotiations.

"Essentially we were at loggerheads on the radio issue when Wirth suggested taking a procedural approach and deal with the radio and children's issue through amendments," said subcommittee counsel Thomas Rogers.

Rogers said the chairman was willing to accept radio deregulation in exchange for minimum children's programing requirements on television. But Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), were not willing to budge on the issue, Rogers says.

For the moment "we are still trying to figure out how to proceed in the subcommittee and full committee. We may reserve our amendments for the full committee," Tauke said. Sources close to the negotiations say Tauke and Tauzin are apparently concerned about moving forward. "They are now the ones who want everything tied down before they go back to the industry to sell the package," the source said. That concern was repeated by Fritts, who said, "We don't want to go in with a lot of loose ends."

Tauke and Tauzin are willing to accept some form of quantified television programing standards as a quid pro quo for eliminating the comparative renewals. But their ideas about the standards and how to enforce them differ greatly from Wirth's.

"We believe that the overall performance of the industry should be improved by requiring the stations which are failing in their public programing responsibilities to meet minimum programing standards as determined by the FCC. We do not desire to set standards which are intrusive upon a majority of the stations when we are convinced that is unnecessary and would again be a potentially dangerous information control policy," their memo said.

Tauke and Tauzin suggested that the FCC establish a quantification standard for local and informational programing only. However, the commission would be required to review the current industry performance and to devise different standards for different types of stations. They believe the commission should set up a point system to reward stations for carrying children's and minority programing.

Tauke and Tauzin are also calling for a sunset provision that would permit the FCC to review the standards in 1990 and 1995. And they proposed that the quantification requirements sunset in 2000 and that changes in the standard after 1985 would not apply to any station prior to the beginning of a new license term.

Their scheme for enforcing the standards falls short of what Wirth would like. They offered a plan that would make "egregious willful violation" of the quantification standards result in license revocation. "Failure to meet the standard shall result in a fine or some other meaningful penalty as determined by the FCC. The FCC may issue a conditional renewal or require specific remedial action in light of the circumstances of the violation," the memo said.

A Tuesday meeting is scheduled this week and the subcommittee staff is expected to form a bill that represents Wirth's and the Tauke-Tauzin position.

The Tauke-Tauzin proposal also would:

- Codify the FCC's radio deregulation decision and permit the commission to gather certain information concerning programing.

- Extend the FCC's radio deregulation decision to television and permit the FCC to require necessary information to insure compliance with the quantification standard.

- Permit the FCC to renew radio and television licenses "unless the station (1) did not meet the needs and interests of its community, (2) seriously violated the act, FCC rules and regulations during its most recent license term, or (3) showed a pattern of minor violations to the act, FCC rules and regulations."

- Allow the FCC to "apply a variety of sanctions on stations who fail to meet this renewal test including, but not limited to, denying the license renewal, issuing conditional renewal, issuing fines, or outlining specific remedial action to be taken by the licensee."

- Require that petitions to deny be accompanied by specific allegations of fact "sufficient to show that the petitioner is a party in interest and that the grant of the application would be prima facie inconsistent with the purposes of this measure." □

**WARC stalemate in Geneva.** As it enters the fifth and what is scheduled as its final week in Geneva, the first session of the World Administrative Radio Conference on developing a plan for use of the shortwave (high frequency) bands appears mired in a quagmire of disagreement between developed and developing countries. At issue is the question of how to resolve incompatibilities of requirements when a particular band in a particular time and in a particular geographic area is saturated. Despite lengthy sessions and continuing discussions in the corridors of the conference center—and despite the rapidly approaching date for ending the session, on Feb. 10—resolution of the issue seemed, on Friday, as distant as ever.

But for the U.S. delegation, at least, there were some bright spots. The committee on technical standards completed its work and issued recommendations that one delegation member said was "within the range of U.S. objectives. None impair our interests." The recommendations deal with the propagation parameters, such as the definition of a satisfactory signal and protection ratios.

And there was even optimism within the delegation that a Dutch-authored resolution on jamming, scheduled for action over the weekend, would be approved. It would not put a stop to such deliberate interference (existing regulations already ban it), but it would recommend that countries suffering jamming notify the International Telecommunication Union, with a view to developing a continuing record of the practice. U.S. optimism is based both on word from the Soviet Union delegation—whose country is responsible for most of the jamming in the world—that it would "accept" the resolution, and on a straw vote indicating that a majority of the 106 countries present and eligible to vote favor it.

It is the committee considering the key issue—principles of planning—which is "absolutely deadlocked," according to one delegation source. At issue is the question of how to assure "equality" of treatment when countries' requirements for serving a particular area at a particular time outrun the frequencies available in a given band—or, as one delegation member put it, "when the foot is too big for the shoe." The frequencies involved are those that were reallocated to shortwave use by the general WARC of 1979—in the 9, 11, 13, 15, 17, and 21 mhz bands. Complicating the search for compromise is the realization on both sides that the resolution of the conflict could be cited as precedent in future conferences, including next year's WARC on satellite services. Each side says its view comports with the ITU convention and radio regulations.

There was no "give" evident on either side last week. Delegates seeking a way around the impasse had not given up as of Friday. Several options were being discussed. One envisages a compromise phrased in language so vague as to enable each side to claim victory—a not unusual solution to a diplomatic riddle. Another would take advantage of the time available before the second session, in 1986, to draft the plan on the principles that were to be decided on at the current session. Yet another option simply calls for recessing the conference on its final day, Friday, and reconvening it later this year, if an open date on the ITU calendar can be found.



## USIA's high tech propaganda war

**Administration seeks 28% budget increase for USIA in 1985, to be used primarily to upgrade VOA, and to further develop Worldnet, its new television broadcasting service**

In a time of budget austerity—in nondefense areas—the U.S. Information Agency is in line for a hefty increase in federal funds in fiscal year 1985, and last week, USIA officials called a news conference to explain why. As the Reagan administration says of the defense establishment, Les Lenkowsky, deputy director of the agency, said its strength has eroded over the past 15 years—its funding levels, he said, had declined 27%, in terms of constant dollars, between 1967 and 1982. Now, he said, the aim is to rebuild the agency, to enable it to compete “effectively in the world of ideas.”

President Reagan is seeking \$849 million for USIA, an increase of 28%, or \$183 million, over the 1984 funding level (see page 54). And about half of the increase—\$99.3 million—would provide the first installment on what officials say is a five-year, \$1-billion program to modernize Voice of America equipment; some transmitters are more than 30 years old. VOA director Kenneth Tomlinson said existing VOA equipment “is a national disgrace.” But what seemed the most exciting news to emerge from the USIA budget request is the proposed increase of some \$27 million—to \$48 million—for the television and film service, with all of the additional funds to be used to develop Worldnet, the agency's new global state-of-the-art television network.

If the U.S. is, as Tomlinson says, playing catch-up with other countries, particularly the Soviet Union, in terms of the hours filled and the facilities used in transmitting its message to the world by radio, it is stealing a march on the rest of the world in the use of television programing transmitted worldwide by satellite. In October, the first element of Worldnet, Euronet, connecting the U.S. with Europe, was established. The second element, Arnet, USIA's Latin America service, began providing some programing last month. Before the end of the fiscal year—Sept. 30, 1985—USIA also plans to establish satellite links with the Pacific, Africa and the Middle East, and to provide up to three hours of programing daily, five days a week. Most of the increase would be used to pay for costs of the uplinks and downlinks. But \$6 million would be used to improve USIA's television studio in Washington.

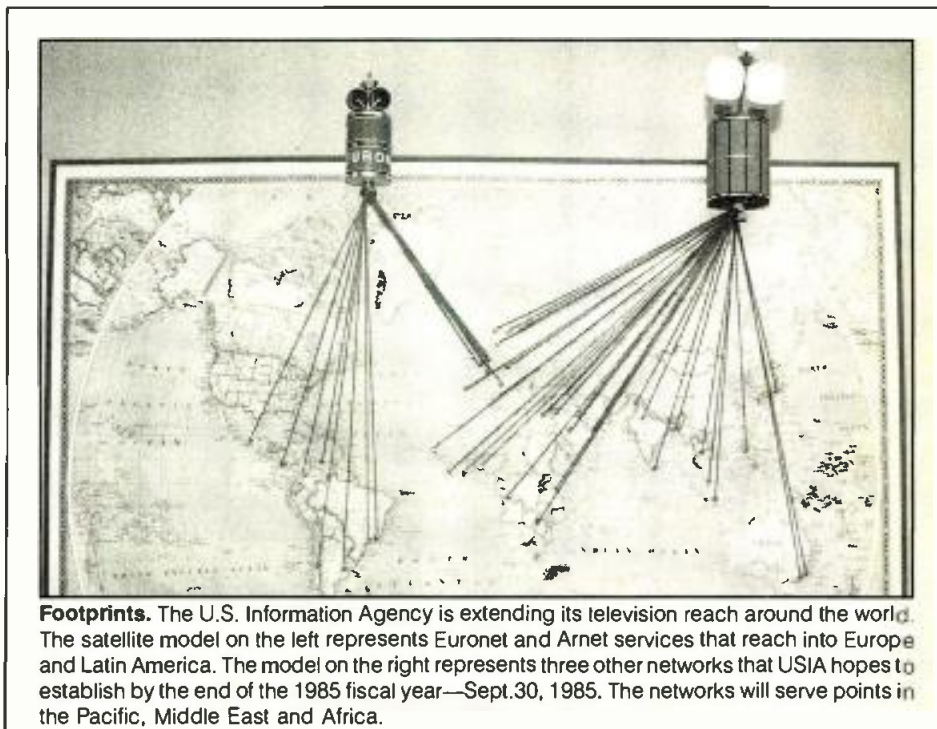
Thus far, Worldnet, which feeds signals to U.S. installations abroad, where they can be viewed and taped by foreign journalists, has been used primarily to make American newsmakers available for questioning, by interactive audio, by foreign journalists and officials gathered in U.S. embassies or other centers abroad. In some cases, the American newsmakers, including members of the administration, were seen in Washington, but some have been televised in foreign cities. On Jan. 31, Assistant Secretary for European

Affairs Richard Burt, in Paris, was questioned by journalists in Bonn, Rome, London, Geneva, Brussels, The Hague and Stockholm. Euronet can also provide a more conventional service: It was used to transmit President Reagan's speech on disarmament, on Jan. 16, to Europe. But Richard C. Levy, deputy director of the television and film service, foresees Worldnet, in time, providing a variety of news and public affairs programs. “People in American missions abroad will be able to pick up a *TV Guide* to find out what's on Worldnet,” he said.

Euronet has been getting good press in Europe, according to USIA officials. But it has caused some irritation for American journalists abroad. Because of a law prohibiting USIA from disseminating its product in the U.S., American reporters initially were

denied access to the locations where Worldnet programs were being received—and they complained foreign competitors were beating them on stories involving U.S. officials. So, USIA checked with Senate Foreign Relations and House Foreign Affairs Committees and were told, yes, American reporters could attend the screenings. But, no, the programs may not be fed to them, nor would they be allowed to tape them.

Tomlinson is not enthusiastic about all of the expansion under way at VOA. Asked about Radio Marti, the surrogate station established by Congress to broadcast news of Cuba to that country, he said, “We'll put it on the air in the spring.” Then he added, “We didn't ask for this responsibility.” However, he said the service is a “do-able” one: It will be done by maintaining the same standards as observed by VOA, of “objectivity and comprehensiveness.” □



**Footprints.** The U.S. Information Agency is extending its television reach around the world. The satellite model on the left represents Euronet and Arnet services that reach into Europe and Latin America. The model on the right represents three other networks that USIA hopes to establish by the end of the 1985 fiscal year—Sept. 30, 1985. The networks will serve points in the Pacific, Middle East and Africa.

## Moscone vs. Fairmont at NATPE

**Most players taking 'wait and see' position over exhibition predicament at NATPE; next year's INTV and NATPE scheduling problem yet to be solved**

Program distributors traveling to the 21st annual NATPE International conference, set to open Thursday (Feb. 9) in San Francisco, will have two pressing problems on their minds, aside from the challenge of competing in the most active first-run marketplace in several years. First, this year's NATPE program exhibition will be divided between an official exhibition hall—the Moscone Center, where 203 companies will host booths—and an enclave of 22 hospitality/screening suites at the nearby Fairmont hotel, where some of the industry's largest and most powerful distributors have chosen to do business.

Problem number two: NATPE Interna-

tional and the Association of Independent Television Stations remain at loggerheads over the issue of future convention dates, planned so close together that distributors will no longer be able to maintain the presence they now have at both events.

NATPE International leaders, and many of the distributors hosting either booths or suites, appear to be approaching this week's divided exhibition with a “wait and see” attitude. Because adequate hotel space for an exhibition the size of NATPE's is difficult to find, the association has been gradually moving more of its conference onto exhibition floors in recent years. This is the first conference at which the entire exhibition was to have taken place in one hall. If competition from the Fairmont makes the exhibition approach fail, NATPE leaders will “have to sit down and find some other solution,” said Stan Marinoff, manager of broad-

cast operations at WISN-TV Milwaukee and outgoing president of NATPE International, who has spent many hours during the past year trying to forge a workable compromise. The compromise came, he said, in declining demands from smaller exhibitors to expel Fairmont suite-holders from NATPE membership, but promising to re-evaluate the exhibition-hall approach if this year's show at the Moscone is a failure.

Although NATPE has scheduled most of its convention-related activities at the Moscone Center in an effort to keep as much attention on the hall as possible, the Fairmont suite-holders, who represent by one estimate as much as 75% of domestic syndication revenues, will be making it easy for buyers to visit their territory. Suite-holders have split the cost of hiring a shuttle-bus service, according to Mort Slakoff, vice president for creative services, MCA Television. Four double-decker buses will travel constantly between the Fairmont and the Moscone or the Fairmont and the convention headquarters hotel, the San Francisco Hilton, during exhibition hours, he said. Buses will run every 10 minutes. Most suite-holders have agreed to restrict screening hours to those set for the Moscone exhibition, said Marinoff.

Far more pressing to most distributors is the problem of next year's conventions, scheduled for NATPE Jan. 11-15 in San Francisco and for INTV, Jan. 5-8, tentatively in Los Angeles. The Association of Program Distributors has put the issue at the top of the agenda for its meeting at NATPE.

The INTV board remains "unanimously opposed" to combining the two conventions in any way, said its president, Herman Land, and opposed to rescheduling its convention in future years to avoid conflict with NATPE.

Land said a program exhibition is important to operators and added that INTV's convention will continue to be a major attraction for program syndicators and broadcasters, regardless of whether meeting dates conflict with NATPE's. "We have a rich and vibrant meeting to which I think we will continue to attract key decision makers," he said.

Although some distributors are threatening to pull out of both conventions entirely in favor of creating their own exhibition, many others maintain that is infeasible. Wynn Nathan, president of Lionheart Television and the one-time leader of a similar effort—Television Film Exhibitors—which staged its own hotel exhibition in conjunction with the National Association of Broadcasters convention before NATPE was created, said it is virtually impossible to get distributors to agree on how to stage their own exhibition.

If no compromise is reached and next year's conventions remain scheduled only days apart, distributors predict both conventions, but primarily INTV's, will suffer lower attendance by the program distribution community. Nathan, who says his company's presence at NATPE is always much larger than that at INTV anyway, will skip INTV if no solution is reached, an option Paramount Television's president of TV distribution and production, Randy Reiss, has also held out for his company. □

## IRTS brings TV's big names together

*The 12th annual faculty/industry and college conference of the International Radio and Television Society brought together many of the biggest names in broadcasting as well as some of the industry's future leaders for six days of seminars, panel discussions, workshops and social get-togethers.*

*At the opening dinner on Wednesday night (Feb. 1), CBS President Emeritus Frank Stanton presented the IRTS Frank Stanton Fellowship Award to Dorothy Johnson of Marshall University, Huntington, W. Va. The keynote speaker was Bob Bennett, senior vice president of television broadcast and production at Metro-media.*

*But perhaps the most visible IRTS event was its annual newsmakers luncheon held in New York. Besides Ralph Baruch, chairman of Viacom International and IRTS president, and Ave Butensky, president of Ed Libov and Associates and chairman of the faculty/industry seminar committee, there were present a who's who of the upper echelon of television industry executives. On the dais at the newsmaker luncheon, besides the programing chiefs from each of the three networks, were Gene Jankowski, president of CBS/Broadcast Group; Tony Thomopoulos, president of ABC Broadcast Group; Pierson Mapes, president of NBC Television Network; Jim Duffy, president of ABC Television Network; Fred Silverman, president of Intermedia Entertainment; Edward Bleier, executive vice president, Warner Bros., Television, and Metromedia's Bennett.*

"In this business, you come to expect what you would least expect." With those words, MCA President Don Menchel sounded the tenor of a programing business operating in a wildly changing television marketplace.

Menchel's statement also reflected the tone of last Thursday's IRTS panel on programing, held at New York's Waldorf-Astoria hotel, in which he shared the dais with other key figures in the increasingly complex program distribution chain: Thomas Leahy, executive vice president, CBS/Broadcast Group; Michael Fuchs, president, HBO Entertainment Group; Austin Furst, founder of a leading home video supplier, Vestron Inc., and independent producer Merrill Grant, of Grant Reeves Entertainment. The key message of the session, moderated by Edward Bleier, executive vice president, Warner Bros. Television, was that, in the words of Furst, the changes under way in traditional patterns of program distribution, "have just begun."

Increased competition from programing from new media has "not affected" the prices traditional outlets—the three major networks—pay for software, said CBS's Leahy, who maintained the networks "are still the first place producers go" when they want to develop a new concept. Grant concurred, saying "the market hasn't changed" from a

supplier's point of view, and that "the networks remain the primary market" despite the fact that producers now have opportunities in pay TV and first-run syndication.

Disagreeing, Fuchs argued the "economics have changed drastically" in the market for sports programing, where the advent of pay and pay-per-view TV have made boxing "a major prime-time event" on pay TV and a minor weekend event on network TV, and where the prospect of pay participation in major league football and baseball coverage has driven up the prices networks pay for the right to broadcast those events.

Further, the prices networks pay for feature films have dropped since the advent of pay TV has increased movies' prior exposure, said Fuchs, and the increased demand for original, made-for-cable and made-for-TV movies and special events has stepped up demand for the best of the creative community. "We are heavily into the business of original programing," he said, and "higher prices are resulting from higher demand."

Will Paramount Pictures' recent pact with Showtime/The Movie Channel for exclusive rights to five years of the studio's movies cause an even more dramatic revolution in the prices paid for feature films? Probably not, said Fuchs, who noted exclusivity in the feature films brings "mixed blessings" because simultaneous exposure on airlines, movie theaters and home video has taught consumers that feature films are "tangible." HBO is spending \$100 million annually in the development of original programing.

Because of that, the "movie companies are under a misassumption" if they think pay networks will "divide up the industry, paying the same price for only half the product," said Fuchs. "The reality is that I have two 24-hour-a-day networks to fill... The heyday of studio license fees will be over and we'll be forced to develop other avenues," if studios continue their present course.

On the increasingly controversial topic of barter syndication and its impact on the economics of TV programing, Leahy argued that advertisers are not getting what they think they are when purchasing barter time. "They are really buying spot TV, with the same efficiencies and commercial load," he said, but in the buying community, barter "is the sexy, fashionable move at the moment."

Revenues flowing into barter syndication are "unfortunately coming out of network budgets," said Leahy, although "we don't think barter should be compared to network. The fact that barter is being bought simply because it is 'fashionable at the moment is embarrassing," and reflects on the sophistication of buying and selling of TV today, he said.

Leahy agreed with Fuchs that the major networks will probably air more off-cable product in the future than they presently do, as the cost of programing escalates. Helping to bring that about, according to Furst, will be the growth of home video, which will create "monumental fragmentation" in TV viewing, and reduce the networks' average share of audience to "well under 50%."



**Network TV programming's big three—Erlight, Grant, Tartikoff—claim network erosion from other media is over; say critics don't give them enough credit for diversity**

It happens only a few times a year: the programming chiefs from the three major television networks, under one roof, answering questions from the public. It happened last week at the IRTS's annual seminar.

With questions pitched by Ralph Baruch, chairman of Viacom International and IRTS president, the three programming chiefs—Lew Erlight of ABC, Bud Grant of CBS and Brandon Tartikoff of NBC—commented on everything from how two of them would counter-program the Olympics to charges that the networks are not bold enough in experimenting with program forms.

And although Grant and Tartikoff wouldn't say they have conceded two weeks each in February and July to ABC while it broadcasts the Olympics, they did indicate that there's not much they can do. "Judging from history," Tartikoff said, "the winter Olympics should do well. But the interesting thing is they bring [a larger] audience to television, so there is a bigger pie to share... comedy series hold up... NBC is going to continue to program our regular comedy lineup... it's better than going against *Winds of War*."

Noted Grant: "We're not going to have an awful lot of original programming opposite the summer Olympics, but we'll program just as

strongly as we can."

Tartikoff was asked to expand on his remark that when it came to some of NBC's less successful programs this season, he wished he had relied more on "gut feeling" than research. "That got me into a lot of trouble with the research department," Tartikoff joked. "You can get into a lot of trouble by hiding behind research," Tartikoff explained in a more serious manner, "particularly in certain kinds of programs that tend to have a strong social bias coming back from the audience, where the audience tells you they're going to watch and when in fact they don't." At the same time, Tartikoff also pointed out that altogether ignoring research is "equivalent to ignoring X-rays or, worse, retouching them." He said that where research and gut feeling don't always agree, NBC may now gamble and go with the gut feeling—*Hill Street Blues* illustrates that stand, he said—but that does not mean research always yields bad information—both *A Team* and *Knight Rider*, Tartikoff said, are two hits that research strongly favored.

Asked about the forecast for audience levels against the new technologies, all three programmers agreed that the worst days are over. "Obviously, there's been fragmentation," Erlight agreed, "but that's due to a basic fact: There's a greater degree of selection than 10 years ago." The increasing number of channels will siphon off some network viewers, Erlight admitted, but "the three networks have pretty much seen the demise of erosion and we are seeing audiences return."

Asked to respond to a question about the similarity of programming on all three networks, the programming chiefs replied there is more diversity than critics give them credit for. Grant said that the criticism often fails to distinguish between the "form" and "content" of shows. As an example, Grant referred to *All in the Family*. He explained that the form was traditional—a half-hour family sitcom—but the content was bold and "broke new ground." Grant said diversity and innovation occur when content is

changed, even if the form remains the same.

Tartikoff suggested that new forms could work too. "I just came off a fall [season] where we tried a lot of things that were completely different," he said, mentioning NBC's *Mr. Smith*, a half-hour comedy about an orangutan with a 256 IQ. He went on to say that the successful programs aimed at women on the other networks "kind of dictates [that we] counterprogram with action programs" to pick up the male audience.

But it was ABC's Erlight who received the loudest applause. Erlight noted that the three networks combined produce more than 4,400 hours of original programming each season, compared to between 800 and 1,100 hours produced annually by Hollywood movie studios and 80 hours each season produced by the average Broadway theater. The question of programming diversity, Erlight pointed out, was a "very good" question to address to this particular audience, which he identified as "the advertising community of the country, perhaps the world." Recently, Erlight said, each of the networks has broadcast programs like *Playing For Time*, *Adam*, *Fallen Angel*, *The Day After* and *Something About Amelia*. "In each of these cases," Erlight reminded, "the networks were praised after the fact... but it was not, and never was beforehand, supported in terms of advertising dollars." Erlight said each of those shows precisely illustrated the diversity many claim the networks lack. "We're not as different as many of you would like," Erlight conceded, "but when we are I think you must stand up with us."

The audience cheered.

**Baseball representative tells of growth of pay TV networks for that sport; ESPN's Grimes gives postmortem on Season Ticket; Cosell complains of 'jockocracy'**

Brian Burns, director of broadcasting, major league baseball, told those attending the IRTS panel on sports in New York last week that by the end of the 1984 baseball season,



Johnson and Stanton



Grant, Erlight and Tartikoff



Bennett, Silverman and Butensky



Bleier, Leahy, Grant, Menchel, Fuchs and Furst

he expects that 20 of the existing 26 baseball teams will have some form of regional pay-television operation in place. "And two of the six that won't," he said, "are the [Chicago] Cubs and the [Atlanta] Braves." Both of those teams are carried by superstations that transmit their signals to thousands of cable systems across the country. Ted Turner's Atlanta Braves are carried by his own WTBS(TV) Atlanta and the Cubs are carried by WGN-TV Chicago.

Major league baseball negotiated a new six-year contract with ABC and NBC last year that cost \$1.2 billion, generating \$2 million for each professional team annually during that period. In turn, the networks were guaranteed a greater degree of exclusivity, with local stations being prohibited from televising their games during ongoing network telecasts. "Our next direction," said Burns, "is to establish peaceful co-existence between those separate market segments."

Other speakers at the session included sportscaster Howard Cosell; William Grimes, president, ESPN; William Sheehan, a sports media programming specialist with Dancer Fitzgerald Sample, and Don Carney, vice president, sports and special programming, WPIX(TV) New York.

Asked about the ever-escalating prices for the rights to the Olympic games, Cosell said that the rumored \$1-billion asking price for the 1988 summer Olympics in Seoul, South Korea, was "vastly exaggerated." He said there were too many negatives involved with broadcasting from Seoul to make that price workable, such as the time difference and the fact that events could not be covered live. It's likely, however, said Cosell, that "no single network in the future will be able to cope with [Olympic rights] prices by itself."

Commenting on the depressed ratings for professional football telecasts during the past season, he said the problems are rooted "in the complexities of our society," such as drug abuse, as well as such things as the 1982 football strike, lopsided games, the proliferation of football on television and the "fractionalization of the market" by competitors, such as cable. Telecasts have also become victim to "jockocracy," said Cosell, referring to the proliferation of former players and coaches in positions as announcers and color analysts, so that "every game looks and sounds the same." He said it was a "matter of presentation"—and in that regard, "television is in serious trouble."

ESPN's Grimes described the network's recently aborted attempt to sell an exclusive package of ACC basketball games to regional viewers for an added fee (between \$50 and \$80) as a "noble experiment" ("Cablecastings," Jan. 30). He indicated that perhaps the biggest obstacle to success with the package, known as Season Ticket, was the attitude taken by ACC fans that they have "the inalienable right to receive a sports event for free."

Grimes said that in order for ESPN to compete for the rights of such big-ticket items as major league baseball, the networks might have to offer such an item on a pay-per-view basis. And for that medium to be

viable, there would have to be a universe of addressable homes comprising perhaps 25 million subscribers. Currently there are about three million, with 10 million expected by 1985; it's thought that there won't be 25 million until 1988 or 1989, said Grimes.

Grimes said that ESPN has had "general discussions" with ABC about how the cable network might participate in coverage of the 1988 winter Olympics in Calgary, Canada. And while the rights to the Seoul games have not yet been awarded, he said ESPN might be in a position to "augment network coverage" of those games as well. One way or

another, Grimes said, the sports network has an interest in participating in future Olympics coverage.

Dancer Fitzgerald Sample's Sheehan, commenting on advertiser reaction to USFL football, said "advertisers love [the league] because it adds another sport for us to participate in." And as far as the hype and promotion that envelop many sports events is concerned, Sheehan said they help attract greater viewer interest. "Bad promotion is when you don't have enough of it," he said. "Good promotion is when you have a lot of it." □

## Reagan budget: mixed bag for communications

**FCC receives \$4.5 million increase over 1983 budget, but will still have to watch its finances; public broadcasting does not fare well; USIA's radio and TV services receive substantial boost**

The FCC emerges from President Reagan's proposed \$925.5 billion budget for fiscal year 1985, which begins on Oct. 1, in what commission officials regard as reasonably good shape. But it's a sign of the times that a proposed increase of \$4.5 million, to \$92.6 million, over what the commission received in 1983, with a large part of the increase going to finance nondiscretionary costs and with the commission actually losing 22 permanent positions, is regarded by the agency as something for which to be grateful.

But if the commission is satisfied, the Corporation for Public Broadcasting is in a fighting mood. The President has proposed that Congress rescind \$20 million of the \$130 million it appropriated for CPB in fiscal year 1986 and is recommending that Congress appropriate only \$100 million for the corporation in 1987—\$138 million less than the corporation says it will need. A congressional fight over funds for CPB is a virtual certainty.

For other elements involved in communications that are financed by the government, prospects are brighter. The Commerce Department's National Telecommunications and Information Administration would receive \$14 million under the proposed budget, some \$1 million more than its current appropriation, a fact that would represent a turnaround in its financial fortunes. And, as has been true under the Reagan administration in the past several years, the agencies responsible for transmitting America's message abroad would continue on a growth curve. This is particularly true of the Voice of America, but the U.S. Information Agency's Television and Film Service would also continue to grow rapidly. In addition, the President is seeking funds for Radio Marti, which appeared in a budget for the first time last year but which Congress established only in September as a surrogate service to broad-

cast news of Cuba to that country.

The FCC had originally sought Office of Management and Budget approval of a budget request of \$94 million. But OMB indicated it would reduce that request by \$3 million—a cut that would have been all the more onerous because of the fact the commission would have had to bear the burden of almost \$3 million in salary increases voted by Congress but which was not included in the commission's proposal. So Fowler twice appealed to the OMB for more generous treatment. He reportedly argued that the commission's deregulatory policies and its processing of applications for authority to provide new communications service help stimulate the economy. The result, as one official said, was that "we basically got what we asked for." "We're quite pleased," said another.

But the commission will be operating under a tight budget, even assuming Congress appropriates every dollar requested. For besides the \$2.8 million in pay raises that will come out of the \$92.6 million, another \$2.6 million will be paid in increased rental costs. And personnel streamlining will eliminate 33 permanent positions, including a net of 16 in private radio, of eight in field operations, of three in the Office of Science and Technology and of six in the agency's support staff.

On the growth side of the ledger is \$1 million earmarked for computer capacity to aid the commission in processing applications. And 11 new positions will be created. Of these, four would be allocated to the Common Carrier Bureau to fulfill some of the commission's obligations in connection with the breakup of AT&T; the new personnel will audit the seven new Bell operating companies. Six others will be added to discharge new responsibilities imposed by the legislation creating Radio Marti: Two staffers will be hired by the Field Operations Bureau to establish a basis for monitoring the interference Cuban stations are causing U.S. AM outlets, and six will be added to the Mass Media Bureau to begin processing applications for a share of the \$5 million earmarked in the Radio Marti bill as remuneration for broadcasters who have incurred expenses in mitigating the effects of Cuban





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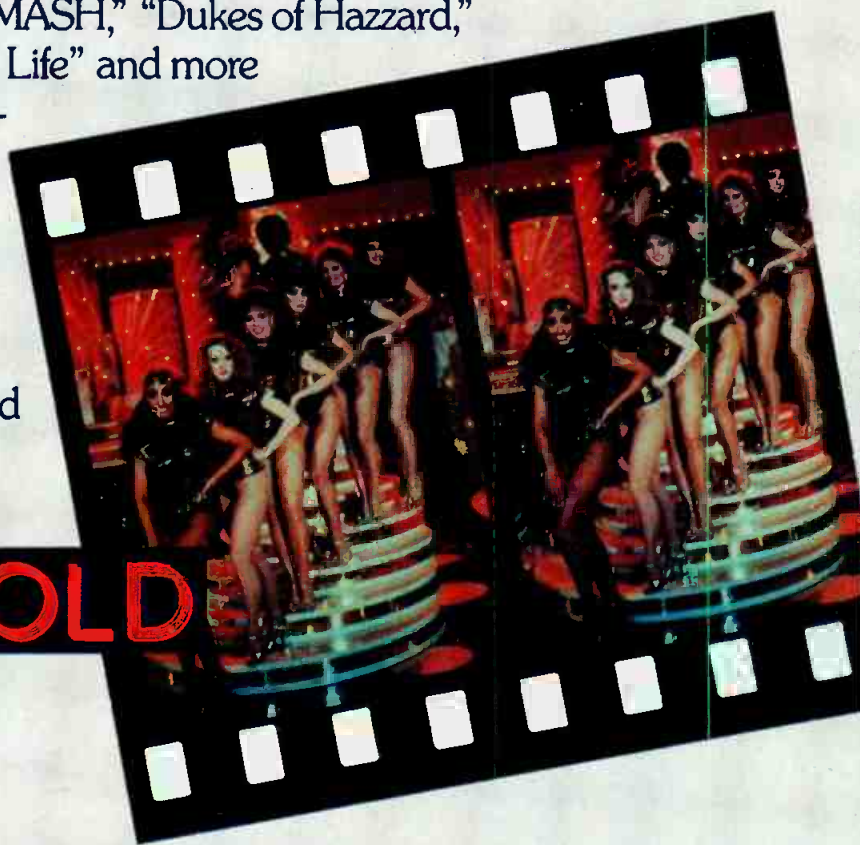
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# SOLID GOLD



\*NTL Season-to-date through 12/4/83



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**ENTERTAINMENT TONIGHT/THIS WEEK** delivers daily news of the entertainment world with such dazzling pace and polish that the series itself is one of the biggest success stories in show business. The pioneer in satellite delivery, "ET" airs in over 140 markets. Now in its third season, its ratings and demographics are still climbing in markets of all sizes across the country, and it recently achieved its third-highest rating (174) since premiere.\*\* "ET," the most prestigious prime-access program, was recently named "the hottest syndicated show on television" by Time Magazine!



**TAKING ADVANTAGE**, introduced only this season, has already gained solid acceptance from both stations and advertisers. Produced in association with McGraw-Hill, it's currently appearing on an unprecedented 166 stations covering 95% of the U.S. This weekly half-hour series has consistently over-achieved its national projection of a 5.0 NTI, and on a local level is generating premium dollars for stations. In addition to its critical acclaim, viewers have responded positively to the entertaining way it helps people get more for their money!

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It recently tested as ASI Market Research's third-highest rated access program in history, achieving an "excellent" rating, an unprecedented 188% higher than the access norm. It also beat ASI's norm for its most competitive category — primetime comedy — as well as every other primetime program genre! In short, here's a tested hit with a Young Adult skew, and that's unbeatable!

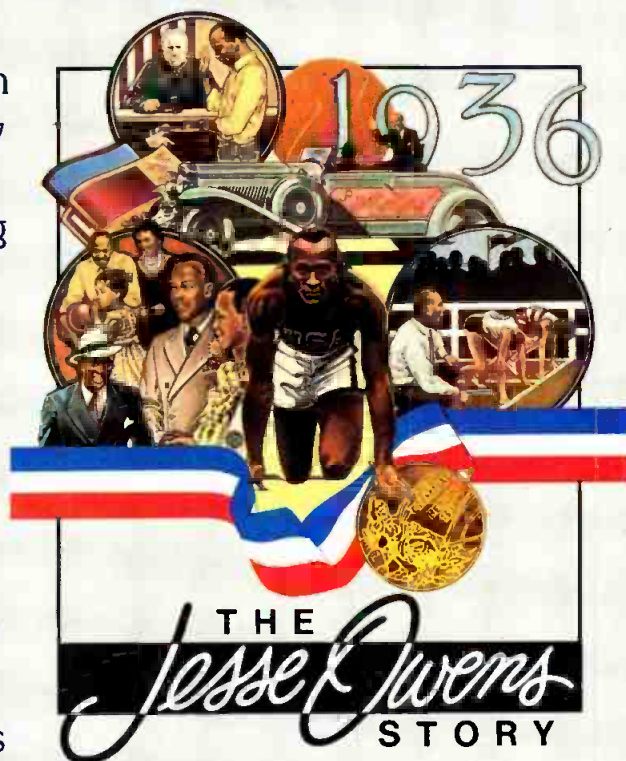




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The Emmy-winning "A Woman Called Golda" demonstrated how powerful and popular first-run Paramount events can be. Making that point stronger than ever are the fastest-selling specials in Paramount history.

**THE JESSE OWENS STORY** is a deeply moving, four-hour drama about the real-life American hero who whipped Hitler's "supermen" in the '36 Olympics and then fell from fame and glory to the depths of defeat. His personal comeback provides the triumphant climax of this major motion picture — "must viewing" for this Olympic year and *every* year! Equally compelling —



**STARS: WITH DAVID STEINBERG,** the exceptionally revealing hour-long interviews with Hollywood superstars like Burt Reynolds, Dudley Moore, Mel Brooks & Mr. T, and Sally Field & Jane Seymour, to name just a few! Co-produced with Guber-Peters Video and in association with American Cyanamid Co. & BBDO, Inc.

## OFF-NET AND ON-TARGET...

# TAXI



Year after year you can depend on Paramount's great lineup of off-net series and blockbuster movies, the programming essentials that provide the power-base of every competitive station. Now **TAXI** joins Paramount's long list of off-net hits—as the season's #1 off-net series, dominating ratings and key demographics early and late in large, medium and small markets alike! And TAXI's outstanding quality (18 Emmys, including three Best Comedy Awards, and Best Comedy Golden Globe

Awards for three consecutive years) guarantees its meter will be running up big numbers for a long time to come.

Meanwhile, Paramount's other series are also delivering audiences with undiminished strength and dependability. **STAR TREK**, the one-and-only hour to perform successfully for more than three seasons, is still winning its time periods in its 14th season and as such stands unchallenged as the greatest phenomenon in syndication history. And Paramount's famous comedies—**HAPPY DAYS**, **The Brady Bunch** and so many, many more—also continue to perform season after season.

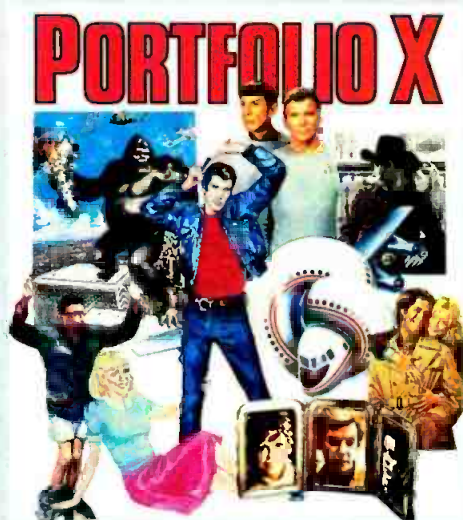


What's more, an analysis of network ratings and demographics for **Cheers**, **FAMILY TIES** and **WEBSTER** indicates Paramount's off-net success will extend well into the future. The record proves that half-hour comedies far outdistance hours in longevity (except STAR TREK, that is!) and no studio does them like Paramount.

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## ...AND INCOMPARABLE MOVIES



Great movies are another great energy source for a station, and Paramount's movie packages are simply the best in the business. That's just what you'd expect from "the most consistently successful movie company in Hollywood" (New York Times, 8/28/83), the company that's been either first or second in theatrical rental shares from 1978 through 1982 (Daily Variety, 1/12/84). And Paramount's more recent releases like "Terms of Endearment," "Flashdance," "Raiders of the Lost Ark" and "An Officer and a Gentleman" are strengthening its position as Hollywood's hottest studio!

**PORTFOLIO X** reflects that record. It's packed with powerful titles like "Star Trek: The Motion Picture," "Grease," "Ordinary People," "King Kong," "Airplane!" –in fact, 94% of its theatrical movies are on Variety's list of All-Time Boxoffice Champions! It's the surest investment any station can make for dominance through the 80's!

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|----------------------|----------------|---------------------|------------------------------|---------------------|
| TAXI                 | HAPPY DAYS     | STAR TREK           | PORTFOLIOS I-X               | ENTERTAINMENT       |
| LAVERNE & SHIRLEY    | MORK & MINDY   | MANNIX              | *THE JESSE OWENS STORY       | TONIGHT/THIS WEEK   |
| THE BRADY BUNCH      | THE ODD COUPLE | MISSION: IMPOSSIBLE | *STARS: WITH DAVID STEINBERG | SOLID GOLD          |
| LOVE, AMERICAN STYLE | THE LUCY SHOW  | THE UNTOUCHABLES    | STAR TREK MEMORIES           | TAKING ADVANTAGE    |
|                      |                |                     | PARAMOUNT FIRST-RUN          | *ANYTHING FOR MONEY |
|                      |                |                     | NETWORK II (Star Concerts)   |                     |

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interference.

Commission officials said the President's budget would allow the agency to "stay even." For last year, the \$88.1 million Congress appropriated for the commission in fiscal year 1984 allowed it to add 79 new positions. The commission says a strengthened Mass Media Bureau was able to reduce backlogs in the processing of FM and low-power applications, while a beefed-up Common Carrier Bureau is expected to dispose of cellular radio applications at triple the rate of 1983, when the total was 203. The commission also had some \$750,000 to spend on computer equipment to aid in the processing.

As was the case a year ago, publication of the Reagan budget has provided the signal for the start of a battle between the administration and the public broadcasting community over the method of financing the system. In seeking a rescission of \$20 million in the 1986 authorization and a grant of only \$100 million for 1986 (Congress is required by law to provide funds two years in advance for CPB), the budget said, "These requests underscore the importance of encouraging user and private support for the public broadcasting industry, thus allowing for the continued reduction of federal support." The 1984 budget made a similar statement in proposing a \$45 million rescission in the 1984 appropriation (which would have left \$85 million) and an appropriation of only \$75 million for 1985. The public broadcasting community persuaded Congress last year to reject those proposals, and it is girding for another such effort.

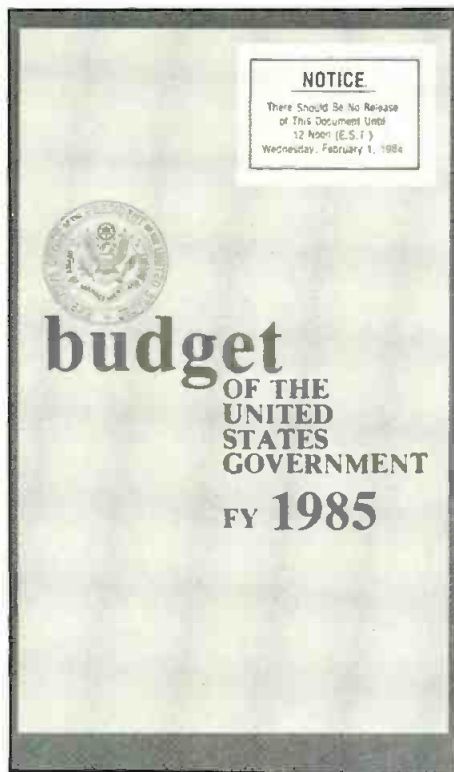
A CPB spokesman said the corporation will do more than fight the proposed rescission, in testimony before Senate and House appropriations subcommittees later this month. He said it will support the proposal of Representative John Dingell (D-Mich.), chairman of the House Commerce Committee, for increases in the funds Congress has already voted—to \$145 million in 1984, \$153 million in 1985, and \$162 million in 1986. What's more, he said, CPB will ask Congress for \$238 million in 1987. CPB, he said, needs the money, most of which goes to public stations. Without the funds requested, he said, "stations will be forced to cut back on services."

Nor will the fight over funds for public broadcasting focus only on CPB. For the fifth time, the administration is attempting to terminate the program, which is administered by NTIA, that provides matching funds for public television facilities—up to \$3 for every dollar raised locally. No funds are requested for it. But in every fiscal year since 1981, Congress appropriated the funds to keep the program alive. And this year, the National Association of Public Television Stations, which represents public television stations in Washington, and National Public Radio, will ask Congress to again disregard the President's wishes.

The administration maintains the program is no longer needed, since public television service is within reach of some 95% of the nation's population. But Ann Tonjes, congressional liaison for NAPTS, said the case for continuation of the program will be

based on "the replacement needs of the stations. It's no good to build a system if you're going to let it fall apart." And while public television extends its signal to most of the country, she noted that public radio programs can be heard by only 70% of the population. Congress last year voted \$11.9 million for the program. This year, said Tonjes, "We will make a case for a funding level of over \$12 million."

For NTIA, which was created to serve as the President's principal adviser on telecommunications policy, the \$14 million asked for



it marks a step back up the funding ladder. In fiscal year 1981, the last year of the Carter administration, it received \$17.2 million and the next year, \$16.5 million. Then the funding level dropped further, to \$12.2 million in 1983. In the current year, it is operating on a budget of \$12.9 million.

David Markey, who as assistant secretary of Commerce and Information heads NTIA, says it will spend an increasing amount of time this year on international communications matters—both in preparing for upcoming international conferences on telecommunications matters and in dealing with the policy questions raised by applications of companies seeking authority to provide international communications services that would offer alternatives to the International Telecommunications Satellite Organization. He also said NTIA would participate in the development of international standards for worldwide integrated digital communications networks. And, as the manager of the government's use of the spectrum, it has been asked by Congress to improve the efficiency of that use.

For the campaign to communicate with the people of other countries, the President is seeking an increase of \$183 million to \$849 million in the USIA budget. And of

that amount, the most "noteworthy," as the budget document put it, is the continuing effort to expand and modernize the VOA equipment. The Voice would be given \$173 million for salaries and operating expenses in broadcasting abroad in English and 41 languages. That is an \$18 million increase over the \$155 million appropriated for it in 1984. But the President is also seeking \$99.3 million for the acquisition and construction of radio transmitters to augment or replace equipment that is, in some cases, more than 30 years old. Last year, only \$31 million was provided for radio facilities. The U.S.'s other radios, Radio Free Europe and Radio Liberty, which broadcast to the peoples of the Soviet Union and other countries in Eastern Europe, would be cut, from \$114 million to \$100 million. But the budget says that because of the strength of the dollar abroad, RFE/RL operates principally in Munich, and the completion of capital improvements in the last two years, the radios will be able to continue operating at the expanded 1984 level of operations.

The budget also indicates the USIA's television and film service is rapidly becoming a major factor in the agency's operations. The service, which acquires and produces programs for distribution overseas, would receive \$48 million, more than twice the \$22 million appropriated for it this year. Most of the increase is for the ambitious Worldnet program, under which USIA will provide news and public affairs programs by satellite worldwide. In October, USIA inaugurated its Euronet service, which feeds European capitals. Thus far, Euronet has made U.S. newsmakers in Washington and elsewhere in the world available for interviews to foreign journalists and government officials gathered in American embassies abroad. By the end of the fiscal year, USIA plans to establish similar links to Latin America, the Pacific, the Mediterranean and Africa, and to offer up to three hours of programing daily, five days a week.

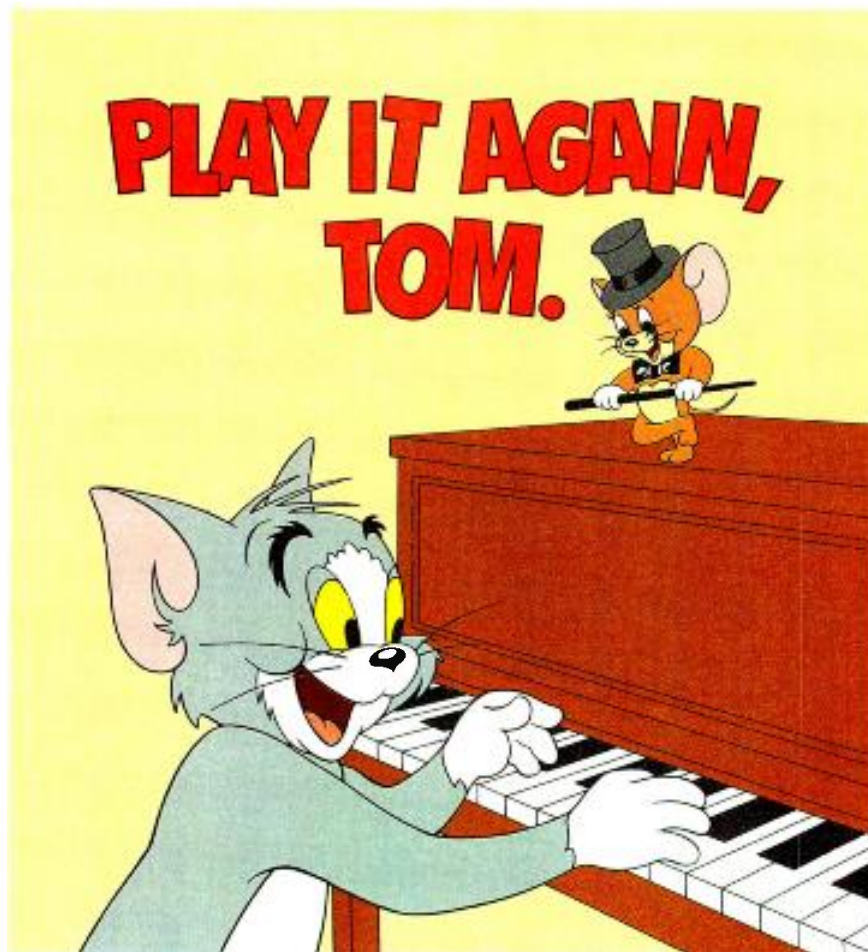
Radio Marti is also included within the USIA budget, because of Congress's insistence that the station be included within the VOA and subjected to its standards of truthfulness and objectivity. The budget notes that Radio Marti, expected to begin operating in the spring, will differ from VOA in that the news and other material broadcast by the new service will not reflect America but, rather, will be designed to fill what the budget says is "the void created by the absence of free and independent media in Cuba itself." The President is seeking \$10.1 million for the service in the present fiscal year and \$11.2 million for it in fiscal year 1985. The funds would permit the hiring of 178 employees this year and 188 next year.

Another agency of concern to broadcasters—the Federal Trade Commission—is in the budget for only a slight increase, from \$64.9 million to \$66.5 million. But the FTC has been operating at a lower profile than in the days of the Carter presidency when Michael Pertschuk was chairman. The proposal for 1985 would still leave the agency at a lower funding level than two years ago, when Congress appropriated \$67 million for it. □



# NATPE 1984

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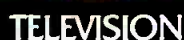


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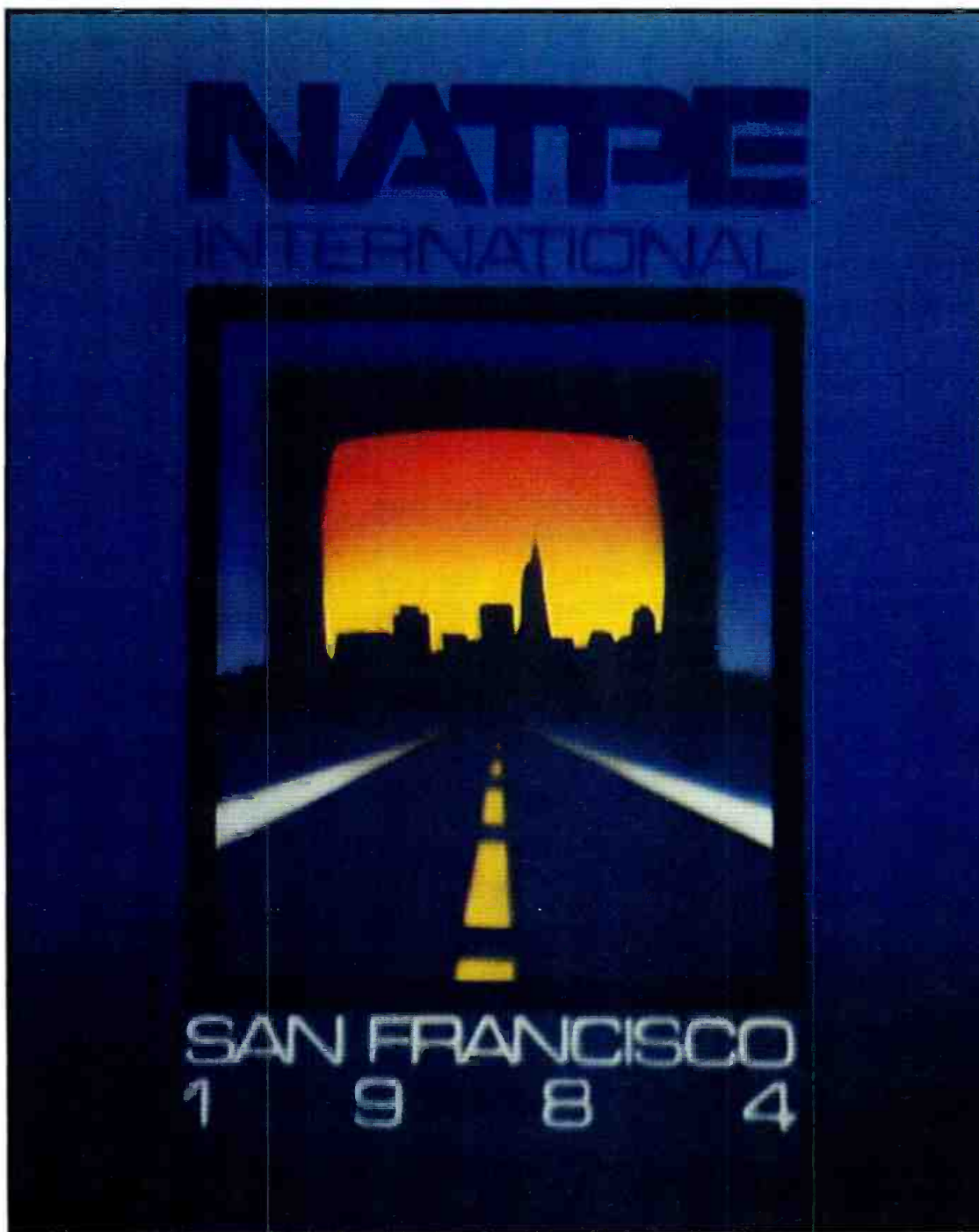
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**LEXINGTON BROADCAST  
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*America's principal buyers and sellers of television programing will head for the Golden Gate late this week for the opening of NATPE 1984, the nation's premiere program exhibition. In this week's advance report: the agenda, on page 70; what's new among program offerings, on page 87; a map of the Moscone Center, on page 90, and exhibitor listings, from page 94 to page 128.*



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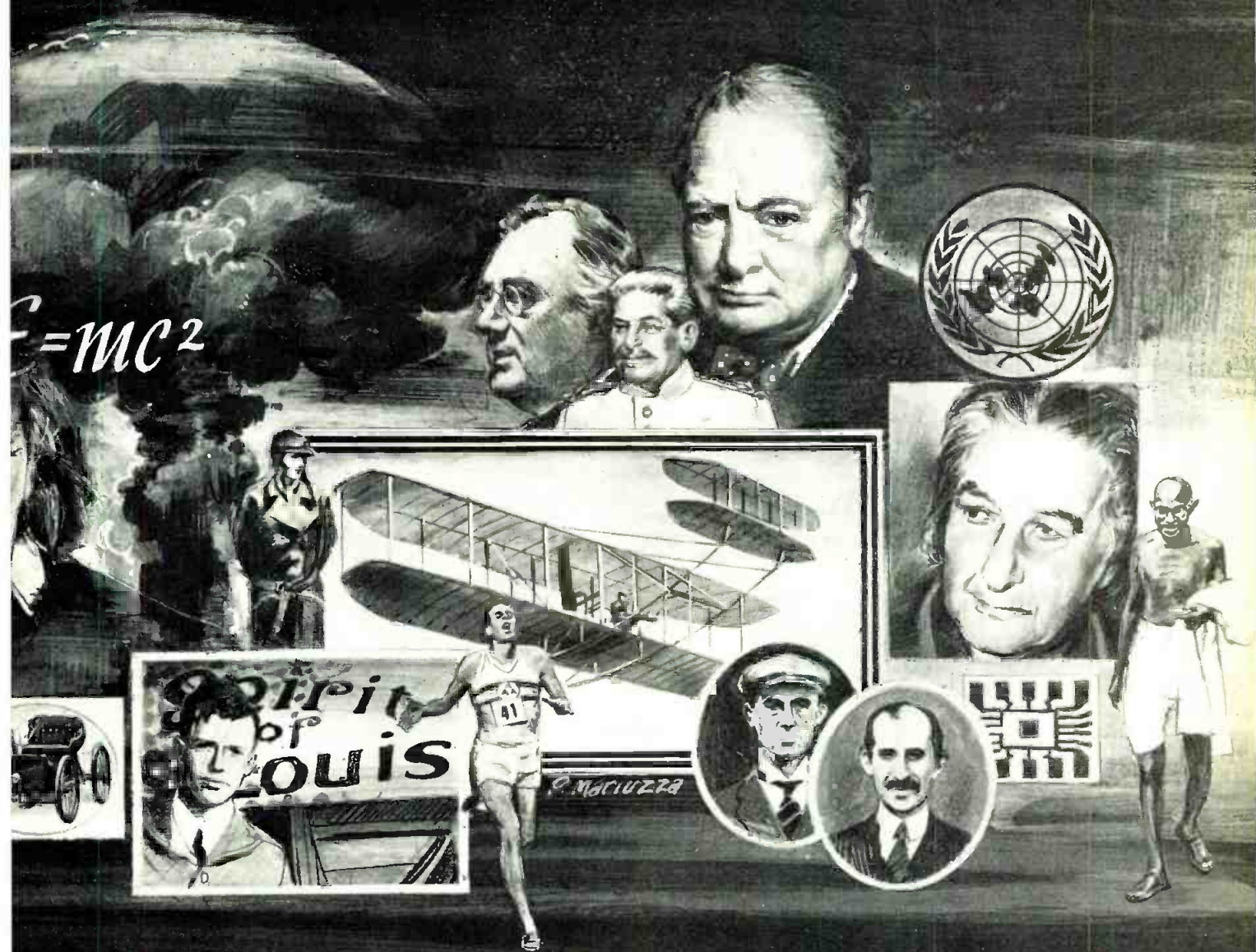
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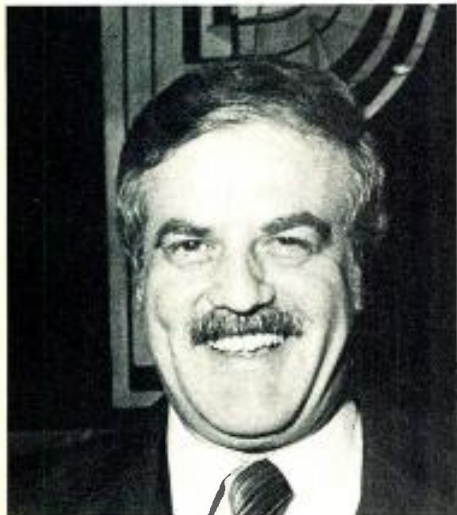
See us on the exhibition floor at the N.A.T.P.E.



# NATPE takes a look at the future

## Forecasting is prominent on agenda of programers' 21st convention; 6,000 expected in San Francisco

The road to NATPE will be heavily traveled this week. Over 6,000 people are expected to attend the 21st annual convention of NATPE International in San Francisco's Moscone Center Feb. 9-14. Last week, NATPE executive director Phil Corvo re-



Corvo

ported there were 3,100 registrants—300 ahead of last year's pace. Corvo estimates that figure will easily double by convention time.

The theme of the 21st NATPE is "the road

to the future," and almost every panel session echoes that sentiment. The association's president, Stan Marinoff of WISN-TV Milwaukee, said NATPE, for the first time, has gone outside the organization to recruit some of the major speakers and panelists of the convention. Marinoff cited Saturday morning's roundtable discussion, which will be led by John Naisbitt, author of the best seller "Megatrends"; a general session on the future, moderated by Bill Kurtis of CBS News, and a session on the future of communications and technology with a panel of four astronauts. The last will be moderated by Andrea Mitchell of NBC News.

"There will be a lot of hand shaking, private deals and dinners," Marinoff noted, "but there will be a lot of business, too." Besides continuing speculation about the final disposition of the FCC's financial interest and syndication rules, Marinoff believes the other hot topic of discussion will be how "the technologies meet the world of high-tech finance." Marinoff defined "high-tech finance" as what happens when major program suppliers either get peacefully bought (as Coca-Cola bought Columbia Pictures) or threatened with a hostile takeover (like Rupert Murdoch's pursuit of Warner Communications). Programers have an interest in these matters, Marinoff said, because they determine who will be the major players in the future.

At present, about 200 distributors are expected to be present on the 90,000-square foot Moscone floor. That number is below last year's exhibitor total, in part because 20

distributors, including some of the majors, will be showing and selling their product at the Fairmont hotel (see "Top of the Week"). In addition, Corvo noted that some distributors have gone out of business over the past year while others have declined to make the trip because they have no new product.

Most of the NATPE attendees will be staying at one of four principal hotels: the Hilton, St. Francis, Meridian and Hyatt Embar-



Naisbitt

cadero. Shuttle service between the hotels and the center will be provided daily from 7:30 a.m. to 7 p.m.

The agenda begins below. Exhibitor listings start on page 94.

## Thursday, Feb. 9

**Station group and distribution sales meetings.** 8 a.m.-5 p.m. Participants: Blair Television, Eastman Kodak, HRP, Metromedia, MMT, Taffner/Ltd., Taft Broadcasting.

**Registration.** 9 a.m.-6 p.m. Moscone lobby.

**Rep meetings.** 3-9 p.m.

**NATPE press conference and reception.** 6:30-10 p.m.

## Friday, Feb. 10

**Registration.** 8 a.m.-6 p.m. Moscone lobby.

**Convention headquarters.** BROADCASTING's advertising and editorial staffs will be headquartered at the Hilton (room 1965/64) during the NATPE convention. The exhibit hall address where copies of both the Feb. 6 and 13 issues of the magazine will be available is 908 Broadway. In attendance will be Dave Berlyn, Gene Edwards, Kathy Haley, Kwentin Keenan, John Lippman, Richard Mahler, Charles Mohr, Larry Taishoff, Tim Thometz, Pat Vance, Don West, David N. Whitcombe, Ruth Windsor, Len Zeidenberg.

**Television Critics Association seminar.** 9-10:15 a.m. Room 202. *The Critics Explore the Future.* Moderator: Mike Dougan, *San Francisco Examiner*. Participants: Ron Alridge, *Electronic Media*; Ben Brown, *USA Today*; Les Brown, *Channels*; Bob McKinsey, *TV Guide*, and Bud Wilkinson, *Arizona Republic*.

**Session.** 10:30-noon. Room 220. *Washington Explores the Future.* Moderator: Michael Gardner, Akin, Gump, Strauss, Hauer & Field. Participants: FCC Commissioner James Quello, Ambassador and former FCC Commissioner Abbott Washburn.

**General session.** 12:15-2:15 p.m. Ballroom. *Astronauts Explore the Future in Communications, Technology and Society.* Introduction: Stan Marinoff, WISN-TV Milwaukee, and NATPE president. Special welcome by San Francisco Mayor Diane Feinstein. Moderator: Andrea Mitchell, NBC News. Participants: Astronauts Gene Cernan, Pete Conrad, James Irwin and Wally Schirra.

**Exhibit hall.** Open 2:30-6 p.m.

## Saturday, Feb. 11

**Registration.** 8 a.m.-5 p.m. Moscone lobby.

**General session/opening breakfast.** 9-10:45 a.m. Ballroom. *The Road to the Future.* Part I. Presentation by John Naisbitt, author of "Megatrends." Moderator: Bill Kurtis, CBS News. Participants: Ken Caffrey, Ogilvy & Mather; Joel Chaseman, Post-Newsweek Stations; Ellen Berland



# BusinessWeek

SPECIAL REPORT

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\*Source: Performer Q Rankings. Marketing Evaluations Inc., 1983.



The background of the entire poster is a close-up, low-angle shot of the front of a police car at night. The car's headlights are on, casting a bright glow. Above the headlights, a light bar with several red and blue lights is visible. The car's grille and bumper are also in view. The overall scene is dark, with the car's lights providing the primary illumination.

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| KPLR | St. Louis          | KSHO | Honolulu         |
| KCNC | Denver             | WDBD | Jackson, Ms.     |
| WBFF | Baltimore          | CH54 | Huntsville       |
| KATU | Portland, Or.      | KKTV | Colorado Springs |
| KTVK | Phoenix            | WIFR | Rockford         |
| KGTU | San Diego          | WXTX | Columbus, Ga.    |
| WVIT | Hartford           | WMGC | Binghamton       |
| WLWT | Cincinnati         | KVAL | Eugene           |
| WTVF | Nashville          | KOLO | Reno             |
| KEKR | Kansas City        | WGTU | Traverse City    |
| WUTV | Buffalo            | KBCI | Boise            |
| WBNS | Columbus, Oh.      | KDRV | Medford          |
| WXMI | Grand Rapids       | KEVN | Rapid City       |
| WMKW | Memphis            | KTVQ | Billings         |
| KSTU | Salt Lake City     | WHTV | Meridian         |
| KWTV | Oklahoma City      | KYEL | Yuma             |
| WLKY | Louisville         | KCWY | Casper           |
| WTSF | Charleston, W. Va. | WTLW | Lima             |
| WYAH | Norfolk            | KXGN | Glendive         |
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| WXXA | Albany, N.Y.       | KFTY | Santa Rosa       |
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**Exhibit hall.** Open 11 a.m.-6 p.m.

## Sunday, Feb. 12

**Registration.** 8 a.m.-4 p.m. Moscone lobby.

**Affiliate meetings.** 9:30-11 a.m. ABC (Swing D)—Moderator: Stan Marinoff, WISN-TV Milwaukee. CBS (Room 202)—Moderator: Barry Barth, WFSB-TV Hartford, Conn. Participants: Thomas Leahy, Tony Malara, Scott Michaels, David Poltrack. NBC (Swing J)—Moderator: Ron Klayman, WMC-TV Memphis. Participants: Tony Cervini, Pier Mapes, Steve Sohmer, Brandon Tarkoff. PBS (Room 236)—Moderator: Tom Madigan, WOED-TV Pittsburgh. Participants: Natan Katzman, KOED-TV San Francisco; Donald Schein, WMHT-TV Albany-Schenectady-Troy, N.Y.; Mary Delle Steitzer, AT&T. Independents (Room 220)—Moderator: John von Soosten, WNEW-TV New York. Participants: Jay Isabella, TeleRep; Jack Matranga, Camellia City Telecasting; Mel Smith, Tribune Broadcasting; Barry Thurston, Embassy Telecommunications. International (Room 270)—*Festivals and Conventions.* Moderator: Phil Corvo, NATPE. Participants: Char Beales, NCTA; Bernard Chevy, MIP; Carrie Hunter, Banff; Herman Land, INTV; Harvey Seslowsky, AMIP; Lance Webster, BPA.

**Exhibit hall.** Open 11 a.m.-5 p.m.

**Iris cocktail party.** 5:30-6:30 p.m. Ballroom lounge area. Sponsored by Goldcrest Films and Television.

**Iris awards.** 6:30-9 p.m. Ballroom. Starring Joan Rivers and the Smothers Brothers.

## Monday, Feb. 13

**Registration.** 8 a.m.-3 p.m. Moscone lobby.

**General session/breakfast.** 8-9:45 a.m. Ballroom. *The Road to the Future.* Part II. Presentation by Robert Waterman Jr., author of "In Search of Excellence." Introduction: John von Soosten, WNEW-TV New York. Moderator: Ted Koppel, ABC News. Participants: Frank Biondi, HBO; Bill Brower, Bill Brower & Associates.

**Six concurrent sessions.** 10-11 a.m. *Research in the 80's.* Room 220. Moderator: Mel Goldberg, ABC-TV. Participants: Ed Aiken, Petry Television; Norman Hecht, Information & Analysis; Elizabeth Robert, Television Audience Assessment.

**Local Programing: A Daring Concept.** Room 202. Moderator: Chuck Gingold, KYW-TV Philadelphia. Participants: Cliff Curley, WCVB-TV Boston; Marc Doyle, WAGA-TV Atlanta; Bob Jones, KING-TV Seattle; Lon Lee, KCNC-TV Denver.

**Status Report on Future Technology.** Moderator: John Taffiaferro, Hughes Television Network. Participants: Terry Connelly, Taft Broadcasting; Richard Galkin, Satellite Television Corp.; E. William Henry, Advanced Television Systems Committee; Robert Wold, Wold Communications.

**International: Co-Production Update.** Room 250. Moderator: Robert Springer, Western-World Television. Participants: Michael Checkland, BBC; Regina Dantas, Metromedia Producers Corp.; Renato Pachetti, RAI; Michael Jay Solomon, Telepictures.

**How To Succeed in Low Power Television.** Room 236. Moderator: Jim Devaney, JPD Television Network. Participants: Susan Devaney, JPD Television Network; Dick Jolliffe, National Telefilm Associates; Mike Wurgler, Wurgler Productions.

*Integrating the Program Department into the Electronic Future.* Presentation by Systems and Data Processing Committee of Broadcast Financial Management Association. Moderator: Willard Hoyt, Nationwide Communications Group.

**Exhibit hall.** Open 11 a.m.-6 p.m.

**Syndicators' meeting.** 6-7 p.m. Room 202.

**NATPE Alumni Club Reception.** 6:45-8 p.m. Swing D.

## Tuesday, Feb. 14

**Registration.** 8-10 a.m. Moscone lobby.

**Five concurrent sessions.** 8-9:15 a.m. *Choosing a Management Style for the 80's.* Room 236. Presented by Bill Brower, Bill Brower & Associates.

*Barter/Advertiser-Supported Programing. Is It Network or Spot?.* Room 200. Moderator: George Back, All American Television. Participants: Dan Cosgrove, Group W; David Henderson, Outlet Broadcasting; Larry Lamatina, SSC&B Advertising; Bob McGann, WCCO-TV Minneapolis; Ray Rajewski, Taft Broadcasting; Dick Robertson, Telepictures Corp; Henry Siegel, Lexington Broadcast Services.

*Where the Movies Are.* Room 250. Moderator: David Simon, KTLA-TV Los Angeles. Participants: Steve Bell, KTLA-TV Los Angeles; Joe Indelli, Columbia Pictures Television; Michael Lambert, HBO; Alan Landsburg, Landsburg Productions; Chuck Larsen, Almi Television Productions.

*Cable Programing: Who's Buying, Who's Selling?.* Room 270. Moderator: Char Beales, NCTA. Participants: Devid Kenin, USA Cable Network; Mother Angelica, Eternal Word Television Network; Jim Reid, CBN Cable; Fred Schneier, Showtime/The Movie Channel; Bob Wussler, WTBS-TV Atlanta.

*Music Video: Dancing in the Dark.* Moderator: Brooke Bailey, WABC-TV New York. Participants: Mark Levinson, Picture Music International; Dan O'Brien, Mirage Productions.

**Five concurrent sessions.** 9:30-10:45 a.m. *Choosing a Management Style for the 80's.* Room 236. Repeat of 8 a.m. session.

*Fourth Networks: How Will They Appeal?.* Room 202. Moderator: Dick Block, Metromedia Television. Participants: Jim Hayden, Local Program Network; Stanley Hubbard, Hubbard Broadcasting; Marvin Kaslow, Bristol-Myers; Al Masini, TeleRep; Lucie Salhany, Taft Broadcasting; Joe Tirinato, MGM/UA.

*Kids 'A Poppin'.* Room 220. Moderator: George Heinemann, Showmakers. Participants: 12 Bay area children answer audience questions.

*International: Law and Finance.* Room 270. Moderator: Richard Barovick, Hess, Segall, Guterman, Pelz, Steiner and Barovick. Participants: Herbert Golden, Bankers Trust Co.; Mike Phillips, Thames Television International; Lee Steiner, Hess, Segall, et al.

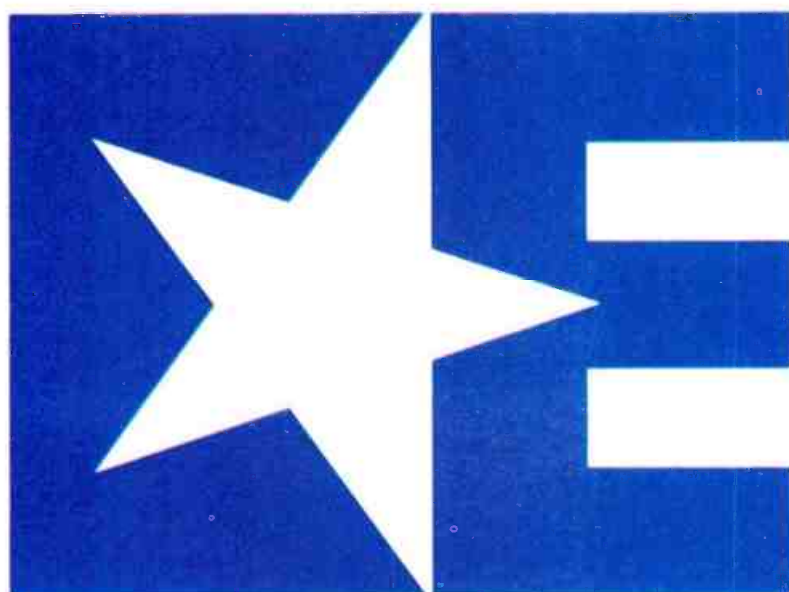
*Living Without Regulation.* Room 258. Moderator: Steve Currie, KOIN-TV Portland, Ore. Participants: Stephanie Campbell, WDCA-TV Washington; Arthur Kern, KPX(TV) San Francisco; John Lane, Wilkes, Artis, Hedrick & Lane; Don Wilburn, WUOE-TV New Orleans.

**General session/brunch.** Ballroom. *The Future of Program Product.* Introduction by Chuck Larsen, Almi Television. Moderator: Jack Barry, Barry & Enright Productions. Participants: Gary Lieberthal, Embassy Telecommunications; Greg Nathanson, Golden West Television; Bruce Paisner, King Features; Don Taffner, D.L. Taffner Ltd.

**Preview of 1985 NATPE conference.** 12:30-1 p.m. Room 270.

**Elections/annual business meeting.** 1-1:45 p.m. Room 270.





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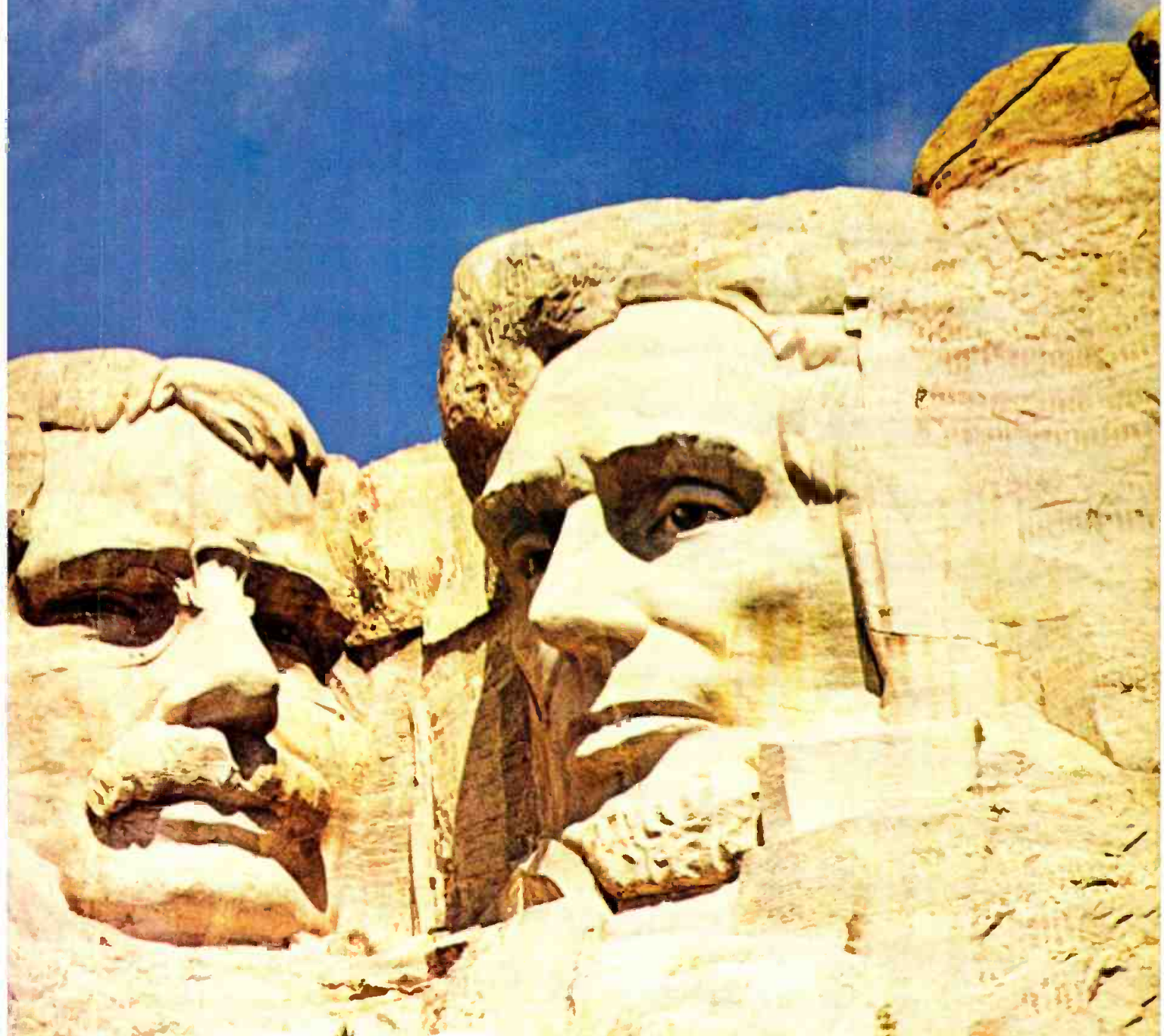
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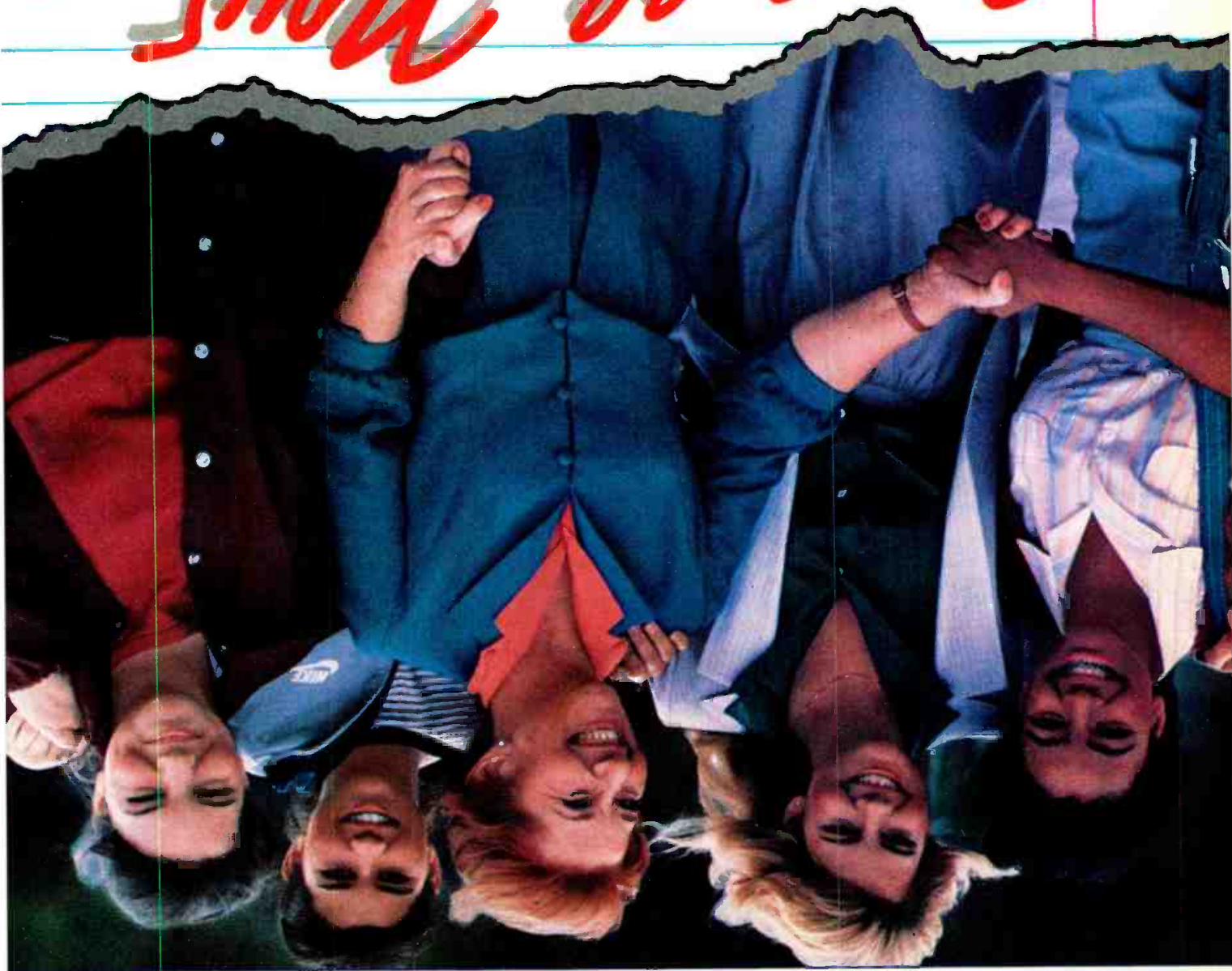
**PERSONS...**  
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# The Facts of Life

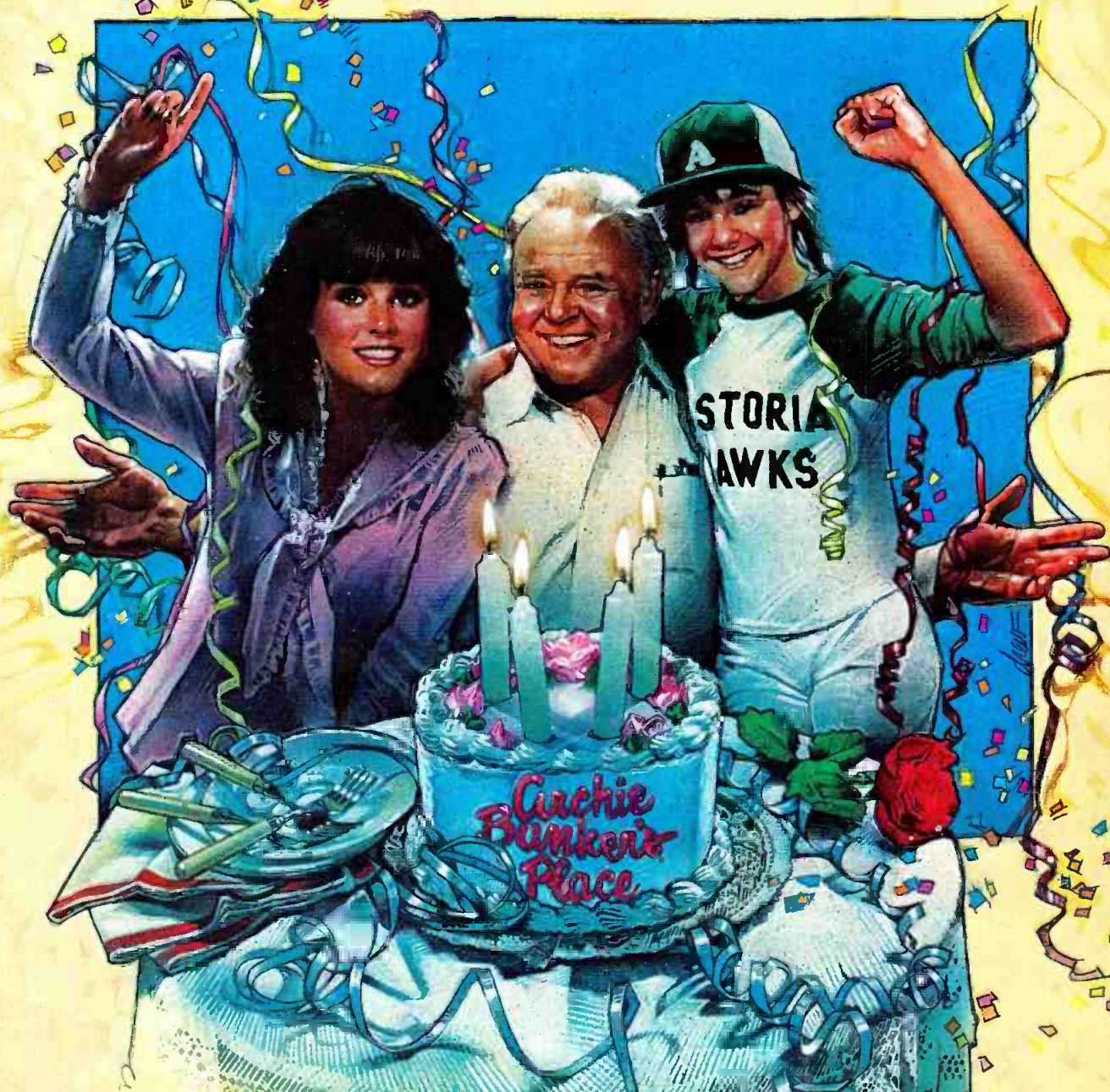
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# Programing pace quickens as NATPE nears

Among shows set to go are 'All New Let's Make a Deal,' 'Love Connection,' new entries include Kirshner's 'Crazy Nights,' Silverbach/Lazarus's 'Families in Conflict' talk show

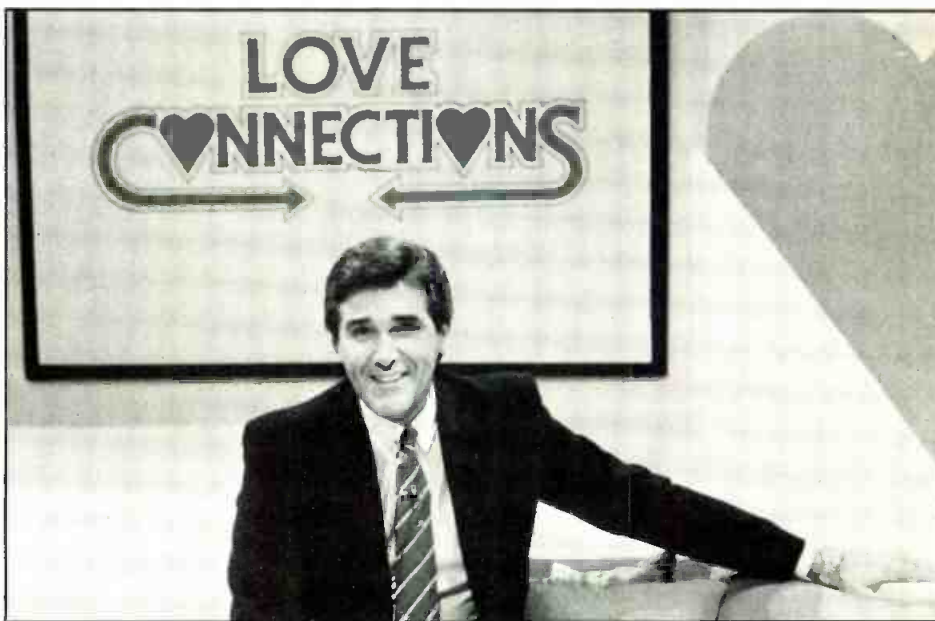
TV program distributors appeared to be working around the clock last week as the selling season for next fall's first-run shows—set to climax at this week's NATPE International conference—switched into high gear. Key developments last week included the sale of Telepictures Corp.'s *All New Let's Make a Deal* to a number of major stations, most notably CBS-owned-and-operated KNXT(TV) Los Angeles, and the unveiling of still more new program proposals, including a late-night vehicle from MGM/UA Don Kirshner.

As of Wednesday (Feb. 1), *Let's Make a Deal* had been sold to stations in 27 markets, including McGraw-Hill Broadcasting's KERO-TV Bakersfield, Calif., KMGH-TV Denver and WRTV(TV) Indianapolis; Storer Broadcasting's KCST-TV San Diego, and Scripps-Howard Broadcasting's WEWS(TV) Cleveland, plus WNEV-TV Boston, WTVJ-TV Miami, WJLA-TV Washington and WUTV(TV) Buffalo, N.Y. Dick Robertson, senior vice president for sales at Telepictures, said the company has also renewed *Love Connection*, a game show strip it introduced in September, in 22 markets, including New York, Miami, Chicago, Las Vegas and Buffalo. Both shows are now strong candidates for a firm "go," said Robertson, bringing the total of strips being distributed by Telepictures for next fall to four, including *People's Court*, returning for its third season, and *Rituals*, a serialized strip sold to Metromedia, Gannett and Outlet station groups and, just last week, to WBTV(TV) Charlotte N.C., and WLWT(TV) Cincinnati for prime access.

Joining *Deal* and *Love Connection* in the game show competition for a firm go are Sandy Frank Film Distribution's \$100,000 *Name That Tune*, sold to four of the ABC owned and operated stations, and King World Productions' *Wheel of Fortune*, renewed for a second season in syndication in more than 100 markets, and *Jeopardy*, sold as of last week in over 40 markets including KYW-TV Philadelphia, WNEV-TV Boston, WDIV-TV Detroit and WEWS(TV) Cleveland. About half of the *Jeopardy* clearances are in prime access while all but five of the renewals of *Wheel of Fortune* are for access, according to Stuart A. Hersch, chief operating officer of King World Productions.

In a brief announcement, Golden West Television said it is withdrawing from syndication its first-run daily game show, *Deception*, "pending a network sale." Golden West vice president, Richard Gold, said *Deception* will be held back from NATPE while company representatives discuss the possible sale of the strip to an unidentified commercial network.

New shows introduced last week include MGM/UA's weekly, *Don Kirshner's Crazy Nights*, an hour-long music and comedy



Love Connections' Chuck Woolery



The People's Court

show with a bizarre slant, along the lines of the movie, "Rocky Horror Picture Show," according to Joe Tirinato, president, MGM/UA Television Distribution for the U.S. and Canada. MGM/UA, which will offer 26 originals and 26 repeat episodes of the new show, has not yet decided whether to do so on a cash, barter or cash/barter basis, according to Tirinato, who said stations "are upset" about the amount of barter time they are being asked to accept in syndicated programming.

MGM/UA will also unveil two other weekly programs at this week's convention, said Tirinato, one a half-hour access show and the other a half-hour magazine for early fringe. Pilots for all three will be available for screening.

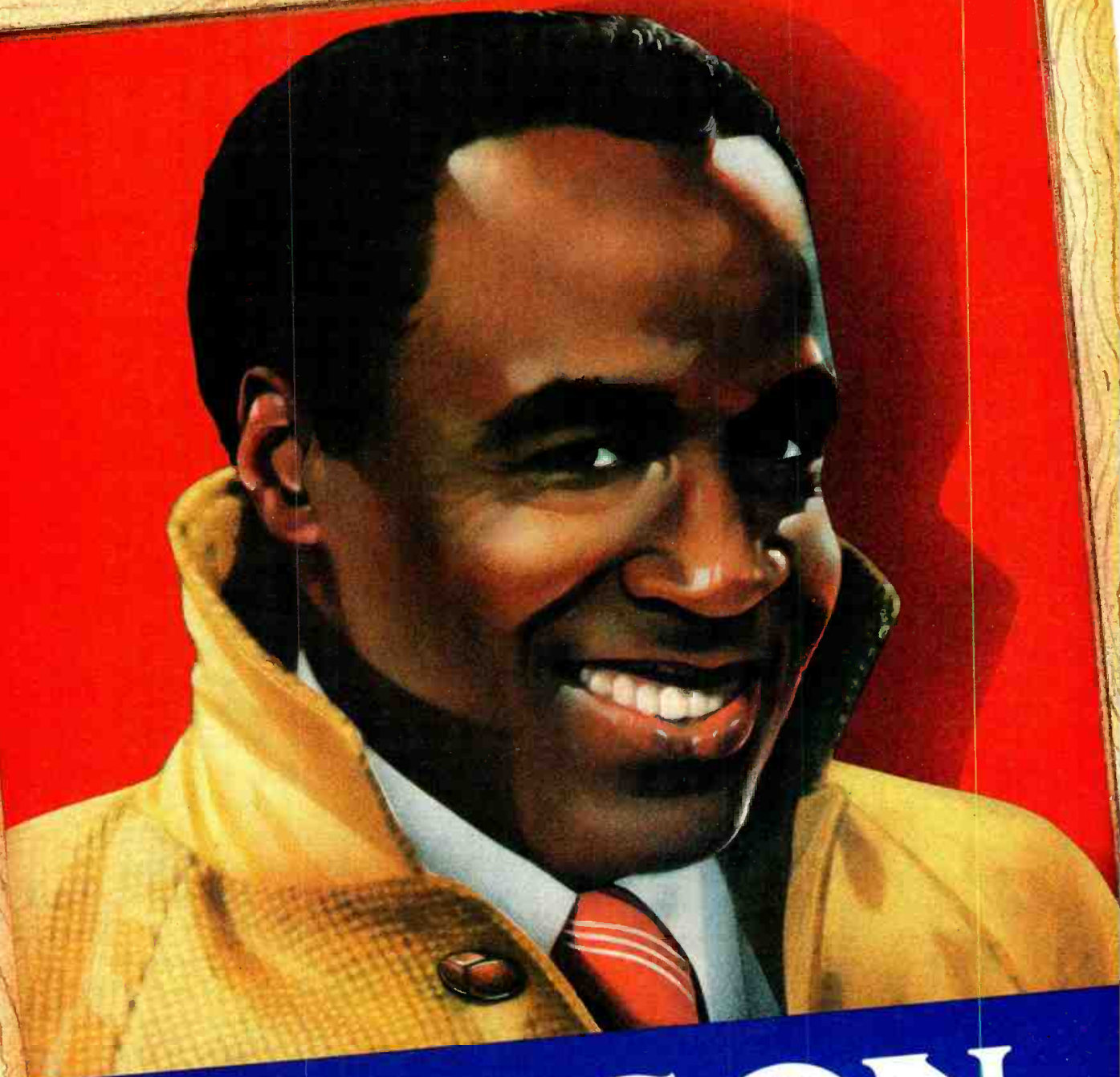
Another new show that surfaced last week is Silverbach/Lazarus Group's *Families in Conflict and Other Issues*, a talk show hosted by psychologist and family therapist Barbara Levy, who has appeared on ABC-TV's *Good Morning America*, and who, in the proposed syndicated show, would deal with the problems of three different real-life families each week. NBC's owned and operated stations have purchased an option on the

program, which is being sold on a straight barter basis either as a half-hour strip or 90-minute weekend program, probably for late-night time periods. *Families* would be produced in New York by Charles Fries Productions, according to Alan Silverbach, president of Silverbach/Lazarus.

Berl Rotfeld Productions, producer of the 11-year-old series, *Greatest Sports Legends*, is proposing a new half-hour series in which entertainment superstars will challenge athletes in their favorite sports. The pilot episode for *War of the Stars*, entitled, *The Gambler vs. the Hustler*, features Kenny Rogers in a tennis match with Bobby Riggs. Each installment of the show, which features cash prizes for both winner and runner up, includes film footage documenting the players' careers.

Two half-hour family entertainment specials are newly available from SFM Media Service Corp., *Rose Petal Place* and *Rainbow Bright*, the first sponsored by Hallmark Cards and Kenner Products and the second by Hallmark and Mattel. *Rose Petal Place* is scheduled to air May 23 and *Rainbow Bright* on June 23, according to Stanly H. Moger, executive vice president, SFM Media. □





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| CLEVELAND      | WJKW-TV |
| DALLAS         | KNBN-TV |
| HOUSTON        | KRIV-TV |
| MIAMI          | WCIX-TV |
| MINNEAPOLIS    | KMSP-TV |
| ATLANTA        | WSB-TV  |
| ST. LOUIS      | KDNL-TV |
| DENVER         | KWGN-TV |
| BALTIMORE      | WMAR-TV |
| SACRAMENTO     | KRBK-TV |
| PORTLAND, OR   | KPTV    |
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| SAN DIEGO     | KCST-TV |
| KANSAS CITY   | WDAF-TV |
| CINCINNATI    | WKRC-TV |
| MILWAUKEE     | WITI-TV |
| NASHVILLE     | WSMV    |
| BUFFALO       | WGR-TV  |
| ORLANDO       | WOFL    |
| NEW ORLEANS   | WVUE    |
| COLUMBUS, OH  | WTVN    |
| MEMPHIS       | WPTY-TV |
| GRAND RAPIDS  | WZZM-TV |
| RALEIGH       | WRAL-TV |
| OKLAHOMA CITY | KGMC    |
| BIRMINGHAM    | WBRC-TV |
| HARRISBURG    | WSBA-TV |
| GREENSBORO    | WGGT    |
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| LITTLE ROCK   | KLRT    |
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| ROCHESTER, NY  | WHEC-TV |
| PORTLAND, ME   | WCSH-TV |
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| JACKSON, MISS  | WAPT    |
| LAS VEGAS      | KVVU-TV |
| CHARLESTON, SC | WCBD-TV |
| BEAUMONT       | KBMT    |
| RENO           | KCRL    |
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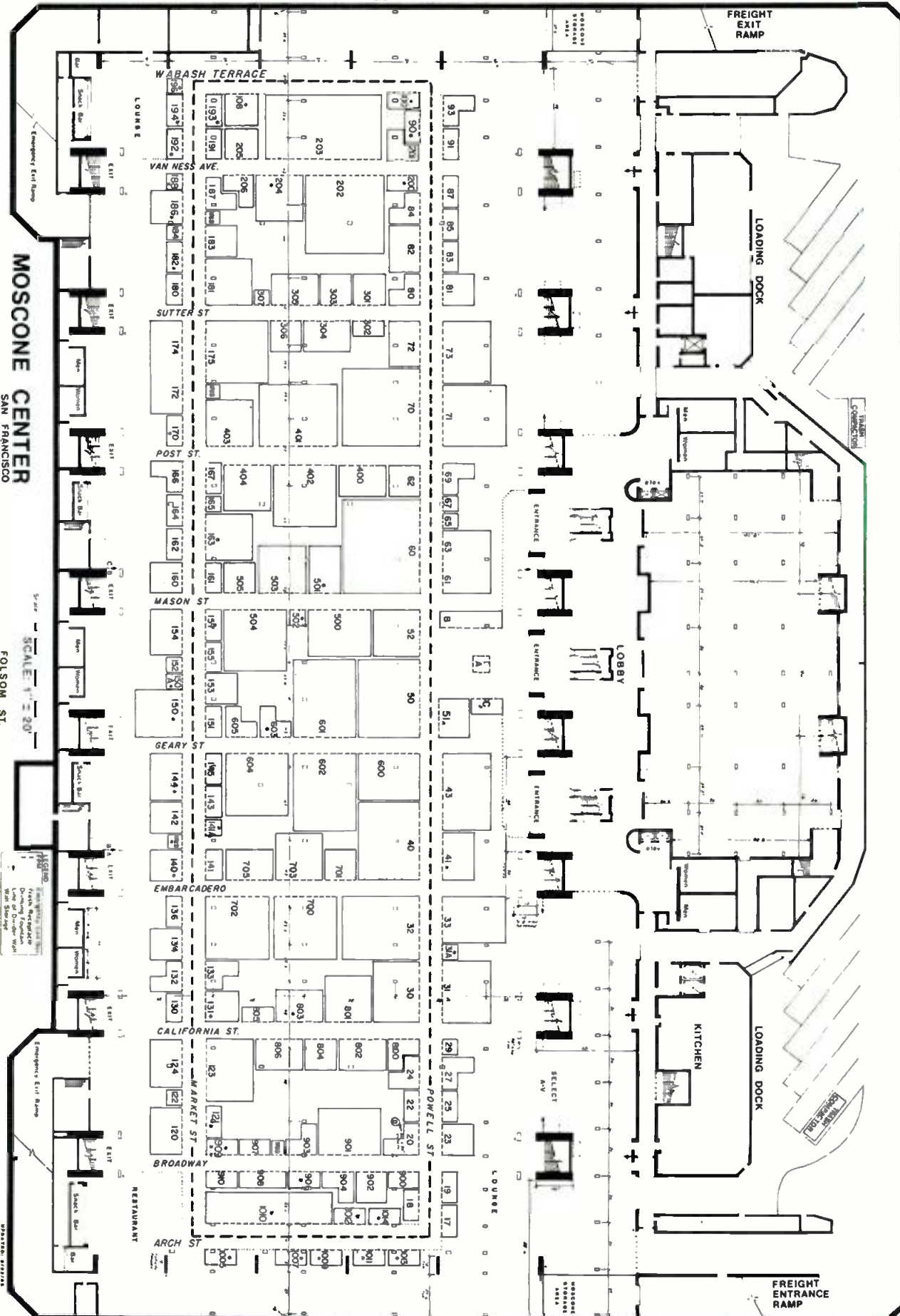
HOWARD ST.

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FREIGHT  
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**Programing road map.** Exhibitors at NATPE International's 21st annual convention in San Francisco have been assigned street addresses on the floor of the Moscone Center. Booth numbers in

the Moscone Center exhibitor list that begins on page 94 correspond to the floor's street numbers. No two of the street numbers are the same.



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# NATPE exhibitors at the Moscone Center

The following is a list of exhibitors at NATPE. Those housed in the Moscone Center appear below; exhibitors at the Fairmont hotel appear on page 122, and those showing product elsewhere in San Francisco appear on page 128. An asterisk denotes a product new to the market this year.

## Acama Films 800

14724 Ventura Blvd., Suite 610, Sherman Oaks, Calif. 94403

Shogun Warriors (130), The Explorers (14), Martial Arts Theater (39), Acama Star I and II (20 each), ...Proudly Presents (120), Grand Old Century (26), Bill Burrud's Wonderful World of Travel (26), Bill Burrud's World of Adventure (26), Death Valley Days (260), Trails West (130), Western Star Theater (104), Call of the West (52), Super Country Superstars (3), Rich Little Salutes: The Cowboys and Bing Crosby. **Staff:** James Sowards, William Morrison, John Cosgrove, Bill Seymour, Davy Rosensweig.

## A.C. Nielsen 181

Nielsen Plaza, Northbrook, Ill. 60062

**Staff:** Dale Alexander, Roy Anderson, Paul Baard, Bill Chesney, Wayne Cornell, Steve Dyer, Ed Edmonson, Andy Faller, Hal Fleig, Larry Frerk, Bill Hamill, Tom Hargreaves, Clay Herrick, Jerry Infantino, Jim Lyons, Connie Malick, Gene McClure, Dave McCubbin, Bill Miller, Ken Mogensen, Stan Petersen, Ann Rosenberg, Dave Traylor, Lou West, Dave Woolfson, Karl Wyler, Gary Jacobson, Artie Bulgrin.

## Advanswers 27

10 Broadway, St. Louis 63102

Rx For Living (52), Golden Eagle Awards, Bill Dance Outdoors (20), That Nashville Music (26), Fishing with Roland Martin (20), Living Longer. **Staff:** Rose Busalacki, Pat Bolling, Patte Gesualdi, John Marlow.

## Alan Enterprises 400

26170 Pacific Coast Hwy., Malibu, Calif. 90265

The Wizard of Oz\*, American Caesar\*, Vietnam: The Ten Thousand Day War (13), Speed Racer (52), Abbott and Costello Show (52), Felix the Cat (43), Mighty Hercules (32), The Promotables\* (15). **Staff:** Alan Gleitsman, Cheri Rosche, Ron Harrison, Christine Buchanan.

## Alfred Haber 33

321 Commercial Ave., Palisades Park, N.J. 07650

**All American Television 43**  
250 Fifth Ave., Suite 503, New York 10001  
America's Choice, The Dance Show, Grover's TV Diner, U.S. Olympic Committee, Celebrate America, The American Video Awards, America's Top 10, Portrait of a Legend, America's Top 10 Book of Love, An America's Top 10 Christmas, Rock 'n' Roll: The Early Years, America Works (12). **Staff:** George Back, Joseph

Kovacs, Joel Gallen, Joan Marcus, Bill Finkeldey, Susan Zimmer, Alexy Kuncar, Debbie Back, Marilu Lenns, Conrad Roth, Gail Spolan, Helen Schansinger, Don Golden, Matthew Feinberg.

## All Media Enterprises PTY 200

## Almi Television Productions 41

1585 Broadway, New York 10036

Great Comedy from Great Britain\* (32), Almi Eight-Pack\* (8), Scenes from a Marriage\* (6), Rocky Joe\* (65), Entertainers (25), Oklahoma, South Pacific, Jennifer's Journey, American Life (5). **Staff:** Charles Larsen, Linda Lieberman, Alix Horland, Mary Voll, Elizabeth Gallo.

## American National Enterprises 51

106 W. 2950 South, Salt Lake City 84115

Heroes and Heroines\* (15), Rainbow Family Theater (12), Premier Showcase (10), American Diary (6), Eagle I (10). **Staff:** R.V. Coalson, June Hatch, Rossanna Simanaitis.

## American Pacific Productions 18

29169 Heathercliff, Suite 216, Malibu, Calif. 90265

Surf Party\*, Paradise Beach. **Staff:** Dan McGee, Jack Duffy, Bob Stamey.

## Anglia TV 1010

Brook House, 113 Park Ln., London W1

Survival. **Staff:** Timothy Buxton.

## Arbitron 901

1350 Avenue of the Americas, Suite 1914, New York 10019

Television programmers package, Target Aid\*, computer graphics and overnight meter ratings for winter Olympics in 10 markets. **Staff:** Pierre Megroz, Kathy Baske, Jon Currie, Randy Briggs, Blaine Decker, Marjorie Johnson, Lynn Kilgore, Jim Mocariski, Jon Nottingham, Joe Philport, Bill Shafer, Dennis Spragg, Warren Taylor, Virginia Tierney, Jan West, Mark Young.

## Arlington TV Sales 193

## ARP Films 600

342 Madison Ave., New York 10173

The Tube\* (26), Razzmatazz\* (26), New Spiderman (76), New Incredible Hulk (13), Grimms Fairytales (6), Spiderman (52), Spiderwoman (16), New Fantastic Four (13), Captain America (13), Iron Man (13), Submariner (13), Mighty Thor (13), Incredible Hulk (13), Rocket Robinhood (52), Max the 2,000-Year-Old Mouse (104), Star Blazers (77), The Wedding. **Staff:** Claude Hill, Anne Cody, Joanne Melton.

## ASI Market Research 122

7655 Sunset Blvd., Los Angeles 90046

**Staff:** Paul Lenberg, Anne Hotchkiss, Nancy Harris.

## Aurora General Entertainment 801

1515 Broadway, New York 10016

## Avery Productions 133

## Behrens Co. 72

## 51 S.W. 9th St., Miami 33130

Focus on You\*, Holiday Package\*, Kids-world. **Staff:** Bob Behrens, Betsy Behrens, Bill Behrens.

## Blair Entertainment 123

1290 Avenue of the Americas, New York 10104

Cisco Kid (156), SCTV (156), Divorce Court, Celebrity Revue (120), That's Life (130), The Rovers (24), Let's Make a Deal (200), Pitfall (130), Broadway to Hollywood, Peter Marshall Salutes the Big Bands, Four Girls Four, Michel Legrand & Friends, Sc.igs of Christmas, Astonishing Odyssey, Keystone Komedies (79), Wake Up the Echoes—A History of Notre Dame Football, NFL Great Moments, Great Plays of the Glory Days, Legends of College Basketball, College Football Scrapbook, You Make the Call, NFL Classics, Fantastic Finishes, NFL Most Valuable Player, Be All That You Can Be. **Staff:** Richard Coveny, Tony Brown, Warren Bahr, Len Ringquist, Jim Weathers, Joe Middelburg, Monte Lounsbury, Tony Falsa, Steve Hackett, Rhian Rhodes, Alan Berkowitz, Phil Kent, Dorothy Hamilton, Linda Prozeller.

## Blanchard Productions 903

9950 N.E. Lake Washington Blvd., Bellevue, Wash. 98004

Gardening in America. **Staff:** William Blanchard, James McKenna, Laura McKenna, Cynthia Salazar.

## Bonneville Satellite Communications 806

## Bozell & Jacobs 164

10250 Regency Cr., Omaha, Neb. 68114

## Brent Walker Film & Theater 132

9 Chesterfield St., London W1

## Bri-Ter Television Sales 1009

## BROADCASTING 908

1735 DeSales St., NW, Washington 20036

The news magazine of the Fifth Estate. The Feb. 6 issue will be available at the publications area as well as our hospitality center on the exhibit floor. The Feb. 13 issue will be available for distribution Feb. 12.

## Broadcast Information Bureau/Film Service 29

100 Lafayette Dr., Syosset, N.Y. 11791

**Staff:** Avra Fliegelman, Harvey Selsowsky, Dick Thiriot, Sama Bears Rubin.

## Broadcast Management Plus 17

## Carden & Cherry 1011

## Canadian Broadcasting Corp. 144

Box 500, Station A, Toronto M5W 1E6

## Capital Media 145A

## C.B. Distribution 63

9911 W. Pico Blvd., Penthouse M, Los Angeles 90035

Carol Burnett and Friends. **Staff:** Alan Silverbach, Gerald Feifer, Tom O'Leary.

## CBN Syndication 187

CBN Center, Virginia Beach, Va. 23463





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700 Club, Superbook, Another Life, Flying House\*, Don't Ask Me Ask God\*.  
**Staff:** Michael Little, David Clark, Steve Newton, John McEntee, Ed Nashatka, Burton Katzelnik.

**CBS Broadcast International** 902  
*Box 905, Radio City Station, New York 10101*

**Centerpoint Distribution** 52  
*Box 911, 9000 E. Church St., Brentwood, Tenn. 37027*

Other Views Other Voices (26), Rock 'n' America (26), US Festival (6), Sizzle (26), All American Man of the Year, Flash Frame (26), Special Friends, Cocaine Blues, Mike Douglas Presents (3), Sentimental Journey (3), Peppercorns (26).

**Staff:** David Sifford, Annette Johnson, Caroline Rothe, Hamilton Sellers.

**Central Independent TV** 1010  
*35-38 Portman Sq., London W1A 2HZ*

Country Diary of an Edwardian Lady\* (12), Decade of Destruction, Charlie, Cuba, Mardi Gras Funk, Annika. **Staff:** Robert Phillis, Philip Jones.

**Chapman Associates** 907

**Cinema Shares International** 703  
*450 Park Ave., New York 10022*

Adventure in Love\* (3), Shock Around the Clock\* (10), Kung Fu Justice, Powerforce\*, American Woman: Portraits of Courage\*, plus other action-adventure, horror, martial arts and family film packages. **Staff:** Beverly Partridge, Daile Reinsons, Annette Campbell, Hank Guzik, Dick Ostrander, Tom Edinger, Pola Moore, Dick Friedberg.

**Claster Television** 22  
(see Fairmont listing)

**Colbert Television Sales** 700  
*1888 Century Park East, Suite 1118, Los Angeles 90067*

Inter/Acter, Breakaway, Joker's Wild (185), Tic Tac Dough (185), Nipsey Russell's Juvenile Jury (36), Celebrity Bullseye (195), Lassie (192), The Rifleman (168). **Staff:** Dick Colbert, Jack Barry, Ritch Colbert, Meri Bentley, Jill Siegel, Larry Lynch, Dan Enright, Richard Kline, Skip Alexander, Jack Donahue.

**Columbia Pictures Television** 165  
(see Fairmont listing)

**Compact Video Services** 803

**Comworld International** 163  
*227 E. 31st St., New York 10016*

**Contel-Con Hartsock** 805  
*1100 Glendon Ave., Suite 941, Los Angeles 90024*

Elvira's Movie Macabre (26), Jerry Lewis Movies, The Jerry Lewis Show (52), Lawless Years (52). **Staff:** Con Hartsock, Hank Profenius.

**Crystal Pictures** 87

**de Montignie Media Productions** 200

**DFS Program Exchange** 174  
*405 Lexington Ave., New York 10174*

Bewitched (172), I Dream of Jeannie

(109), Partridge Family (96), Secret's Out (26), Scooby Doo (110), Flintstones (166), Bullwinkle (156), Rocky & His Friends (156), Underdog (120), Tennessee Tuxedo (56), Uncle Waldo (52), Dudley Do Right & His Friends (38), The Jetsons (24), Jonny Quest (26), Inch High Private Eye (13), Young Samson (20), Space Kiddettes (20), Korg—70,000 B.C. (16), Wheelie & the Chopper Bunch (13), Roman Holidays (13), Devlin (16), Valley of the Dinosaurs (16), Olympic Champions (60), Picture Pages (455).

**Staff:** Jack Irving, Sue Radden, Wally Chateauvert, Tim Strosahl, Beth Feldman, Hal Nitch, Lon Bencini.

**Dining In ...with Franco** 301

**DWJ Associates** 909  
*1730 Rhode Island Ave., NW, Washington 20036*

Cornucopia (5). **Staff:** Daniel Johnson, Lynn Schneider, Toni Robln, Betsy Mathews, Deborah Solow.

**Editel Group** 191  
*301 E. Erie, Chicago 60611*

**Staff:** Doyle Kaniff, Dan Rosen, Shelly Riss, Dave Mueller, Suzanne Salvage, Judith Hall, Eddie Ackerman.

**Embassy Telecommunications** 602  
*1901 Avenue of the Stars, Suite 666, Los Angeles 90067*

Diff'rent Strokes (144), One Day at a Time (187), Jeffersons (207), Sanford & Son (136), Good Times (133), Maude (141), Professionals (52), Entertainer of the Year (15), Pete 'n' Gladys (72), Facts of Life (153), Archie Bunker's Place (97), Silver Spoons, Gloria, Square Pegs, Double Trouble, Andy Williams Christmas Special, The Wave, Please Don't Hit Me Mom, Stepping Out: The Debolts Grow Up, Upon this Rock, The Rock Show, Sultans of Soul, Mahalia, Grace Kelly Story, Eleanor: First Lady of the World, Invasion of Privacy, Norman Lear & Alex Haley's Pimperstown, But It's Not My Fault, Facts of Life Goes to Paris, Band on the Run, Crystal Eyes, Ishi, Billie Jean, Sanford, All that Glitters, All's Fair, Highcliffe Manor, Hello Larry, In the Beginning, Joe's World, Mary Hartman Mary Hartman, Magical World of Gigi, plus animation features. **Staff:** Gary Lieberthal, Barry Thurston, Ron Brown, Marty Ozer, Leslie Tobin, Corey Bender, Meade Camp, Christopher Egolf, Michael Mellon, Stephen Morley-Mower, Deborah Willard, Robert Os-waks.

**Encyclopaedia Britannica** 1013

**Enter-Tel** 306  
*25200 Chagrin Blvd., Beachwood, Ohio 44122*

Showcase Theater (10), Quincy Jones—Reflections, movie package. **Staff:** Jan Steinmann, James McNamara.

**Entertainment Network** 131

**Essence Communications** 303  
*1500 Broadway, New York 10036*

Essence. **Staff:** Ed Lewis, Clarence

Smith, Gene Davis, John Dorkin, Susan Taylor.

**Euramco International** 80  
*Box 5434, Beverly Hills, Calif. 90210*

Possession, feature films (20), documentaries (13), The World in Flames (4 parts), The Accident, Mark of Zorro, Blue N.I.E.T.Z. (26), Great Hollywood Mysteries (26), I Go Pogo, Kid Gloves, Daps—The Private Investigator. **Staff:** Renato Romano, Melissa Wohl, Alice Romano.

**Excel Telemedia International** 23  
*745 Fifth Ave., New York 10051*

Terrorvision\* (156), Chanel Solitaire, Bye See You Monday, Pathfinders (13), Follow that Rainbow, Rollermania, Amazing Mr. Blunden, Angry Joe Bass, Block .ouse, Bonnie's Kids, Carry on Emmannuelle, Chance, Cody, Combat Killers, Dirty Knight's Work, Duncan's World, Edge of Fury, Girl/Boy, Gypsy, Hostages, I'm Going to be Famous, Knockin at Heaven's Door, Legend of Frenchie King, Night of the Sea Gulls, Nightmare, Psychotronic Man, Ragpicker, Ransom, Ronald Reagan—Truth about Communism, Skeleton Key, Sketches of a Strangler, Triple Echo, Universal Soldier, Violent Protection, A Woman for All Men, Battle of the Eagles\*, The Experiment\*, Perilous Journey\*, Too Hot to Handle, Barry Mason: The Songwriter, New Seekers: In Concert at Royal Albert Hall, Paice Ashton Lord—Life-span, Kenny Ball and His Jazzmen: And All That Jazz, Guys 'n' Dolls: In Concert. **Staff:** Ken Israel, Joel Israel, Allen Hart, E. Melvin Pinsel, B. Michael Klein, Richard Ostrander.

**Film Service** 29

**Filmlife/Fortress Film** 184  
*141 Moonachie Rd., Moonachie, N.J. 07074*

Rejuvenation, restoration, protection and preservation of damaged film, television film storage, shipping and distribution worldwide, inspection and repair of syndicated shows and features; tape to film and film to tape transfers, film editing, commercial inspection and deletion; mounting, unmounting, conforming and cartridge loading and unloading; national and international booking service. **Staff:** Sheila Bernard, Milton Miller, John Natali.

**Filmoption Internationale** 1005

**First Telebony Syndication** 194

**Fishing Fever** 140

**Fishing the Northwest** 1014

**Four Star (see Gold Key/Four Star)**

**Fox/Lorber Associates** 43  
*79 Madison Ave., Suite 601, New York 10016*

The Alternative, Bellamy: Massage Girl Murders, Death Train, Demolition, Gone to Ground, Image of Death, Island Trader, Newman Shame, Night Nurse, Plunge Into Darkness, Roses Bloom Twice, Scalp Merchant, Saturday Night Specials (8), Celebrate America (3), The Moore Report (6), King...Montgomery to Memphis, Leg-



# VIEWING SCHEDULE

8:00 MOVIE...  
8:30 MOVIE...  
9:00 SPORTS SPECIAL...  
9:30...  
10:00 MOVIE FEATURE...  
10:30...  
12:00 CHILDREN'S SPECIAL...  
5:00 SPORTS SPECIAL...  
8:30 MOVIE FEATURE...

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acy of a Dream, Declassified: The Plot to Kill President Kennedy, \$7 Million Fugitive. **Staff:** David Fox, Richard Lorber, Richard Ruben.

**Fremantle 301**  
660 Madison Ave., New York 10021

Family Theater (61), Swiss Family Robinson (26), Adventures of Black Beauty (52), Fugitive Samurai (79), Hopalong Cassidy (81), Woobinda Animal Doctor (39), Sophisticated Gents (4), Baker Street Boys (4), Nana (6), One Last Ride (5), Niko (6), Joey and Redhawk (5), The Cradle Will Fall, Special People, Loving, Kid from Nowhere, Sophisticated Gents, Diana Ross Special, Star Chart Special, 1980-84 Tony Awards, 1981, 1982, 1983\*, 1984 Kennedy Center Honors, 1982 Rhythm and Blues Awards, 1983 Salute to Rhythm and Blues, Jazz in America, Evening with... (4), Country Comes Home I, II and III, 50 Years of Country Music, Roy Acuff: 50 Years the King of Country Music, Johnny Cash Specials (15), Johnny Cash Christmas 1983\*, Barbara Mandrell and the Mandrell Sisters (32), Magic of David Copperfield, World's Greatest Escape Artist, Magic with the Stars, Parade of Stars, Ellington: The Music Lives On, Jukebox Saturday Night, Command Performance\*, Christmas in Washington, New Music Concerts, Austin City Limits\* (101), Country Music Jubilee, Swinging Over the Rainbow, Down Home Country Music, Country Classics, More Country Classics, The Tripods\* (6), Last Ride, Joey and Redhawk, New Candid Camera (130), Candid Camera's 35th Birthday Party, Candid Camera Now and Then, Candid Camera Looks at the Difference Between Men and Women, National Geographic Specials (43), El Matador, The Titans (13), Three in the Wild (3), Ryan's Hope, Loving\*, Take Kerr, Kidsworld (250), Romper Room, Standby: Lights! Camera! Action!, Against the Odds (26), Reggie Jackson's World of Sports (18), Pinwheel (26), Livewire (55), Wild Rides, Arcade (40), Working (30), Tip Top (25), Mr. Wizard's World (26), Kids' Write (17), What Will They Think of Next? (130), You Can't Do That on Television\* (52), Curious George (104), Snowman\*, Really Rosie, Tiny Tree, Little Brown Burro, Tukiki and His Search for a Merry Christmas, Special Valentine with the Family Circus, Christmas with the Family Circus, Family Circus Easter, Berenstain Bear's Specials (5), New Misadventures of Ichabod Crane, Clangers (26), Noggin (6), Bagpuss (13), Ivor the Engine (20), The Price Is Right, Card Sharks, I've Got A Secret, Password Plus, Family Feud, Blockbusters, Beat The Clock, To Tell The Truth, Match Game, Now You See It, Child's Play, Jeopardy, Concentration, Better Sex, Tattletales, What's My Line?, What's Your Sign?\*, Wheel of Fortune, Babble\*, Go\*, Everything's Relative\*, Pavarotti At Julliard (6), Live from Lincoln Center, Who's Afraid of Opera? (8), Nureyev: In Tribute to Nijin-

sky, Nutcracker with Mikhail Baryshnikov, Paul Killiam Collection of Film Classics (76), Silents Please (40), Greatest Sports Legends (99), 1981-83 Masters' Waterski Tournament, American Challenge, Killer\*, Off Peak\*, House on the Hill, Two Percent\*, Northern Lights, Something's Got To Give, Between the Covers, Out in the Open, Old Master, Cinderella\*, Susanna's Secret\*, Mozart Requiem\*, Jazz at the Gateway\* (6), Mahler's Resurrection Symphony. **Staff:** Paul Talbot, Harriette Schwartz, Craig Macdonald, Julie Zulueta-Corbo, Jim Willis, Randy Zalken.

**Gaylord Program Services 40**  
9255 Sunset Blvd., Suite 800, Los Angeles 90069

Hee Haw, Hee Haw/Opryland New Year's Eve Special\*. **Staff:** Alan Courtney, James Terrell, David Goldsmith, Sam Lovullo, Peter Alex, Dortha Delaplaine.

**Genesis Entertainment 150**  
(see Fairmont listing)

**Globo Network of Brazil 166**

Yellow Woodpecker Ranch (20), Life and Death Severina, Cabocla (170), Ring Around a Stone (154), Sinhazinha Flo (82), Vinicius for Children (2), Well-Beloved (13), A Moreninha (79), Avenida Paulista (17), Lampiao E Maria Bonita (8), Manaus Connection (4), Fanastico The Show of Life (24), Quem Ama Nao Mata (20), Roberto Carlos, Rita Lee, Ney Matogrosso, Gal Costa, Gilberto Gil, Milton Nascimento, Dona Xepa (132), Pecado Capital (118), Cabocla (170), Dancin's Days (174), Slave Girl Isaura (100), A Sucessora (126), Baila Comigo (163), Pai Herol (178), Carga Pesada (13), Plantao de Policia, Malu Woman (26), Elis Regina, Joao Gilberto, Simone, Caetano and Ben, Angela Maria, Gilberto Gil and Jimmy Cliff, Paulinho da Viola, Grandes Nomes—Mulhores Momentos, Sergio Mendes, Romeu E Julieta, Happy New Year, Football Compact (39). **Staff:** Luiz Borgerth, Lisete Stewart, Marina Feital.

**Gold Key/Four Star 204**  
19770 Bahama St., Northridge, Calif. 91324

International Main Events II (22), Odyssey (16), Cisco Kid Features (12), Renown Pictures (27), Poseidon Files (15), Galaxy One (14), Galaxy Two (15), Main Events II (15), Good Vibrations (15), Main Events I (14), Gamma Chronicles (14), Neptune Journals (12), Beta Chronicles (13), Alpha Chronicles (10), Bill Burrud Features (6), Rainbow I-IV Outdoor Adventures (45), Thirteen TV Premieres (13), Scream Theater (22), Rainbow I (10), II (10), III (14), IV (10) Outdoor Adventures, Bill Burrud's Quest (5), specials (8), Awards Theater (84), Action Theater I (16), Action Theater II (20), Astor Classic Features (10), Astor Sci-Fi Features (6), Late Show (30), Dick Tracy Features (4), Big Valley (112), Lohman & Barkley (26), Wonderful World of Magic (12), Jessel's Here Comes the Stars (26), Dick Powell Theater/Theater I (59), Burke's Law (64),

Amos Burke Secret Agent (81), The Rogues (29), The Detectives (30), Stagecoach West (38), Target: The Corruptors (35), Wonderful World of Magic (26), Thrillseekers (52), Monty Nash (14), Richard Diamond (26), Honey West (30), Ensign O'Toole (32), The Detectives (67), Law & Mr. Jones (45), McKeever & The Colonel (26), Zane Grey Theater (145), Westerners (125), Wanted: Dead Or Alive (94), Toward the Year 2000 (26), Target: The Impossible (26), Tom Ewell (32), Teen Talk (52), Prelude to Glory (13), Big Country (139), Full Contact Karate (33), Gospel Music (56), Champions (39), Music World (56), Stanley's Smogless Steamer (39), Eyewitness to the Past (39), Open House Theater (26), The Good Life (65), Harry Blackstone Jr.'s Magic Magic Magic, David Niven's World Championship of Magic, Portrait of a Star (12), Holiday Special, Football: The Great Years, On Trial, America Screams, 20 Years of Rock & Roll, Action Features (13), Adventure Features (6), Sci-Fi/Horror Features (11), Madron, Last of the Mohicans, Violent Patriot, Della, Boy of Two Worlds, Music Box, Pippin, Dazzeldancin. **Staff:** Joseph Doyle, Robert Neece, Robert Dickenhuth, Steve Rosenberg, Ben Barry, Rod Sterling, David Charnay, Randy Ridges, David LaFollette.

**Goldcrest Films and Television 304**  
51 Holland St., Kensington, London W8 7JB

Far Pavilions, Concealed Enemies, Monte Carlo Casino Story, Robin Hood, The World—A Television History, Body Machine, Assignment Adventure, Christmas Carol, Matterhorn Flyers, Front Line, Bubbles, Gastank. **Staff:** James Lee, Mile Wooller, Bill Gavin, Steve Walsh, Guy East, Rosemary Krupa, Julia Blackshaw.

**Golden West Television 504**  
5800 Sunset Blvd., Los Angeles 90028

New York Hot Tracks\*, American Video Awards\*, Wall Street Journal Consumer Newslines\*, Great Weight Loss Challenge, Woman To Woman, Being with John F. Kennedy, Scared Straight, Singing Cowboys Ride Again, Gene Autry Classics, Kung Fu Theater (14). **Staff:** Anthony Cassara, William Schickler, Greg Nathanson, Dick Gold, Bruce Johansen, Bill Cameron, Bob Clark, Don Patton, Jack Wartlieb, Betty Alofsin, Carla Hammerstein, Jocelyn Chan, John Garofolo, Tim Noonan, Robin Silverman.

**The Good Life 501**  
200 Park Ave., Suite 1702, New York 10166

The Good Life. **Staff:** Bill Tenebruso, Michael Kerans, Mitch Glatt, John Horne.

**Granada Television 705**  
1221 Avenue of the Americas, Suite 3468, New York 10020

Ebony Towers\*, Staying On, Flame to the Phoenix\*, Nearly A Happy Ending\*, Talent\*, No Man's Land, For Services Rendered, Secret Orchards\*, Enemies of the State\*, Tiny Revolutions, Sergeant Cribb I and II, Chessgame\*, Rod and Line\*, A



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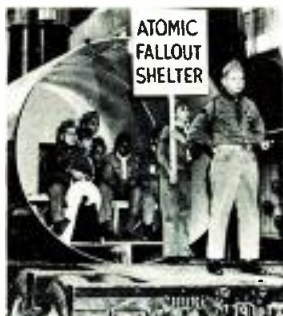
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**Graphic Express** 910  
3678 Fourth Ave., San Diego 92103

**Gray-Schwartz Enterprises** 306

**Great American Stock** 302

**Group W Productions** 601  
70 Universal City Pl., Universal City, Calif. 91608

Every Second Counts\*, Extra Dimension\*, Fat Albert and the Cosby Kids\* (90), Hot\*, PM Magazine, Hour Magazine, He-Man and the Masters of the Universe (65), Newsfeed Network. **Staff:** Edwin Vane, George Resing Jr., Leonard Giarraputo, Daniel Cosgrove, Jeff Snetiker, Andy Spitzer, Robert Rubin, Christine Foster, Owen Simon, Judith Bernat, Nancy Hamilton, Carol Strond, Frederick Kuperberg, Donald Spagnolia, Clark Morehouse, Richard Grove, Larry Frankenbach, Jack Foley, Jack Swindell, Peter Kimber, Linda McMann.

**HTV** 1010  
99 Baker St., London W1

Master of Ballantrae, Separate Tables, Jamaica Inn, Mr. Halpern and Mr. Johnson. **Staff:** Patrick Dromgoole, Bob Springer.

**IE International** 80

**Image Transform** 803

**Independent Network News** 30  
11 WPIX Pl., New York 10017

INN Nighttime Edition, INN Midday Edition, INN's The Wall Street Journal Report, INN's From the Editor's Desk. **Staff:** John Corporon, Nicki Goldstein, Gerry Mulderig, Joe Cacciabauda, Jim Foley.

**Ivanhoe Communications** 25  
Box 865, Orlando, Fla. 32802

This Is Me, Money Minutes, Everyday Gourmet, Dr. Deke—The Pet Vet, Antiques Detective, Fit and Female, Growing Up Healthy. **Staff:** Marjorie Thomas, Jim Shipley, Kathleen Perry, Joe But.

**Jim Owens Entertainment** Square B  
Box 457, 1113 Wilson Pike, Brentwood, Tenn. 37027

This Week in Country Music\*, Loretta Lynn—An Indian Princess\*, Country Superstars at Home\*, This Year in Country Music\*, 18th Annual Music City News Country Awards\*, Concert of the Stars\*, Behind the Scenes\*. **Staff:** Jim Owens, Gus Barba, Hal Buckley, Lorianne Crook, Dave Lynch.

**JPD Entertainment/**  
**JPD Television Network** 201  
27520 Hawthorne Blvd., Suite 250, Rolling Hills Estates, Calif. 90274

Bright China, View of the White House by H.R. Haldeman (6), JPD Sports\*, World Heavyweight Championship Fight Between Larry Holmes and John Tate. **Staff:**

James Patrick Devaney, Susan Devaney, Bert Bell, Donald Meek, Steven Finch, Lori Jones, Denise McGahee, Michael Wuerbler, Marc Feldman, Scott Zimble.

**Joseph Pedott Advertising** 145

**King Features Entertainment** 402  
235 E. 45th St., New York 10017

All New Popeye\* (192), Original Popeye (220), Cool McCool (20), Beatles (39), Barney Google & Snuffy Smith (50), Krazy Kat (50), Animated Flash Gordon (24), Genesis Project, Perspective on Greatness (26), Video: The New Wave, Nova (73), Enterprise (25), World (6), Pick Up Your Feet: Double Dutch Show, Hearst Reports (345), Television Playhouse (16), Blondie (28), The Original Flash Gordon (6), TV Time Capsules (2,000), Hints from Heloise (130), The Butcher (195), Linehan & Co. (130), The Performers (15 domestic titles\*), The Performers (30 international titles\*), Evening at Pops (31), How About... (104), Erica I (24), Erica II (13), Julia Child & Co. (13), Julia Child and More Co. (13), Bonaventure Travel Series (25), Original Flash Gordon (40), Blondie (26), Vic Braden's Tennis for the Future (13), Jubilos, Peter and the Wolf and Other Ice Dances\*, U.S. National Ballroom Grand Championships, Television Playhouse. **Staff:** Joseph D'Angelo, Bruce Paisner, Allan Prialux, William Miller, Samuel Gang, Len Soglio, Adrian Caddy, Chips Barrabee, Steven Weiser, Marie Gentile, Stephen Elsky, Ted Hannah, Graham Halky, Ray Colie, Maureen Smith.

**King World Productions** 175  
480 Morris Ave., Summit, N.J. 07901

Jeopardy\* (195), Clips\* (260), Wheel of Fortune, Little Rascals (71), Rascal Dazzle, Soap Spot (260), Mr. Food (260), Paul Strassels Tax Report (75), Paul Strassels Money Report (111), Little Rascals PSAs (195), Drug Wars (10), Drug Wars, Wards of the Street. **Staff:** Robert King, Roger King, Michael King, Stuart Hersch, Roger Adams, Jim Farah, Moira Dunlevy, Rory Keough.

**Larry Harmon** 904

**Lawrence Welk Syndication** 81  
1299 Ocean Ave., Santa Monica, Calif. 90401

Memories with Lawrence Welk, Lawrence Welk Show (600). **Staff:** Charles Spira, Sam Lutz, Michelle Jackman, Margaret Herron, Larry Welk Jr.

**Leo Gutman** 69  
230 Park Ave., New York 10017

Sherlock Holmes Movie Classics (14), Charlie Chan Movies (11), Mr. Moto (9), East Side Kids (13), Spectacular Five (5), Chuck Connors Two (2), International Three (3), Hollywood Seven (7), Hennesey (96), Branded (48), Guns of Will Sonnett (50), Gutman's Action Heroes (5). **Staff:** Leo Gutman, Esther Balenzano.

**Lexington Broadcast Services** 40  
800 Third Ave., New York 10022

Greatest American Hero\* (42), Tales From the Dark side\*, Rock Palace\* (35), Heathcliff\* (65), This Is Your Life\* (39), Fame\*, Too Close for Comfort\*, Poochie, Get Along Gang, Golden Link, Greater New Orleans Golf Classic, Miss American Teen-ager Pageant, Family, Superfriends (110), How the West Was Won (42), Inspector Gadget, Hee Haw, LBS Movie of the Month, Health Field, LBS Children's Theater, America's Top Ten, Rowan and Martin's Laugh-In, Break-Away, Woman to Woman, In Search of, Peter and the Magic Egg, Strawberry Shortcake, Test Specials. **Staff:** Henry Siegel, Robert Turner, Dan Greenblatt, John Ranck, Roger Lefkon, Paul Siegel, Mike Weiden, David Friedman, Louise Granelli, Wendy Phillips, Bobbie Marcus, Ethan Podell, Robert Unkel, Donna Barrie, Christopher Gordon, Bruce Casino, Steven Pappas, Alan Strumwasser, Vivian Hunt, John Reisenbach, Rand Stoll, Jim Weyhenmeyer, Andrew Holtzman, Beth Mulnick.

**Lionheart Television** 500  
40 W. 57th St., New York 10019

Voyage of Charles Darwin\* (7), Connections\* (10), Long Search (13), Shock of the New\* (8), The Two Ronnies (32), Dick Emery Show (40), Dave Allen at Large (51), Morecambe and Wise (65), Fawley Towers (12), Wodehouse Playhouse (20), Not the Nine O'clock News (16), Up Pompeii (13), Wildlife Safari (43), Training Dogs the Woodhouse Way (10), All Creatures Great and Small (41), Billy Smart's Circus (4), Great Zoos of the World (8), Great Parks of the World (6), Poldark (29), Jane Eyre (4), Casanova (6), Moll Flanders (2), Onedin Line (42), Anna Karenina (10), Pallisers (22), Running Blind (3), Ireland: A Television History (13), Civilisation (14), America (13), The Americans (12), Ascent of Man (13), Duchess of Duke Street (31), Europe the Mighty Continent (13), Fall of Eagles (13), Fight Against Slavery (6), Horseman Riding By (13), Madame Bovary (4), Marie Curie (5), Microbes and Men (6), Search for the Nile (6), Ten Who Dared (10), War and Peace (19), Murder Most English, Six Wives of Henry VIII (6), Elizabeth R (6), Vision On (74), Great Railway Journeys of the World (7), Shirley Bassey Show (12), Sight and Sound in Concert (23), Rock Goes to College (6), Old Grey Whistle Test (7), Doctor Who (172), Hitch Hiker's Guide to the Galaxy (6), Auschwitz and the Allies, The Gathering, The Commanders (7), Window on the World (9), Ballet Shoes (6), Black Tulip (6), Ivanhoe (10), Last of the Mohicans (13), Little Women (9), Rebecca of Sunnybrook Farm (4), Tom Brown's Schooldays (8), Robin Hood (12), Legend of King Arthur (8), Prince and the Pauper (6). **Staff:** Wynn Nathan, Frank Miller, Robert Greenstein, Nelsa Gidney, Jack Donahue, Randy Brooks, Charles Benton, Morton Broffman.

**Local Program Network** 43  
250 Fifth Ave., Suite 503, New York 10001



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 Vince DeLuca, WJRT Flint/Saginaw □ Tom Moody, WPEC West Palm Beach □ Ray Davis, WNFT Jacksonville  
 John Williams, Fred Paxton, WPSD Paducah/Cape Girardeau □ Larry Gantz, Birney Blair, KHQ Spokane  
 Hal Edwards, Bill Evans, WRCB Chattanooga □ Joe Jerkins, Al Helton, KVUE Austin □ Don Moeller, KYTV Springfield, MO  
 Ed Lamy, WAFB Baton Rouge □ Jim McCormick, KVII Amarillo □ Hugh Roche, KTVE Monroe/EI Dorado  
 Bill Fauch, WTWC Tallahassee □ A. C. Wimberly, KAMC Lubbock □ Doyce Elliott, KOSA Odessa □ Robert Miller, KALB Alexandria  
 Larry Campbell, KVHP Lake Charles □ Bob Ward, WTOK Meridian □ Walter Goins, KXLI St. Cloud □ KAVT, Austin, MN  
 WNUK, Green Bay □ WAFF, Huntsville □ WXOW, La Crosse/Eau Claire □ WKOW, Madison □ WAOW, Wausau  
 Rick Schudiske, WCMU Alpena/Mt. Pleasant □ WSKG, Binghamton □ John Flanzer, WCFE Burlington/Plattsburgh  
 David Dial, WNIN, Evansville □ Susan Howarth, WUFT, Gainesville □ Sharon Blair, CONNECTICUT NETWORK, Hartford/New Haven  
 WQED Pittsburgh □ Jeff Gable, WCBP Portland/Poland Springs □ Glenn Gough, WNPE Watertown/Carthage  
 Jerry Franklin, WGBY Springfield, MA □ Byron Knight, WISCONSIN NETWORK, La Crosse/Eau Claire, Madison, Wausau

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 WTWC, Tallahassee □ WCMU, Alpena/Mt. Pleasant □ ARKANSAS NETWORK, Ft. Smith, Jonesboro, Little Rock  
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Consortium of local stations which distributes news and magazine features; joint venture between All American Television and Fox/Lorber Associates. **Staff:** George Back, Joseph Kovacs, Conrad Roth, Joel Gallen, Bill Finkeldey, Susan Zimmer, Debbie Back, David Fox, Richard Lorber, Richard Ruben, Joan Marcus, Don Golden, Alexy Kuncar, Jim Hayden, Russ Stanton, Caryn Schall.

**London Weekend Television 120**  
485 Madison Ave., Suite 206, New York 10022

A Fine Romance (19), Secret Adversary, Upstairs Downstairs (68), We'll Meet Again (13), Doctor in the House (26), Agony (20), Metal Mickey (22), Mind Your Language (29). **Staff:** Robert Shay, Gloria Gallo.

**Lorimar 604**  
3970 Overland Ave., Culver City, Calif. 90230

Laugh-In (130), Dallas (150), Eight is Enough (112), Lorimar I (25), Lorimar II, Lorimar III\*, Sci-Fi/Horror Package (33), Bomba The Jungle Boy (13), Time Capsule: The 1932 Los Angeles Olympic Games, Vincent Price's Dracula\*. **Staff:** Ken Page, Pat Kenney, Donald Sipes, Chuck Atkins, Marty Mills, Bruce Genter, Dennis Gresham, Jack Garrison, Reid Davis, Maury Lanken, Victoria Laughlin, Ralene Levy, Janice Marinelli, Cynthia Barrett, Mike Zucker, Dalton Danon.

**Lutheran Television 155**  
2185 Hampton Ave., St. Louis 63139  
**Staff:** Janet Naji, Anita Schmidt.

**M.A. Kempner 157**  
4699 N. Federal Hwy., Suite 102, Pompano Beach, Fla. 33064

Telephone Poll, TV POWWWW!. **Staff:** Marvin Kempner, Dan Kempner, John Feeney, Marc Friedman, Glenn Seger.

**Madison International 183**  
**Major League Baseball 403**  
1212 Avenue of the Americas, New York 10036

This Week in Baseball, Baseball Bunch, Baseball 1984: A Look Ahead, All-Star and World Series Special. **Staff:** Joe Podesta, Larry Parker, Terry Kassel, Geoff Belinfante, Maureen Rooney, Mel Allen, Johnny Bench, Jay Moran.

**MCA TV 165**  
(see Fairmont listing)

**Medallion TV Enterprises 93**  
8831 Sunset Blvd., W. Hollywood, Calif. 90069

Dancin' Machine\*, Scrooge's Rock and Roll Christmas\*, My Hearts in San Francisco\*, All New-Roller Derby\*, Wrestling Spectacular\*, Celebrity Billiards\*, feature pictures (90). **Staff:** John Ettlinger, Martin Romley, David Lipschultz, Dennis Livson, Greta Ettlinger, Eric Conrad.

**Media General Broadcast Services 151**  
**Mediacast Television Entertainment 85**

300 W. Washington, Suite 711, Chicago 60606

The Superchargers\* (13), Gigglesnort Hotel (78), Kup's Show (52), Focus on the Family (24), Baseball Masters\* (10), Topper (78), A Gift for Granny, Jack the Ripper, Eleven Powers, Mali, Australian Ark, Stranded, Dolphin Touch, Burma/Siam Death Railway, Pavarotti Recital, Nature Films (6), Man-Eaters (5), Cinema Shares International (100), Trend Studio's The War Time Years (108), 21st Century Distribution (45), Yan Can Wok\* (130), The Glumps\* (26), Hot Shots with Peter Lopgo (8). **Staff:** Thomas Edinger, Keith Grandolph, Pat Kelly, Barry Wolf, Gary Bergland, Shirley Kelly, Max Stuart.

**Mediafare Entertainment 154**  
608 Ferry Blvd., Stratford, Conn. 06497

Gallavants\*, American Times\* (26), Just For Laughs (26), What Have You Got To Lose? (13), Fabulous Follies (36), Up For Grabs (39), Sam Diego Show (65), Sky's the Limit (27), Country Serenade (26), America Sings (54), Down Home U.S.A. (52), Ars Nova (26), Masters of the Martial Arts (26), Success (104), Melting Pot (130), America Still (52), Coping (91), Eat Yourself Healthy (78), Remarkable (26), Sew What's New (78), Master Bridge (26), Sacred Space (39), Imagine That (26), Funny Man (26). **Staff:** Ralph Smith, Donald Smith, Dan Jacobs, Carolenna DiMarco, George Stein.

**Metromedia Producers Corp. 50**  
5 TV Place, Needham Branch, Boston 02192

On Stage America\*, Merv Griffin Show, Healthbeat Magazine, Miller's Court, Wild and Free, Dynasty\* (118), Vega\$ (68), New Avengers (26), Untamed World (156), That Girl (136), Ann Sothern Show (193), Command Performance, Assassins Among Us, Cancer Confrontation, Sex Teen-age Style, The Undersea World of Jacques Cousteau (36), Divorce: Kids in the Middle, Jane Goodall and the World of Animal Behavior (4), Premium I (8), Premium II (12), Premium Plus (28), MPC 20 (20), Carry On... (11), Spectrum I (12), Spectrum II (12), Sara Dane (8), I Claudius (13), Wild Times (2), Roughnecks (2), Groovy Ghoules and Friends (104), Crusader Rabbit (13), Dynasty (120), Fantasy Island (132), Charlie's Angels (115), Vega\$ (68), Miller's Court (26), Wild and Free (26), Starsky and Hutch (92), Family (86), Strike Force (19), S.W.A.T. (37), Movin' On (44), Dusty's Trail (26), Chopper One (13), Firehouse (13), Here We Go Again (13), Primus (26), Squaring the Circle, House of Death, Awakening of Candra, Choices of the Heart, Godunov: The World To Dance In, Assassins Among Us, Command Performance, Gauguin the Savage, Little Gloria...Happy at Last (2), The Kennedys (4), Sara Dane (8), Evergreen, The Dakota. **Staff:** Robert Bennett, Charles Young, Dale Sheets, Bruce Marson, Ed Hawkins, Rebecca Segal, Chet Collier, Paul Rich, Carl Menk, Pat Pattison, Susan Bender,

Jack Duffield, Regina Dantas, Grant Norlin, Jim Ricks, Bill Featherstone, Jose Augustin, Victor Berbara, Mounir Chammas, Lawrence Fein, Anthony Morris, Neville Thomson, Dr. Pedro Simoncini, Panos Spyropoulos, Banjiro Uemura, Chris Wilson, Louise O'Shea, Richard Blayney, Irwin Klein, Joel Nuffer, Fred Keeling.

**Metrosports 30**  
6151 Executive Blvd., Rockville, Md. 20852

Notre Dame and UCLA Football, Aloha Bowl, Great Independent Basketball, Big 10 Basketball, Big 8 Basketball, Big East Basketball. **Staff:** Leonard Klompus, Marcia Cherner.

**MG Films/Perin Enterprises 600**  
400 E. 54th St., New York 10022

The Dance Show\*, Olympic Winning Moment (50), Winning Moment (30), Gathering Storm, Finest Hours, Churchill and the Generals, A King's Story, Black Fox, Cicero The Queen's Drum Horse, Other World of Winston Churchill, Amazing Voyage of Daffodil & Daisy, Flames Over the Sahara, Where the Lotus Fell, Children of the Lotus, Tubby the Tuba\*, B.C. The First Thanksgiving\*, B.C. A Special Christmas, Spirit of Independence (208). **Staff:** Marvin Grieve, Fran Reiter, Holly Grieve.

**MGM/UA Television 70**  
1350 Avenue of the Americas, New York 10019

The Top, Don Kirshner's Crazy Nights\*, Fame, Thicke of the Night\*, ChiPs (138), Courtship of Eddie's Father (73), How the West Was Won (6), Man/Girl from U.N.-C.L.E. (128), Medical Center (170), Please Don't Eat the Daisies (58), Then Came Bronson (26), Thin Man (72), Conquest (6), Daktari (89), Gilligan's Island (98), Mothers-in-Law (56), My Mother the Car (30), Patty Duke Show (104), Rat Patrol (58), Outer Limits (49), MGM/UA Vintage I, MGM/UA #1, MGM Family Fair, Showcase 11, MGM's That's Entertainment, MGM Lion I & II, UA/17, MGM/10 & 11, MGM/Pre-48, Warner Bros./Pre-48, RKO/Pre-48, Extra Extra Movies, 13 Tailor Mades, James Stewart as "Hawkins", Theater 15, UA Showcase 1, 2, 3, 5, 6, 7, 8, 9, 10, UA Prime Time I & II, Pink Panther (226), Tom and Jerry (308), MGM/105 (105), Bugs Bunny & Warner Bros. Cartoons (327), Popeye (234), Crime Does Not Pay (48), Our Gang (52), Passing Parade (69), Pete Smith Specialties (89), Circus Parade (140), Gabriela (132), George Washington (8), We Got It Made, Empire, For Love and Honor, New Adventures of Gilligan\*, The Yearling (52), Barretts of Wimpole Street, Thank Heavens for Maurice Chevalier, Tom Sawyer, Bette Davis: The Benevolent Volcano, James Bond: The First 21 Years, The Making of Rocky III, Separate Tables, The Citadel, Gavilan, Seven Brides for Seven Brothers (22), Cutter to Houston (9), McClain's Law (16), Flamingo Road (37), Chicago Story (20), Banjo the Woodpile Cat, Pandamonium (13), Meatballs &



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Spaghetti, Gilligan's Planet (13), Sean (13), Studs Lonigan (6), French Atlantic Affair, Kids from Fame Special, Magic of the Stars, James Cagney: That Yankee Doodle Dandy, The World of Entertainment, Logan's Run, Something About Amelia, Casey Stengel, Cowboy, Cry for the Strangers, Dear Liar, Death of a Centerfold, Fantasies, Farrell for the People, Hear No Evil, Incident at Crestridge, I Take These Men, I Was a Mail Order Bride, I Want To Live, Johnny Belinda, Journey's End, Love Tapes, Marian Rose White, Paper Dolls, This House Possessed, Witness for the Prosecution, Women of San Quentin. **Staff:** Lawrence Gershman, Joseph Tirinato, Susan Swimer, Jean Goldberg, William Kunkel, Donna Landau, Stacy Valenza, Philip Smith, Robert Corona, Leslie Friends, Sheryl Hardy, Peter Newgard, William Trotter, Robert Horen, Thomas Dwyer, Virgil Wolff, Ken DuBow, Peter Preis, Jan Vis, Bill Wells, Francisco Serrador, John MacDonald, Bill Wineberg, Jean Viana, Jiro Sugiyama, Howard Karshan, Lynden Parry, Michelle Prince, Travis Wynne.

**Mighty Minute Programs** 806

**Mizlou Television** 206  
535 Fifth Ave., New York 10017

**Staff:** Vincent Piano, Victor Piano, Dave Plattner, Don Friedman, Howard David, Bill Schwing, Roger Schwing, Jon Hilson, Mark Wenzel, Roger Furman, Paul DuJardin, Audrey Cooperman, Ed Noyes.

**Modern Programs** 84  
Akasaka New Plaza 501, Akasaka 7-6-47, Minato-ku, Tokyo 107

Leo King of the Jungle, Acro-Bunch, Blue Bird, Chobin from Fairy Star, Baxingar, Nora the Soldier, Ombu the Friendly Ghost, Attacker Number One, Princess Knight, Adios Josephina, Toriton, Blue Noah, Star Blazers, Honey Honey, Little Women, Dotakon, The 47 Samurai Story, Mariko. **Staff:** Kazuhiko Fujita, Akio Izumikawa, Shunsuke Kamimura.

**Muller Media** 51  
23 E. 39th St., New York 10016

Heros and Heroines\* (15), Cinema Greats\* (15). **Staff:** Robert Muller, Rip Coalson.

**Multimedia Entertainment** 702  
140 W. Ninth St., Cincinnati 45202

America Comes Alive, Pop Goes the Country, Young People Specials, Donahue, Music City U.S.A., Gary Deeb on Television\*, In Touch with Sally Jessy Raphael\*, Braun And Company **Staff:** Donald Dahman, Jay Dunlap, Lee Jackoway, Richard Thrall, Betty Mills, Joe Cifarelli, Bob Mitchell, Dan McCarthy, Norman Hayes, Richard Mincer, Gerald Stanton, Penny Rotheiser, Jane Grams, Cindy Patrasso, Charles Strother.

**Music Magazine Foundation** 806

**Music Vision Productions** 800A

**National Telefilm Associates** 404  
12636 Beatrice St., Los Angeles 90066

A Currier & Ives Christmas\*, Storybook Theater (5), Betty Boop (100), George Pal Puppertoons (42), Little Lulu (26), Max Fleischer Color Classics (35), Noveltoons (43), Best of NTA (120), Horror (35), John Wayne Classic Westerns (30), Kung Fu Gold (13), Mystery/Suspense (393), Nostalgic Musicals (47), Nostalgic Westerns (455), Paramount Short Subjects (500), Republic Serials (71), Roy Rogers' The Great Movie Cowboys (26), Science Fiction (34), Bonanza (260), Dean Martin (26), Flip Wilson (26), High Chaparral (98), Laramie (60), Laredo (56), Car 54 Where Are You? (60), Get Smart (138), Loretta Young (192), T.H.E. Cat (26), Victory at Sea (26). **Staff:** Bud Groskopf, Arthur Gross, Dick Jolliffe, Barry Bernard, John Herrin, Terez Kiely, Scott Lanken, Mickey Georgianna, Joe Termott.

**Netcom** 803

**New Day Marketing** 180  
Box 320, Newbury Park, Calif. 91320

**Staff:** Don James.

**New York Communications** 170

**New Zoo Revue** 305  
9401 Wilshire Blvd., Beverly Hills, Calif. 90212

New Zoo Revue (195). **Staff:** Barbara Atlas.

**Newslink** 121  
210 E. 36th St., New York 10106

Business Week Final\*, 1984 National Political Convention. **Staff:** Brad Niemcek, Barbara Rappaport, Al Primo, Jim Mason, Berry Landen.

**Oak Media Distribution Corp.** 134

**On the Air** 503  
160 E. 56th St., New York 10022

Television and the Presidency\*, Your Choice for the Film Awards\*, Dick Clark—30 Years A Rock and Roll Special\*, First Nationally Televised Day and Nighttime Soap Opera Awards\*, All Night Long\*, TV 2000\*, FM-TV (6), America Remembers John F. Kennedy, Unknown War (15), Stanley Siegel Show (39), 784 Days that Changed America, War Within, Kimba the White Lion, feature film package. **Staff:** Fred Weiner, Alan Zaretsky, Jack Steng, Alvin Sussman.

**OPT/TPE** 162  
(see Fairmont listing)

**Orion Entertainment** 22  
(see Fairmont listing)

**ORO Productions** 20  
8039 Mulholland Dr., Los Angeles 90046

Bravissimo\*. **Staff:** Samm Pena, Rob Arm-band, Roger Aronoff, Alfredo Bejar, Ron Eckerman, Joe Hernandez, Guillermo Vasquez.

**Paramount Television** 165  
(see Fairmont listing)

**Parrot Communications** 182  
Deans Corner Rd., Brewster, N.Y. 10509

TV Industry Dreambook, LPTV Dreambook, Superstars of the Future, Black

Achievements in American History, A Day to Remember...Aug. 28, 1963. **Staff:** Robert Mertz, Rae Assorgi, George Nuccio, Eric Nuccio.

**Perin Enterprises** 600  
50 E. 42d St., New York 10017

The Dance Show\*, Olympic Winning Moment (50), Winning Moment (30), Gathering Storm, Finest Hours, Churchill and the Generals, A King's Story, Black Fox, Cannon Fodder (45), Coral Jungle (12), Cicero the Queen's Drum Horse, Other World of Winston Churchill, Amazing Voyage of Daffodil & Daisy, Flames over the Sahara, Where the Lotus Fell, Children of the Lotus, Tubby the Tuba\*, B.C.—The First Thanksgiving\*, B.C.—A Special Christmas\*. **Staff:** Dick Perin, Fran Reiter.

**Peter Rodgers Organization** 167  
Box 2759, Beverly Hills, Calif. 90213

I Spy (82), Roller Super Stars\* (52), Comedy Shop\* (75), Bill Cosby Show (52), Judy Lynn Show (52), White Escape (13), Shari Lewis Show\* (24), The Goldbergs\* (39), Charlie Chaplin Comedy Theater\* (26), Celebrity Bowling\* (52), Celebrity Tennis\* (52), Bobby Jones Gospel Show\* (104), Troy Cory Show\* (14), A World Full Of Music\*, Kennedy's Ireland, Johnny Cash: A Flower Out of Place, Magic, Celebration, Shari Lewis Christmas Concert, Myth or Reality, Man Who Was Born to Sail, Christmas Visit, Sandler & Young Specials\*, A Crime of Innocents\*, On the Street\*, Bag Ladies\*, Frank Sinatra Jr. in Concert, Pia Zadora Special\*, Bobbie Jones & Marty Robbins\*, Courageous Cat\* (130), Pro Feature Package (51 with 18 new titles), Golden Dragon\* (8), Masterpiece Features (25), Carry On (21), 77EMI (56), Special Nine (9), TV Cinema Sales (12). **Staff:** Peter Rodgers.

**Plus Media Communications** 1007

**Primetime Entertainment** 120  
485 Madison Ave., New York 10022

Primetime One (17)—An American Christmas Carol, Bushido Blade, Chu Chu and the Philly Flash, Daddy I Don't Like It Like This, Graduation Day, Legend of Walks Far Woman, Mother and Daughter, My Bodyguard, Nightmare, On the Right Track, Seduction of Miss Leona, Thaddeus Rose and Eddie, That Lucky Touch, Travis Logan D.A., Visions of Death, When She Was Bad, Zorro the Gay Blade, Trident One. **Staff:** Robert Shay, Harvey Reinstein, Al Hartigan.

**Program Marketing** 100

**Program Syndication Services** 172  
405 Lexington Ave., New York 10174

Holiday Moments (35), Morning Stretch, Campaign Buttons\*, Tax Tips\*. **Staff:** Peggy Green, Suzanne Crowe, Marie Tuccille, Marti Wishengrad.

**Purolator Courier Corp.** 19  
3333 New Hyde Park Rd., New Hyde Park, N.Y. 11042

Overnight courier services. **Staff:** Geoff Duncan, Don Smith, Hank Waldron, John





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**Radio Caracas Television 161**  
6850 Coral Way, Suite 404, Miami 33155

Days of Infamy (27), Survival, Amor Gitano (194), Bienvenida Esperanza (70), Marisela (70), Leonela (130), El Dia del Juicio (26), Pension Oea (26), El Show de Lopez (39), El Show de Charytin (52), Fantastico Internacional (39), Amigos (4), Pobrecito el Payaso (15), Cuentos de Terror (13), Fantasias Musicales (7), Señor Cine I (13), Federrico (52), Inimaginable Imaginacion (14). **Staff:** Jorge Valera, Angie Santiago, Kenneth Campbell.

**Real to Reel Square C**  
3035 Fourth St., NE, Washington 20017  
**Staff:** Mary Jane Hopkins.

**Rhodes Productions 123**  
124 11th St., Manhattan Beach, Calif. 90266

**Richard Price Television 120**  
485 Madison Ave., Suite 206, New York 10022

Amateur Naturalist (13), Sherlock Holmes, Airline (2), Captain's Doll, Bill Bishop Goes To War. **Staff:** Robert Shay, Gloria Gallo.

**R.T. Donnelly Enterprises 133**

**Samuel Goldwyn 124**  
10203 Santa Monica Blvd., Los Angeles 90067

Explosives\*, Power Pack, Terrorpix, Goldwyn Family Six-Pack, Dan August, Snippets. **Staff:** Reg Childs, Mort Marcus, Jack Masters, Meyer Gottlieb, Bruce Polichar, Lucius Barre, Ed Russell, Craig Cox, Larry Jackson.

**Sandoval Productions 205**

**Sandy Frank Film Syndication 12**  
645 Madison Ave., New York 10022

New \$100,000 Name That Tune\* (160), Here Come the Brides. **Staff:** Sandy Frank, Philip Besser, Richard Bompane, George Blaug.

**Satori Entertainment Corp. 82**  
**Western Horizons Inc.**

330 W. 42d St., Penthouse Suite, New York 10036

Children's Features (12), Satori I (15), Horror Pictures (8). **Staff:** Ernest Sauer, Gary Connor, Jeffrey Sass, Jack Firestone, Janice Demadonna, Sandy Stein, John Apice, Mark Callahan, Jerry Kurtz, Jeff Allen.

**SatServ 1003**

**Scottish TV 1010**

Cowcaddens, Glasgow G2 3PR

Killer, Take the High Road, Off Peak\*. **Staff:** David Johnstone, Michael Trotter.

**Select Media 183**  
123 E. 54th St., New York 10022

USFL Highlight Show. **Staff:** Mitch Gutkowski, Claire Scully.

**Sherry Grant Enterprises 90**  
17915 Ventura Blvd., Suite 208, Encino, Calif. 91316

Follow the Fun\* (52), Celebrity Quiz\*, Holiday Sales Boosters (7), 21 Days of America, Quality of Life, Epidemic, Every 2 Seconds, Toward Immortality, Shock Waves: Television in America. **Staff:** Sherry Grant, Marianne Catalano.

**Silverbach-Lazarus Group 61**  
9911 W. Pico Blvd., Suite PH-M, Los Angeles 90035

Families in Conflict and Other Issues\* (110), Explore\* (13), Terror\*, Best Christmas Pageant Ever\*, Britannica Films' Phenomenal World (22), Monty Hall's The Joke's On Us (25), Cimarron Strip (23), Princess and the Goblin (6), Not Just Another Affair, Member of the Wedding, Oldest Living Graduate. **Staff:** Alan Silverbach, Herb Lazarus, Jim Phillips, Joanne Leighton, Nicole Wonica.

**Sports Legends/Berl Rotfeld Prods. 192**

27 City Line Ave., Bala Cynwyd, Pa. 19004

Greatest Sports Legends, Greatest Sports Legends Annual Reunion Special, War of the Super Stars, We Are Family, Gold Medal Champs, A Day to Remember, Olympic Sport Quiz. **Staff:** Berl Rotfeld, Jayne Kennedy, Bob Uecker.

**Sunbow Productions 22**  
380 Lexington Ave., Suite 1105, New York 10168

Great Space Coaster\*, G.I. Joe—A Real American Hero, G.I. Joe II\*, The Charmkins, My Little Pony\*, The Transformers\*. **Staff:** Thomas Griffin, Arthur Heller, Heide Kahme, Lisa Martin, Helene Griffin, Carole Weitzman, Jules Bacal, Anne Mantee.

**Syndicast Services 33**  
2 W. 45th St., New York 10036

Barbara Mandrell & The Mandrell Sisters (13), Olympic Gold, Celebrity Fun Cruise\*, Rhythm & Rawls The Black Gold Awards\*, 1984 Mrs. America Pageant, Salute to America, New Victor Awards, Barbara Mandrell Halloween Special, Thank Goodness-Thanksgiving, Man in the Santa Claus Suit, American Christmas Carol, Barbara Mandrell Christmas Special. **Staff:** Leonard Koch, Sheldon Boden, Harold Commings, William Koblenzer, Garry Lepkanich, Terry Paolillo, Bernie Schulman, Cyndy Wynne, Jay Whalen.

**Synsat 603**  
70 Universal City Pl., Universal City, Calif. 91608

**D.L. Taffner Ltd. 703**  
1370 Avenue of the Americas, New York 10019

Too Close For Comfort\* (26\* plus 63), Three's Company (174), Hollywood (13), World at War (52), Children's Animated Classics (19), Blood and Honor (5), Benny Hill (75), After Benny (40), The Thames Originals (125), Kenny Everett Video Show (32), Best of Benny Hill, Al McGuire on Sports (13). **Staff:** Donald Taffner, John P. Fitzgerald, Neil Russell,

Charles Falzone, Rosemary Barry, Richard Cignarelli, Mike Fahn, Ed Nugent, Merritt Sticker, James Curtain.

**Taft Broadcasting 91**  
81 Canal St., Boston 02114

Occasional use time on Wester V. **Staff:** Jack Mores.

**Tel-Com Enterprises 143**  
23241 Ventura Blvd., Woodland Hills, Calif. 91364

Features, series, mini-series, specials and cultural programming for Latin American television. **Staff:** Mel Giniger, Gabriel Manjarrez, Rosa Maria Gonzalez.

**Tele-Color Productions 804**  
150 S. Gordon St., Alexandria, Va. 22304  
**Staff:** Ed Baruch.

**Telecommunications Network 505**

**Telepictures Corp. 60**  
475 Park Avenue South, New York 10016

Rituals\* (52), All New Let's Make a Deal\*, Eureka Stockade\*, New Dick Van Dyke Show/Mayberry R.F.D.\* (150), Littlest Hobo\* (100), A Hot Summer Night with Donna\*, Pat Benatar In Concert\*, People's Court, Love Connections, Newscape, N.I.W.S. (150), More Real People (195), Here's Lucy (144), My Favorite Martian (107), Telepictures 2 (27)—Alcatraz: The True Story, Angel City, Better Late Than Never, Born to be Sold, Christmas Without Snow, Dark Night of the Scarecrow, Death of a Princess, Desperate Voyage, The Golden Moment, Great American Traffic Jam, A Gun in the House, The Last Song, Mark I Love You, Murder in Texas, New Adventures of Heidi, The Pigs vs. The Freaks, Pride of Jesse Hallam, Promise of Love, Reunion, Rivkin, Scared Straight: Another Story, Three Hundred Miles for Stephanie, A Whale for the Killing, Telepictures 1 (13)—All the Kind Strangers, Before & After, Exploring the Unknown, Guyana Tragedy: The Story of Jim Jones, Hey Abbott, James Dean: The First American Teenager, Riding Tall, The Sacketts, Savage Is Loose, The Stoolie, Suicide's Wife, Target of an Assassin, Three Musketeers. **Staff:** Michael Solomon, Michael Garin, David Salzman, Richard Robertson, Jim McGillen, Stephen Ross, Joseph Goldfarb, Arthur Loomis, Scott Carlin, Jonathan Shapiro, Brian Byrne, Karl Kuechenmeister, Stuart Graber, Jeff Schlessinger, Michelle Kearney, Josh Elbaum, Rosemary Mazzo, Bob Lloyd, Jim Moloshok, Bruce Rosenblum, Scott Stone, Jim Martz, Debbie Grant, Michael Newsom, Brenda Geffner, Joan Robbins, Kathleen Bracken, Mark Robbins, Jeannie Kadow, Alicia Windroth, Diane Foster.

**Televideos 1007A**

**Television Program Enterprises 162**  
(see Fairmont listing)

**Television International 1012**

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**THE MAN IN THE SANTA CLAUS SUIT** Fred Astaire stars in one of the highest budget films ever made for TV. This two-hour holiday favorite co-stars John Byner, Gary Burghoff and Bert Convy.

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**AN AMERICAN CHRISTMAS CAROL** This modern classic, starring Henry Winkler, touches hearts the way the Dickens original does. It's a perennial winner.

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**BARBARA MANDRELL'S CHRISTMAS SPECIAL** Bobby Vinton and Andrae Crouch join the Mandrells for a joyful, tuneful hour that really makes the season bright.

**AUGUST**  
**THE US MAGAZINE AWARDS** Two hours of entertainment, music, drama and suspense as the year's most popular TV and film celebrities are chosen.

**OCTOBER**  
**BARBARA MANDRELL'S HALLOWEEN SPECIAL** America's entertainer of the year gets together with Gladys Knight & The Pips. Result: an hour that's all fun and all-star.

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**THANK GOODNESS—THANKSGIVING** From the Alamo to the Mississippi, the Grand Canyon to the Redwood Forest, Dick Clark Productions takes us on a moving tribute to America's majesty.

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**England**

Heather Ann, The Unvarnished Truth, Doubting Thomas, Secrets of the Coast, Classix Nouveaux, Dance Class, The Mechanics, National Youth Jazz Orchestra, Ron Goodwin's Music, Moura Lympary, Bill Crofut & Ben Luxon, The Songmakers, Folded Phantoms, Target Bowl Championships, Surfing Euro-Pro Championship, documentaries. **Staff:** Mary-Jane Mansfield, Jillian Bryant.

**Television Syndication 108**

**Teleworld 153**

245 W. 55th New York 10019

Chiefs\*, The Turning Point (24), Powerhouse (16), The Historymakers Volume II (26), Volume I (13), International Award Theater (14), Witness to Yesterday (26), Star Maidens (13), Castaway (13), Prestige I (13), Prestige II (5), Spiderman movie specials (7), Teleworld top 50 (50). **Staff:** Robert Seidelman, Noah Jacobs, Don Joannes.

**Texas National Cos. 140**

**Thames Television 703**

(see D.L. Taffner)

149 Tottenham Court Rd., London W1P 9LL

The World At War (26), Hollywood (13), Benny Hill Show (81), Man About the House, Robin's Nest, George and Mildred. **Staff:** Mike Phillips, Roger Miron, Peter Davies, Patricia Friswell.

**Titan Sports 202**

81 Holly Hill Ln., Greenwich, Conn. 06830

World Wrestling Federation. **Staff:** Vincent McMahon, Linda McMahon, James Barnett, James Troy Jr., M. Todd Dittrich.

**Tom Parker Theatrical Productions 141**

**Transcontinental Pictures**

**Industries 906**

**Tribune Productions 30**

435 N. Michigan Ave., Suite 1429, Chicago 60611

At The Movies (52), A Married Man\* (2), U.S. Farm Report (52), For Your Precious Love: Mother's Day Special, Cornelia Connelly\*, Nadia\*, Martin the Emancipator\*, The Making of Black Mayors, Back to School Parade, A Special Christmas Celebration with Nancy Wilson, family specials, Chicago Cubs Baseball. **Staff:** Sheldon Cooper, Joseph Antelo, Dick Moran, Toby Rogers, Leslie Lillien, Peter Marino, Allan Grafman, Jim Smith, Liz Firialio, Carol Forace, Patricia Sullivan.

**Turner Program Services 401**

1050 Techwood Dr., NW, Atlanta 30318

Jacques Cousteau: Amazon\*, American Caesar\*, Black Beauty\*, The Last Convertible\*, Women in White\*, Battle of the Planets\*, Centennial (26), CNN Television, Jacques Cousteau: North American Adventures (4), Jacques Cousteau: Odyssey Series (12), Starcade (13), Nashville Alive (26). **Staff:** Henry Gillespie, Robert Wussler, Sidney Pike, Jack Petrik, Robert Schuessler, Thomas Todd, Bob Rierison, Paul Wischmeyer, Ken Christen-

sen, D. Lee Turner, Arthur O'Connor, Carol Bamberger, Colin Chisholm, Charles Bonan, Linda Moffat.

**TV Executive 152**

**TV Extra 900**

200 Park Ave., New York 10166

Program promotional services. **Staff:** Stu Bodow, Joseph Brunner, Dan Burson, Kathleen Mifsud, Ronni Faust.

**TV South 1010**

**TV World**

**TVSC 603**

**Twentieth Century-Fox Television 165**  
(see Fairmont listing)

**Twenty First Century Distribution 24**

1650 Broadway, Suite 807, New York 10019

Martial arts film package (20); Spectacular, Swashbucklers and Westerns (20), Foreign Classics (15), Horror/Science Fiction (15). **Staff:** Art Schweitzer, Hank Guzik, Marilyn Namaroff, Donna Pastor.

**Tyne Tees Television 1010**

Television Center, City Road, Newcastle-upon-Tyne, NE1 2AL

The Tube, Razzmatazz, Capability Brown, To The Manor Born, Good for the First Mile, Supergran\*. **Staff:** Tony Sandford, Pat Kermath.

**Uni-Set Corp. 701**

449 Avenue A, Rochester, N.Y. 14621

**Staff:** Ronald Kniffin, James Simpson.

**Unifilm International 150A**

**U.S. Chamber of Commerce 142**

1615 H St., NW, Washington 20062

It's Your Business, BizNet News Today, BizNet's Ask Washington. **Staff:** Richard Leshner, Carl Grant, Robert Adams, Cheri Rusbult, Frank Philpot, Andy Kosek, Meryl Comer.

**Viacom International 32**

1211 Avenue of the Americas, New York 10036

Bizarre\* (130), This Week's Music\*, The Exploitable III\* (26), Family Feud, All in the Family (207), Hawaii Five-O (200), Mary Tyler Moore (168), Bob Newhart (142), Cannon (124), Beverly Hillsbillies (168), Clint Eastwood/Rawhide (192), Gunsmoke (226), Gomer Pyle (150), Hogan's Heroes (167), Andy Griffith Show (249), Twilight Zone (134), I Love Lucy (179), Honeymooners (39), Petticoat Junction (148), Viacom Features I through IX, Viacom Movie Greats, The Legend Group, GASP, The Exploitable I and II, Thematics. **Staff:** Terrence Elkes, Kenneth Gorman, Robert Glaser, Bud Getzler, Jules Haimovitz, Joseph Zaleski, Jack Kelley, Paul Kalvin, Dennis Gillespie, Andrea Cetera, Daniel Mark, Jerry Kaufer, Raul Lefcovich, James Marrinan, James McCormick, Milt Strasser, Frank Flanagan, Dennis Emerson, David Campbell, Brooks Carroll, Al Miller, Joseph DiSalvo, Richard Dawson, John Byner, Livingston Taylor.

**Video Tape Co. 186**

10545 Burbank Blvd., N. Hollywood, Calif. 91601

**Vidsat 603**

**Vidtronics 803**

**Vitt Media 83**

1114 Avenue of the Americas, New York 10036

On the Square. **Staff:** Dick Olsen, Phil DeCabia, Howard Marsh.

**Weiss Global Enterprises 62**

2044 S. Saviers Rd., Oxnard, Calif. 93033

For Adults Only, Galaxy (14), Golden Showman\$hip (9), Impact (120), Parade (4), Vintage Flicks (24), Westerns (60), Brave Rifles, Our Time in Hell, Those Crazy Americans, The Black Coin (15), Clutching Hand (15), Custer's Last Stand (15), Dancin' On Air (5), Stan Kann Show (52), Adventures of Jim Bowie (76), Canine Comments (13), Craig Kennedy Criminologist (26), I Married Joan (98), Make Room for Daddy (161), My Little Margie (126), Rocky Jones (39), Thrill of Your Life (13), Waterfront (78), Chuckle Heads (150), Alice (10), Krazy Kid Kartunes (4), Nursery Rhymes (6). **Staff:** Adrian Weiss, Ethel Weiss, Laurie Weiss, Steven Weiss.

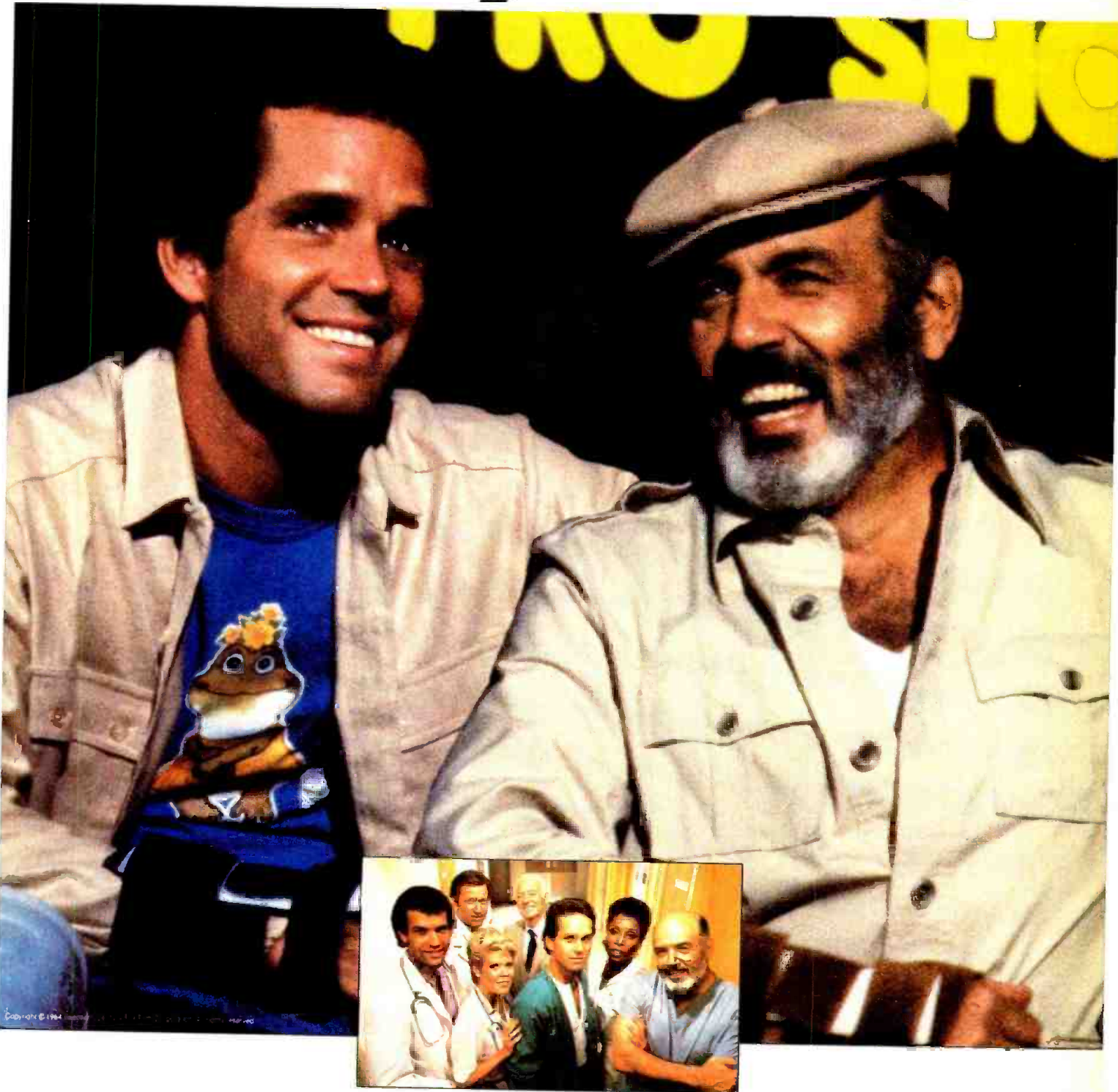
**Western-World Television 31**

10490 Santa Monica Blvd., Los Angeles 90025

Together Again\* (130), Risking It All\* (26), Rush\* (13), Living Tomorrow\* (58), Story of an African Farm\* (10), Claws, Sound of Murder, Big Killing Fighting Sticks, It Isn't Easy, Nile Crocodile, Riding High (6), David Essex in Concert, Caesar and Cleopatra (73), Airport (4), Dracula (114), Hess (60), Speedking (93), Robinson Crusoe (75), Journal of Bridget Hitler (110), Rothko (75), Claws (64), Group W Impact Features: Amsterdam Affair (91), Eagle in a Cage (98), Limbo Line (90), Man Outside (99), Ravine (97), Squeeze a Flower (102), Violent Enemy (98), Why Would Anyone Kill A Nice Girl Like You? (99), Anna Karenina, Crime and Punishment, David Copperfield, Jane Eyre, Legend of King Arthur, Nicholas Nickleby, Merchant of Venice, Pallisers, Pride and Prejudice, Prince and the Pauper, Robin Hood, Shakespeare, Sons and Lovers, Tale of Two Cities, War and Peace, Wuthering Heights, The Borgias, Search for Alexander, Wagner, War and Man, Rush, Risking It All, Prisoner Without a Name, Cell Without a Number, Royal Romance of Charles and Diana, Churchill and the Generals, Lady of the Camelias, Duchess of Duke Street (31), All Creatures Great and Small (41), Love for Lydia (13), Lillie (13), Onedin Line (91), Oppenheimer (7), Professionals (57), Upstairs Downstairs (68), Thomas and Sarah (10), Enemy at the Door (26), Blakes Seven (52), Target (17), Voyage of Charles Darwin (7), Who Pays the Ferryman (8), Secret Army (42), Flight of the Condor (3), Penmarric (12), plus 34 variety/musical



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| <b>WJBK-TV Detroit.</b>    | <b>Early news up 25%.</b> | <b>Late news up 20%.</b> |
| <b>WPLG Miami.</b>         | <b>Early news up 18%.</b> | <b>Late news up 20%.</b> |
| <b>WITI-TV Milwaukee.</b>  | <b>Early news up 13%.</b> | <b>Late news up 25%.</b> |
| <b>WANE-TV Fort Wayne.</b> | <b>Early news up 40%.</b> | <b>Late news up 29%.</b> |

\*Source: A.C. NIELSEN Nov. 82–Nov. 83 Comparative ratings early and late night news.

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/Salinas, CA WCSC-TV Charleston, SC WFAA-TV  
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US ATV-10 Melbourne, AUS WFAA-TV Dallas/F  
AN CKND Winnipeg, CAN WKBW-TV Buffalo,  
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packages, 20 documentary packages, P.M. Magazine, Fat Albert Specials, Fraydi Cat Mush Wacky & Packy, Ghost Busters, He-Man & Masters of the Universe, Mission Magic, Snow White's Christmas Special, Waldo Kitty. **Staff:** Julio Gonzalez-Reyes, Robert Springer, Frank Miller, Taye Voye, Midge Barnett, Belinda Menendez, Elkan Kaufman, Paul Vane, Doug Johnston.

**Western Horizons (see Satori) 82**

**Wold Communications 186**  
10880 Wilshire Blvd., Suite 2204, Los Angeles 90024

End to end program distribution system for television syndicated shows via satel-

lite and videotape. **Staff:** Robert N. Wold, Gary J. Worth, Robert E. Wold, Paul Johnson, Tom Bartunek, Ian Joseph, Clay Packard, Mary Helen Donovan, Mark Wallhauser, Ronda Rigdon, Ellen Kimmelman.

**World Events Productions 802**  
4935 Lindell Blvd., St Louis 63108

Voltron...Defender of the Universe\* (126), This Week in Hockey\*, GolfFun\*, World Championship Kickboxing, World Events Anthology. **Staff:** Peter Keefe, Janet Brown, Karen Katz, Ted Koplar.

**World's Largest Jigsaw Puzzle 203**

**WW Entertainment 160**

205 E. 42d St., New York 10017

Black Belt Theater I (13), II (26) and III\* (13), WW Entertainment I (16), Best of Groucho\* (130), Century: The Story of Our Time\* (39). **Staff:** George Hankoff, Louis Israel, Frank Stanton, Zita Siegel, Marcia Skolnick, Ami Witt, Vicki Hoffman.

**Y & R Program Services 130**  
285 Madison Ave., New York 10017

**Yorkshire TV 101**  
32 Bedford Row, London WC1

**Staff:** Clive Leach, Brian Harris, Mark Kaner.

**Ziv International 605**  
600 N. Sepulveda Blvd., Los Angeles 90049

## Fairmont hotel exhibitors

**Andrews & Associates Dunkirk—590**  
1270 Avenue of the Americas, New York 10020

This is Your Life, Talk About Pictures, Track News Service, The Perfect Ten. **Staff:** William Andrews, Don Toye, John Cosgrove, Warren Tomassene, Kathleen Sichler.

**Cannon Television Monterey suite—11**  
6464 Sunset Blvd., Suite 1150, Hollywood 90028

Paul Ryan Show (120), Jarreau: Concert for the World, Flirtation Package (13), Heartwarmer (8), Challenge I and II (16), Night Fright (8), Johnny Mack Brown (27), Hello Kaye. **Staff:** Chuck Simon, Liz Mackiewicz, John Pardos.

**Claster Television Karachi suite—520**  
200 E. Joppa Rd., Suite 400, Towson, Md. 21204

Great Space Coaster (180), Romper Room and Friends (100), Bowling for Dollars, G.I. Joe—A Real American Hero I and II\* (5 each), Transformers\* (3), The Charmkins, My Little Pony\*. **Staff:** John Claster, Sally Claster Bell, Janice Carter, Terri Akman, Cindy Markus.

**Columbia Pictures International Cambridge suite—480**  
711 Fifth Ave., New York 10022

Benson (112), Blue Thunder\* (7), Hart to Hart (110), T.J. Hooker (48), Jennifer Slept Here\* (13), Mama Malone (13), Ripley's Believe It or Not! (46), Mickey Spillane's Mike Hammer\* (6), RFK and His Times\*, Master of Ballantrae\*, The Roust-ers\* (12), First Olympics—Athens 1896\*, The Last Days of Pompeii\*, Q\*bert\* (6). **Staff:** Brian McGrath, Susan West, Helios Alvarez, Nelson Duarte, Alvaro Mutis, John Migicovsky.

**Columbia Pictures Television Diplomat suite—22**  
15250 Ventura Blvd., Sherman Oaks, Calif. 91403

Top 40 Videos\*, Hart to Hart\*, Benson\*, Soap, What's Happening, Barney Miller, Fantasy Island, Starsky and Hutch, S.W.A.T., Charlie's Angels, Family, Police Woman, Police Story, Donna Reed, Farm-

ers Daughter, Father Knows Best, Fish, Texas Rangers, Wild Bill Hickock, Two Faces West, Three Stooges, Wackiest Ship in the Army, Volume 4, TV 20. **Staff:** Joseph Indelli, Steve Astor, Janet Bonifer, Dick Woollen, Dick Campbell, Mitch Sallitt, Steve Mulderrig, Ken Doyle, Herb Weiss, Stu Stringfellow, Don Bryan, Jack Ellison, David Mumford, Diana Wilkin, Tom Holland, Jay Silha, Noranne Frisby, Tim Overmyer, Davy Roth, Marlinda Sales, Valerie Rohrer, Bill Clark.

**Dan Robinson Dresden suite—734**  
127 E. 59th St., New York 10022

Shock Waves: Television in America, The War Within, Epidemic: America Fights Back, Every Two Seconds, Toward Immortality, Beyond the Great Wall: Journey to the End of China, America's Greatest Kids, Samurai Files, In Search of... (130). **Staff:** Dan Robinson, Sharon Joyce.

**Genesis Bangkok suite—320**  
245 Perimeter Center Pwy., Suite 420, Atlanta 30246

Guilty or Innocent\*, Classic Country featuring the Stars of the Grand Ole Opry, World War II: GI Diary, Wild Wild World of Animals, Wilderness Alive, The Africans, Third Testament, Life Around Us, America Sings, Music World. **Staff:** Gary Gannaway, Bob Webb, Jeff Kinney, Charlie Keyes, Bill Pastuch, Betsy Green.

**ITC Entertainment Rivoli suite—270**  
115 E. 57th St., New York 10022

Entertainment volume 1 (15), 2 (16), 3 (16), 4 (16), Cinema 12 (12), Super Space Theater (13), Hammer House of Horror (6), Thrillers (43), Tycoon: The Story of a Woman (5), Thunderbirds: 2086 (24), The Prisoner (17), Return of the Saint (22), The Saint (114), Muppet Show (120), Edward the King (13), When Havoc Struck (12), Let's Rock (24), Crimes of Passion (30), Protectors (52), My Partner the Ghost (26), Department S (28), Persuaders (22), Adventurer (26), Baron (26), Man in a Suitcase (28), Secret Agent (45), Dangerman (39), Gale Storm Show (125), Fury (114), Very Special Seven, Julie Andrews Christmas Special, Julie & Dick in Covent Garden, Julie My Favorite Things, Our Love Is Here To Stay,

James Paul McCartney, Tony and Lena, Sammy, Julie & Sammy, Beatles Forever, Entertainers, Merry Christmas with Love Julie, Come Hear the Music Play, Heart and Soul, All Quiet on the Western Front, Baby Sister, Beauty and the Beast, Borderline, Boys from Brazil, Escape to Athena, Firepower, From a Far Country, Hauting Passion, Jane Doe, Legend of the Lone Ranger, Les Miserables, Love and Bullets, Midsummer Night's Dream, Night Partners, On Golden Pond, Policewoman Centerfold, Raise the Titanic, Ransom, Sophie's Choice, Sunset Limousine, Trick Eyes, Wilde's Domain, Diamonds (13), Foundation (26), Nature Watch (13), Two of Us (20), Thunderbirds: 2086 (24), Slavs (10), Romeo & Juliet on Ice, Wayne Newton at the London Palladium. **Staff:** Peter Holmes a'Court, Joseph Ceslik, S. Allen Ash, Charlie Keys, Al Lanken, Jim Stern, Armando Nunez, Doralea Rosenberg, Murray Horowitz.

**Katz Television 690**  
One Dag Hammarskjold Pl., New York 10017

**Staff:** James Greenwald, Dick Mendelson, Barry Lewis, Frank McCann, Vic Ferrante, Gordon Hastings, Dick Weinstein, Dick Kurlander, Jim Beloyianis, Dick Brown, Phil Oldham, Gary Lico, Richard Golden, Serge Valle, Allison Moore, Dick Goldstein, Mike Hugger, Pete Goulazian, Tom Olson, Serge Valle.

**Katz Sports Byzantine suite—570**  
The Kickoff Classic, Liberty Bowl\*, Big Eight Conference basketball\*, Pacific Coast Athletic Association basketball\*, NABC All-American game, Super Shoot-out III, Big East vs. USA All-Star Game, Talkin' Baseball Vignettes\*, The Olympiad, Olympic Cameos, Olympic Moments, Olympic Profiles, Monte Carlo Open\*, Italian Open\*, Los Angeles Open\*. **Staff:** Fred Botwinik, Pat Garvey, Denis Coleman, Terry Reed.

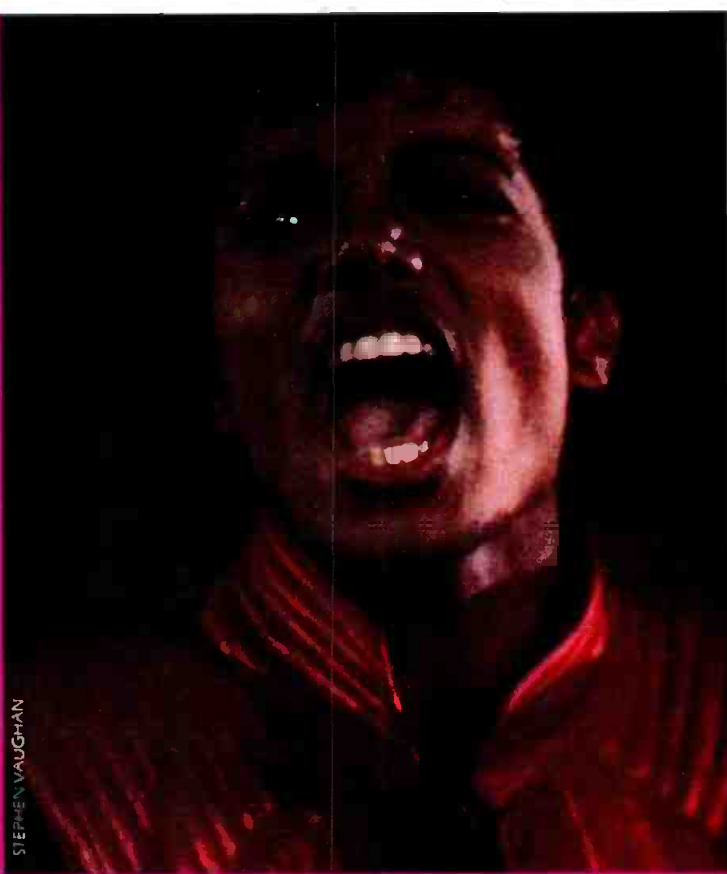
**MCA Penthouse suite**  
445 Park Ave., New York 10022

Magnum\* (129), Columbo McMillan McCloud Mystery Movies\* (124), Puttin' on the Hits\* (52), Voyagers\* (50), Universal's Most Wanted List (23), Road to Los





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## AT THE MOVIES



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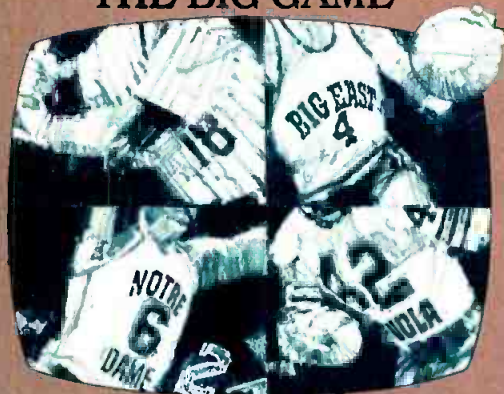
### NADIA

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\*Source: NTL/NAC audience estimates, Special Report for 2 weeks ending November 20, 1983.



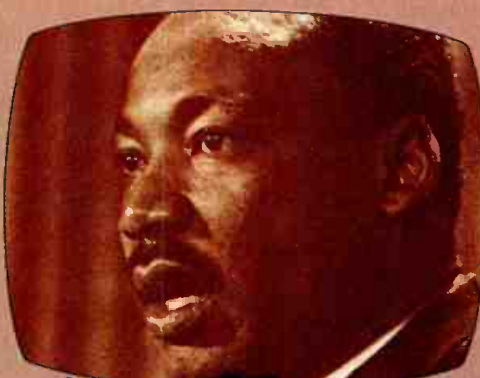
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Angeles Year II\* (25), Quest for Gold\* (50), Switch\* (50), That's Incredible\* (165), House Calls (57), BJ/Lobo (86), Brand New Woody Woodpecker & Friends (175), Olivia Newton-John Let's Get Physical, Buck Rogers (37), Quincy (148), Incredible Hulk (85), Hardy Boys/Nancy Drew Mysteries (46), Baretta (82), Rockford Files (125), Kojak (118), Adam-12 (174), Alfred Hitchcock Presents (268), Alfred Hitchcock Hour (93), Alias Smith & Jones (43), Bionic Woman (58), Bold Ones (98), Dragnet (98), Emergency (136), Ironside (198), It Takes A Thief (65), Jack Benny Show (104), Leave It To Beaver (234), Love That Bob (173), Major Adams (138), Marcus Welby M.D. (172), McHale's Navy (138), Munsters (70), Name of the Game (76), Woody Woodpecker & Friends (185), Rod Serling's Night Gallery (97), Run For Your Life (86), Six Million Dollar Man (108), Virginian (225), Wagon Train (32), Rich Man Poor Man (12), Novels I (30), Novels II (33), Operation Prime Time I-IV, Hit List (36), Universal Network Movies 85 (85), Battlestar Galactica (12), Champagne Movies (34), Ninety Minute Movies (49), Universal Grand 50, Universal Star Spangled (33), Universal World Premiere (35), Comedy Festival I (26) II (26), Universal 40, Universal 49, Universal 50, Universal 52, Universal 53, Universal Color 100 (100), Universal 123, Universal 260 Select List, Universal 36 Black and White Elite, 77 Horror Greats, Western Roundup (26), Reserve (169), Diabolic Dozen (12).

**Staff:** Al Rush, Lou Friedland, Don Menchel, Carl Russell, Shelly Schwab, Mort Slakoff, Chuck Gerber, Bob Davis, Bert Herbert, Gerri Pare, Phil Conway, Marc Grayson, Paul Hoffman, Tom Maples, Carl Runge, Jim Kraus, Richard Nailling, David Brenner, Bobbi Fisher, Stephanie Beatty, Jeffrey Hatcher, Marya Doonan, Charlotte Sweet, Ernie Goodman, Fran Toll.

**MCATV International Penthouse suite**  
100 Universal City Pl., Universal City, Calif.  
91608

Legmen\* (6), Foul-Ups, Bleeps & Blunders\* (13), Salute\* (13), Four Seasons\* (13), Donkey Kong\* (13), Domestic Life\* (13), Airwolf\* (11), A-Team (22), Whiz Kids (13), Magnum P.I. (22), Knight Rider (24), Gimme A Break (22), Simon & Simon (22). **Staff:** Robert Bramson, Colin Davis, Wanderley Fucciolo, Peter Hughes, Francisco Padilla, Marion Gorton, Marshall Forster, Terry Tyler, Kate Gebr-Franz.

**MMT Sales Versailles suite—662**  
630 Third Ave., New York 10017

**OPT/TPE Tilden suite—21**  
875 Third Ave., New York 10022

Lifestyles of the Rich and Famous\* (52), Star Search (52), Face of the 80's, Entertainment Tonight/This Week (52), Solid Gold (52), Blood Fued, Sadat, Woman of Substance, A Woman Called Golda, Smiley's People, Solid Gold Christmas Spe-

cial, Solid Gold Countdown '84, Solid Gold Summer Special, Helen Keller: The Miracle Continues, Key To Rebecca\*, Jenny's War\*. **Staff:** Al Masini, Phil Flanagan, Mary Jane Hastings, Bill Bee, Ken Kagen, Rick Levy, Dick Waller, Mike Weiser.

**Orion Entertainment Nepal suite—362**  
1875 Century Park East, Los Angeles 90067

New High Roller\* (260), Martin Luther King\* (3), Celebrity Bullseye (195), Lassie (192), Rifleman (168), 17 New Color Adventures, Children's Showtime, A.I.P. Feature Group, Addams Family (64), Avengers (83), Adventures of Ozzie & Harriet (200), Green Acres (17), Mr. Ed (143), Prince Planet (52), Sherlock Holmes (24), Sinbad Jr. (130), Touch of Music (6), Lorne Greene's Last of Wild (78), Johnny Sokko & His Flying Robot (26), Jack Anderson Confidential (26), Joker's Wild (195), Tic Tac Dough (195), Adventure Package (8), Dominant 10 (6), Fantastic Science-Fiction Theater (14), Films for the 70's—Volume I (22), Ghoul-arama I & II (24), Holiday Storybook Fables (2), Miscellaneous Features (4), New Science Fiction (10), Outstanding Adventures (8), Sci-Fi (35), Strongmen of the World (21), Special Action Features Volume I (12), Star Time Theater (16), Winning Hand (25), World of the Macabre (8), Young Adult Theater (12), Real Life Adventures (2). **Staff:** Scott Towle, Larry Hutchings, Tom Cerio, Donald Frehe, Rick Jacobson, Jack Allen, James Ricks, Arthur Hasson.

**Paramount Television**

**Windsor suite—540**

1 Gulf & Western Pl., New York 10023

Portfolio X, Paramount First-Run Network II, Anything For Money\*, Taking Advantage, Entertainment Tonight, Leonard Nimoy Star Trek Memories\*, The Jesse Owens Story\*, Stars with David Steinberg\*, Taxi. **Staff:** Rich Frank, Randy Reiss, Robert Jacquemine, John Goldhammer, Frank Kelly, Ray Solley, Rick Weidner, Cliff Hauser, Dea Shandera, John Wentworth, Pam Wheaton, Helen Ricketts, Denise Kurtzman, Jack Smith, Gerry Farrell, Tom Mazza, Bob Gutkowski, Marc Hirsch, Steve Goldman, Joel Berman, Al Rothstein, Kevin Tannehill, Gerry Noonan, Dick Montgomery, Greg Meidel, Sid Cohen, Bruce Gordon, Joseph Lucas, Malcolm Orme, Kevin Kelley, Ramon Perez, Pat Stambaugh, Mel Harris, John Pike, John Symes, Ronald Nelson, Leonard Kalcheim, Howard Green, Phil Murphy.

**SFM Entertainment**

**Calcutta suite—242**

1180 Avenue of the Americas, New York 10036

SFM Holiday Network (11), March of Time (205), Crusade in the Pacific (26), Origins Game, SFM Documentary Network, Empire Inc. (6), Dayan's Israel, King Lear, A Voyage Round My Father, 2 By Forsyth, Sport Goofy (3), USTA/Sport Goofy Junior Tennis Championship, ITF/Sport Goofy

World Junior Tennis Championship, Rainbow Brite, Video Shock, Rose Petal Place, Indomitable Teddy Roosevelt.

**Staff:** Stanley Moger, Jordan Ringel, Joseph Gerard, Maria Carayas, John Doscher, Gary Montanus, Jim Hergen, John Murphy, Dale Grimm, Mike James, Mary Ann O'Dea.

**Squarecom 262**

554 Fifth Ave., New York 10019

On The Square (26). **Staff:** Janet Norman, Charles Lachman.

**Televisa International**

**Montemarte suite—470**

**TVS Television 336**

19 W. 44th St., New York 10036

Southwest Conference basketball\*, Atlantic 10 Conference basketball\*, Ladies Professional Bowling Tour\*, Pro-Celebrity Golf Challenge\*, Cadillac Gold Cup Polo Championship\*, Legends of Tennis, Charlton Heston Pro-Celebrity Tennis, Olympic Champions. **Staff:** Lee Eden, Bill Madden, Ellen Bedell.

**Twentieth Century-Fox Television**

**Knob Hill**

10201 W. Pico Blvd., Los Angeles 90035

Case in Point\*, Being Your Best\*, Fall Guy (110), Trapper John (110), Hollywood: The Gift of Laughter, 20th Century Music Machine, On & Off Camera II (5), Dance Fever (26), Dickens Animated Classics (6), Fox Movietone News (260), This Day in Sports (365), Animated Adventure Series (81), M\*A\*S\*H (255), Daniel Boone (120), That's Hollywood (74), Jackie Gleason Show (100), Batman (120), Dobie Gillis (142), Lost in Space (83), Circus (52), Ghost and Mrs. Muir (50), Nanny and the Professor (54), Room 222 (113), Land of the Giants (51), Voyage to the Bottom of the Sea (110), Century V (35), VI (31), VII (24), VIII (25), IX (29), X (30), XI (23), Charlie Chan (20), Fox Mystery Theater (30), Fox Hollywood Theater (8), Fox I (50), Fox II (50), Fox III (50), Fox IV (23), Laurel & Hardy (6), Mark I (11), Planet of the Apes (5), Premiere 1 (20), Shirley Temple (20), Special 41 (41), Super 65 (65). **Staff:** Steve Roberts, Robert Morin, William Saunders, George Sefectis, Robert Buchanan, Gene Lavelle, Stanley Decovnick, Ron Snow, David Skillman, Peter Baca, June Burakoff-Smith, Joseph Greene, Michael DiGennaro, Harry Mulford, Marvin Levan, Charles Gersch, Joseph Weinfeld, Barbara Van Buskirk, James Puffer, Dennis Juravic, Gary Grandolph, Al Shore, Ted Baker, Tony Bauer, Elie Wahba, Maurice Aghion, Gustavo Montaudon, David Jackson, Earl Weiner, Harold Greenberg, Gerald Ross.

**U.S. Satellite Broadcasting Fairmont**  
3415 University Ave., St. Paul 55114

**Staff:** Stanley S. Hubbard, Stanley E. Hubbard II, Robert Fountain, Clare Simpson, Bob Fransen, Dennis Brownlee, Paul Heinerscheid.

**Victory Television Edinburgh—562**  
275 Madison Ave., New York 10016



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Hill Street Blues\*, The MTM Group (9), Lou Grant, Rhoda, White Shadow, WKRP in Cincinnati, Streets of San Francisco. **Staff:** Jim Victory, Chuck Wolfertz, Ben Okulski, John Rohrs Sr., John Rohrs Jr.

#### Worldvision Enterprises

**Savoy suite—462**

660 Madison Ave., New York 10021

Bobby Vinton Show\*, Return to Eden\* (6), Barnaby Jones (177), Little House on the Prairie (216), Love Boat (140), The Invaders (43), The Fugitive (120), Combat (152), Dark Shadows, Man from Atlantis (20), Doris Day Show (128), The Ranger\* (76), Mod Squad (124), Ben Casey (153), Next Step Beyond (24), Wonders of the Wild (26), N.Y.P.D. (49), F.D.R. (27), One Man Show (26), People's Choice\* (104), Wendy and Me (34), Don Lane Show, Range Rider\* (78), Annie Oakley\* (80), Buffalo Bill Jr.\* (42), Adventures of Champion\* (26), Take My Word for It, Holocaust, Against the Wind, Prime I (10), Prime II (16), Prime III (16), Prime IV (26), Prime V (26), Prime VI (19), Prime VII (25), Banana Splits & Friends (125), H-B's World of Super Adventure (129), Fun World of Hanna-Barbera (84), Saturday A.M. at the Movies (6), George of the Jungle (17), Casper the Friendly Ghost and His Friends (244), Jackson Five (23), Jerry Lewis Show (17), Josie & the Pussycats (16), Josie & the Pussycats in Outer Space (16), King Kong (26), Lancelot Link (17), Milton the Monster (26), Wonderful World of Professor Kitzel (104), Reluctant Dragon & Mr. Toad (17), Top Cat (30), Wait Till Your Father Gets Home (48), Discovery (103), Smokey the Bear (17), Come Along\* (13), An Evening with Irish Television\*, Ron Luciano's Lighter Side of Sports\*, A Christmas Carol, Amahl and the Night Visitors, Jack Nicklaus at the Home of Golf, Fabulous Sixties (10), Bay City Rollers, Echo I, Herbie Mann/Rahsaan Roland Kirk, Is It Christ?, Last Nazi, Raphael, Robert Flack/Donny Hathaway, A Little Bit of Irish, World of Hugh Hefner, World of Miss World, Newfangled Wandering Minstrel Show, Musical Ambassadors. **Staff:** Bert Cohen, John Ryan, Jerry Rettig, Bill Baffi, Tom Devlin, Burton Rosenburgh, John Riggio, Ben Augusta, Eugene Moss, Lucille Shevett, Paul Danylik, Gary Butterfield, Jim Thomson, Reggie Jester, Howard Lloyd, Randy Hanson, Jesse Weatherby, Martin Weisman.

## Others

#### Baron Enterprises

522 S. Sepulveda Blvd., Los Angeles 90049  
On Location\*, The World's Best\*, From Me To You, On This Day, Nature's Window. **Staff:** Barry Bergsman.

#### Bloom Film Group

**St. Francis**

1680 Vine St., Hollywood, Calif. 90028

New American Features (11), New Funny Company (52), Roger Ramjet & the American Eagles (31), Big World of Little Adam (104), Four Winds to Adventure

(39), It's a Small World (39), Journey (26). **Staff:** David Bloom, Ida Bloom, Bill Bloom, Ray Myles, Claire Rawcliffe, Wendy Brierley.

#### Cori & Orient

2049 Century Park East, Los Angeles 90067

Jack Holborn (6), Silas (12), Camel Boy, Platypus Cove, Tinderbox plus other animated services, documentaries, drama series, feature films and children's programming. **Staff:** Marle Hoy, Chris Smith, Judith Bland.

#### Dan Curtis Distribution

**Meridien**

5555 Melrose Ave., Los Angeles 90038

Curtis Signature Collection (12), I Think I'm Having a Baby, Run Don't Walk. **Staff:** Lucie Mazmanian.

#### Data Communications Corp. (BIAS)

3000 Directors Row, Memphis, Tenn. 38131

Newsroom management system, BIAS master control automation, financials, word processing, feature film and amortization, traffic system, buy line, network control system. **Staff:** Greg Calhoun, Norfleet Turner, Doug Domergue, Scott Pierce, Skip Sawyer.

#### Jerry Dexter Program Syndication

139 S. Beverly Dr., Beverly Hills, Calif. 90213

Captain & Tennille Songbook, Captain & Tennille in Hawaii, Captain & Tennille in New Orleans, Johnny Cash Ridin' the Rails, Johnny Mathis in Concert in Germany, Superstar Profile (24), Wolfman Jack Show (26). **Staff:** Jerry Dexter.

#### ELA Syndication

153 E. 53d St., New York 10022

**Staff:** Ave Butensky, Rich Goldfarb.

#### Fanfare TV International

**Hilton**

Box 3404, Manila, Philippines

**Staff:** Salvador Tan.

#### Firestone/Program Syndication

1200 W. Broadway, Hewlett, N.Y. 11557

Dr. Wayne Dyer Talks to America\* (260), Card Sharks\* (260), Newlywed Game (260), Dating Game (260), Treasure Hunt (260), \$1.98 Beauty Show (260), Gong Show Off Net Strip (260), Card Sharks (260). **Staff:** Len Firestone, Brian Firestone, Ginny Wood.

#### Fusco Entertainment

527 Madison Ave., New York 10022

**Staff:** Joseph Fusco Jr.

#### Global Video Communications

744 W. Church St., Orlando, Fla. 32805

Standards conversions, film-to-tape transfer, videotape duplications and PAL B one-inch mastering, conversion and duplication. **Staff:** Jerome Kurtz, David Antoniak, Elaine Connors, Barry Nulman, Catherine Malatesta, Frank Knies.

#### Gold Group

3750 Amesbury Rd., Los Angeles 90027

**Staff:** Joseph Goldfarb, Barbara Goldfarb.

#### Klein &

1111 S. Robertson Blvd., Los Angeles 90035

**Staff:** Robert Klein, Barbara Abels Ben-David, Tay Voyer.

#### McManus & Co.

**Mark Hopkins**

425 E. 63d St., New York 10021

Representing the Grundy Organization and T.A.P.E. Ltd. **Staff:** Tom McManus, Jan McManus.

#### NBC Enterprises

30 Rockefeller Pl., New York 10020

**Staff:** Mike Perez, Rick Traum.

#### One Pass

One China Basin Bldg., San Francisco 94107

Sunday Too Far Away, The Plumber, Weekend of Shadows, Palm Beach, In Search of Anna, Endless Summer, Mel Torme Special, Dave Brubeck: Live at the Vineyards, Alternative Miss World, Nick Danger, Hungry i Reunion, Dreams of Gold\*, Don't Bother Me I'm Learning. **Staff:** Ken Stutz, Steve Michelson.

#### Pro Sports Entertainment

11 Kraft Ave., Bronxville, N.Y. 10708

NFL Pro Magazine (21), NFL Week in Review (22), NFL's Best Ever, NFL Follies (4), Superstars of the Super Bowl XVII.

#### Reg Grundy Productions

9911 W. Pico Blvd., PH-1, Los Angeles 90035

Sale of the Century, Scrabble, Time Machine, Battle of the Sexes, Million Dollar Challenge. **Staff:** Robert Crystal.

#### T.A.P.E. Ltd.

**Mark Hopkins**

111 Regents Park Rd., London, NW1 8UR England

Program evaluation, promotion and marketing service for producers, distributors and television programmers. **Staff:** Michael Firman, Brian Abrahams, Tom McManus, Susan Tirsch.

#### Total Entertainment

12 W. 37 St., New York 10018

Bruce Lee Martial Arts Theater (15). **Staff:** Howard Golden, John Topol.

#### Warner Bros. Television

4000 Warner Blvd., Burbank, Calif. 91522

Scruples\*, Volume 24\* (18), Volume 23\* (20), 13 Classic Thrillers II\* (13), TV1\* (13), Volumes 13 (25), 14 (4), 15 (7), 16 (19), 17 (23), 18 (28), 19 (30), 20 (30), 21 (26), 22 (38), Volume 1A (22), 1IA (22), FBI Story (4), Tarzan features (32), Bowery Boys (48), 13 Classic Thrillers (13), Starlight 3 (30), 4 (30), 5 (28), 6 (28), Special Features (17), Alice (164), Welcome Back Kotter (95), Chico and the Man (88), F Troop (65), Superman (104), Batman/Superman/Aquaman (69), Dukes of Hazard, Harry O (44), Wonder Woman (61), Kung Fu (62), The Waltons (221), FBI (234), Tarzan (57), Maverick (124), Roots, Roots: The Next Generation, Pearl, Bugs Bunny & Friends (100), Porky Pig & Friends (156), Phenomenon of Roots, Specials of the '70's. **Staff:** Charles McGregor, Mauro Sardi, William Hart, Ed Donaldson, Bill Seiler, John Louis, Paul Simon, Ken Fournier, John Chickering, Dee Eulberg, Dan McRae, Edwin Markisch, Joe Kivlehan, Louis Marino, John Laing, John Bryan.





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**44 OF THE TOP 50**—Orlando WOFL, New Orleans WGNO, Buffalo WKBW, Grand Rapids WOTV, Birmingham WTOO, Memphis WPTY, Oklahoma City KOKH, Salt Lake City KTVX, Louisville WDRB, San Antonio KMOL, Norfolk WAVY, Charleston WVAH, Harrisburg WGAL, Albany WXXA.

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## SMPTE's goal: better TV pictures

**That's the subject to be addressed in papers at group's annual television conference in Montreal**

The Society of Motion Picture and Television Engineers' annual television conference, which will be held Friday and Saturday (Feb. 10-11) at the Queen Elizabeth hotel in Montreal, will take a hard look at the quality of television pictures at various points in the broadcast chain and explore ways of improving them.

The conference's official theme—"Image Quality: A Time for Decisions"—seems to more closely reflect the conference's plans than do most such themes. A series of technical papers will present many ideas for attaining improved image quality through improved recording, transmission and display, while various SMPTE committees meet to work toward technical standards that will turn some of the ideas into reality.

As they have done in the past, conference organizers have limited the equipment exhibition to companies and products that reflect the conference's theme. According to an SMPTE staffer, 54 companies will make up this year's exhibition. The staffer said more than 3,000 television engineers and exhibitor personnel are expected for the two-day event.

The conference kicks off on Friday morning with a series of general papers stating the case for better television pictures and various ways they can be achieved: "Image Quality from a Nonengineering Viewpoint" by Harry Mathias, Panavision; "Perceptual Considerations for High-Definition Television Systems," by Curt Carlson, RCA; "Psychophysics and the Improvement of TV Image Quality" by William Schriber, Massachusetts Institute of Technology; "The Scanning Process," by Gary Tonge, Independent Broadcasting Authority; "Some Factors in the Evaluation of Image Quality: A British View" by C. Daubney, Independent Broadcasting Authority, and "Why Better Pictures?" by John Lowry, Digital Video Systems.

On Friday afternoon, the subject of the papers shifts to new recording technologies: "The New Generation Television Recorder—A Broadcaster's Perspective," by Marcel Auclair, T. Cavanaugh and Ken Davies, the Canadian Broadcasting Corp.; "Digital Video Recording—Trade-offs and Practical Decisions," by Takeo Eguchi, Sony; "An Experimental Digital VTR Using Half-Inch Cassettes," by Seiichi Mita, Hitachi; "Technical Choices," by John Watney, Ampex; "Perpendicular Magnetic Recording Technology," by Michael P. Sharrock, 3M, and "Consumer VTR's and Erasable Optical Laser Disks," by Matsushita Electric.

Perhaps the weakest link in the television

chain—transmission—is the focus of the Saturday morning papers: "From Studio to Home—How Good Is the Electronic Highway?" by Alexander G. Day, Canadian Association of Broadcasters; "A Programable Video Coder," by Ulf Lombrink, Bell Northern Research; "Fiber Optic HDTV Technologies," by Toshinori Tsuboi, Yokosuka Electrical Communications Laboratory; "High-quality Television on Cable and MDS," by Israel Switzer, Cablecasting Inc.; "Scrambling and Encryption," by Keith Lucas, Digital Video Systems; "MAC Signals in an Interference Environment," by G. Chouinard, Canadian Department of Communications, and "Distribution and Broadcasting Satellites: European Projects and Problems," by Rudi Gressman, European Broadcasting Union.

The last link—the receiver and its display—is addressed by the Saturday afternoon papers: "Image Processing for Quality," by William M. Webster, RCA; "DBS Home Terminals," by Dennis Fraser, Alcoa-NEC Communications Corp.; "Signal Processing

for Consumer Display—the Smart Receiver," by R.N. Jackson, Philips; "Signal Processing for New HDTV Systems," by B. Wendland, Dortmund University; "Wide-screen Television," by Joe Naden, Philips; "High-Definition Television Fully Compatible with Existing Standards," T. Fukinuki, Hitachi; "New Aspects and Experiences in Production and Display of Stereoscopic Television," by Rudiger Sand, Independent Broadcasting Authority, and "How do we get there? From Here to Eternity," by Renville McMann, CBS Technology Center.

Some of the conference-bound television engineers will be arriving in Montreal a day early to attend a day-long tutorial on digital processing of television signals at the Maisson Radio-Canada. The tutorial is sponsored by the Canadian Broadcasting Corp., Bell Northern Research and INRS Telecommunications from the University of Quebec. One of the four lecturers, Ken Davies, assistant director of engineering, international relations, CBC, said last week that the tutorial was completely booked with 250 registrants and a waiting list of between 20 and 30.

Alain Gourd, a minister with the Canadian Department of Communications, is the scheduled speaker for the Friday luncheon. □

## NAB plans more for engineers

**Association will expand technical portion of its annual convention**

To help broadcast engineers cope with the ever-changing broadcast environment, the National Association of Broadcasters is expanding the size and scope of the engineering conference of its 1984 convention, slated for April 30-May 2 at the Las Vegas Convention Center.

At a press briefing last Wednesday (Feb. 1), Tom Keller, NAB's senior vice president, science and technology, said the expansion means a full day of technical sessions on Saturday, April 28, the day before the full convention gets underway, and a series of "workshops" on the evening of Tuesday, May 1.

In all, the conference's 18 technical sessions presented over four-and-a-half days will provide a "learning situation" unlike any offered by previous conferences, Keller said. "We're expanding beyond a trade show to the level of a technical conference."

Keller and NAB engineering staffer Ed Williams urged association members to take advantage of the expanded program. The conference is designed to keep broadcast engineers "at the peak of the technical curve," Williams said. "If the station engineer is not going to the conference," he said, "he is probably not on top of the business and his station is probably not."

The NAB also formally announced the winner of the association's 1984 Engineer-

ing Achievement Award—Otis S. Freeman, senior vice president, engineering, WPIX Inc., which owns WPIX-FM-TV New York; WICC(AM) Bridgeport, Conn., and Independent Network News. Freeman has been with WPIX-TV since it went on the air in 1948 and is credited with initiating the migration of television transmission antennas in New York from the Empire State Building to the World Trade Center. He will be presented with the award during the convention's Tuesday engineering luncheon.

With its increasing emphasis on technical papers, the NAB engineering conference is beginning to resemble the annual conferences of the Society of Motion Picture and Television Engineers. Asked whether the meetings of the organizations are becoming redundant, Keller said the similarities are in form, not substance. The SMPTE papers address primarily production techniques and equipment, he said, while the NAB papers and sessions are more "station-oriented." "There is some overlap," he said, "but it's only 15% or 20% and that's not much to worry about."

The organizers of the NAB conference, headed by William J. Wisniewski, vice president, engineering, Mutual Broadcasting System, have scheduled concurrent radio and television sessions throughout most of the conference and a few joint radio-television sessions.

The Saturday radio sessions cover production and transmission. The Saturday tele-



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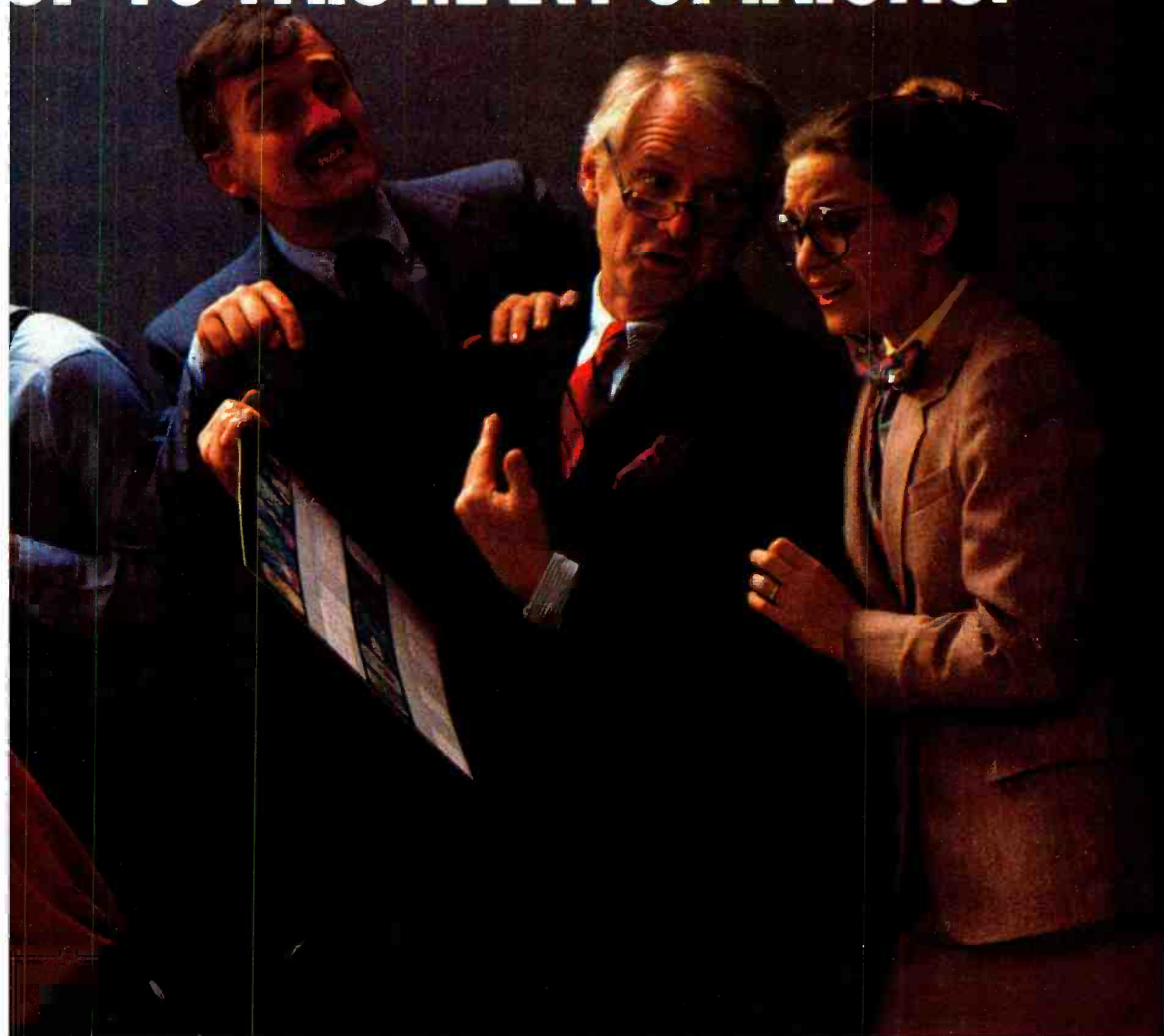
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vision sessions address production and implementing multichannel television sound (MTS), which permits the simultaneous broadcast of stereo sound and an ancillary audio service.

On Monday, the radio sessions review the medium's spectrum problems and the use of radio subcarriers, while the television engineers look at new technology (solid-state cameras, analog-component recording and cart machines), satellite communications, UHF efficiency and the Zenith/dbx MTS system, which the industry has recommended as a national standard.

On Tuesday, radio engineers get their chance to review new technology (high-efficiency AM antennas, FM noise reduction, computer-optimized directional antennas and microprocessors in transmitters), advances in satellite communications and AM stereo. Television engineers, meanwhile, will discuss some of their perennial interference problems and the work of the Advanced Television Systems Committee, which is trying to develop standards for television systems that surpass the picture quality afforded by the NTSC standard.

Of interest to both radio and television engineers are the Monday sessions of non-ionizing radiation and the broadcast auxiliary service and the Wednesday morning session on spectrum management, which will feature representatives of the FCC.

The Tuesday evening workshop will address a number of topics: TV transmitter measurements, satellite antenna installation for radio, alternative modulation measurement methods, upgrading FM station class, the unattended radio station, RCA Ampli-phase transmitter clinic, ordering telco facilities, designing microwave radio paths, conducting an AM stereo proof and improving studio acoustics.

In the past, engineering sessions have been scheduled after the end of the convention—on Wednesday afternoon or Thursday. But Keller and the other conference organizers felt it made better sense to hold the extra sessions on Saturday. Those attending them, he said, will have "more information on how to make their [buying decisions] of Sunday and later in the week." □

## RCA not sure about DBS

**Murphy says it will be July before company makes decision; he's bullish on future of voice/data enhanced networks**

"We have not made our final commitment on DBS service," said RCA Communications Group Vice President and Chairman/Chief Executive Officer Eugene F. Murphy in a Los Angeles news briefing last Monday (Jan. 30). "Our market studies are not completed as yet. It's not until July that we have to commit on the DBS system." RCA Communications, which oversees several telecommunications businesses including satellite services, is one of eight companies granted FCC permission to build direct broadcast satellites. RCA Laboratories, in

**New monitor.** The FCC has approved an application by Audicom Corp. to market a system to monitor television and radio commercials and syndicated programming. The Audicom system uses inaudible signals (codes) placed in the soundtracks of tapes, film or other recordings to monitor and record the identity, source and time of any coded transmissions. The decoded information is automatically transmitted to a central computer for immediate and continued access by users of the Audicom system.

Robert P. Engelke, Audicom president and founder, said that for advertisers, Audicom will provide proof that commercials for which they paid actually ran as ordered. He added it "will eliminate guesswork, time-consuming verification procedures and cash-flow bottlenecks."

Engelke noted that since responsibility for proof of performance rests with the stations, he points to networks and stations as the primary subscribers to the Audicom system. He said that in addition to advertisers, Audicom has applications in monitoring the uses of copyrighted and syndicated materials.

He said the company intends to begin its monitoring service in the New York metropolitan area by mid-1984 and sign up other major markets shortly thereafter. A spokesman for Audicom later said the pricing for the system is still to be worked out.

association with RCA Communications, is continuing to explore the possibility of using two of RCA's six proposed DBS channels to broadcast high-definition television, Murphy said.

"There's been a good deal of progress made recently in high-definition television," he said. "We believe it is particularly well-suited to a DBS-type application." The HDTV system RCA is considering, he said, will have better than 1,000 lines of resolution.

Murphy acknowledged that many fundamental questions remain to be answered before the future of DBS is assured. It will be "tough" to get the cost of roof-top dishes down to \$500, he said, but that could happen if sufficient volume is generated. Wind-loading, insurance and zoning factors must also be taken into account, he said. He indicated RCA is paying close attention to results of its involvement with United Satellite Communications Inc. for which RCA Service Co. is handling dish installation and maintenance.

Based on an estimated market potential of 15 million homes, Murphy said, "if all eight [DBS permittees] go forward and there is 50% penetration, it would be difficult to make money. But no one honestly believes that all eight groups that filed are going to go forward with DBS." Murphy feels that 50% penetration figure is a good gauge, based on a similar penetration figure for cable television.

"The divestiture of AT&T is going to have a much more immediate impact (on RCA Communications) than the DBS situation," Murphy predicted. "We see it as offering us a number of new opportunities. There's a tremendous confusion in the marketplace as a result of the divestment." The executive said that RCA sees a bright future in development of private lines, private business networks, teleconferencing and telex services. He estimates nontelephone communications services will expand from a \$7-billion-a-year business in 1983 to about \$17 billion in 1990.

"We think there's going to be tremendous growth in voice/data enhanced networks," Murphy declared. "Looking at 1990, that could be accounting for as much as half our revenue, taking into account private networks and voice/data-type switching." He noted that RCA's telex business, including a newly developed computer-to-telex service, generated more than \$200 million in revenue

last year and continues to grow at a rate of 8% to 10% annually.

Cable television transmissions account for about 40% of RCA's satellite capacity, Murphy said, adding that RCA Communications is stepping up its marketing efforts in the hope that its Satcom IV satellite will soon be sold out. He estimated that 90% of RCA's current inventory is sold.

Murphy cited recent studies that suggest demand for satellite time will exceed capacity at least until 1990 and probably until the end of the century. "Certainly, as we see more capacity come on it's something we have to watch very carefully. But I think there will be many services coming along that people are just not anticipating. If we get videoconferencing down to a 50-kilobit kind of service, for example, it will take tremendous amounts of capacity."

RCA-owned NBC-TV, Murphy said, is still expected to begin switching from terrestrial to satellite feeds to its affiliates beginning next fall, with the network predominantly fed by satellite in 1986. He said NBC will have four full-time protected Ku-band transponders available, with an option for a fifth. Up to 10 transponders will ultimately be available to NBC from RCA satellites, according to Murphy. □

**Self-promotion.** Mike Handley of Washington invested \$3,000 in satellite time last Friday (Feb. 3) to send television stations an audition tape featuring Handley as a commercial personality.

Handley sent stations a direct-mail piece several weeks ago, alerting them to the satellite delivery at 2-2:30 p.m. The half-hour was filled by Handley's four-minute audition tape, which was played several times, and two public service announcements for wildlife groups in which Handley appeared.

Handley said he had arranged for time on Westar IV, Transponder 3D. He said he had no idea how many stations with receiving equipment switched on for his transmission. Handley, who has been a freelance commercial spokesman for seven years and has appeared in spots for AT&T, CBS, Comsat, RCA and Toyota, among others, considers his satellite project "just another sales tool to sell myself to local accounts throughout the country."



**STOP BY AT  
NATPE  
AND  
DISCOVER  
A WHOLE  
NEW ME.**

**M**ultimedia  
**E**ntertainment

# Introducing the

## New name! Exciting new pro

Multimedia Entertainment comes to NATPE this year

Half hour programs. Twenty-six  
shows in all. Exciting  
Music Videos featured.

For a  
swingin'  
time,  
see ME.

The  
king and  
ME.

Controversial.  
Enlightening. Still  
number one after 16 years.

**ME** multimedia  
entertainment

**ME** multimedia  
entertainment

**MUSIC CITY U.S.A.**

**DONAHUE.**



# ME generation.

## grams! Important changes!

bigger than ever. Now there's even more of ME to enjoy!

Eleven spectaculars. The best names in music. The biggest hits. The greatest entertainment.

**Let ME.  
entertain you.**

**ME** ultimedia  
entertainment

**Let's you and  
ME talk.**

She talks. She  
listens. Audience  
gets involved.  
Half-hour show,  
5 days a week.

**ME** ultimedia  
entertainment

**AMERICA COMES ALIVE.**

**IN TOUCH WITH  
SALLY ESSE RAPHAEL.**

# Discover a whole

Tenth season. National Emmy  
Award winner. 90% U.S. coverage.  
Ten half-hour specials.

A close-up photograph of two young girls with light brown hair, smiling warmly at the camera. The girl on the left has a braid and is wearing a pink shirt, while the girl on the right is wearing a blue dress.

**Growing  
up with  
ME.**

**ME**ultimedia  
entertainment

A photograph of a man with dark, wavy hair, wearing a light-colored sweater, looking directly at the camera with a serious expression.

**Love  
ME,  
Love  
ME not.**

TV's number  
one critic talks TV.  
Perceptive criticism,  
unique profiles.  
Weekly half-hour  
show.

**ME**ultimedia  
entertainment

**YOUNG PEOPLE'S SPECIALS.**

**GARY DEEB ON TELEVISION.**



# new ME!

## ME's company.

Interviews. Entertainment. An exciting half-hour show. Five days a week. Both 30 and 60 minute formats.

**ME** multimedia  
entertainment

Look for ME at NATPE! This year, Multimedia Entertainment is at its best. We've made important changes—a new name, an expanded line-up and our most creative programming ever!

**Donahue.** After 16 years, still the leading daytime talk show. Controversial. Enlightening. Daytime television at its prime.

**Music City U.S.A.** Country music's hottest stars perform in relaxed, informal surroundings. With a regularly featured segment of Music Videos.

**America Comes Alive.** Exciting specials filled with music, entertainment and a host of stars. You've got to see it!

**Young People's Specials.** Winning nearly every major award for television excellence, these tender, heartfelt programs gain enthusiastic approval from parents and educators alike.

New to ME this year:

**Gary Deeb on Television.** TV's number one critic takes an entertaining, hard-hitting look at the industry with insightful profiles and commentaries.

**In Touch with Sally Jesse Raphael.** A charming and revealing talk show where studio audience and home viewers get involved.

**Braun and Company.** Outgoing Bob Braun keeps the best of company. Interviews with big stars. Discussions with leading authorities. A truly enjoyable show.

Multimedia Entertainment is ME, like you've never seen ME before!



**MULTIMEDIA  
ENTERTAINMENT**

140 W. Ninth Street, Cincinnati, OH 45202

Don't Forget ME at NATPE, Booth 702, Embarcadero: Moscone Ctr.

## BRAUN & COMPANY.

## Upbeat is the word for RAB

**Annual Managing Sales Conference finds optimistic predictions for 1984 industry revenues; call for more unified action among trade associations**

Radio executives who converged on the Amfac hotel in the Dallas-Fort Worth airport to exchange ideas during the Radio Advertising Bureau's fourth annual Managing Sales Conference last week (Jan. 28-31) exhibited a noticeably greater sense of enthusiasm and confidence about their industry, leaving with a positive attitude that business in 1984, although off to a slow first-quarter start nationally, will be bustling before the year's end.

Total paid attendance for the three-day event was 1,259, the largest turnout for an RAB Managing Sales Conference and a far cry from the 400 executives on hand for the association's first in 1981. "It was the best Managing Sales Conference ever," said one station manager. And that comment seemed to sum up the feelings of most attendees.

The conference, which carried the theme, "Quest for Excellence," was the first organized under RAB's newly assembled management team headed by president and chief executive officer Bill Stakelin who took over last July (BROADCASTING, July 11, 1983). The meeting also became the forum for Stakelin's maiden industry policy speech in which he told radio executives that if they rally together and speak with "unified strength and voice that other industries en-

joy, instead of a collection of 8,500 independent businesses, radio can easily meet a goal of 15% revenue growth in 1984 and begin expanding its share of America's advertising expenditures" (see page 142).

During his speech Stakelin introduced 10



Keynoter Peale

new commercials in the 1984 "Radio. It's Red Hot" campaign created by Dick Orkin's Radio Ranch.

The meeting's keynote speaker was Dr. Norman Vincent Peale, who spoke on the virtues and results of positive thinking. Other principal speakers were 77-year-old Commodore Grace M. Hopper, a motivation expert who is considered responsible for the computerization of the U.S. Navy; Mutual Broadcasting co-chairman Richard DeVos, and "Megatrends" author John Naisbitt.

Attendees were able to choose from 24 different workshops on subjects ranging from computers in selling to sales promotions, and most attracted standing-room-only crowds. Two of the sessions drawing the most attention were on capturing newspaper advertisers (see page 146) and the state of the rep industry (see page 144). There were also a number of forums covering the various aspects of management as well as a popular session dealing with stress and conducted by Dr. Sharon Crain.

For the first time RAB held an evening forum that focused on the do's and don't's of political advertising. It was moderated by NAB Senior Vice President and General Counsel Erwin Krasnow. In addition, there were nine one-hour free-form, roundtable discussions on selling advertising time on stations by either format and/or demographics.

The conference also became a symbol of what some called a new era of unity among radio industry trade associations. NAB President Eddie Fritts was on hand during the Sunday luncheon to present Wayne Cornils, RAB's new executive vice president and former senior vice president/radio for NAB, with a special distinguished service award for his seven years at the NAB.

Separately, special awards were given by RAB to Gary Isaacs, sales manager of KJYO(FM) Oklahoma City, who, according to the association, became the 1,000th certified radio marketing consultant, a designation granted by RAB to radio sales executives who complete a home-study self-improvement program, and to Gannett Radio president Joseph Dorton, who served as the conference committee chairman.

Sticking to its philosophy that the conference should be a no-frills "nuts-and-bolts" meeting, the RAB again limited the number of hospitality suites to those firms sponsoring events. Among those were: TM Communications, Otis Conner Productions, Fair-West and Greenwood Development Programs.

With attendance figures growing at a rapid pace, and hotel accommodations sold out, attendees were wondering last week whether next year would be the time for the RAB to



RAB's Wayne Cornils (l) accepts his special award from former boss, the NAB's Eddie Fritts.





VISIT OUR MATRÉ BOOTH  
"40 POWELL STREET"

# The Greatest American Hero

**A MAJOR SUCCESS ON ABC. AVAILABLE NOW FOR APRIL '84 START.**

- ★ Already cleared in over 75 markets.
- ★ A fast, funny, upbeat series.
- ★ Higher concentration of viewers (Nielsen NAD Reports 1981-82 season).
- ★ Ideal for prime, prime access, or weekend early fringe.
- ★ Counterprogramming, because there's nothing else like it.
- ★ 42 weekly hours starring William Katt, Robert Culp, and Connie Sellecca.
- ★ Produced by Stephen J. Cannell, the red-hot success behind "The A Team."
- ★ An important advertiser-supported opportunity.
- ★ See your LBS rep now for a copy of the fact-filled series presentation.

**TELEVISION SYNDICATION NETWORK**  
**AMERICA'S LEADING**



LEXINGTON BROADCAST  
SERVICES COMPANY, INC.  
875 Third Ave., NY, NY 10022  
(212) 418-3000 Telex 640818





relocate its annual meeting. "This will be one of the first questions the 1985 convention committee will address," said an association spokesman. "It involves a policy decision on whether we want to keep conference attendance at this size." □

## Stakelin urges radio to sell itself

**President sets RAB's goals: to develop dollars and people**

"I see our industry as a struggling giant: one which is undervalued, underused, underpriced and, in many cases, perceived merely as a secondary or support medium," said Bill Stakelin, Radio Advertising Bureau president and chief executive officer, in his maiden policy speech addressing the current state of radio—projected to be a \$5-billion business in 1983.

Stakelin called upon the over 1,200 radio industry and sales executives in attendance at last Sunday's (Jan. 29) lunch to work together to build radio's future by thinking beyond the bottom line. "Competing in the marketplace with great intensity, we live a hand-to-mouth existence, meeting each monthly quota and comparing it to last year," said Stakelin.

He outlined RAB's two "simple" goals—developing dollars and people. To sell more, said Stakelin, "Our sales efforts will not only look to national business, but it will link up with reps to pursue spot dollars, forge stronger marketing and sales relationships with our member stations to capture regional clients and build bridges to significant clients already in the marketplace."

Stakelin also said that RAB is creating large-scale presentations for local, regional and national use. "We are not content with the 7% of the advertising pie when we know that radio works and works competitively against television, newspapers, magazines, outdoor and direct mail," proclaimed Stakelin.

Long-term development of radio dollars, however, depends on the development of people, he said. "We are dedicated to entry-level training for young people coming out of school, the RAB's CRMC (certified radio marketing consultant) program and sales management seminars for middle-level executives and the Wharton School series for senior managers," he said.

Stakelin said radio executives need to develop a better self-image for themselves and the industry. "Radio is and can be a primary medium for many advertisers and their products," he said. Stakelin noted that RAB has doubled its national advertising budget to \$500,000 in 1984 and will "utilize innovative media placements designed to reach and persuade our clients rather than congratulate them."

To further enhance its awareness campaign, the RAB, according to Stakelin, will practice "consultant selling like never before" for automobile manufacturers, movie exhibitors, computer makers, cosmetics and beauty products retailers, travel agents and



Stakelin

tour operators, and financial services firms. "These industries are being systematically researched and, at the same time, we are developing contacts, leads and concepts to demonstrate how radio can sell and market products," he said.

During the speech, Stakelin spoke of RAB's new management team—the majority of whom were assembled in the past few months—who, he said, will help RAB meet its objectives. They are: Wayne Cornils, executive vice president; Ben Scrimizzi, senior vice president, sales and marketing; Daniel Flamberg, senior vice president, communications, and William Shriftman, senior vice president, finance/administration. "The RAB is an extension of every sales organization in radio... You don't belong to the RAB, the RAB belongs to you," Stakelin said. □

## Political ad primer

Ronald Reagan's announcement last week that he will run for a second presidential term, coupled with the first formal debate among the eight Democratic presidential hopefuls, assured broadcasters of one thing: A refusal at this point to sell time to a presidential candidate on the premise that the campaign had not earnestly begun would spark a law suit alleging violation of the reasonable access provision of the Communications Act. And the defendant broadcaster would almost certainly lose the case.

That point was made obvious at a political advertising forum held at last week's RAB convention. The forum was designed to prepare the audience for political office-seekers demanding commercial time from broadcasters during this presidential election year. Three attorneys experienced in the subject were on hand to field questions: Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters; Jim Popham, with the law firm of Fawer, Brian, Hardy & Zatzkis, New Orleans, and Irving Gastfreund, with the Washington-

based law firm, Fly, Schuebruk, Gaguine, Boros.

Krasnow, who will join the Washington law firm of Verner, Liipfert, Bernhard & McPherson in March, urged broadcasters to avoid setting specific policies on how much time the station will make available to political advertisers. He also urged those in attendance not to be "unnecessarily generous" in applying lowest unit rate charges to candidates. But, he added, "Don't be too greedy either." He also said broadcasters should anticipate the demands for time that will be made by office-seekers.

Two recent significant changes in political advertising law were pointed out. The FCC has amended the rules concerning presidential debates to enable broadcasters to sponsor debates without triggering the equal opportunities clause of the Communications Act that would require them to give equal time to all candidates not included. The commission's staff has also concluded, unofficially, that broadcasters would be within their rights to censor political advertising spots containing obscene or indecent material. That conclusion was reached after Larry Flynt, publisher of *Hustler* magazine, said he would run for President and in the course of his candidacy would demand time for the airing of X-rated political advertising spots.

Reasonable access was described by Gastfreund as a "very vague area" of law. "The federal candidate holds all of the cards." That's why all three attorneys agreed stations should not set specific policies (at least in writing) on the amount of time they intend to make available for political advertisers. "Leave the impression you intend to negotiate in good faith," Gastfreund added. "You can always jawbone your way out of a tight spot." He indicated that in recent years legal interpretations have shifted to the point where federal candidates essentially determine on their own how much time constitutes "reasonable access."

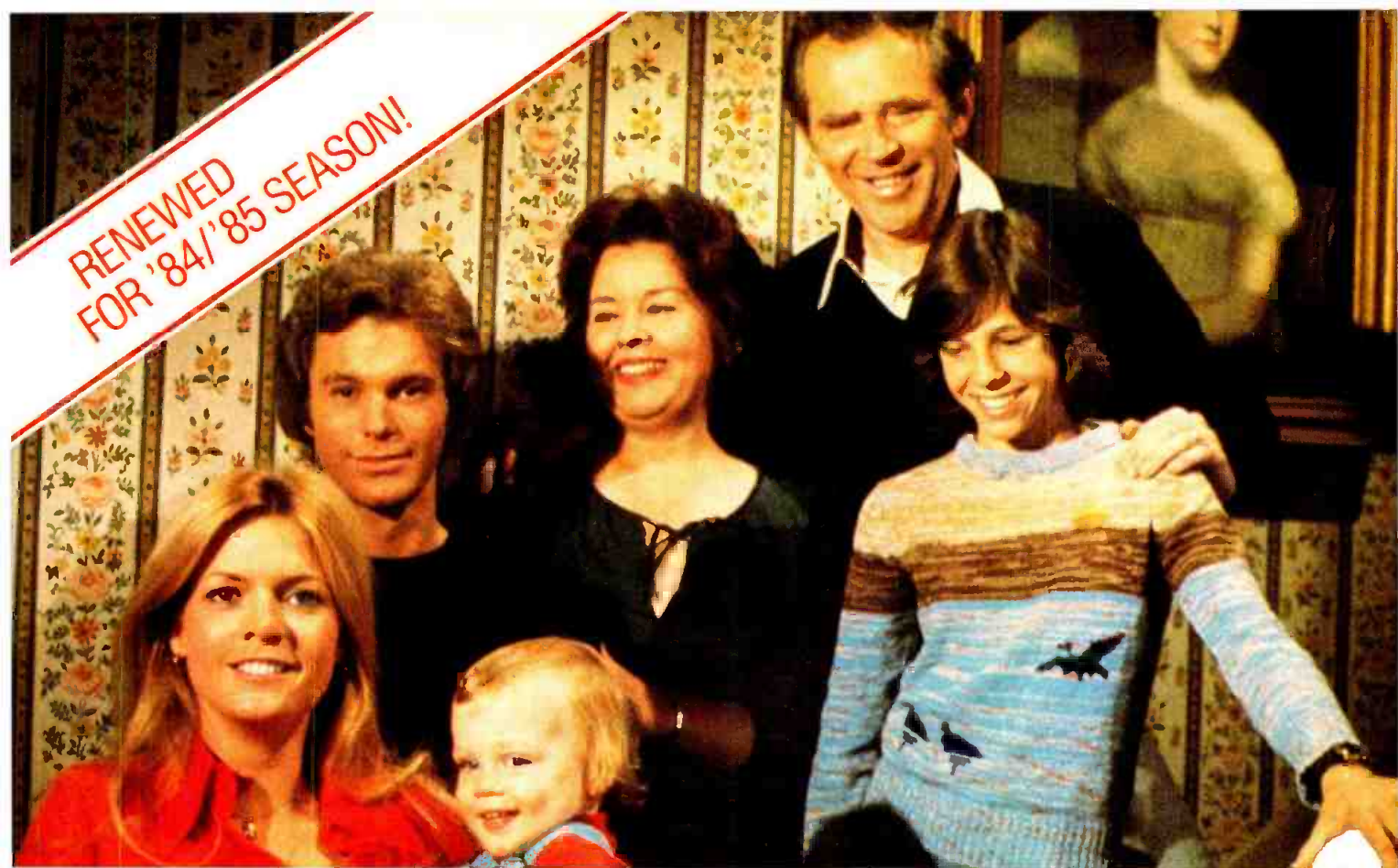
Popham added that while a station shouldn't set a policy in stone, the staff should sit down and figure out how much time it wants to make available "so that when [candidates] come and ask for 14 spots a day and you'll be [hard pressed] to give more than five or six, you can sit down at the bargaining table."

The attorneys noted the lowest unit rate requirements mean only that broadcasters have to offer the lowest rate for the particular class of spot sought by the candidate, in the pertinent daypart and perhaps even the specific day of the week as well. And for those stations that offer a grid rate card, said Gastfreund, the commission "has informally said that almost anything goes, because you really don't have a lowest unit rate."

Straight barter deals executed by stations as a rule do not have to be factored into a formula to determine the station's lowest unit rate. In the case of cash/barter arrangements, a station might well be required to factor them into a lowest unit rate formula by determining the cash equivalent of the bartered goods or services. Gastfreund noted, however, that the commission has expressed reluctance at getting involved in such details. □



**RENEWED  
FOR '84/'85 SEASON!**



## **MORNINGS AND AFTERNOONS, WOMEN LOVE THIS FAMILY.**

It took just one rating book in syndication for FAMILY to become a major success with young women viewers.

Stripped in morning and early fringe time periods, FAMILY is beating strong first-run and network competition. And making huge gains over lead-in programming — as well as last year's time period performance.

In Women 18-34. And Women 18-49.

And it's happening at station after station.

All across the country.

For example: On KTLA Los Angeles, FAMILY is #1 in its early fringe time period with Women 18-34 and 18-49.

And on WGN Chicago, in its morning time period, FAMILY is #1 with Women 18-34, and in a virtual tie for Women 18-49. (NSI Nov. '83.)

We're delighted, of course. But not surprised.

FAMILY was incredibly strong with women throughout its entire four-year network run.

Why do women fall in love with this FAMILY?

A brilliant cast. Superb production values. And a compelling, real-life story filled with meaning for today.

For complete audience data on this important advertiser-supported opportunity, contact your LBS rep.

## **FAMILY**

Starring James Broderick, Sada Thompson, Meredith Baxter Birney, Kristy McNichol, Quinn Cummings, and Gary Frank.

---

**VISIT OUR NATPE BOOTH  
"40 POWELL STREET"**

---

**AMERICA'S LEADING  
TELEVISION SYNDICATION  
NETWORK**



**LEXINGTON BROADCAST  
SERVICES COMPANY, INC.**

875 Third Ave., New York, NY 10022  
(212) 418-3000 Telex 640818

## Co-op gold mine

**It takes work, but the effort is worth it when the additional ad revenues start coming in, stations tell RAB workshop**

"Long term commitment." "You've really got to want it." "Patience and tenacity." "Determination." "Attention to detail." From the way most speakers at panel sessions at last week's RAB conference described what it takes to get co-op dollars, the position of station co-op specialist leads quickly to migraine headaches and ulcers, combined with the tedious paperwork that's involved.

And while that may be the case in many instances, the radio industry thinks it's well worth the aggravation. The reason is that co-op deals (based on programs where product manufacturers contribute 50% or more to the advertising and promotion budgets allocated by local dealers and retailers to promote their products) accounted for 19% of local radio advertising sales in 1983. "We're half way to parity with newspapers" on the cooperative advertising front, said Joyce Reed, vice president, co-op/retail, Radio Advertising Bureau, referring to the 38% of their advertising revenues newspapers generate from co-op programs.

There is an estimated \$2 billion-\$3.5 billion in available co-op advertising that goes unspent each year. In a market with 250,000 people, it's estimated that on average there is about \$2.7 million in available co-op funding, or about \$11 per person. There are some 3,500 co-op programs sponsored by manufacturers. And while Reed contends that most radio stations make some effort to generate co-op business, the latest RAB survey shows that about 1,000 member stations (of 3,800 total member stations) employ a co-op

specialist. In most cases, those specialists comb their market for co-op opportunities—generating leads and developing programs and then assigning stations sales personnel to go out and make the actual co-op sales.

Cheris Koch, co-op specialist for Century Broadcasting, Chicago, said that often co-op programs discriminate against radio stations by offering to cover only 50% of advertising expenditures incurred for radio advertising while offering to cover 75% or 100% of similar expenses for television or newspaper buys. But often, she noted, if the station asks, "you can get additional funds from the manufacturer."

Koch said that her group, with five radio stations located for the most part in major markets, expected to boost sales per station by about \$300,000 or \$400,000 annually when it first decided to use a co-op specialist. Results, however, far exceeded expectations, with stations making close to \$1 million or more in co-op deals. Some of the major ones she said, were with B.F. Goodrich (\$15,000), ActiVision (\$12,000), Ford Motorcraft (\$20,000) and a Sony distributor group (\$20,000).

With most co-op programs, the sponsor (manufacturer) usually provides a script for radio advertising campaigns that, if altered must be sent back for approval. But Bob Adair, local sales manager, KTOK(AM) Oklahoma City, said that such scripts should be used "as a guideline."

As written, he said, "they don't work." That's why his station usually rewrites most manufacturer-supplied scripts which are always resubmitted for approval. "We haven't had one turned down yet," he said. He added that the station has more than doubled co-op sales revenues, which now account for as much as 21% of sales, since it hired a co-op specialist. □

## Nonwired networks: pros, cons debated by RAB panel

When five rep executives gathered for a Sunday afternoon (Jan. 29) workshop to discuss different aspects of their business, one topic on the minds of many attendees in the audience surfaced midway through the session and led to a heated debate among the panelists. The topic: nonwired networks—packaging of clients as well as nonclient stations, sometimes several in one market, into a single buy for an agency with rates individually negotiated with each station.

Leading the charge against the nonwired-network approach to spot sales were Blair Radio President John Boden and Katz Radio President Ken Swetz. Both reps argued that stations that become part of a nonwired "rep" network buy are not being sold on their value or position in the marketplace—as in market-by-market spot sales—because rates are being discounted.

"For radio to grow," Boden said, "it has to sell value before price because if we only sell price, we have no value. This is why we feel nonwired networks shortchange radio." Boden, who said nonwired networking was a \$60-million business in 1983, accounting for 8.5% of all total national rep expenditures, noted the concept of grouping stations together was originated by his firm years ago as a device to create new radio dollars. "But it has since been transformed into a way to buy spot dollars more efficiently, with better rates and lower overhead for the agency media department. . . It has run its course as a contributor to real growth in our medium," he said. "We believe we should get higher rates for our client stations," he added.

Boden also said traditional networks such as ABC, CBS, NBC, RKO, and Mutual are taking spot dollars. "Whether you believe it or not, it's a war out there. Traditional networks know it and nonwired knows it," observed Boden.


He highlighted his firm's proposal late last year to form an ad-hoc committee comprising reps, group operators and station executives whose sole purpose would be "to increase the national spot radio share of total advertising dollars (BROADCASTING Nov. 14, 1983).

"Nonwired networks can go away, if you [station managers] want them to go away," said Swetz. "If you continue to allow your rep firm to arbitrarily include or exclude your station on a particular buy, it's going to remain," he said, noting his firm believes in repping its own client stations.

Those networks have to be recognized as having a "low-profit margin" for a rep, said Torbet Radio President Peter Moore. "We do not enjoy being in the nonwired network business, but we have to compete in it," he said. Torbet now participates in a new nonwired network composed of Masla Radio, Eastman Radio and Selcom Radio.

Strongly defending nonwired network selling was Phil Newmark, president of Hillier/Newmark/Wechsler & Howard, one of four rep companies making up Interep which

THE NEW RAB TEAM



**WILLIAM L. STAKELIN**  
President/CEO

**RADIO**

*"Let's make Radio a \$10 billion industry."*

**BILL STAKELIN**  
President/CEO

Height: 5'11"    Weight: 200lbs    Born: 12/15/42  
Home town: Georgetown, KY

**"WILD WILLIE"**

That was the name of a teenage DJ who went on to make Radio a lifelong commitment and became one of the industry's most dynamic executives. Bill Stakelin took over the reins of the new RAB in 1983 after extensive senior management service with Bluegrass Broadcasting, the NAB and a range of community and broadcasters groups. He enjoys golf, tennis, reading and kissing—the latter, he says, only when he's not smoking one of his cigars.

RAB 485 Lexington Ave., NYC 10017 (212) 599-6666

**Where's the bubble gum?** The RAB's latest promotional stunt was unwrapped at the conference—baseball-type picture cards of its key executives. The cards have short biographies, vital statistics and nicknames on the back. The idea behind them, according to an RAB spokesman, is to emphasize that the new RAB "team" will be very accessible. RAB will offer the cards as a promotion tool to its members.



# LBS HAS MORE TREATS FOR KIDS THAN ANYBODY ELSE!

Three big 5-day-a-week animated strips...and much more!



© DC Comics, Inc., 1982

## SUPERFRIENDS

The combined appeals of America's favorite superheroes, in one immensely popular strip. This proven off-network success ranks third among all regularly scheduled syndicated series in Kids rating. (NSI Cassandra Report, Nov. '83.)



© 1983 McNaught Synd., Inc.

## HEATHCLIFF

New for 84/'85! Now the crafty cat who delights 80 million comic strip readers every day has a series of his very own. 65 original half hours for stripping. Now in production with a \$12 million budget. With Mel Blanc as the voice of Heathcliff.



© DC Audiovisual 1982

## INSPECTOR GADGET

An instant 1983 daytime winner! 124% more Kids 2-11, and 200% more Kids 6-11, than its lead-ins—in the 8 of the top 10 markets where it aired. And 24% more Kids 2-11, and 46% more Kids 6-11, than last year's programs in its time period (NSI Nov. '83 vs. Nov. '82.)

VISIT OUR NATPE BOOTH  
"40 POWELL STREET"



PETER AND THE MAGIC EGG  
Half-Hour Easter Special



THE LBS CHILDREN'S THEATRE  
Year-Long Half-Hour Weekly Series



© American Greetings Corp., 1980, 1981, 1982, 1983

STRAWBERRY SHORTCAKE/CARE BEARS  
Ongoing Series of Half-Hour Specials



© M.I. 1982

POOCHIE  
Half-Hour Special



© American Greetings Corp., 1984

THE GET ALONG GANG  
Half-Hour Special

AMERICA'S LEADING  
TELEVISION SYNDICATION  
NETWORK

# LBS

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SERVICES COMPANY, INC.

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is acknowledged by many in the industry as extensive user of nonwired networking. "We view nonwired networks as just another form of spot. The difference is in the packaging for the agency," said Newmark. "Our nonwired network rates," Newmark said, "are higher than the average unit rate on our client stations. They are not discounted."

Newmark told the audience his firm's nonwired rates were up 23% in 1983. He said Interep is currently investing \$1 million in target group networks for the future.

What's the forecast for national spot growth (including nonwired networks) for 1984? "All indications now point to a 13%-15% increase for the year," said Moore. Traditionally, Olympic and presidential years like 1976 and 1980 have generally registered a 19%-20% increase, said Moore, adding that although the outlook for 1984 is "very, very encouraging," spot radio won't see the same growth as in past years. "Be careful in pricing structure and inventory management," he advised the attendees.

"Your reps are the single biggest revenue producer for your station, so treat them with special attention and service," added Swetz. "We'll go to hell and back for you and all we want is the right to earn commissions. Please don't deny us that right," said Swetz.

The session, which was co-sponsored by the Station Representatives Association (SRA), was moderated by Jerry Kelly, president of RKO Radio Sales. □

## Computer literacy at radio stations

**General managers explain what to look for and how to get the most out of a radio station's machine**

Ken Maness, general manager of WJCW(AM)-WQUT(FM) Johnson City, Tenn., offered one important reason why radio sales managers must learn about computers: "You'll have to, to survive."

Maness's remarks came last Sunday during a workshop that examined how the sales departments within radio stations can use computers to manage data and develop more effective sales pitches.

"The thinking used to be," Maness said, "that the station of the future would have one big [mainframe] computer system," with separate terminals to tie in various departments. But, he said, that concept has proved too slow and cumbersome. The present trend is to have one large-capacity computer to manage the station's general business and administrative affairs and several personal computers to support individual operations such as engineering, sales and programming.

Among the basic functions that a personal computer offers a station sales organization are account list management, ratings analysis and comparison (especially reach and frequency analysis) and word processing.

Maness said that perhaps the "number-one rule" to keep in mind when developing a customized computer system is to "find the

software [first] and then the hardware." Things to consider in the search for software, he stressed, are price, "what the station wants the system to be able to do," how readily available particular software programs are in the market, who at the station will be accessing the computer and whether there is a need for a so-called "user friendly" system (one that can be easily operated by a layman), system flexibility and system expandability.

As to computer hardware, Maness told his audience that it would be unwise to attempt to run a station or department with a computer at the extreme low end of the price spectrum (some models are available for as low as \$49). He advised those shopping around to consider the more popular personal computers, such as IBM, Radio Shack and Apple, because they will accept a variety of software programs.

It was noted, however, that Apple computers are not compatible with one of the more widely used programs—Tapscan, a program developed by a company of the same name based in Birmingham, Ala. Tapscan is based on Arbitron data and, according to Maness, is user friendly and custom designed to enable stations to calculate reach and frequency analyses, projections and comparisons.

Other programs can help sales staffs to keep track, for example, of all newspaper classified advertising activity in a market and to develop strategies to sell against newspapers. Software can also be used to track spot availabilities, music libraries and cooperative advertising sales programs. Sales forecasting and market research can also be enhanced with the appropriate software. And, with the help of a word processor, the sales department can take its account list and generate a mass mailing with personalized letters to clients.

As a general rule, Maness said that a desk top or personal computer for use within a particular department should have a minimum internal memory capacity of 128 kilobytes. A computer geared toward managing business affairs stationwide should be equipped with a 10 megabyte disk and two floppy disk drives.

Paul Heine, general sales manager, KEEL(AM)-KMBQ(FM) Shreveport, La., noted the personal computer can also run software programs designed essentially as "electronic spread sheets," such as one called VisiCalc, enabling the user to design financial models and experiment with thousands of variations with just a few keystrokes.

Heine also pointed to the ability to produce graphics with computers to help enhance presentations to prospective advertisers. "A picture is worth a thousand pieces of gold," he said. "You can dazzle clients [with computer generated graphics] and put on quite a show."

A quality personal computer and the necessary software and accessories may cost \$4,000-\$5,000. For those particularly conscious about cash flow, Heine noted that Apple is very receptive to trade-out deals, where the station might pay perhaps 25% in cash and 75% in air time. □

## Strategy for radio's paper competition

Despite increasing rates and declining efficiencies due to shrinking circulation, on the average, newspapers will attract three or more times as much advertising revenue in a given market than all of the radio stations in the same market. And in recent years newspaper revenues have increased, on the local level, at about four times the rate of radio revenues.

The question, then, is how radio stations can tap into the revenue now going to newspapers. And the answer, according to radio marketing consultant Norm Goldsmith, is for radio sales people to stop spewing antinewspaper venom at prospective clients who have built successful businesses with the use of newspaper as a primary advertising vehicle, and to demonstrate to those clients how radio can be used to squeeze an even better return on investment from expenditures in the print medium.

Goldsmith cited three reasons why many retailers swear by the newspaper medium as an advertising vehicle: "It works, they're comfortable with it, and they advertise defensively—they're afraid not to be there," because their competition inevitably will be.

But by positioning radio as a supplementary advertising mode that will enhance the effectiveness of the advertisers' primary vehicle, newspaper, radio sales people have an opportunity to write sizable orders from those who have previously questioned the value of buying any radio time at all, said Goldsmith.

Retail advertisers, he said, have two basic marketing objectives: expanding their customer base and increasing customer usage of their products and services. With those two points in mind, Goldsmith offered a four-point strategy for selling radio to print advertisers:

- Don't attack newspaper advertising as an inefficient and inappropriate medium. That approach implies that the potential client is incompetent for using print.
- Identify specific marketing needs.
- Feel the client out on marketing objectives.
- Demonstrate how the client can meet those objectives more effectively by including radio in the advertising mix.

Goldsmith offered three initial opening questions that may help engage the prospect in a dialogue that could lead to a sale. Just about every businessman, said Goldsmith, believes that the public has some basic "misconceptions" about his business, which, if cleared up, would result in greater sales.

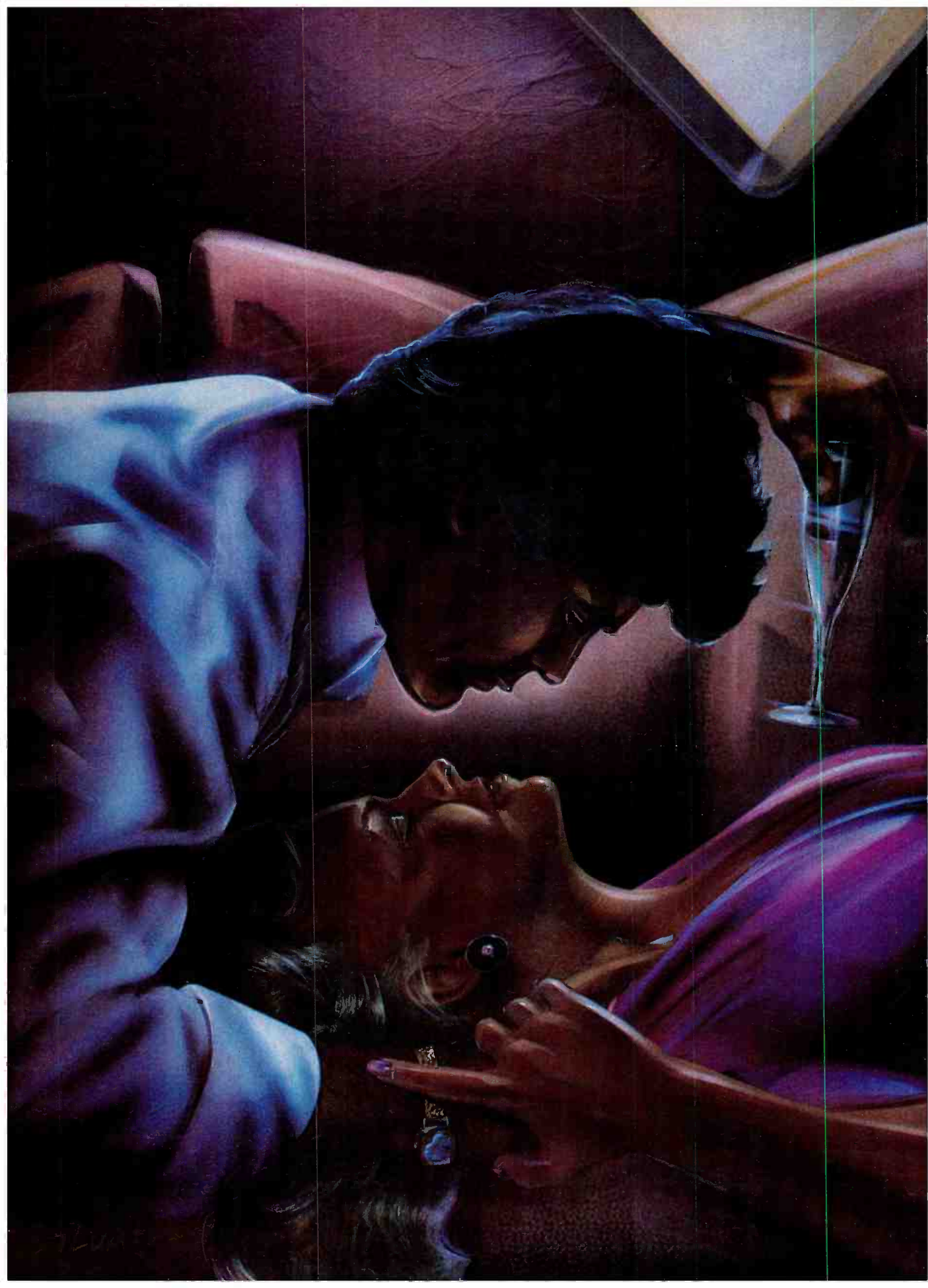
So in lieu of asking the prospect the overused question, "What are your problems?" said Goldsmith, "try: 'What are the biggest misconceptions people have about your business?'" The second question to ask the potential client is: "What are the important things people should know about your business?" And third: "What are the most important benefits of shopping at your store?"

"You're going to let him tell you," responded Goldsmith, "on the air." □



# DO YOU REMEMBER YOUR FIRST LOVE?

Don't you ever wish that you could be...





# TOGETHER

## *Again*

Of course you remember your first love. We all do. We spend our whole lives trying to recapture the special passions, pains, and pleasures of that love, yet we never really can. Or can we?

"Together Again" is the sweeping international love story of Scott and Victoria...two people with the money and power to have anything they desire—except each other.

For them, it's exquisite torture. For us, it's engrossing entertainment. And it's available from Western-World Television for Fall, 1984. "Together Again" brings together a world-class team of producers, distributors, directors, writers, and actors, to create a syndicated daily drama that packs a prime-time punch. With state-of-the-art production values. A star-studded international cast. Lush location shooting. Truly sumptuous programming, at an affordable price. So call Western-World at 213-475-5500 and tell them you'd like to get "Together"!

Produced by  
Western-World Television and Televisa S.A.

Distributed by  
WESTERN-WORLD TELEVISION



## Doug Bennet: mending the fences at NPR

**President pronounces network in good shape on eve of congressional hearings**

It's been 100 days since Douglas J. Bennet began his new career as president of National Public Radio—hectic weeks spent mending fences, making budget decisions and posing for fund-raising publicity photos. In the past three-and-a-half months, Bennet has criss-crossed the country, trying to regain the trust of NPR's member stations and convince Congress and other funding sources that NPR is out of trouble.

As he prepared for congressional oversight and investigation subcommittee hearings on Feb. 9, Bennet told BROADCASTING last week that "everything is fabulous at NPR."

NPR's first-quarter fiscal 1984 audit report may bear out Bennet's assessment. It showed a surplus of \$285,000, giving NPR "a clean starting point," according to H. Melvin Ming, NPR's director of finance administration.

In addition, an independent audit of FY '83 released in January by Coopers & Lybrand, an accounting firm hired by NPR to audit the corporation's books (BROADCASTING, June 27, 1983), showed an overall deficit of \$7.4 million instead of the \$9.1-million debt projected last year at the height of NPR's financial crisis.

According to Bennet, NPR's financial mechanisms and accounting systems have been strengthened, although he admits a remaining problem—"of paying the principle portion of the debt."

(The agreement, negotiated by Ronald C. Bornstein [acting president and chief executive officer of NPR before Bennet] with the Corporation for Public Broadcasting, carries a 10% interest rate and must be repaid by Sept. 30, 1986. NPR licensees, which have guaranteed the loan, must pay about half of the principal of the debt, while NPR is responsible for the other half of the principal, plus interest.)

Because those payments must come from unrestricted funds, Bennet said that NPR would probably "go to a fund-raising strategy" on a large scale, using "a combination" of methods to raise the needed money. In addition, it would have to be a "strategy that stations will accept." But, "NPR is healthy enough," Bennet said, to uphold its end of the loan agreement—"so I'm not concerned about that," he said.

The message Bennet takes to the House Committee on Energy and Commerce, which is investigating last year's financial crisis, will be just that. "NPR has made con-

siderable progress" in the past few months, Bennet said, and NPR is "well within the Coopers & Lybrand audit figures" for fiscal 1983. He said he will be prepared to report "in very considerable detail . . . precisely what we have done to remedy each of the problems that were identified before."



Bennet

Given the "paradoxical situation of the very serious difficulties in this publicly supported organization last year," Bennet said, "coupled with" the passage of supplemental funding for public broadcasting (BROADCASTING, Nov. 28, 1983), Bennet said he has concluded "that there's a substantial majority on Capitol Hill that wants public broadcasting and NPR to succeed. It's my responsibility to guarantee them that it will . . . I'll be saying that I think I can do that."

But while Bennet is busy reassuring Congress that NPR has control over its financial affairs, he also faces the continuing task of improving communication between NPR and its licensees. He just returned from a series of regional meetings with member stations, independent producers and other "interested parties" to evaluate NPR's systems, structures and services.

Held in six cities across the country, the meetings were a prelude to the Wingspread conference that will be held in Racine, Wis., Feb. 26-28. At that meeting, a committee of station managers and leaders of NPR will consider what has been said about NPR's structural problems during the course of the hearings and prepare "some votable propositions" for consideration at the NPR Public Radio Conference, to be held in April at the Crystal City Hyatt in Arlington, Va.

Bennet said the regional meetings were helpful in "reassuring station managers that we really are on their side" and to overcome "the 'them-us syndrome' which seems to have affected relations" between the stations and NPR. He said the meetings also pointed

to "some obvious administrative adjustments that can be made" at NPR so that the stations can be served better. One example he cited was NPR's distribution of information, which he called "woefully inadequate. Failures of information from the stations' point of view are the same as the failures of information that I and the board are experiencing," he said. Bennet said he's "determined" to improve the distribution system so that he can "absolutely fully report" to the stations what is happening.

Has he gained the trust of member stations? "We have to go through a few fights before they trust me," he said. For now, he said, "I think they've suspended judgment."

## NRB finds hope and hard talk in Washington

**Record turnout at annual convention gets assurances from administration, but firm reminders of their missions**

They tasted the sweet; they tasted the bitter. But before the more than 4,200 left the National Religious Broadcasters' Washington convention last week, they had a clearer concept of what they are and what they must do.

The sweet included President Reagan's renewed promise to fight for moral issues espoused by religious leaders. That was buttressed by assurances from the FCC and Capitol Hill that deregulation and First Amendment rights are Washington priorities.

A temporal joy was the success of Media Expo '84, the event that attracted more than 250 exhibitors. That is expected, according to NRB Executive Director Ben Armstrong, to generate income in excess of the \$181,000 realized from last year's exhibition.

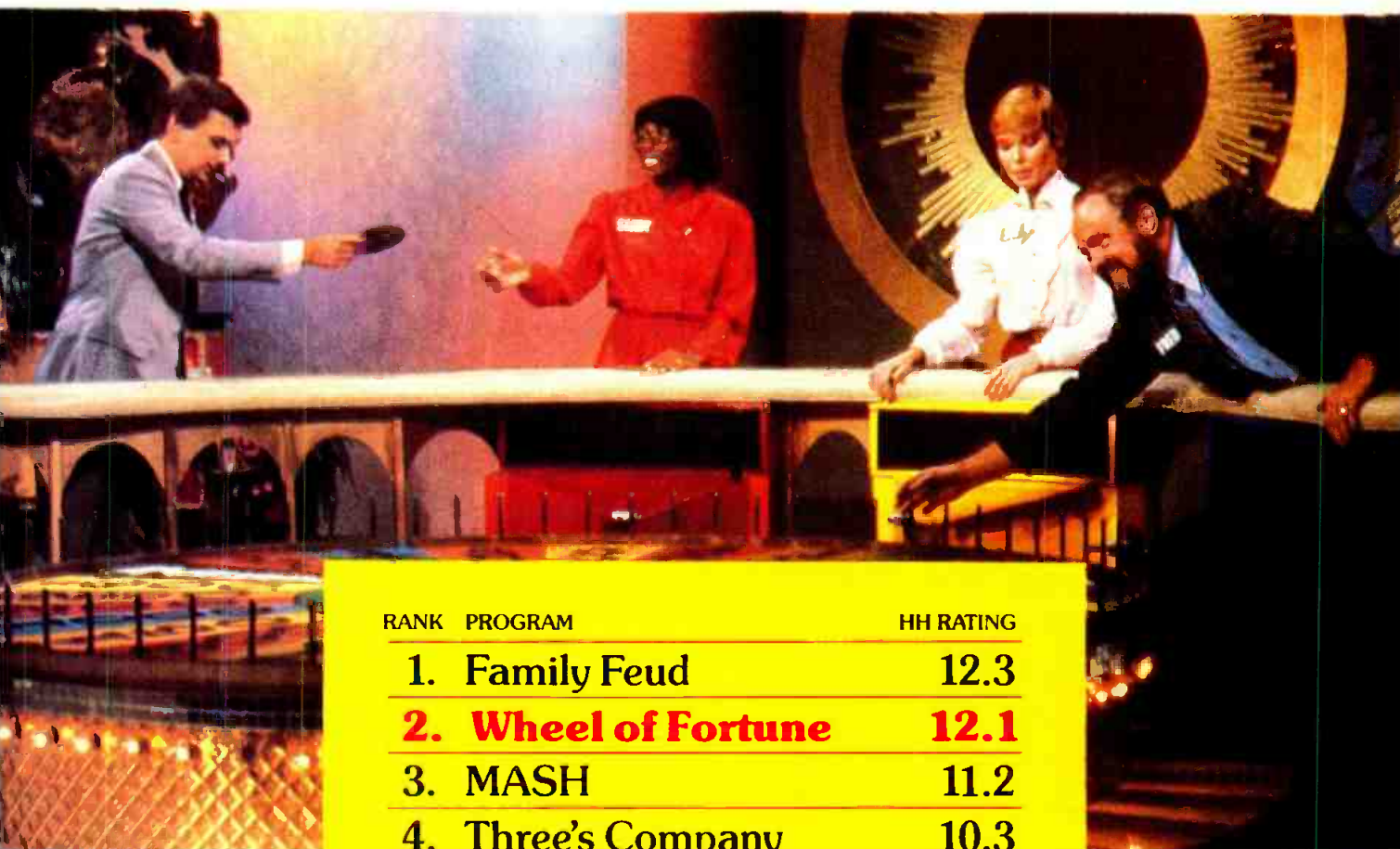
A bit of the bitter came from Dr. Thomas F. Zimmerman, chairman of the financial committee, who said that while "the cash flow of the organization looks good, we've got a hill to climb." Zimmerman, of the Assemblies of God, in presenting an approved NRB budget of \$1,230,601 through Sept. 30, 1984, noted the organization had fallen behind \$50,000 and had had to take a loan to meet current obligations.

In addition, there was some criticism from main speakers at the Jan. 29-Feb. 1 convention, who challenged the delegates to take a closer look at themselves, and their motivation. One, former Watergate figure Charles Colson, said: "Much of the Christianity we slickly market today is nothing but a religious adaptation of the self-seeking values of secular cultures."

And earlier that day at the keynote plenary



# 100 Markets!



| RANK | PROGRAM                 | HH RATING   |
|------|-------------------------|-------------|
| 1.   | Family Feud             | 12.3        |
| 2.   | <b>Wheel of Fortune</b> | <b>12.1</b> |
| 3.   | MASH                    | 11.2        |
| 4.   | Three's Company         | 10.3        |
| 5.   | PM Magazine             | 9.8         |
| 6.   | People's Court          | 9.1         |
| 7.   | Hee Haw                 | 9.0         |
| 8.   | Entertainment Tonight   | 8.8         |
| 9.   | The Jeffersons          | 8.3         |
| 10.  | Solid Gold              | 7.6         |

Source: NSI Cassandra, November '83.

MERV GRIFFIN PRODUCTIONS'

## "Wheel of Fortune"

Distributed by

**K NG WOR LD**

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**NATPE**  
175 MARKET ST.

**Misquoted.** BROADCASTING's Jan. 30 story on potential competition to Intelsat in the field of international common carriage erred in saying that Intelsat Director General Richard R. Colino had "indicated in an earlier interview with BROADCASTING that he would recommend [that] the board of governors rule negatively on a coordination request for virtually any proposed system that would divert business from Intelsat." Rather, Colino had stressed in the earlier interview (Jan. 23) that his duty would be to give such requests "the most objective and thorough analysis possible" before concluding that they might or might not pose a danger of economic harm to Intelsat. In the interview—in which he avoided direct reference to the Orion Satellite Corp. and International Satellite Inc. applications—he offered two scenarios of Intelsat response to such initiatives, one holding that they would present no economic harm (a position that might well be challenged by Intelsat members) and the other that there would indeed be harm (a finding with which members would likely concur).

session, NRB President E. Brandt Gustavson expressed concern about disregard for the association's code that dictates financial and production ethics.

### Reagan pledges alliance on conservative issues espoused by NRB; he thanks delegates for performing 'miracle' of broadcast industry

The Reagan address, lasting nearly 30 minutes, was his longest presidential talk to an NRB convention. Coming 15 hours after his formal declaration of intention to run in the 1984 campaign, it was mostly devoted to Reagan's stand against abortion. Only slightly less thunderous applause greeted the President when he called for the restoration of prayer in schools: "God, source of all knowledge, should never have been expelled from the classroom."

Reagan lauded the religious broadcasters for their work, adding: "Hope is being reborn across this land by a mighty spiritual revival that made you the miracle of the entire broadcasting industry."

"The spectacular growth of the Christian Broadcasting Network, PTL and Trinity, of organizations that produce religious programs for radio and television, not to mention the booming business in Christian books, underlines a far-reaching change in our country."

"Americans yearn to explore life's deepest truths. And to say their idea of entertainment is sex, violence and crime is an insult to their goodness and intelligence."

The standing ovation at the conclusion of Reagan's remarks prompted the President to return for a verbal postscript: "I have been

many times in this room [Sheraton Washington ballroom]. Today, you made it a temple."

### FCC's Dawson cites need for more deregulation; Falwell urges NRB membership to help 'country on rebound'

The FCC luncheon Tuesday echoed with endorsements of the Reagan record—past and promised. FCC Commissioner Mimi Weyforth Dawson told the delegates that broadcast deregulation is as important to religious broadcasters as to other kinds. The Reagan-appointed Republican added her hope that by this time next year the record would show even greater gains in deregulation and First Amendment rights.

The luncheon's principal speaker, Dr. Jerry Falwell, pointed out that the FCC, now composed of four Reagan appointees and one "good" appointee from a previous administration has built a strong relationship with religious broadcasters.

Founder of the Moral Majority, conductor of the *Old Time Gospel Hour* and pastor of the Thomas Road Baptist Church in Lynchburg, Va., Falwell challenged broadcasters to help a "country on the rebound" from the havoc work of "social engineers" whose accomplishments included "20 million cases of herpes."

He reminded the delegates that they possessed a base of power with an NRB membership of 1,045 in church ownership of more than 600 radio stations and 79 TV outlets.

Falwell urged religious broadcasters to move in two directions: (1) become more politically and judicially active; (2) add

more spiritual emphasis to their messages and in their community involvement.

"We ought to be lighting more candles," he added.

At a subsequent news conference, Falwell clarified that despite its strong feeling for Reagan's announced goals, the NRB cannot endorse candidates. In listing priorities for the Moral Majority in 1984, Falwell put cable pornography near the top.



Falwell



Colson

### Colson warns broadcasters that extraordinary power can become a curse

Charles (Chuck) Colson challenged NRB delegates last Monday night and, in turn, was challenged at a news conference the following day.

Colson, founder of the Prison Fellowship after his release from jail after serving a term for his involvement in the Watergate cover-up, told a plenary session that many in Christian media are "too glib" about their responsibility.

"So-called celebrities—as all in this room are or are involved with—are especially in need of careful self-examination," he maintained. He added that "the electronic advances of this age, coupled with relatively free access to the airways have given us extraordinary power." But, Colson warned, that "blessing can paradoxically become a curse."

He related an incident involving an assistant to a successful media pastor who attributed success to giving people what they want. "My friends, that is heresy, at the very root of the 'what's-in-it-for-me gospel' so prevalent in America," he declared.

At the Tuesday news conference, however, Colson quickly rose to the defense of religious broadcasters as a whole when asked why there was "so much lack of humility" at the convention. "By and large," Colson said, "the people who go into religious broadcasting have a sense of commitment and calling." They get involved for the right reasons, but sometimes lose sight of that later on, he conceded.

### Code adherence is key to broadcasters' mission, Gustavson tells delegates

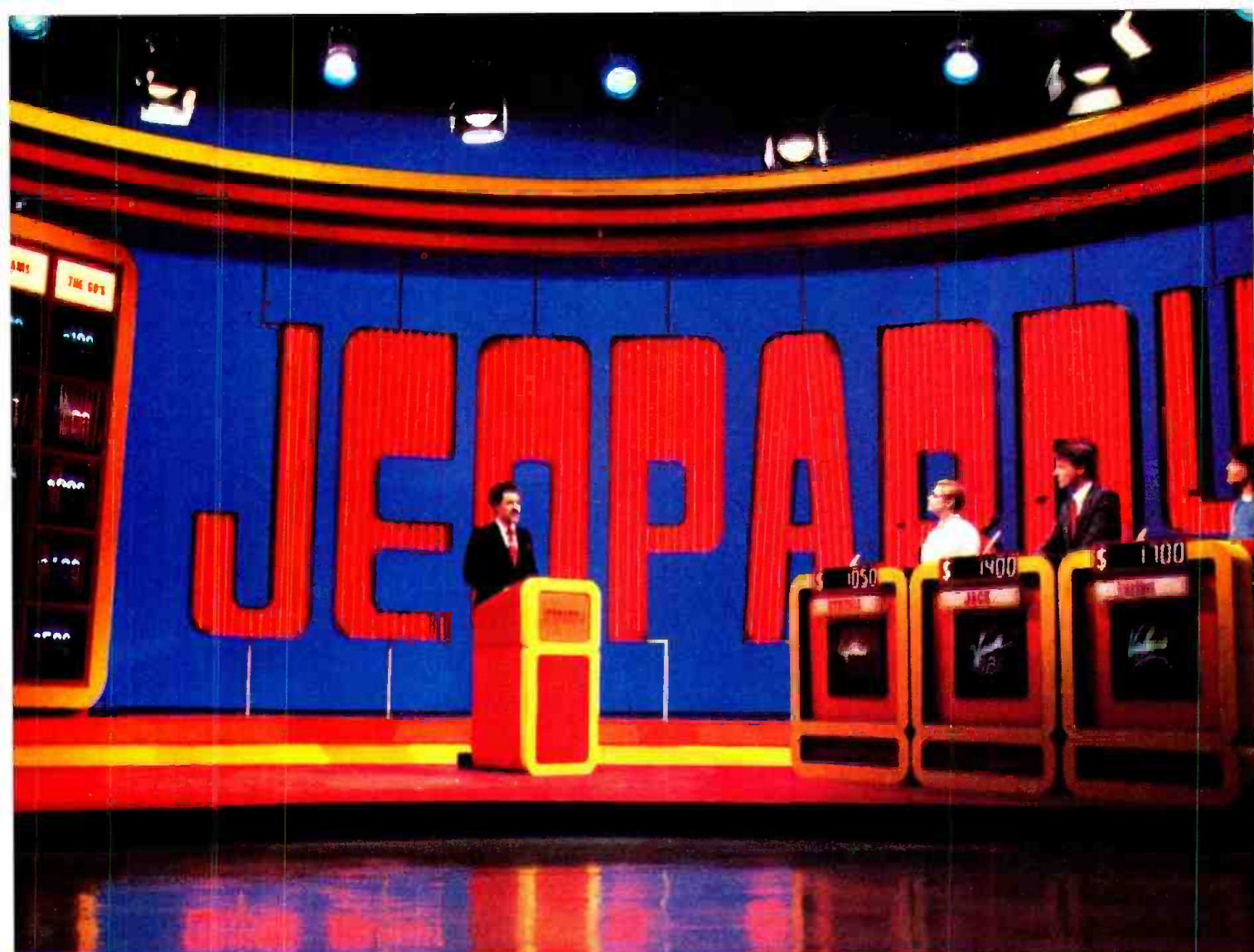
NRB President E. Brandt Gustavson, speaking at the keynote plenary session Monday morning, underscored the importance of the NRB Code of Ethics.

The code, established in the earlier days of the association, stipulates the types of sponsorships acceptable for religious programs; states a mandate for positive, concise



Reagan at NRB





# SEEING IS BELIEVING!

Screen the all-new "Jeopardy!" hosted by Alex Trebek, and you'll know.

This 11-year network daytime hit is destined to be the big winner among new first-run strips for the 1984-85 season.

Call today for a look.

# Jeopardy!

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# Stock Index

|                     | Closing<br>Wed<br>Feb 1 | Closing<br>Wed<br>Jan 25 | Net<br>Change | Percent<br>Change | P/E<br>Ratio | Market<br>Capitali-<br>zation<br>(000,000) |
|---------------------|-------------------------|--------------------------|---------------|-------------------|--------------|--|
| <b>BROADCASTING</b> |                         |                          |               |                   |              |  |
| N ABC               | 58 1/2                  | 57 7/8                   | +             | 5/8 +             | 1.07         | 11 1,716                                   |
| N Capital Cities    | 134 3/4                 | 136                      | - 1           | 1/4 -             | .91          | 16 1,806                                   |
| N CBS               | 65 1/8                  | 66 1/4                   | - 1           | 1/8 -             | 1.69         | 10 1,933                                   |
| N Cox               | 42 1/2                  | 44 3/4                   | - 2           | 1/4 -             | 5.02         | 16 1,203                                   |
| A Gross Telecast    | 62 1/2                  | 62                       | +             | 1/2 +             | .80          | 14 50                                      |
| O LIN               | 19 5/8                  | 22 1/2                   | - 2           | 7/8 -             | 12.77        | 20 411                                     |
| N Metromedia        | 36 1/8                  | 34 5/8                   | + 1           | 1/2 +             | 4.33         | 31 1,010                                   |
| O Price Commun.     | 6                       | 6 5/8                    | -             | 5/8 -             | 9.43         | 4 67                                       |
| O Scripps-Howard    | 26 3/4                  | 27                       | -             | 1/4 -             | .92          | 15 276                                     |
| N Storer            | 36 1/8                  | 36 5/8                   | -             | 1/2 -             | 1.36         | 21 592                                     |
| O SunGroup Inc.     | 5 3/4                   | 6 1/4                    | -             | 1/2 -             | 8.00         | 3 4  |
| N Taft              | 54 3/8                  | 56 1/8                   | - 1           | 3/4 -             | 3.11         | 13 495                                     |
| O United Television | 13 5/8                  | 14 3/8                   | -             | 3/4 -             | 5.21         | 18 159                                     |

|  |        |         |     |       |       |          |
|--|--------|---------|-----|-------|-------|----------|
| <b>BROADCASTING WITH OTHER MAJOR INTERESTS</b> |        |         |     |       |       |          |
| A Adams Russell                                | 20 1/4 | 21 1/4  | - 1 | -     | 4.70  | 18 122   |
| A Affiliated Pubs.                             | 41 1/2 | 44      | - 2 | 1/2 - | 5.68  | 16 336   |
| N American Family                              | 17 3/4 | 18 5/8  | -   | 7/8 - | 4.69  | 10 291   |
| O Assoc. Commun.                               | 14 1/2 | 14 1/2  |     |       |       | 0 69     |
| N A.H. Belo                                    | 38 1/8 | 38 1/4  | -   | 1/8 - | .32   | 12 435   |
| N John Blair                                   | 29 3/8 | 32      | - 2 | 5/8 - | 8.20  | 12 232   |
| N Chris-Craft                                  | 28 3/4 | 31 3/8  | - 2 | 5/8 - | 8.36  | 34 182   |
| N Cowles                                       | 25 3/4 | 26 1/2  | -   | 3/4 - | 2.83  | 25 102   |
| N Gannett Co.                                  | 38     | 39 3/4  | - 1 | 3/4 - | 4.40  | 23 4,561 |
| N General Tire                                 | 35 1/2 | 36 3/8  | -   | 7/8 - | 2.40  | 13 747   |
| O Gray Commun.                                 | 60 1/2 | 60 1/2  |     |       |       | 13 30    |
| N Harte-Hanks                                  | 20 1/2 | 21 3/4  | - 1 | 1/4 - | 5.74  | 12 450   |
| N Insilco Corp.                                | 17 7/8 | 19 5/8  | - 1 | 3/4 - | 8.91  | 10 303   |
| N Jefferson-Pilot                              | 36 1/2 | 37 1/2  | - 1 | -     | 2.66  | 8 776    |
| O Josephson Intl.                              | 12 3/4 | 16 3/4  | - 4 | -     | 23.88 | 9 63     |
| N Knight-Ridder                                | 23     | 24 1/2  | - 1 | 1/2 - | 6.12  | 13 1,504 |
| N Lee Enterprises                              | 23 3/4 | 25 3/8  | - 1 | 5/8 - | 6.40  | 14 319   |
| N Liberty                                      | 23     | 22 7/8  | +   | 1/8 + | .54   | 13 230   |
| N McGraw-Hill                                  | 38 5/8 | 39 7/8  | - 1 | 1/4 - | 3.13  | 16 1,936 |
| A Media General                                | 54 1/2 | 55 3/4  | - 1 | 1/4 - | 2.24  | 11 379   |
| N Meredith                                     | 39 1/4 | 43 1/8  | - 3 | 7/8 - | 8.98  | 11 369   |
| O Multimedia                                   | 35 1/2 | 37 1/4  | - 1 | 3/4 - | 4.69  | 16 591   |
| A New York Times                               | 25 1/2 | 26      | -   | 1/2 - | 1.92  | 6 995    |
| O Park Commun.                                 | 20 1/4 | 20 3/4  | -   | 1/2 - | 2.40  | 17 186   |
| A Post Corp.                                   | 59 7/8 | 60      | -   | 1/8 - | .20   | 22 109   |
| N Rollins                                      | 19 1/2 | 19 7/8  | -   | 3/8 - | 1.88  | 24 505   |
| N Schering-Plough                              | 36 5/8 | 36 1/4  | +   | 3/8 + | 1.03  | 10 1,850 |
| T Selkirk                                      | 14 1/4 | 13 3/4  | +   | 1/2 + | 3.63  | 31 116   |
| O Stauffer Commun.                             | 50     | 50      |     |       |       | 13 50    |
| A Tech Operations                              | 40     | 41 5/8  | - 1 | 5/8 - | 3.90  | 17 37    |
| N Times Mirror                                 | 37     | 37 5/16 | -   | 1/4 - | .67   | 14 5,082 |
| N Tribune                                      | 27 1/2 | 28 1/4  | -   | 3/4 - | 2.65  | 13 1,126 |
| O Turner Bcstg.                                | 23 1/2 | 26      | - 2 | 1/2 - | 9.61  | 67 479   |
| A Washington Post                              | 70     | 74      | - 4 | -     | 5.40  | 16 992   |
| N Wometco                                      | 42     | 42 3/4  | -   | 3/4 - | 1.75  | 25 595   |

|                     |        |        |     |       |       |        |
|---------------------|--------|--------|-----|-------|-------|--------|
| <b>SERVICE</b>      |        |        |     |       |       |        |
| O BBDO Inc.         | 38 1/2 | 40     | - 1 | 1/2 - | 3.75  | 13 247 |
| O Compact Video     | 4 5/8  | 5 3/8  | -   | 3/4 - | 13.95 | 11 18  |
| N Comsat            | 31 3/4 | 32 1/4 | -   | 1/2 - | 1.55  | 11 572 |
| O Doyle Dane B.     | 16 3/4 | 18 1/4 | - 1 | 1/2 - | 8.21  | 13 102 |
| N Foote Cone & B    | 47     | 45 3/4 | +   | 1/4 + | 2.73  | 12 137 |
| O Grey Advertising  | 117    | 117    |     |       |       | 9 69   |
| N Interpublic Group | 50 1/4 | 53     | - 2 | 3/4 - | 5.18  | 11 268 |
| N JWT Group         | 35 1/2 | 38     | - 2 | 1/2 - | 6.57  | 13 210 |
| A Movielab          | 7 7/8  | 8      | -   | 1/8 - | 1.56  | 8 13   |
| O A.C. Nielsen      | 33 3/4 | 34     | -   | 1/4 - | .73   | 15 758 |
| O Ogilvy & Mather   | 47 1/4 | 46     | +   | 1/4 + | 2.71  | 14 212 |
| O Sat. Syn Syst.    | 9 1/4  | 9 1/2  | -   | 1/4 - | 2.63  | 20 53  |
| O Telemation        | 6 3/4  | 6 3/4  |     |       |       | 7 8    |
| O TPC Commun.       | 1 1/6  | 1 1/8  | +   | 042 + | 0.37  | 1 2    |
| A Unitel Video      | 9 1/2  | 10 3/8 | -   | 7/8 - | 8.43  | 13 19  |
| N Western Union     | 34 1/8 | 36 1/4 | - 2 | 1/8 - | 5.86  | 15 821 |

|                   | Closing<br>Wed<br>Feb 1 | Closing<br>Wed<br>Jan 25 | Net<br>Change | Percent<br>Change | P/E<br>Ratio | Market<br>Capitali-<br>zation<br>(000,000) |
|-------------------|-------------------------|--------------------------|---------------|-------------------|--------------|--|
| <b>PROGRAMING</b> |                         |                          |               |                   |              |  |
| O Barris Indus    | 4 7/8                   | 5 1/8                    | -             | 1/4 -             | 4.87         | 26 28                                      |
| N Coca-Cola       | 50 1/8                  | 51 1/8                   | - 1           | -                 | 1.95         | 12 6,824                                   |
| N Disney          | 55 1/2                  | 52 5/8                   | +             | 2 7/8 +           | 5.46         | 21 1,919                                   |
| N Dow Jones & Co. | 41                      | 43                       | - 2           | -                 | 4.65         | 23 2,627                                   |
| O Four Star       | 7                       | 7 1/4                    | -             | 1/4 -             | 3.44         | 7 6  |
| N Getty Oil Corp. | 123 1/2                 | 119 7/8                  | +             | 3 5/8 +           | 3.02         | 22 9,773                                   |
| N Gulf + Western  | 31 5/8                  | 31 1/2                   | +             | 1/8 +             | .39          | 9 2,446                                    |
| O Robert Halmi    | 1 3/8                   | 1 3/8                    |               |                   |              | 46 23                                      |
| O Lorimar         | 23 3/4                  | 23                       | +             | 3/4 +             | 3.26         | 14 121                                     |
| N MCA             | 40 3/4                  | 39 3/8                   | +             | 1 3/8 +           | 3.49         | 13 1,964                                   |
| N MGM/UA Ent.     | 14 5/8                  | 12 7/8                   | +             | 1 3/4 +           | 13.59        | 10 431                                     |
| N Orion           | 14 1/4                  | 15 3/4                   | - 1           | 1/2 -             | 9.52         | 16 132                                     |
| O Reeves Commun.  | 10 3/4                  | 10 1/2                   | +             | 1/4 +             | 2.38         | 17 133                                     |
| O Telepictures    | 14 3/8                  | 14 3/4                   | -             | 3/8 -             | 2.54         | 24 94                                      |
| O Video Corp.     | 12 1/2                  | 12 1/2                   |               |                   |              | 22 21                                      |
| N Warner          | 28 3/8                  | 28                       | +             | 3/8 +             | 1.33         | 4 1,855                                    |
| A Wrather         | 39 3/4                  | 39 1/2                   | +             | 1/4 +             | .63          | 43 89                                      |

|                    |        |        |     |         |       |          |
|--------------------|--------|--------|-----|---------|-------|----------|
| <b>CABLE</b>       |        |        |     |         |       |          |
| A Acton Corp.      | 7 1/2  | 7 3/4  | -   | 1/4 -   | 3.22  | 26 42    |
| O AEL              | 28     | 29 1/2 | - 1 | 1/2 -   | 5.08  | 21 57    |
| O AM Cable TV      | 3 7/8  | 4 7/8  | - 1 | -       | 20.51 | 19 14    |
| N American Express | 30 1/4 | 30 1/8 | +   | 1/8 +   | .41   | 6 6,091  |
| N Anixter Brothers | 22     | 22 5/8 | -   | 5/8 -   | 2.76  | 31 400   |
| O Burnup & Sims    | 6      | 5 7/8  | +   | 1/8 +   | 2.12  | 6 53     |
| O Comcast          | 20     | 20 1/2 | -   | 1/2 -   | 2.43  | 19 164   |
| N Gen. Instrument  | 33 1/2 | 32 3/8 | +   | 1 1/8 + | 3.47  | 25 1,055 |
| N Heritage Commun. | 16 3/8 | 17     | -   | 5/8 -   | 3.67  | 33 121   |
| T Maclean Hunter X | 17 1/2 | 18 3/8 | -   | 7/8 -   | 4.76  | 24 645   |
| A Pico Products    | 10 1/8 | 10 3/4 | -   | 5/8 -   | 5.81  | 33 28    |
| O Rogers           | 9 1/4  | 10 1/8 | -   | 7/8 -   | 8.64  | 8 204    |
| O TCA Cable TV     | 13     | 13 1/2 | -   | 1/2 -   | 3.70  | 24 87    |
| O Tele-Commun.     | 19     | 21 1/8 | - 2 | 1/8 -   | 10.05 | 19 818   |
| N Time Inc.        | 44 7/8 | 46 1/4 | - 1 | 3/8 -   | 2.97  | 18 2,635 |
| O Tocom            | 3 1/8  | 2 7/8  | +   | 1/4 +   | 8.69  | 2 24     |
| N United Cable TV  | 28     | 27 3/4 | +   | 1/4 +   | .90   | 18 308   |
| N Viacom           | 28 3/4 | 31     | - 2 | 1/4 -   | 7.25  | 17 368   |

|                                  |         |         |     |         |       |           |
|----------------------------------|---------|---------|-----|---------|-------|-----------|
| <b>ELECTRONICS/MANUFACTURING</b> |         |         |     |         |       |           |
| N Arvin Industries               | 25      | 25 1/4  | -   | 1/4 -   | .99   | 10 188    |
| O C-Cor Electronics              | 10 3/4  | 12      | - 1 | 1/4 -   | 10.41 | 10 38     |
| O Cable TV Indus.                | 3 3/4   | 4 1/8   | -   | 3/8 -   | 9.09  | 19 11     |
| A Cetec                          | 9 5/8   | 10 3/8  | -   | 3/4 -   | 7.22  | 19 21     |
| O Chyron                         | 15 1/4  | 16      | -   | 3/4 -   | 4.68  | 22 93     |
| A Cohu                           | 8 5/8   | 9       | -   | 3/8 -   | 4.16  | 19 15     |
| N Conrac                         | 15 7/8  | 16      | -   | 1/8 -   | .78   | 13 97     |
| N Eastman Kodak                  | 71 1/2  | 72 7/8  | - 1 | 3/8 -   | 1.88  | 18 11,838 |
| O Elec Mls & Comm.               | 11 1/2  | 11 3/4  | -   | 1/4 -   | 2.12  | 35 33     |
| N General Electric               | 55      | 54      | +   | 1 +     | 1.85  | 12 24,981 |
| O Geotel-Telemet                 | 1 7/8   | 1 7/8   |     |         |       | 27 6      |
| N Harris Corp.                   | 38 3/4  | 41 1/4  | - 2 | 1/2 -   | 6.06  | 22 1,530  |
| N M/A Com. Inc.                  | 17 1/4  | 19 3/4  | - 2 | 1/2 -   | 12.65 | 24 742    |
| O Microdyne                      | 9 1/2   | 10 5/8  | - 1 | 1/8 -   | 10.58 | 31 44     |
| N 3M                             | 77      | 77 5/8  | -   | 5/8 -   | .80   | 14 9,037  |
| N Motorola                       | 117 1/2 | 126 1/4 | - 8 | 3/4 -   | 6.93  | 20 4,614  |
| N N.A. Phillips                  | 70 3/4  | 73 5/8  | - 2 | 7/8 -   | 3.90  | 11 1,015  |
| N Oak Industries                 | 5 1/2   | 6       | -   | 1/2 -   | 8.33  | 2 90      |
| A Orrox Corp.                    | 4 1/2   | 4 3/4   | -   | 1/4 -   | 5.26  | 5 10      |
| N RCA                            | 32 5/8  | 35 1/8  | - 2 | 1/2 -   | 7.11  | 16 2,665  |
| N Rockwell Intl.                 | 29      | 29 3/4  | -   | 3/4 -   | 2.52  | 12 4,480  |
| A RSC Industries                 | 6 1/8   | 6       | +   | 1/8 +   | 2.08  | 77 21     |
| N Sci-Atlanta                    | 13      | 14 1/2  | - 1 | 1/2 -   | 10.34 | 650 311   |
| N Signal Cos.                    | 29 5/8  | 30 1/4  | -   | 5/8 -   | 2.06  | 30 260    |
| N Sony Corp.                     | 16 5/8  | 15 3/8  | +   | 1 1/4 + | 8.13  | 30 3,834  |
| N Tektronix                      | 66 3/4  | 73      | - 6 | 1/4 -   | 8.56  | 26 1,279  |
| A Texscan                        | 15 1/8  | 15 1/2  | -   | 3/8 -   | 2.41  | 17 95     |
| N Varian Assoc.                  | 46      | 52      | - 6 | -       | 11.53 | 23 985    |
| N Westinghouse                   | 51 5/8  | 53      | - 1 | 3/8 -   | 2.59  | 10 4,520  |
| N Zenith                         | 32 5/8  | 35 3/4  | - 3 | 1/8 -   | 8.74  | 14 714    |
| Standard & Poor's 400            | 183.03  | 185.88  | -   | 2.85    | -     | 1.53      |

Notes: T-Toronto, A-ASE, N-NYSE and O-OTC. Bid prices supplied by Shearson/AE, Washington. "0" in P/E ratio is deficit. **Deletions:** Purchase of Outlet Co. closed this week; stock no longer traded. Feb. 6 is record date for distribution of Gulf Broadcast Co. (OTC GBCO) stock on one-to-one basis to current shareholders of Gulf United Corp., which is now delisted. **Footnotes:** \* New York-based talent agency, group owner, office design and furnishings supplier, producer of *Captain Kangaroo* and stock brokerage firm owner, reported, Jan. 26, earnings for second quarter ending Dec. 31, of

\$1,341,000, 40% lower than year before. Revenue of \$54 million was 40% higher. EPS was 26¢, compared to 40¢ to 45¢ analysts had been predicting. Josephson attributed earnings drop to "substantially lower commissions" from motion picture "E.T." (picture's producer, Steven Spielberg, is talent agency client), as well as net interest expense associated with sale of \$60 million in debentures last May. Radio group is reported healthy. \*\* Two-for-one split. \*\*\* Forest products division, Temple-Inland, has been spun off to shareholders. Time and Temple-Inland now trade separately on NYSE.



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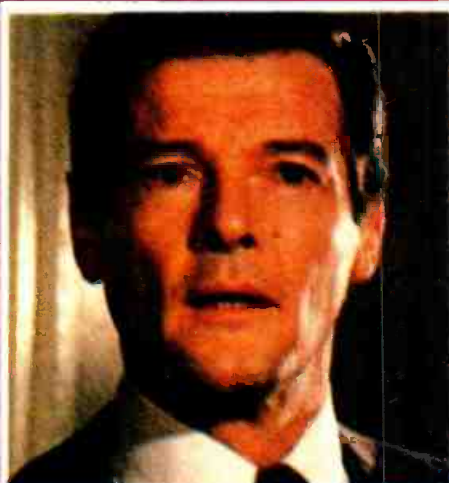
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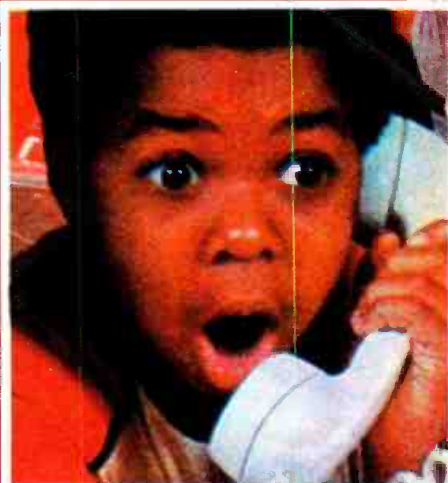
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Roger Moore, Shelley Winters
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Vic Morrow, Hal Holbrook, Brenda Vaccaro
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and clear messages; stipulates compliance with federal and state laws as well as regulations of the FCC; sets up a requisite for courtesy and cooperation in the presentation of broadcasts and establishes procedures for financial accountability (appeals for money must be of a bona fide nature, donors fur-

nished with receipts and an accounting made to the NRB board of directors on request).

Gustavson, vice president of the Moody Bible Institute in Chicago, said that such fiscal integrity and accountability is needed by religious broadcasters who depend so heavily on donors for financial stability. He

called the code "the best measuring stick we religious broadcasters have today."

Gustavson admitted concern about those not responding to the code and not abiding by its standards. "We feel this is a flaw that needs correction," he said.

#### **NRB's new dues schedule delayed, more input from members sought**

Delegates were told Wednesday that a critical issue in 1984 is NRB's dues structure. Although a new dues schedule was approved by the association's board at the 1983 convention, Dr. Thomas F. Zimmerman, chairman of the finance committee, said NRB recognizes that the new rates may impose a hardship on some members.

Accordingly the membership is being asked for its input, by March 31, 1984, with regard to how the new dues structure affects their organizations. Also, the need for full compliance with the dues schedule is being delayed until January 1986.

Among points raised in the membership solicitation are factors to be considered in determining criteria for categories of membership; how the NRB members feel the association can be adequately financed; what new NRB services should be considered; in the light of potential future legal challenges, would members be willing to contribute to a special legal fund?

The new "fair-share" approach, approved by the board last year, assesses dues according to income with the majority of the membership falling in a middle range between \$70 and \$145 per month. Previously, members made a minimum voluntary donation of \$200 per year.

#### **Other NRB '84 highlights**

E. Brandt Gustavson of Moody Bible Institute was re-elected last Wednesday to be NRB president for a third term. The association by-laws limit a person to no more than three terms in any one office. Similarly, Robert A. Cook of King's College, Wilkes-Barre, Pa., was re-elected first vice president, and Mike Maddex of WECC(FM) Springfield, Ohio, was again chosen secretary. In addition, B. Sam Hart of the *Grand Gospel Hour*, was elected second vice president, and Jerry Rose of WCFC(TV) Chicago was named treasurer.

NRB's growing global influence was reflected at last week's sessions with 25 delegations from overseas, half from Latin American nations. About 500 persons were from Spanish-speaking areas and to accommodate them, translating facilities were offered for the first time. The Hispanic role in NRB resulted in the 1982 establishment of the Hispanic National Religious Broadcasters under H.O. Espinoza of San Antonio, Tex. Among HNRB activities last week was the Wednesday luncheon attended by ambassadors from Spanish countries.

An attempt to put the NRB on record as opposed to U.S. diplomatic ties with the Vatican met with no success last week. A last-minute resolution to that effect was offered from the floor at last Wednesday's

**Super Bowl ratings play by play.** The national ratings on the Super Bowl game came in last week, lower, as well as later, than originally expected. The Nielsen rating/share average for the full game was 46.4/71, making it the fifth-highest-rated Super Bowl.

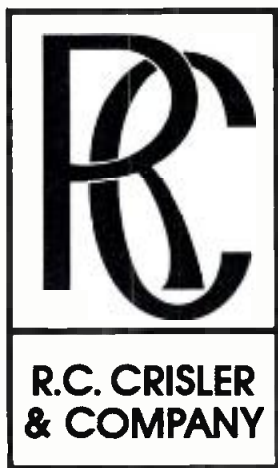
CBS, which carried the game, estimated that 106 million people in 50.5 million households watched some or all of it. The 46.4 rating translated to 38,883,200 households per average minute.

The matchup between the Washington Redskins and the Los Angeles Raiders had been regarded—in pre-Bowl build-up—as bordering on the classic, a battle of closely matched titans, with the Redskins a slight favorite in the betting but with the game holding potential for going either way. From that advance perspective, the ratings had been expected to challenge one or both of the top two Super Bowl numbers of the past: the 49.1/73 set by San Francisco-Cincinnati in 1982 or the 48.6/69 of Washington-Miami in 1983.

The game didn't turn out as predicted, the Raiders taking it by 38-9, and the ratings also fell below expectations. With kickoff at 4:42 p.m. NYT, the rating started at 45.3, built to 47.5 in the 5-5:30 half-hour, went up to its peak, 48.4, in the 5:30-6 period, then skidded to 47.0 at 6-6:30 and dropped two more points, to 45.0, at 6:30-7. In the first half-hour of prime time, 7-7:30, it picked up steam again, reaching 47.6. After that, it was all downhill, to 46.0 at 7:30-8 and on down to 43.4 at 8-8:30 (the game ended at 8:20).

Although the national ratings for the full game were delayed until last week, the Nielsen numbers for the prime time portion, 46.0/67, had been reported along with ratings for all prime time programs for the week ended Jan. 22. The 46.0 for that part, plus overnight local measurements, in major markets, had led CBS sources to speculate that the national rating for the full game would be around 47.0—this on the theory that the audience in the prime time period had begun to dwindle as a result of the Raiders' runaway (BROADCASTING, Jan. 30). The theory, at least, proved correct: The rating for the pre-prime time portion averaged 46.6.

The game became the fifth-ranked Super Bowl by a 10th of a rating point, ousting the 1980 Pittsburgh-Los Angeles contest, which produced a 46.3/67 that is now sixth.



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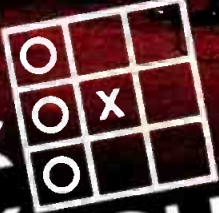

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business meeting following approval of resolutions that had been formally submitted to and approved earlier by the convention resolutions committee. After a brief discussion, with most sentiments being that the move

was more in the province of the parent National Association of Evangelicals, and that such action might be inappropriate for NRB, the resolution was referred to the association's executive committee. □

## Changing Hands

### PROPOSED

**WOOD-AM-FM Grand Rapids, Mich.** □ Sold by WOOD Broadcasting Inc. to Grace Broadcasting Inc. of Grand Rapids Mich. for \$8.1 million. **Seller** is majority owned by Willard Schroeder. Other owners are Edsko Hekman and Michael Lareau. Lareau will have minority interest in buyer and will remain as stations' president and general manager. **Sellers** also own WSPD(AM)-WLQR(FM) Toledo, Ohio. **Buyer** is owned by Lareau, Harvey Grace and Doug Jackson. Grace is former president and part owner, with less than 1%, of WTTV(TV) Bloomington (Indianapolis), Ind., which is being sold ("In Brief," Nov. 14, 1983). He also owns KDON-AM-FM Salinas, Calif. Jackson is partner in Seidman, Jackson, Fisher & Co., Chicago-based venture capital firm. WOOD is on 1300 khz with 5 kw full time. WOOD-FM is on 105.7 mhz with 265 kw and antenna 810 feet above average terrain. *Broker: R.C. Crisler & Co.*

**WAAX(AM)-WQEN(FM) Gadsden, Ala.** □ Sold by Etowah Broadcasters Inc. to Big Thicket Broadcasting for \$3,472,000. **Seller** is owned by Charles Smithgall Jr., who has no

other broadcast interests. **Buyer** is owned by Richard Beauchamp (80%); Henry A. Kane, vice president, and Adam G. Polacek, president (10% each). Beauchamp is president of Refrigerated Transport Co., Atlanta. **Buyer** recently bought WELO(AM)-WZLQ(FM) Tupelo, Miss. ("Changing Hands," Oct. 10, 1983) and KRKK(AM)-KQSW(FM) Rock Springs, Wyo. ("Changing Hands," May 16, 1983). It also owns KTYL-AM-FM Tyler, Tex. WAAX is on 570 khz with 5 kw day and 500 w night. WQEN is on 103.7 mhz with 100 kw and antenna 1,080 feet above average terrain. *Broker: Blackburn & Co.*

**KLTE(FM) Oklahoma City** □ Sold by Quantum Communications to Mel Wheeler Inc. for just over \$3 million. **Seller** is majority owned by Clint Murchison Jr., who is part owner of Dallas Cowboys football team. Murchison also has interest in subscription TV companies. Other owners include Kenneth L. Dowe, president. **Seller** bought station five years ago for \$970,000. **Buyer** is owned by Mel Wheeler. It also owns WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT(AM) Denton and KDNG-FM Gaines-

ville, both Texas. It also recently bought WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo., for \$6.6 million ("Changing Hands," June 6, 1983). It is 80% owner of recent seller of KSRD(FM) Seward (Lincoln), Neb., for \$864,000 ("Changing Hands," Dec. 12, 1983). KLTE is on 101.9 mhz with 100 kw and antenna 457 ft. above average terrain. *Broker: R.C. Crisler & Co.*

**WPRZ(AM)-WWWK(FM) Warrenton, Va.** □ Sold by Northern Virginia Broadcasting Inc. to First Virginia Communications Inc. for \$1 million cash. **Seller** is owned by Bruce A. Houston, who has no other broadcast interests. **Buyer** is owned by Sydney A. Abel (55%), Joseph Gildenhorn (36%) and Robert D. Lerner (9%). Gildenhorn is Washington lawyer and real estate investor. Lerner is executive vice president of Washington-based automobile leasing company. **Buyers** recently sold WYRE(AM) Annapolis and WBEY(FM) Graysonville, both Maryland, for \$1.3 million ("Changing Hands," Aug. 15, 1983). WPRZ is 5 kw daytimer on 1250 khz. WWWK is on 107.7 with 3.8 kw and antenna 800 feet above average terrain.

**WPLP(AM) Pinellas Park, Fla.** □ Sold by Dan Johnson Inc. to Guy Gannett Broadcasting Services for \$850,000 cash. **Seller** is equally owned by Dan L. Johnson and his father, Elwyn. It had sold station five-and-a-half years ago for \$675,000 to International Broadcasters Inc. but reacquired it last year after buyer, International, went bankrupt ("Changing Hands," Aug. 15, 1983). Dan Johnson also is 25% owner of WPCR(FM) Safety Harbor, Fla., and has minority interest in permittee of new TV at Lakeland, Fla. Elwyn Johnson has no other broadcast interests. **Buyer** is Portland, Me.-based newspaper publisher and station group owner, majority owned by estate of Guy P. Gannett, and headed by his daughter, Jean Gannett Hawley, chairman. It recently sold WGAN-AM-FM Portland, Me., for \$3.1 million ("Changing Hands," Nov. 7, 1983), and also owns three AM's, four FM's and three TV's. WPLP is on 570 khz with 1 kw full time.

**WADC(AM)-WIBZ(FM) Parkersburg, W. Va.** □ Sold by CDI Communications-WADC/WIBZ Partnership to Parkersburg/Marietta Broadcasting Inc. for \$780,000, including \$740,000 cash. **Seller** is group of 32 investors headed by Gerald P. Mikitka, sole general partner. It also owns KQSA(AM)-KIXY-FM San Angelo, Tex., and WKZN-AM-FM Zion, Ill. (Kenosha, Wis.). It recently sold WIVI-FM Christiansted, St. Croix, Virgin Islands, for \$800,000 ("Changing Hands," Sept. 19, 1983). **Buyer** is owned by James T. Embrescia, Cleveland area businessman and radio consultant, and his wife, Christina. He and his brother, Thomas Embrescia, who recently bought WIFE(AM) Indianapolis ("Changing Hands," Feb. 7, 1983), were former owners of WBBG(AM)-WMJI(FM) Cleveland, which they sold two years ago. WADC is 5 kw daytimer on 1050 khz. WIBZ is on 99.3 kw with 3 kw and antenna 210 feet above average terrain. *Broker: Cecil L. Richards.*

**WTAB(AM)-WKSM(FM) Tabor City, N.C.** □ Sold by Sunbelt Broadcasting Inc. to Prorad Communications Inc. for \$475,000, including \$450,000 seller's note. **Seller** is owned

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by Donald W. Curtis (90%) and J.D. Longfellow (10%). They bought stations four years ago for \$284,500 ("Changing Hands," March 17, 1980). Curtis recently sold WEWO(AM)-WSTS(FM) Laurinburg, N.C., for stock worth \$2.8 million, to Durham, N.C.-based group owner Durham Life Broadcasting, of which he is now general manager ("Changing Hands," Dec. 19, 1983). He has also sold, subject to FCC approval, WTNC(AM)-WEYE(FM) Thomasville, N.C., for \$805,000 ("Changing Hands," Dec. 19, 1983). Longfellow is Laurinburg-based CPA with no other broadcast interests. **Buyer** is owned by Robert (Mike) Binkley and his wife, Lorri G. He is vice president of sales for Laurinburg and Tabor City stations. She is office manager for appliance store. WTAB is 5 kw daytime on 1370 khz. WKSM is on 104.9 mhz with 3 kw and antenna 425 feet above average terrain.

**KREH(AM)-KGBM-FM Oakdale, La.** □ Sold by Oakdale Broadcasting Co. to Strother Broadcasting Co. of Louisiana for \$350,000, including \$343,000 seller's note. **Seller** is George B. Mowad, physician, who bought station for \$400,000 ("Changing Hands," June 15, 1981). He has no other broadcast interests. **Buyer** is owned by Ronald H. Strother, who has also bought, subject to FCC approval, KRIZ(FM) Roswell, N.M. ("Changing Hands," Jan. 30). Strother is also 65% owner of WTGI(FM) Hammond, La., which has been sold, subject to FCC approval ("Changing Hands," Jan. 16). KREH is 250 w daytimer on 900 khz. KGBM-FM is on 104.9 mhz with 1.5 kw, and antenna 230 feet above average terrain. It has construction permit for 3 kw.

**KWCL-AM-FM Oak Grove, La.** □ Sold by Baker Broadcasting Corp. to Heart of Dixie Broadcasting Corp. for \$290,000 comprising \$60,000 cash, \$96,000 seller's note and assumption of \$134,000 note. **Seller** is owned by Edward Keith Baker and wife, Evelyn. They are also applicants for new FM at Mountain Home, Ark. **Buyer** is owned by Buford Bennett Strange, who also owns KDXI(AM)-KJVC(FM) Mansfield, La. He and his wife, Mayme Stone, also own WELZ(AM) Belzoni, Miss. KWCL is 1 kw daytimer on 1280 khz. KWCL-FM is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain.

**WFPA(AM) Fort Payne, Ala.** □ Sold by C. Kenneth Still, trustee, to Robert H. Johnson and his wife, Beatrice, and their daughter, Betty Holderfield, for \$6,000 and for forgiveness of secured note of which \$267,360 is outstanding to them. **Seller** became trustee after station went off air and previous licensee, equally owned by C. Alfred Dick and his son, James Alfred, went bankrupt. C. Alfred Dick also owns half of WKYV-FM Vicksburg, Miss. **Buyers** Robert and Beatrice Johnson sold station to Dicks four-and-a-half years ago for \$360,000 ("Changing Hands," June 11, 1979). Robert Johnson is retired. Beatrice Johnson is chairman of board of registrars in Dekalb county, Ala. Holderfield is supervisor of financial management and administrative services in energy conservation and rates for the TVA. None have other broadcast interests. WFPA is assigned 1400 khz with 1 kw day and 250 w night.

**WORM-AM-FM Savannah, Tenn.** □ Sold by Savannah Broadcasting Service Inc. to Gerald W. Hunt for \$225,000, comprising \$50,000 cash and \$175,000 seller's note. **Seller** is equally owned by William L. Barry and Janet L. Bunn. Neither has other broadcast interests. **Buyer** is general manager of WVOM(AM)-WTIB(FM) Iuka, Miss. WORM is 250 w daytimer on 1010 khz. WORM-FM is

on 101.7 mhz with 3 kw and antenna 175 feet above average terrain. **Broker:** Chapman Associates.

**WADM-AM-FM Decatur, Ind.** □ Sold by WFYC Inc. to Midwest Communications Co. for \$200,000, comprising \$40,000 cash and \$160,000 seller's note. **Seller** is owned by Gilbert E. Thomas and wife, Betty M.



**Consummated.** The final stroke of the \$501.1-million sale of four Corinthian Broadcasting TV stations to A.H. Belo Corp. has been put to paper. Shown at the signing are James M. Moroney (l), president and chief executive officer of Belo, and Volney Taylor (r), executive vice president of Corinthian's parent company, Dun & Bradstreet Corp. The stations are: KXTV(TV) Sacramento, Calif.; KOTV(TV) Tulsa, Okla.; KHOU-TV Houston, and WVEC-TV Hampton, Va. The sale was announced last year (BROADCASTING, June 27, 1983).

## NATIONWIDE MEDIUM/LARGE MARKET OPPORTUNITIES

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| MIDWEST – Medium Markets        |             |
| Fulltime AM – Class B FM        | \$3,500,000 |
| Class C FM                      | \$2,500,000 |
| ROCKY MOUNTAINS – Medium Market |             |
| Fulltime AM – Class C FM        | \$1,700,000 |
| SOUTHWEST – Medium Market       |             |
| Daytime AM – Class C FM         | \$1,100,000 |
| EAST – Top 10 Market            |             |
| Fulltime AM                     | \$1,000,000 |

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(65%), and David W. Sommerville (35%). It also owns WFYC-AM-FM Alma, Mich. Buyer is equally owned by David Sommerville's brother, Richard S. Sommerville, and Richard's son, Jeffrey P. Richard Sommerville also owns WSMA(AM) Marine City, Mich.

Two other sons of Richard Sommerville, David R. and John F., are equal owners of WDEY-AM-FM Lapeer, Mich., where Jeffrey Sommerville is employed as news director and chief engineer. Two other sons of Richard Sommerville, Thomas J. and James R.

**Testing market.** Plough Broadcasting Co., a Memphis-based radio group owner of six AM's and six FM's, has put its two Chicago stations up for sale and has retained the investment banking firm of Merrill Lynch to determine whether it should sell its 10 other stations as a group. Plough Broadcasting is owned by Schering-Plough Corp., the Kenilworth, N.J.-based pharmaceutical and health care products company. Schering-Plough "decided to focus its long-range goals on development of pharmaceuticals and mass marketing of consumer products," said Howard McIntyre, president of Plough Advertising.

Wayne Hudson, president of Plough Broadcasting said that Merrill Lynch has been assigned to assess the degree of interest in Plough Broadcasting's other stations being sold as a group—possibly to a "highly leveraged group of investors with no other broadcast interests." Hudson declined to say what the asking price is for the group of 10 stations, but industry sources indicated that Merrill Lynch had presented at least half a dozen prospective buyers with a price tag of \$75 million, a 11.5 multiple of the estimated \$6.5 million 1983 cash flow. He said there is no intention to sell the group piecemeal, although inquiries have been made about splitting up the Chicago stations. Hudson said those stations—WJJD(AM)-WJEZ(FM)—have been listed with media brokers R.C. Crisler Co., Ted Hepburn Co. and Robert O. Mahlman Inc., with an asking price of \$14.5 million.

Other Plough stations are WKDJ(AM)-WHRK(FM) Memphis; WCAO(AM)-WXYV(FM) Baltimore; WPLO(AM)-WVEE(AM) Atlanta; WMLX(AM)-WUBE(FM) Cincinnati, and WZNE(FM) Tampa/St. Petersburg, Fla.

Plough Broadcasting began in 1944 when Abe Plough, founder of Plough Inc., bought WKDJ(AM) Memphis (formerly WMPs) from Scripps-Howard. Schering-Plough was formed in 1971 after Plough Inc., maker of Coppertone, Maybelline and Dr. Scholl's lines of products, merged with Schering, a pharmaceutical company.

The company reported revenues in 1983 of \$1.8 billion and net earnings of \$190 million. Revenues for the broadcast division in 1982—the most recent year available—were \$25.1 million, or 1.4% of the total.

own 90% of applicant for new FM at Port Huron, Mich. WADM is 250 w daytimer on 1540 khz. WADM-FM is on 92.7 mhz with 3 kw and antenna 100 feet above average terrain.

□ Other proposed station sales include: WORL(AM) Orlando and WJYO(FM) Mount Dora (Orlando), both Florida ("Changing Hands," Jan. 9); WBYG-FM Kankakee, Ill. ("Changing Hands," Jan. 23), and WSNE-FM Taunton, Mass. ("Changing Hands," Jan. 30). (see "For the Record," page 178).

#### APPROVED BY FCC

**WJAX-AM-FM Jacksonville, Fla.** □ Sold by City of Jacksonville to Silver Star Communications for \$3.1 million at auction. Seller has owned AM since 1925 and FM since 1948. It has no other broadcast interests. Buyer is headed and majority owned by Dr. John R.E. Lee, assistant director of athletics, University of Wisconsin (Madison). Buyer also owns WOKS(AM)-WFXE-FM Columbus, Ga., and recently bought WJIZ(FM) Albany, WTIH(AM) East Point and WMJM(AM)-WFAY(FM) Cordele, all Georgia, in distress sale, subject to FCC approval ("For the Record," Nov. 7, 1983). Lee recently sold his 28.5% interest in KLBK-TV Lubbock, Tex. ("Changing Hands," Oct. 10, 1983). WJAX is on 930 khz fulltime with 5 kw. WJAX-FM is on 95.1 mhz with 100 kw and antenna 460 feet above average terrain.

**KFDA-TV Amarillo, Tex.** □ Half interest sold by Midessa Television Trust to Lawton Cablevision for \$3 million. Seller, one of four partners in licensee, is 27.5% owned by R.H. Drewry, who also controls buyer. Seller recently sold KMID-TV Midland, Tex., for \$15 million ("Changing Hands," Jan. 23). Other half of KFDA-TV is owned by KSWO Television Inc. (45%), which also owns KSWO-TV Lawton; Duncan Broadcasting (2½%), which also owns KRHD-AM-FM Duncan, and Oklahoma Quality Broadcasting Inc. (2½%), which also owns KSWO(AM) Lawton, all Oklahoma. Drewry is controlling stockholder in all three. Buyer owns 22,000-subscriber cable system in Lawton. It is controlled by Drewry, who votes, directly and indirectly, 55.1% of shares. With purchase of seller's interest, and with his majority control of other partners, he will effectively own station. KFDA-TV is CBS affiliate on channel 10 with 316 kw visual, 31.6 kw aural, and antenna 1,572 feet above average terrain.

**WNDB(AM)-WWLV(FM) Daytona Beach, Fla.** □ Sold by Broadcast Management of Florida Ltd. to Root Communications for \$2.5 million, plus other considerations. Seller is Fairfield, Ohio-based group owner, with 46 shareholders, headed by Joel M. Thrope, president, and Samuel A. Frankel, executive vice president. It also owns WRKR-AM-FM Racine (Milwaukee), Wis.; and has sold, subject to FCC approval, WCNW(AM) Fairfield (Cincinnati), Ohio, and WINF(AM) Manchester (Hartford), Conn., (see "Changing Hands," Jan. 23). It is also applicant for new FM at Naples Park, Fla. Buyer is Daytona Beach, Fla.-based company, headed by Chapman S. Root, majority owner and chairman. He was majority owner of

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Lamar Simmons

January 1984

Richard Oppenheimer

Lamar Simmons receiving \$4,100,000 cashier's check from Richard E. Oppenheimer, President of Louisiana Broadcasting Corp.

Tom Gammon represented the owners, initiated, negotiated and closed this transaction.

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*The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this series, BROADCASTING is examining each committee, focusing on its chairmen, members and goals.*

#### **ALL-INDUSTRY CUBAN INTERFERENCE TASK FORCE**

□ Cuban interference, a matter of major concern to many American broadcasters, has been a problem that has plagued AM stations for years. During the last two years, however, the situation intensified and the National Association of Broadcasters decided to get into the act. In June 1982, NAB formed an all-industry Cuban interference task force dedicated to resolving Cuban interference problems. The committee is chaired by Cullie Tarleton, senior vice president, Jefferson Pilot Broadcasting, Charlotte, N.C.

Tarleton says his committee has one mission: to keep the pressure on the State Department. "Our role is not political. We stayed out of the Radio Marti controversy and concentrated instead on the State Department. It's important to make sure Cuban interference remains a top issue," he said.

Where is the task force now? "We are waiting to hear from the State Department on what, if anything, has happened at [the World Administrative Radio Conference in] Geneva," Tarleton noted. No official meetings with the Cubans are planned during the conference, "but we hoped we might get a feel from the Cubans on the future of bilateral discussions," he said.



Tarleton

Tarleton noted that last summer U.S. and Cuban representatives met for the first time in over two years to discuss AM interference problems. The talks were held in San Jose, Costa Rica, and Tarleton, who was part of the seven-member U.S. delegation, believes they must continue. "The only way to solve the problem is to have the two countries sit down and pinpoint the categories of interference and deal with them one by one."

Although nothing was resolved at that meeting, Tarleton says, it set into motion plans for further talks. Cuba, however, broke off the talks in November. "We were scheduled to meet in Mexico City and as late as the week before they broke off the talks," he

said.

The committee chairman noted that Cuba's action may have been based on a number of reasons. Congressional passage of the Radio Marti bill or the movement of U.S. warships to Central American waters may have also contributed to their decision, he said. "Now we're trying to get those meetings back on track."

"Only 1 kw of power from Cuba will detrimentally affect the skywave service of a class I station," says Michael Rau, NAB staff engineer. Rau, who is the staff liaison for the committee, says that 20 AM stations are currently experiencing significant interference. And according to a report produced by NAB in 1982, over 200 U.S. stations will be affected in the long run if Cuba proceeds with its broadcasting plans. "Ten clear channel radio stations will lose their entire nighttime coverage area. Thirty-seven clear channel stations would lose large portions of their wide area coverage. Only six clear channel stations would continue to provide interference-free service," the report said.

Other committee members, in addition to Tarleton, are: James Champlin, Beck-Ross Communications, Rockville Centre, New York; John Dille III, Federated Media, Elkhart, Ind.; Jim Eddens, WOW(AM)-KEZO(FM) Omaha, Neb.; Wayne Hudson, Plough Broadcasting Co., Memphis, Tenn.; Matthew Leibowitz, special counsel, Florida Association of Broadcasters; Herb Levin, S.R. Associates, Miami, and Vincent Pepper, Pepper & Corazzini, Washington.

Coca-Cola bottler, sold last May, and also has food manufacturing and distributing and real estate interests. Root has also bought WVFM-FM Lakeland, Fla., for \$3.1 million (BROADCASTING, Sept. 5, 1983) and KMVT-TV Twin Falls, Idaho, for \$11.4 million ("Changing Hands," Jan. 30). WNDB is on 1150 khz with 1 kw full time. WWLV is on 94.5 mhz with 54 kw and antenna 330 feet above average terrain.

**WKEZ-FM Yorktown, Va.** □ Sold by Karas Radio Corp. to Melody Corp. of Virginia for \$1.2 million. Seller is headed by Stan Karas, former general manager of recently sold WEAM(AM) Arlington, Va. ("Changing Hands," May 16, 1983). Other principals in seller are Lee Lovett, Arthur Stambler, Thomas Siebert and Joe Hennessy, all members of Washington-based communications law firm bearing their names. Seller also owns WANB-AM-FM Waynesburg, Pa., and 80% of KMZQ-FM Henderson (Las Vegas), Nev. Buyer is equally owned by Catherine Pendleton LaFerme and Patricia L. Parker. LaFerme is former regional sales manager at WFOG(AM) Suffolk (Norfolk), Va. Her husband, Robert, is general manager of WKEZ, and has minor interest in seller. Parker was advertising manager for Virginia Beach, Va., furniture store. WKEZ is on 94.1 mhz, with 50 kw and antenna 500 feet above average terrain.

**WTAI(AM)-WLLV(FM) Melbourne, Fla.** □ Sold by Cape Canaveral Broadcasting Inc. to Silicon East Corp. for \$846,000. Seller is owned by John Donahey (65%), Pat Yaturo (25%) and Al Richards (10%). It has no oth-

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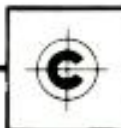
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## 'Seasons,' 'Hammer' nail down first for CBS

With four of the top five programs and eight of the top 10, CBS-TV rolled to a long lead in the prime time ratings for the week ended Jan. 29, topping ABC-TV by 2.8 rating points and NBC-TV by 4.6. CBS averaged a Nielsen rating/share of 19.3/30, ABC 16.5/26, and NBC 14.7/23.

CBS won Monday, Tuesday, Thursday, Friday and Sunday nights; ABC won Wednesday and Saturday.

CBS had solid help from premieres of two new series. A one-hour premiere of *Four Seasons*, the half-hour comedy series created by Alan Alda, on Sunday night (Jan. 29) produced a 22.3/31, ranking seventh for the week. A two-hour premiere (on Thursday) of the one-hour *Mike Hammer* private eye series (on Saturdays) generated 21.6/34, tying with NBC's *TV Bloopers, Commercials and Practical Jokes* for 10th. And in its first Saturday-night appearance, *Hammer* earned a 17.4/31.

CBS found somewhat less help in the first regular outing of its *Airwolf* series on Saturday at 9-10 p.m.: It produced a 16.2/27—down

from 21.6/36 for its two-hour premiere the week before—and tied with NBC's *Real People* for 37th place.

Wednesday was an off-schedule night with President Reagan's 40-minute State of the Union address and a subsequent 30-minute Democratic reply extending from 9 p.m. to about 10:30 on all three networks. ABC won the night handily, in part because it was the only one to pick up with regular programming after the Capitol Hill events.

CBS's combination of *Magnum P.I.* and *Mike Hammer* special took Thursday night easily with a combined average of 21.7/34, with NBC's regular lineup placing second at 17.1/27 and ABC's third at 12.1/19.

At the end of the week, the 18th of the 1983-84 season, the season-to-date records were: 18.2/29 for CBS, 17.1/27 for ABC and 15.1/24 for NBC.

Outside of prime time, *CBS Evening News* continued to pace the early-evening news field, scoring a 14.5/24 for the week. *NBC Nightly News* was second with 11.7/20 and ABC's *World News Tonight* was third with 11.2/19.

| Rank | Show                       | Network | Rating/Share | Rank | Show                       | Network | Rating/Share | Rank | Show                        | Network | Rating/Share |
|------|----------------------------|---------|--------------|------|----------------------------|---------|--------------|------|-----------------------------|---------|--------------|
| 1.   | 60 Minutes                 | CBS     | 27.2/41      | 24.  | Hardcastle & McCormick     | ABC     | 17.9/25      | 47.  | Remington Steele            | NBC     | 14.1/22      |
| 2.   | Dallas                     | CBS     | 26.3/41      | 25.  | Matt Houston               | ABC     | 17.8/31      | 48.  | Hart to Hart                | ABC     | 13.9/23      |
| 3.   | Lost Honor of Kathryn Beck | CBS     | 22.7/35      | 26.  | Three's Company            | ABC     | 17.8/26      | 49.  | Blue Thunder                | ABC     | 13.5/21      |
| 4.   | Jeffersons                 | CBS     | 22.7/32      | 27.  | Silver Spoons              | NBC     | 17.6/29      | 50.  | Domestic Life               | CBS     | 13.1/20      |
| 5.   | A Team                     | NBC     | 22.6/32      | 28.  | Knight Rider               | NBC     | 17.6/25      | 51.  | World War III, part 2       | NBC     | 12.9/20      |
| 6.   | Alice                      | CBS     | 22.4/33      | 29.  | Family Ties                | NBC     | 17.5/26      | 52.  | Ripley's Believe It Or Not  | ABC     | 12.9/19      |
| 7.   | Four Seasons*              | CBS     | 22.3/31      | 30.  | Mike Hammer                | CBS     | 17.4/31      | 53.  | 20/20                       | ABC     | 12.6/21      |
| 8.   | Love Boat                  | ABC     | 22.1/37      | 31.  | T.J. Hooker                | ABC     | 16.9/28      | 54.  | Automan                     | ABC     | 11.9/18      |
| 9.   | Magnum, P.I.               | CBS     | 21.8/33      | 32.  | Hill Street Blues          | NBC     | 16.8/28      | 55.  | Masquerade                  | ABC     | 11.8/18      |
| 10.  | Mike Hammer Special        | CBS     | 21.6/34      | 33.  | Gimme A Break              | NBC     | 16.8/26      | 56.  | Comedy's Funniest Moments   | NBC     | 11.7/20      |
| 11.  | TV Bloopers                | NBC     | 21.6/31      | 34.  | Fantasy Island             | ABC     | 16.7/30      | 57.  | State of the Union analysis | CBS     | 11.7/18      |
| 12.  | Trapper John, M.D.         | CBS     | 20.7/34      | 35.  | Jealousy                   | ABC     | 16.7/25      | 58.  | Empire                      | CBS     | 10.6/16      |
| 13.  | Benson                     | ABC     | 20.6/33      | 36.  | Dukes of Hazzard           | CBS     | 16.5/26      | 59.  | World War III, part 1       | NBC     | 10.3/16      |
| 14.  | Webster                    | ABC     | 20.5/33      | 37.  | Airwolf                    | CBS     | 16.2/27      | 60.  | Master                      | NBC     | 10.3/16      |
| 15.  | The Four Seasons (movie)   | CBS     | 20.5/31      | 38.  | Real People                | NBC     | 16.2/25      | 61.  | Legmen                      | NBC     | 9.5/15       |
| 16.  | AfterMASH                  | CBS     | 20.5/30      | 39.  | Oh Madeline                | ABC     | 16.1/24      | 62.  | Whiz Kids                   | CBS     | 8.9/15       |
| 17.  | Amazons                    | ABC     | 20.4/31      | 40.  | Happy Days                 | ABC     | 16.0/23      | 63.  | State of the Union analysis | CBS     | 8.4/15       |
| 18.  | Newhart                    | CBS     | 19.7/28      | 41.  | Burnett, Discovers Domingo | CBS     | 16.7/27      | 64.  | Decision '84                | NBC     | 8.3/15       |
| 19.  | Full Guy                   | ABC     | 19.4/29      | 42.  | Hotel                      | ABC     | 25.2/24      | 65.  | Back Together               | CBS     | 7.6/14       |
| 20.  | Cheers                     | NBC     | 19.3/29      | 43.  | Buffalo Bill               | NBC     | 15.2/24      | 66.  | NBC Reports—Lee Iacocca     | NBC     | 6.9/10       |
| 21.  | Foulups, Bleeps, Blunders  | ABC     | 19.1/27      | 44.  | Mississippi                | CBS     | 15.0/21      |      |                             |         |              |
| 22.  | Different Strokes          | NBC     | 18.3/31      | 45.  | ABC Sports Sunday          | ABC     | 14.9/25      |      |                             |         |              |
| 23.  | The Outlaw Josey Wales     | NBC     | 17.9/23      | 46.  | That's Incredible          | ABC     | 14.3/20      |      |                             |         |              |

\*Premiere episode.

er broadcast interests. Buyer is owned by Gary Hess (25%), Sylvan Taplinger (25%), Martin W. Spector, wife, Dorothy, and Spector's daughters, Roslynn Spooner and Ann Lief (12½% each). It also recently bought WVTY(FM) (previously WHBS(FM)) Holiday, Fla., for \$800,000 and WWQT(AM) Dunedin, Fla., for \$475,000 ("Changing Hands," both March 14, 1983). Taplinger is former executive vice president of SJR Communications, which sold off its radio properties. Spector is Florida-based record retailer. Hess is general

manager of buyer's WWQT(AM) and WVTY(FM), and also has 25% interest in applicant for new FM's at Middletown, Md., and San Angelo, Tex. WTAI is daytime on 1560 khz with 5 kw. WLLV is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

Other station sales approved by FCC include: WTJP-TV[CP] Gasden, Ala.; WJRD(AM) Tuscaloosa, Ala.; WPUL(AM) Bartow, Fla.; WPXE-AM-FM Starke, Fla.; WEAT-AM-FM West

Palm Beach, Fla.; WPRC(AM)-WLRX(FM) Lincoln, Ill.; WLCB(AM) Buffalo, Ky.; WLBI(AM) Denham Springs, La.; WDGD(AM) Jackson, Mich.; WWIL(AM) Wilmington, N.C.; WDOH(FM) Delphos, Ohio; KHEN(AM)-KGCG-FM Henryetta, Okla.; WNOO(AM) Chattanooga and WZTQ(AM) Hurricane, W. Va. (see "For the Record," page 179).

### CABLE

**Cable system serving Buffalo, N.Y.** Sold by Cowles Media Co. to Tele-Communications Inc. for \$41.5 million. Sale is subject to approval of New York State Commission on Cable Television, which meets this week. Seller is Minneapolis-based publisher, whose properties include *Minneapolis Tribune*. Headed by Otto A. Silha, chairman, it recently sold WDRB-TV Louisville, Ky., for \$10 million ("Changing Hands," Jan. 2) and has no other cable or broadcast properties. Buyer, publicly traded company, based in Denver, is largest MSO with 2,475,000 subscribers. It is headed by John C. Malone, president and CEO. Buffalo system, now complete, passes 135,000 homes and serves 60,000 subscribers with 506 miles of plant and 32 channels. Recent franchise renewal requires upgrading of system to 54 channels by 1989.

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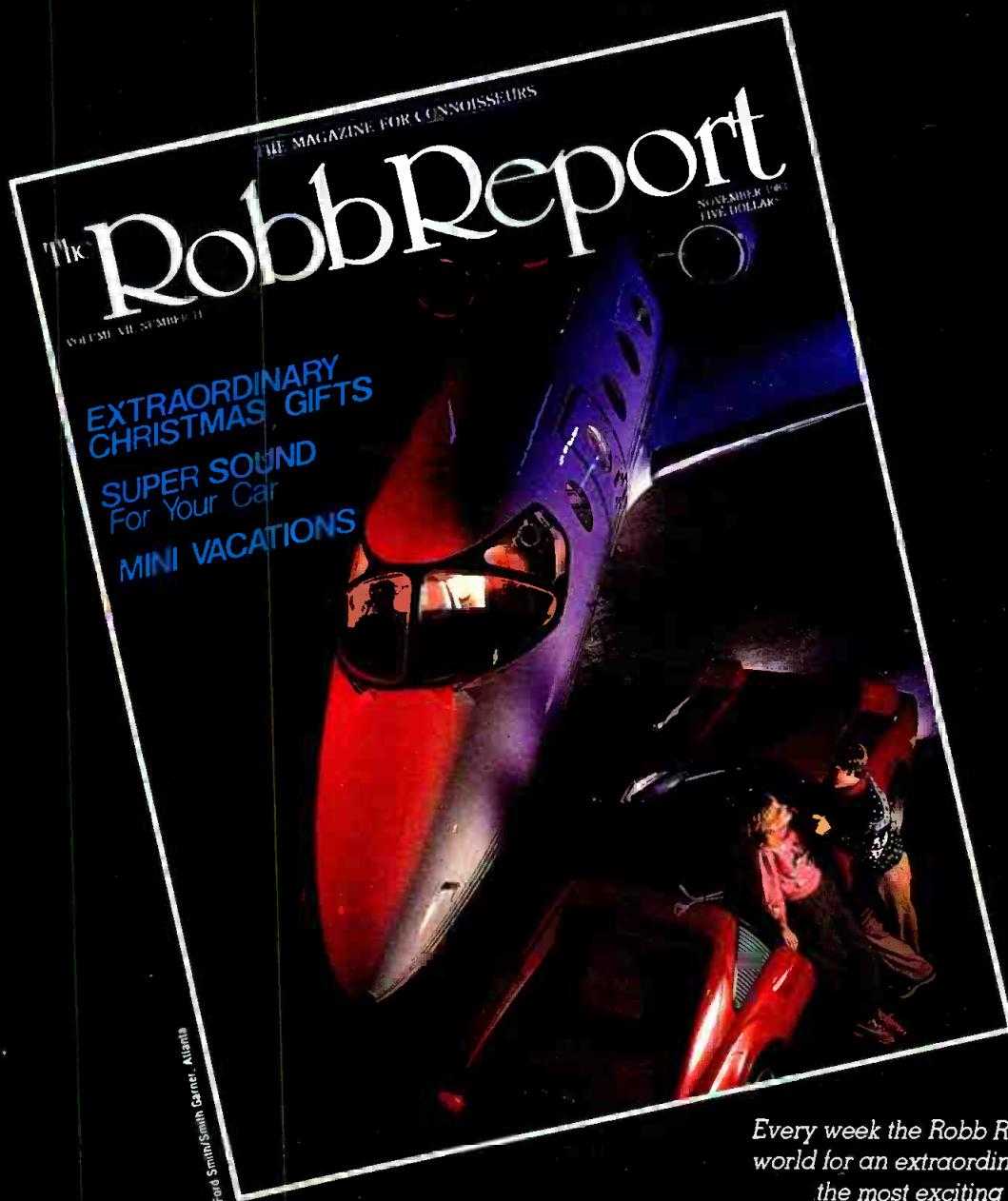
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## FCC is asked to continue call sign arbitration

**As result of FCC decision to cut back its role in call letter disputes, associations ask commission to reconsider; they say stations would have to turn to courts, taking more time and money and causing more confusion**

The National Association of Broadcasters and the National Radio Broadcasters Association have asked the FCC to reconsider its decision to back out of the call sign business.

In the action in question, the FCC said it would still issue call signs—but leave disputes over assignments to be settled in local courts (BROADCASTING, Dec. 5, 1983).

In its petition for partial reconsideration, the NAB recommended the commission reinstitute the requirement that a station requesting a call sign give notice to broadcast stations within 35 miles of its community of license. It also urged the FCC to retain its basic authority over call sign disputes.

NRBA asked for similar relief. At a minimum, NRBA said the commission should retain notice and holding requirements for call sign requests.

NAB said public confusion over calls was bad enough before the FCC decided to get out of the business. Without the agency's oversight, the public will become even more confused, and broadcasters—who rely on radio ratings services, which, in turn, rely on the public to keep track of stations through their calls—will suffer.

The association added that seeking resolution of call sign disputes in local courts was not the answer. That route will be more time-consuming and produce less consistent rulings than going through the FCC; going through the courts also will raise costs for broadcasters and the government. "The truth of the matter is that judicial resolution of such disputes will greatly increase the government's costs—costs which, whether they are paid from the FCC budget or judicial appropriations, all ultimately are borne by the taxpayer. Thus, the commission's action will vastly increase, not decrease, government costs. The commission's myopic concern over only its own budget is simply wrong," NAB said.

It also said the commission could keep the costs of arbitrating disputes to a minimum by adopting streamlined filing periods for dispute complaints and replies, and by adopting a tougher standard—requiring complaining parties to demonstrate a "clear and convincing likelihood of public confusion" arising from a new call instead of the "significant likelihood of public confusion" showing previously required. "Through the adoption of these modifications to its former

system of resolving call letter disputes, the commission likely will be able to realize reductions in its own costs, and, at the same time, avoid the chaos and jeopardy to fair competition that clearly would result under the terms of the report and order," the association said.

NRBA also said the courts weren't the answer. Under the commission's former rules, the FCC gave parties an opportunity to object to a requested call before the call was assigned. Under the new rules, calls would be assigned immediately upon request, without any advance notice—before parties had an opportunity to raise objections, NRBA said. "Once a call sign has been placed in use pursuant to a valid authorization from the commission, a station with a valid objection

to the call sign will not be able to protect itself fully from the damage that it will suffer as a result of the use of the call sign by filing a law suit for injunctive and other relief. The damage will already have occurred," NRBA said.

Also, NRBA said, under the new order, the broadcaster receiving a new call will no longer know in advance whether his right to use a particular call is secure. Moreover, an applicant who loses a call sign dispute, after the delay of litigation, may find he is not only enjoined from using his newly selected call, but also from reverting to his former call, since the latter already could have been reassigned.

As a result, NRBA recommended the commission retain its authority over call-



**End of an era.** Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, says he will retire from the Senate when his term expires in 1986. Goldwater, who has hinted earlier that he is ready to retire, confirmed his intentions during an interview on CNN's *Newsmaker* program last week. And it appears that this time, the senator, who is 75, will do it.

Goldwater, whose career in the Senate spans more than 30 years, was first elected in 1952. He remained in the Senate through 1964, when he made an unsuccessful bid for the Presidency. He was re-elected to the Senate in 1968 and named chairman of the Communications Subcommittee in 1980. Even before assuming the chairmanship, Goldwater, the ranking Republican on the subcommittee, was a driving force behind the passage of major communications legislation. He is the author of the cable and broadcast deregulation bills, S.66 and S.55, respectively, that passed the Senate last year. And he is the chief sponsor of the international communications bill, S. 999.

Although Goldwater's term doesn't expire until 1986, there is already speculation as to whether or not he will retain the chairmanship during the remainder of his term. Goldwater has made it known he is interested in the chairmanship of the Senate Armed Services Committee, whose current chairman, John Tower (R-Tex.), is retiring from the Senate this year. If Goldwater makes the move, Larry Pressler of South Dakota, the ranking Republican on the subcommittee, would be the next in line. Pressler told BROADCASTING, he would "love" to be chairman and hoped to be some day. Pressler, however, said he would not second guess what Goldwater would do and that there may be others who are interested in the post. Says one Senate staffer, "There's no lock on anything."

To the broadcasting industry, Goldwater is considered a valuable ally. "It's been useful to have someone with continuity and who has taken a great interest. He's certainly been a friend of the broadcasting industry," said a spokesman for the National Association of Broadcasters.



# THANKS TO YOU, WHEN CBN SYNDICATION ASKED GOD, MILLIONS OF VIEWERS LISTENED.

When the prime-time special "Don't Ask Me, Ask God" aired in 150 markets from coast to coast, CBN Syndication scored big.

Frankly, very few syndicated specials can boast such powerful numbers on network affiliates in so many major markets. And because of you, "Ask God" became a nationwide media event.

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**SYNDICATION**

## Don't Ask Me, Ask God Arbitron Coincidental Survey

| Market       | Station    | Rating | Share | Market        | Station    | Rating | Share |
|--------------|------------|--------|-------|---------------|------------|--------|-------|
| Cleveland    | WJKW (CBS) | 10     | 18    | Milwaukee     | WITI (CBS) | 9      | 19    |
| Pittsburgh   | WPXI (NBC) | 11     | 20    | Providence    | WLNE (CBS) | 7      | 12    |
| Denver       | KBTW (ABC) | 7      | 14    | Norfolk       | WAVY (NBC) | 11     | 19    |
| Portland     | KOIN (CBS) | 10     | 22    | Little Rock   | KARK (NBC) | 11     | 20    |
| Indianapolis | WTHR (NBC) | 10     | 18    | Des Moines    | WOI (ABC)  | 7      | 12    |
| Hartford, CT | WVIT (NBC) | 11     | 17    | Lexington     | WLEX (NBC) | 11     | 19    |
| Phoenix      | KTSP (CBS) | 10     | 17    | Sioux Falls   | KDLT (NBC) | 8      | 14    |
| San Diego    | KGTW (ABC) | 9      | 16    | Santa Barbara | KEYT (ABC) | 10     | 29    |
| Kansas City  | KCTV (CBS) | 11     | 19    | Yakima, WA    | KNDO (NBC) | 14     | 37    |
| Cincinnati   | WLWT (NBC) | 7      | 15    | Bakersfield   | KERO (NBC) | 11     | 18    |

**Dropped in with waiver.** Handing out a waiver of the FCC's crossownership rules, Administrative Law Judge Byron Harrison has granted the application of Laurel Television Inc. for the VHF drop-in (ch. 8) in Johnstown, Pa. Laurel, a wholly owned subsidiary of Glosser Bros. Inc. (GBI), was the sole remaining applicant for the station. But to make the grant, Harrison had to first waive the commission's prohibition against common ownership of a radio and TV station in the same market. GBI is 55% owned by members of the Glosser family. Fred Glosser, who owns 2.5% of GBI, also owns Conemaugh Communications Corp., licensee of WGLU(FM) Johnstown. Harrison, however, said a waiver was warranted since GBI's board of directors had taken "positive steps" to remove Fred Glosser as an officer and director of GBI. "This, coupled with the pledge of the members of the Glosser family, excluding Mr. Fred Glosser, who hold over 51% of the voting stock, to continue to keep Mr. Fred Glosser walled off provides an effective mechanism to isolate Mr. Fred Glosser from the conflicting interest," the judge said.

Harrison further noted that the commission had granted a waiver of its crossownership rules before, in part on a finding that a "plethora" of broadcast and cable services in an area precludes any possibility of media concentration. GBI, he said, had made a "satisfactory" showing of the other services available in its service area.

sign disputes. At the very least, the FCC should publish call sign requests in the *Federal Register* or in news releases and reinstate the requirement that those requesting calls serve notice on area licensees.

In addition, NRBA recommended the FCC delay the effective date of all call letter assignments for 30 days after notice of the request is published "so interested parties will have the opportunity to take action to protest the requested call sign and the requester will be able to know in advance of its substantial promotional and advertising investments that its call sign will not be challenged."

## Expanded AM subcarrier use draws support

**Some commenters to FCC are wary, however, that states may try to impose common carrier regulations**

An FCC proposal to expand the variety of nonbroadcast services that can be offered on an AM carrier signal (BROADCASTING, Dec. 5, 1983) has drawn strong support in comments at the FCC.

The National Radio Broadcasters Association gave the thrust of the proposal its support. "By opening the subcarrier market to AM broadcasters, the commission would also be benefiting the general public," the NRBA said. "More competition will be added to the radio service market, thereby reducing the costs of such services to the consumer."

The National Association of Broadcasters urged the commission to forbear from imposing common carrier regulation on any service. "Additionally, to encourage AM subcarrier development and to fulfill its mandate, the commission should take action to pre-empt state authority over such operations, whether or not subcarriers are eventually classified as common carriers for federal regulatory purposes."

NBC said the proposal would increase the variety of services that AM licensees can offer the public and contribute to spectrum efficiency. The network said the commission shouldn't regulate nonbroadcast uses of AM carrier signals as common carriage or permit any use of the carrier that resulted in "any unrelated audible sound or tone during main channel programming."

Bonneville International Corp., noting that the AM carrier signal was much better adapted to portable reception than FM subcarrier signals, also urged the FCC to pre-empt state and local regulation. "The 'new and innovative services' that the deregulation of AM carriers might produce may be denied the public by the substitution of costly and confusing regulations where no need for such regulation has been demonstrated," said Bonneville.

Motorola Inc., which is trying to win market acceptance for its AM stereo system, said any additional ancillary use of the AM broadcast signal should be secondary to the "transmission and reception" of AM monophonic and stereophonic broadcasting. "We urge that the rule liberalization either be temporarily deferred or stringent technical restrictions be implemented which would protect the pilot-tone operated stereophonic receivers from switching to stereo on a non-

stereophonic transmission," said Motorola. "Later, when the marketplace indicates which AM stereo system it prefers, the commission could then recognize that decision in its technical regulations. This would release additional low frequency spectrum from AM stereo use to other ancillary functions."

Altran Electronics Products Division of the McGraw Edison Co., which petitioned for the AM carrier signal deregulation, asked the FCC to "clarify" whether AM carrier services could be offered when the main channel is not in operation. "There is no reason why an AM station should not be able to transmit carrier signals during hours when they do not provide an audio service," it said.

## Baptists choose Mulholland, Colson for top honors

Robert E. Mulholland, NBC president and chief operating officer, and former presidential aide Charles Colson are to receive special recognition during the Feb. 16 Abe Lincoln Awards ceremonies of the Southern Baptist Radio and TV Commission.

Mulholland will be awarded the Distinguished Communications Medal, the highest honor of the commission. Colson will receive the Christian Service Award.

In addition to these noncompetitive honors, to be conferred at the Americana hotel in Fort Worth, the SBRTC also announced that eight local broadcasters have been selected for outstanding public service programming as judged by a panel of the broadcasters' peers.

Two of the eight local broadcasters—one in radio and one in TV—will receive Abe Lincoln Awards, the top competitive honor. The other six will receive Abe Lincoln Merit Awards.

The local broadcasters are Walter H. Allen, news director, WBGO(FM) Newark, N.J.; J. Kevin Boyle, reporter, KNXT(TV) Los Angeles; John Fletcher, general manager, KCLE(AM) Cleburne, Tex.; Richard Maloney, reporter, KYW(AM) Philadelphia; Leeta McDougald, vice president, WRGA(AM)-WQTU(FM) Rome, Ga.; Terry Meeuwssen, director of special projects, WTMJ-TV Milwaukee; Sandy Rathbun, reporter/anchor, KOLD-TV Tucson, Ariz., and Carl Zimmerman, director of communications, WITI-TV Milwaukee.

The Distinguished Communication Medal, which recognizes lifetime contribution to the broadcast industry, will call attention to Mulholland's 23 years of service with NBC, beginning in 1961 as a news writer in Chicago.

The Christian Service Award, which recognizes individuals who have advanced the cause of Christianity, will cite Colson's work with the Prison Fellowship, a ministry founded by Colson after he had spent seven months in jail for the Watergate cover-up.

This is the 15th year in which the Fort Worth-based SBRTC will make the awards.

**Finally OK'd.** President Reagan's nomination of William Lee Hanley to the board of directors of the Corporation for Public Broadcasting, was approved by the Senate last week, with no opposition.

Hanley, a Republican from Connecticut, was first nominated last September as a recess appointment to succeed Gillian Sorensen when her term expired. (His term expires March 1 when his seat and four others disappear with a reduction in the number of CPB board members from 15 to 10.) However his appointment was sidetracked when a majority of CPB board members refused to seat him without Senate approval (BROADCASTING, Sept. 19, 1983). The Reagan administration subsequently filed suit to oust Sorensen and to compel CPB to recognize Hanley as a board member, charging that CPB had infringed upon "the constitutional and statutory power of the President to appoint members" to the board (BROADCASTING, Dec. 19, 1983).

According to a Department of Justice attorney, the case may be moot now that the Senate has approved the Hanley nomination and ousted Sorensen.



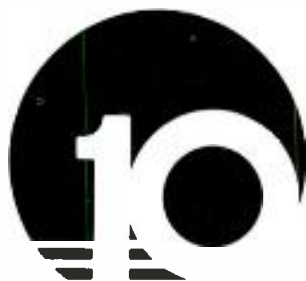
There's a rising sun on the Phoenix horizon. Reflecting a city's tremendous growth. Confirming a long-standing tradition and pride. Accepting the challenge of constant change. In October, 1982, the Gulf Broadcast Group chose the rising sun to represent KTSP Television. It has since come to symbolize all that is Phoenix, as we know it today, and for what it will be tomorrow. KTSP TV10. On the rise, in the "Valley of the Sun."

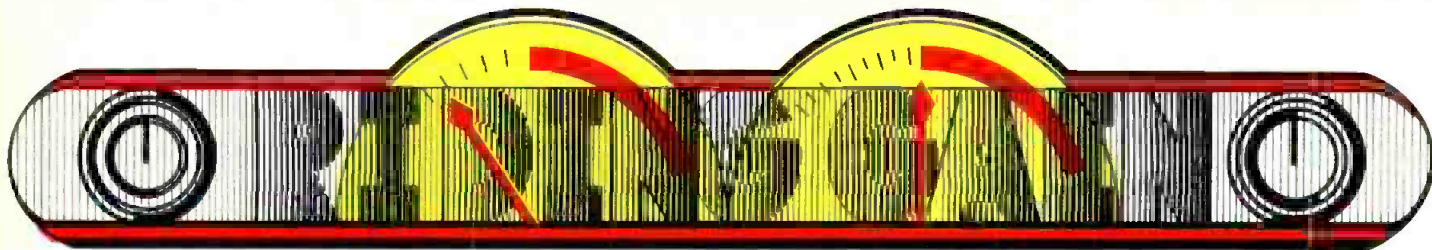
**KTSP TV PHOENIX**



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**ON THE RISE**





## Spot rise

National spot radio spending for 1983 climbed by 12.1% over 1982 to \$695.3 million, according to Radio Expenditure Reports Inc., Larchmont, N.Y. The 51-and-over markets showed the largest percentage increase, moving from \$151.2 million in 1972 to \$175.1 million, a jump of 15.8%. The top 10 markets, RER said, account for 51.5% of all expenditures in the top 50 markets. The percentage of national spot radio placed by the regional offices of all representatives is as follows: New York, 31.4%; Chicago, 11%; Dallas, 10.1%; Los Angeles, 9.3%; San Francisco, 8.8%; Detroit, 8%; Atlanta, 6.1%; St. Louis, 4.3%; Boston, 3.9%; Philadelphia, 2.7%, and Seattle, 1.9%.

## Shopping list

More often than not, satellite dishes top the shopping list of radio stations for 1984 and 1985. Other high-priority items on the list include cartridge machines, headsets, microphones and computers.

These are among the findings presented by the National Radio Broadcasters Association in a 24-page report, "Market for Radio Equipment and Services," based on a survey of NRBA members in November and December 1983. NRBA said 30.6% of its nearly 2,000 member stations responded, representative of the entire membership. Highlights of the study, which covered purchases made in 1982 and 1983 as well as those planned for 1984 and 1985, include:

- In 1982-83, more than half of the NRBA members purchased microphones (65.4%), headsets (61.2%), satellite dishes (54.7%) and cartridge machines (54.3%). More than one out of three purchased consoles (44.3%), computers (39.1%), turntables (41.2%), sound-recording equipment (39.8%), audio limiters (39.8%) and amplifiers (36.7%), while more than one-fourth bought monitors (30.1%), remote equipment (30.1%), transmitters (29.4%), antennas (26.0%) and local loops (26.0%). Almost as many bought transmission lines (24.9%) and stereo equipment (24.2%).

- For 1984-85: More than half the members plan to buy satellite dishes (52.9%); more than one-third plan to buy cartridge machines (41.5%), headsets (38.1%) and microphones (38.1%), and more than one out of four plan to buy computers (32.2%), consoles (31.1%), turntables (28.4%), AM stereo gear (28.0%), sound-recording equipment (26.6%) and transmitters (26.0%). One out of four (24.9%) plans to buy stereo equipment.

The top five purchase categories for services and promotion materials in the past two years were bumper stickers (purchased by 60.2%), billboards (48.1%), news services (35.5%), jingles (32.5%) and ID packages (31.5%). The top five on the shopping list for 1984-85 are bumper stickers (45.7%), billboards (32.5%), jingles (24.9%), business computer systems (21.8%) and sales promotions (also 21.8%).

One out of five members (20.1%) said they may change station promotion consultant services in 1984-85, and one out of 10 may

change national sales representatives (17.3%), sales training consultants (16.7%) and audience measurement services (14.9%). At least one out of five changed station promotion (24.2%) and sales training services (23.9%) and national sales reps (19.7%) in 1982-83, while more than one out of 10 changed audience measurement (15.2%) and sales promotion (13.1%) services, attorneys (12.1%) and consulting engineers (also 12.1%).

The study was the second of its kind by NRBA, which plans to do them biennially. The first was in November-December 1981. Copies of the new report are available from NRBA, 1705 DeSales Street, N.W., Washington 20036.

## Station sales in perspective

Chapman Associates, the Atlanta-based station brokerage firm, last week issued a report defining 1983 radio station sales by size of transaction and state. Based on an analysis of 523 station sales, it shows that over half (57.4%) were for less than \$500,000. That percentage is a 5.1% increase over the figure for 1982, mostly due to an increase in sales of stations for less than \$300,000. The number of stations sold for between \$500,000 and \$1 million decreased between 1982 and 1983, both numerically, from 108 to 86, and percentage-wise, from 20.8% to 16.4%. Station sales for more than \$1 million in 1983 were, at 26.2%, roughly the same as in 1982. The report shows that while more stations (162) were sold in the nine Southeastern states than in any other region of the country, it was the Rocky Mountain region that was the most active, when measured by sales as a percentage of the area's total radio population. In the seven-state Rocky Mountain region 12.4% of stations were sold, led by Wyoming (21.6%), Idaho (18.3%) and Montana (16.1%). Following were the four Southwest states (9.3%); the Southeast (8.7%) with the region of least activity, the mid-Atlantic 5%. Chapman's president, John Emery, said the firm will issue future quarterly reports, of which this is the first, adding: "I'd probably be bringing in other topics. I'm really keen on developing an understanding of what these numbers are, rather than just an impressionistic view."

## Stereo study

The impact of AM stereo on the radio industry is the subject of a national study to be conducted by Dallas-based Coleman Research. "While many stations are touting their AM stereo capabilities. Coleman Research has found both positive and negative ramifications of promoting AM stereo in many individual market research projects we have been completing around the country," says company president, Jon Coleman. For example, Coleman notes, it appears that many radio listeners still do not understand



**One medium on another.** Network radio executives were in front of the TV cameras during the Jan. 27 edition of ABC-TV's *Good Morning America*. The topic was the future of the medium. Pictured in the studio are (l-r): Ben Hoberman, president of ABC Radio; Michael Eskridge, president of NBC Radio; Robert Hosking, president of CBS Radio, and *GMA* co-host, Joan Lunden, who conducted a live five-minute interview with the three men. The broadcast marked the culmination of a week of interviews with popular morning radio personalities ("Riding Gain," Jan. 23).



# Quality Wins for WAIV~FM, Jacksonville: Transtar #1 in Adults.

If you thought satellite programming was only good for cutting expenses, consider the network that wins: Transtar.

In all market sizes and competitive environments, Transtar affiliates are enjoying strong ratings in highly desirable demographics...affiliates like WAIV in Jacksonville, the nation's 52nd largest market. WAIV carries Transtar's 24-hour satellite Adult Contemporary product 19 hours every day and on weekends...and they get the kind of numbers that make money.

|        |          |
|--------|----------|
| WAIV   | #1*with: |
| Adults | 25-49    |
| Adults | 25-54    |

The ratings improved the first month WAIV began programming with Transtar's Adult Contemporary; just one of the Transtar family of quality formats designed...and proven...to win.

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\*(Monday through Sunday 6 AM - 12 Mid. AQH Share Fall 83 Arbitron.)

what AM stereo is all about. The national study will be conducted among 12-to-54-year-old listeners in a number of cities during February. Results are expected to be announced in late March, Coleman said.

## Playback

A Spanish-language series of 13 half-hours dealing with such topics as maternal and child health, immigration, careers in sci-

ence and technology and the political process is being offered at no charge to commercial and public radio stations serving Hispanic listeners by the Johnson Foundation, a private foundation in Racine, Wis. The series, patterned after the foundation's Peabody Award-winning *Conversations from Wingspread*, is entitled *Conversaciones desde Wingspread*. Moderator is Ventura Castaneda of the University of Wisconsin-Milwaukee; producer is John Yoder. Foundation of-

ficials said a similar Spanish-language series offered in 1982 was carried by about 100 stations. The foundation was created in 1959 by the late Herbert Fisk Johnson and is devoted primarily to conferences at Wingspread, its educational conference center in Racine. It is supported by contributions from S.C. Johnson & Son, among others. Its officials say it does not avoid controversial issues but does not take partisan positions and tries to insure balanced presentations.

# In Sync

## Zenith/dbx for MTS

The Electronic Industries Association on behalf of the Multichannel [Television] Sound (MTS) Subcommittee formally urged the FCC last week to adopt a single MTS standard based on the Zenith transmission and the dbx companding (noise-reduction) systems. The combined Zenith/dbx system will permit the simultaneous broadcast of fully compatible stereophonic sound and a auxiliary audio service such as a foreign-language soundtrack.

The subcommittee voted to recommend the Zenith and dbx systems last December after many months of testing them and two other transmission systems and two other companding systems. Although the votes were recorded as unanimous, initial votes on both systems were split (BROADCASTING, Jan. 9).

The EIA said the Zenith/dbx system is compatible with existing television sets and the FCC's "present transmission standards." The changes in a broadcast television plant necessary to implement multichannel sound are "reasonable and will also have the effect of improving overall picture and sound quality."

Most broadcasters and receiver manufacturers concur that the FCC should adopt the Zenith/dbx system to avoid the marketplace confusion that now surrounds AM stereo and teletext, which were introduced without FCC standards. Most, but not all. Among the many comments on MTS filed last week were those of Time Period Modulation and Cable Television Supply Co., which urged the FCC not to adopt standards so that TMP's digital MTS transmission system could win marketplace acceptance and become, perhaps, the de facto standard. "For stereo TV and bilingual transmissions, the TPM system would permit an inexpensive alternative without sacrificing quality service, an alternative that would convert existing television transmitting and home receiving equipment into stereo equipment," they said. "In other words, it is a simple, less costly alternative that would not require the broadcast industry to retool, or home viewers to buy expensive new television sets. Further, the TPM system transmits a fully compatible monaural signal." They said the TPM system, demonstrated for the first time at the Western Cable Show last December, was developed too late for consideration by the MTS subcommittee. The FCC should refuse to adopt a single

MTS standards, they said, so that they and others who may have been overlooked by the MTS subcommittee can have "an opportunity to succeed."

Blonder Tongue Laboratories also asked the FCC to turn down the Zenith system as the standard for MTS transmission. Its problem is that television receivers designed to pick up the Zenith transmission will decode the audio portion of STV signals scrambled with its BTVision System, harming it and the STV industry. "We respectfully request the commission deny the MTS proposal or, in the alternative, to delay implementation of the rulemaking for five years in order to give Blonder Tongue Laboratories and the STV operators an opportunity to depreciate their current equipment and replace it with new technology that will not be decoded by the MTS committee's recommendation," it said.

## New Tek analyzers

Tektronix has added two new members to its family of portable spectrum analyzers—the 494 and its programable twin, the 494P. The units cover the spectrum from 10 khz to, Tek claims, an industry-high 325 ghz. The units feature a "Help" button, which, when depressed, calls up operating instructions on the screen in English and, if desired, German, French or Spanish. The 494 and 494P retail for \$40,950 and \$45,950, respectively, and Tek is promising delivery in eight weeks.

## C-Quam source

Broadcasters who are convinced the Motorola C-Quam system is the way to go in AM stereo can now purchase a Motorola stereo exciter and modulation monitor from Delta Electronics of Alexandria, Va. According to Delta Sales Engineer Bob Bousman, Delta's ASE-1 exciter and ASM-1 monitor received FCC type acceptance "verbally" on Jan. 19. Written notification of the units' approval is expected shortly, he said. After the prototypes of the exciter and monitor are checked out by Motorola engineers, he said, Delta plans on-the-air tests at WPKX(FM) Alexandria later this month. The first production run of 25 sets of exciter and monitors will be available in early April direct from Delta, he said. "We want to be very sure our customers are satisfied," he said. "That's why we are going to go out and install [the equipment]

ourselves." Subsequent production runs will be available through Delta's regular distributors. The cost of the exciter and monitor, which are based on Motorola designs, is \$11,700, including installation, he said. Broadcast Electronics, TFT and Belar Electronics are also licensed to build and market the Motorola equipment.

## Busy season

The year's two national political conventions are translating into a lot of business for Wold Communications, a leading satellite transmission services firm. Wold reports that it will transmit 312 hours of television news from the convention sites through its mobile uplinks and satellite capacity. Its customers are 26 major-market TV stations. "Many local stations do not want to depend entirely on network coverage for the stories of local interest," Wold said. "And the networks have indicated they will be providing less in 1984 than before." The Democratic convention is scheduled for July 16-19 at the Moscone Center in San Francisco; the Republican Aug. 20-23 at the Dallas Convention Center.

## Cetec sells CBG

Cetec Corp., El Monte, Calif., has spun off its CBG Division to Schafer World Communications for an undisclosed price. CBG manufactures radio program automation equipment and audio consoles at its plant in Carpinteria, Calif. Schafer World is headed by Robert S. Dix, a radio broadcaster and broadcast equipment representative. News of the spin-off comes on the heels of Cetec's decision to discontinue its manufacture of computer-aided business systems for radio. (A new company, Merrill-Haag, headed by Tom Haag, the former manager of Cetec's business system division, has been formed to service the existing Cetec business systems and to develop new products in the same line.)

Robert A. Nelson, president and chief executive officer of Cetec, said neither the sale of CBG nor the discontinuance of the business systems division will "significantly affect" revenues or net income. For the past few quarters, he said, the businesses accounted for less than 4% of Cetec sales, which amounted to \$56 million in 1983.





# For the Record

As compiled by BROADCASTING, Jan. 23 through Jan. 27, and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. app.—application. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. mhz—megahertz. MO&O—memorandum opinion & order. MEA—major environmental action. MP—modification of permit. N—night. PSA—presunrise service authority. RCL—remote control location. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New stations

### Applications

#### AM's

■ Eagle River, Alaska—Arctic Broadcasting Association seeks 1020 khz, 10 kw-D, 2.5 kw-N. Address: Box 820, Nome, Alaska 99762. Principal also owns KICY-AM-FM Nome. Filed Jan. 11.

■ Hogansville, Ga.—Tharpe Communications Inc. seeks 720 khz, 10 kw-D. Address: 355 Camden Rd., Atlanta 30309. Principal is majority owned by Sandy Tharpe. Filed Jan. 11.

■ Paintsville, Ky.—B&G Broadcasting Inc. seeks 600 khz, 500 w-D. Address: 14236 Stewart Avenue, Riverdale, Ill. 60627. Principal is equally owned by Alan Burton and William D. Gibson, who is chief engineer at WIND(AM) Chicago. Filed Jan. 12.

■ Lisbon, N.D.—Sheyenne Valley Broadcasting Inc. seeks 720 khz, 500 w-D. Address: 628 Park St., Dickinson, N.D. 58601. Principal is owned by Bob Hein (75%) and Terry Loomis (25%). It has no other broadcast interests. Filed Jan. 17.

#### FM's

■ Vero Beach, Fla.—Vero Beach Broadcasting seeks 101.7 mhz, 3 kw, HAAT: 262 ft. Address: P.O. Box 436 Micanopy, Fla. 32667. Principal is owned by Terri Susan Pollack (50%) and her husband, Sanford Barry Cohen (40%). He is account executive at WXIA-TV Atlanta. Principals are also applicant for new FM's at Micanopy, Marco, Sanibel and Panama City, all Florida, and Prescott Valley, Ariz.

■ Hilo, Hawaii—Mid Pacific Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT: minus 298.75 ft. Address: 400 Hualani

St., Hilo, Hawaii 96720. Counsel: Shrinsky, Weitzman & Eisen (Washington). Principal is 98.6% owned by Michael Linch, who also owns co-located KHLO(AM). Filed Jan. 20.

■ Saranac Lake, N.Y.—Saranac Broadcasting seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. 381 Syracuse, N.Y. 13201. Principal is owned by Peggy Nicholson, who also has 25% interest in new TV at Fredericksburg, Va. (see below).

■ Bethania Township, N.C.—Family Stations Inc. seeks 89.7 mhz, 27 kw, HAAT: 388 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit Calif.-based corporation, promoting religious programming and headed by Harold Camping. It is licensee of eight FM's, two AM's, assignee of FM and applicant for two TV's and 14 other FM's, including Richmond, Va. (see below). Filed Jan. 20.

■ Richmond, Va.—Family Stations Inc. seeks 88.9 mhz, 1.125 kw, HAAT: 400 ft. Principal is also applying for new FM at Bethania Township, N.C. (see above). Filed Jan. 20.

■ Charleston, W. Va.—Bible Center Broadcasting Corp. seeks 89.5 mhz, 200 w, HAAT: 400 ft. Address: 1111 Oakhurst Drive, Charleston, W. Va. 25314. Principal is headed by Robert K. Spradling, chairman. Filed Jan. 20.

#### TV's

■ Barstow, Calif.—William R. Stinchcomb and Greg S. Carpenter seeks ch. 64, ERP: 256 kw vis., 51.2 kw aur., HAAT: 1,439 ft.; ant. height above ground 116 ft. Address: 16048 Tuscola Rd., Suite 5, Apple Valley, Calif. 92307. Principals are equal owners and have no other broadcast interests. Filed Jan. 19.

■ Jackson, Mich.—Jackson Broadcasting seeks ch. 18; ERP: 110 kw vis., 12 kw aur., HAAT: 1,210 ft.; antenna height above ground 1,260 ft. Address: P.O. Box 381 Syracuse, N.Y. 13201. Principal is equally owned by Vernice Boozer, Zeather Willis and P. Michael Shanley. Boozer is also applicant for new TV at Santa Fe, N.M., and with Shanley is applicant for new TV's at Roswell, N.M., and Fredericksburg, Va. (see below).

■ Roswell, N.M.—Roswell Broadcasting seeks ch. 21; ERP: 1 kw vis., 1 kw aur., HAAT: 217.9 ft. Address: 505 Cabin Branch Road, Seat Pleasant, Md. Principals are also applicants for new TV at Jackson, Mich. (see above).

■ Santa Fe, N.M.—Santa Fe Broadcasting seeks ch. 19; ERP: 5 kw vis., 5 kw aur., HAAT: 242 ft.; ant. height above ground: 297 ft. Address: Box 381, Syracuse, N.Y. 13201. Principal is owned by Vernice Boozer (51%) and Gary Shanley (49%). Boozer is also applicant for new TV at Jackson, Mich. (see above); Shanley is also applicant for new TV at Alpine, Tex. (see below).

■ Alpine, Tex.—Alpine Broadcasting seeks ch. 12; HAAT: 369 ft.; ant. height above ground 18 ft. P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by William Gault (51%) and Gary Shanley (49%). Shanley is also applicant for new TV at Santa Fe, N.M. (see above).

■ Fredericksburg, Va.—Fredericksburg Broadcasting seeks ch. 69; ERP: 5.5 kw vis., 6 kw vis., HAAT: 794 ft.;

ant. height above ground: 794 ft. Address: P.O. Box 381 Syracuse, N.Y. 13201. Principal is equally owned by Zeather Willis, Peggy Nicholson, Vernice Boozer and P. Michael Shanley. Willis, Boozer and Shanley are also have interest in new TV at Jackson, Mich. (see above). Nicholson also has interest in new FM at Saranac Lake, N.Y.

■ Wilson, N.C.—Elcom Inc. seeks ch. 30; ERP: 5,000 kw vis., 500 kw aur., HAAT: 950 ft.; ant. height above ground: 963 ft. Address: 237 Western Blvd., Jacksonville, N.C. 28540. Principal is owned by Charles E. Franklin, who also is 80% owner of WJIK(AM) Camp Lejeune, and 75% of WRCS(AM)-WQDK(FM) Ahoskie, both North Carolina.

■ Wilson, N.C.—Wilson Media Ltd. seeks ch. 30; ERP: 5,000 kw vis., 500 kw aur., HAAT: 929.63 ft.; ant. height above ground 829 ft. Address: 2401 Wooten Blvd., Wilson, N.C. 27893. Counsel: McCampbell & Young (Knoxville). Principal is owned by Benny W. Moore (100% voting stock; 5% equity), Jerry W. Dixon (75% equity) and Tony R. Stone (20% equity). Moore is employee of WGTN(AM) Wilson, N.C.

■ Wilson, N.C.—Wilson Telecasters Inc. seeks ch. 30; ERP: 1,000 kw vis., 100 kw aur., HAAT: 1,000 ft.; ant. height above ground: 961 ft. Address: 301 West Main St., Durham, N.C. 27102. Principal is owned by Benjamin T. Perry III (51% voting stock; 20% equity) and American Telecasters Inc. (49% voting stock; 80% equity). American Telecasters is group of seven North Carolina investors, headed by Jacob H. Froelich, president. It also is owner of WFCT(TV)[CP] Fayetteville and WKJA(TV)[CP] Wilmington, both North Carolina. Four of seven also have minority interest in WGGT(TV) Greensboro, N.C. Filed Jan. 19.

■ Carolina, P.R.—R.F. Broadcasting seeks ch. 52; ERP: 663 kw vis., 66 kw aur., HAAT: 1,919 ft.; ant. height above ground: 252 ft. Address: Calle Ceiba, #2, Valle Arriba Heights, Carolina, P.R. 00630. Principal is equally owned by Enriquez A. Sanchez and Blanca Vidal de Sanchez, husband and wife. They have no other broadcast interests.

### Actions

#### AM's

■ Hartselle, Ala.—Hughes Broadcasting Co.'s app. dismissed for 1530 khz, 1 kw-D. Action Dec. 3, 1983.

■ Citrus Heights, Calif.—Kin Shaw Wong granted 890 khz, 50 kw-D, 1 kw-N. Address: 2700 Fruitridge Road, Citrus Heights, Calif. 95820. Principals: Kin Shaw Wong (100%), who also owns 60% of applicant for new FM at Redding, and 40% of applicant for new FM at Sacramento, both California. Action Jan. 16.

■ Folsom, Calif.—El Dorado Broadcasters granted 1030 khz, 50 kw-D, 1 kw-N. Address: 2627 Hoffman Court, El Dorado Hills, Calif. 95630. At time of filing, July 10, 1981, principal was owned by Les A. Putnam (50%), Peggy Goldsmith (30%) and John M. Robinson III (20%). Putnam owned El Dorado Hills steel fabrication installation firm. Goldsmith was office manager at local contractor. Robinson owned Bakersfield, Calif., advertising agency. Action Jan. 17.

■ Florence, Ky.—Florence Broadcasting Co. granted 1180 khz, 1 kw-D. Address: 7970 U.S. 25, Florence, Ky. 41402. Principal is owned by John L. Pierce (100%), who has no other broadcast interests. Action Jan. 13.

■ Ridgeland, Miss.—Matthew D. Wiggins Jr. granted 890 khz, 5 kw-D. Address: 402 Jefferson St., P.O. Box 13, Clinton, Miss. 39056-0013. Principal is also applicant for new TV at Vicksburg, Miss., and has bought subject to FCC approval, WDGM(FM) Canton, Miss. ("For the Record," Sept. 13, 1982). Filed Feb. 24, 1983. Action Dec. 21, 1983.

■ Pembina, N.D.—Pembina Broadcasters granted 750 khz, 10 kw-D, 1 kw-N. Address: 4610 Briarwood Dr. Sacramento, Calif. 95821. Principals are Robert A. Jones, Marvin B. Clapp, Carl J. Auel and Scott L. Smith (25% each). Smith is vice president of Family Stations Inc., nonprofit, noncommercial Oakland, Calif.-based group owner. He also owns 50% of KEWQ(AM) Paradise, Calif., and with Clapp and Auel, is applicant for new AM at Royal Palm Beach, Fla. Jones is LaGrange, Ill.-based communications consulting engineer. He has interests in WRBQ(AM) Baraboo and WJJK(AM) Tomahawk, both Wisconsin, and was recently granted CP for new FM (WRJQ) Tomahawk. He is, with Clapp and Auel, applicant for new AM at Titusville, Fla. Auel is manager of KEBR(FM) Sacramento, Calif. He also

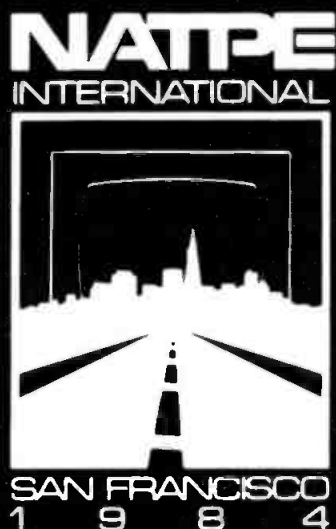
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has interest in KEWQ(AM) Paradise. He and Clapp have interest in KGBA(FM) Holtville, Calif., and with both Jones and Clapp, has an interest in CP for new AM (KKMC) at Gonzales, Calif. Clapp is chief engineer at KEBR. Jones and Clapp each have interests in eight LPTV app.'s. Action Jan. 12.

■ Madison, Wis.—Gamma Radio's app. returned for 870 khz, 1 kw-D, 1 kw-N. Action Jan. 12.

## FM's

■ Greenville, Ala.—Maze Broadcasting Co.'s app. returned for 94.3 mhz, 3 kw, HAAT: 299.78 ft. Action Jan. 23.

■ Hampton, Ariz.—KIM-MAC Broadcasting Co.'s app. dismissed for 107.1 mhz, 1.35 kw, HAAT: 428 ft. Action Jan. 17.

■ Cambria, Calif.—E.G. Wallenbrook granted 94.3 mhz, 3 kw, HAAT: minus 99 ft. Address: 1420 Spencer St., Cambria, Calif. Principal has no other broadcast interests. Action Dec. 20, 1983.

■ \*Chico, Calif.—KXOL's app. returned for 90.3 mhz, 2.18 kw, HAAT: minus 689 ft. Action Jan. 12.

■ Long Beach, Calif.—Harden & Assoc.'s app. returned for 105.5 mhz, 1.6 kw. Action Jan. 30.

■ Oildale, Calif.—KB Enterprises granted 95.3 mhz, 2.5 kw, HAAT: 316 ft. Address: P.O. Box 1477, Victorville, Calif. 92392. At time of March 4, 1982, filing, principal was owned by Kenneth B. Orchard (80%) and Robert F. Turner (20%). Orchard also owns KVVQ(FM) Victorville, Calif. Action Dec. 12, 1983.

■ Panama City, Fla.—Marcus D. Sloan's and Charles Joseph Thompson's app. returned for 100.1 mhz, 3 k2, HAAT: 2,933 ft. Action Jan. 23.

■ Waycross, Ga.—Janice C. Koger and Joanne Brehm granted 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 195 Colonial Way, Jesup, Ga. 31545. At time of Dec. 14, 1981, filing, Koger was secretary/clerk for Jesup, Ga., cable TV firm. Brehm was Atlanta real estate broker. Action Oct. 27, 1983.

■ Port Huron, Mich.—M&C Broadcasting's app. returned for 102.3 mhz, 3 kw, HAAT: 300 ft. Action Jan. 6.

■ \*Las Vegas—Las Vegas Educational Broadcasting Foundation's app. returned for 90.7 mhz, 432 w, HAAT: minus 3 ft. Action Jan. 23.

■ Armijo, N.M.—Dorothy Davis's app. returned for 107.1 mhz, 1 kw, HAAT: minus 154 ft. Action Jan. 5.

■ Marlow, Okla.—Herman B. Hogsd's app. dismissed for 92.1 mhz, 3 k2, HAAT: 300 ft. Action Jan. 23.

■ Boqueron, P.R.—Olga Iris Fernandez's app. returned for 107.3 mhz, 3 kw, HAAT: 67.4 ft. Action Jan. 11.

■ \*Rapid City, S.D.—State Board of Directors for Educational Television granted 90.3 mhz, 9.7 kw, HAAT: 411 ft. Address: University of South Dakota, Vermillion, S.D. 57069. At time of filing, May 7, 1982, principal was headed by Joseph R. Shields, chairman, and was licensee of six TV's. It was recently granted noncommercial FM at Reliance, S.D. ("For the Record," Sept. 5, 1983). Action Jan. 17.

■ Big Lake, Tex.—Dithot Broadcasting's app. returned for 98.3 mhz, 3 kw, HAAT: 190 ft. Action Jan. 18.

■ Lake Dallas-Denton, Tex.—North Texas Communications Group's app. dismissed for 99.1 mhz, 100 kw, HAAT: 920 ft. Action Jan. 30.

■ Uvalde, Tex.—Southwest Mediacast Inc. granted 102.3 mhz, 3 kw, HAAT: 140 ft. Address: 828 South Getty, Uvalde 78801. Principals at time of April 7, 1982, filing were Gary L. Jones and family. Jones is former program director at KVOU(AM)-KYUF(FM) Uvalde. Action Nov. 7, 1983.

■ Cape Charles, Va.—Ronald Smith granted 96.1 mhz, 5.92 kw, HAAT: 117 ft. Address: 7601 Tipton St., New Carrollton, Md. 20784. At time of filing, May 29, 1980, principal was sales representative for WHAG-TV Hagerstown, Md. Action Dec. 27, 1983.

■ Clarksville, Va.—Clarksville Broadcasting Co. granted 98.3 mhz, 3 kw, HAAT: 213 ft. Address: P.O. Box 904, Clarksville 23927. Principals at time of Aug. 12, 1981 filing were: Robert R. Boyd (51%), S. Ben Judy (25%), Gregory C. Jones (10%), Willard C. Morgan (9%) and Jesse R. Overstreet (5%). Boyd was Annandale, Va., attorney. Judy was Clarksville, Va., physician. Jones was contractor. Morgan owned lumber company. Overstreet was Clarksville attorney. None had other broadcast interests. Action Oct. 19, 1983.

■ \*Martinsburg, W. Va.—West Virginia Educational Broadcasting Authority granted 88.9 mhz, 3.98 kw, HAAT: 1,591 ft. Address: State Building 6, Suite B-424, Charleston, W. Va. 25305. Principal is owner or permittee of two TV's and five FM's and is applicant for new noncommercial TV at South Charleston and new noncommercial FM at Keyser, both West Virginia. It was recently granted new

noncommercial FM at Parkersburg, W. Va. ("For the Record," Sept. 26, 1983). Action Jan. 17.

## TV's

■ Hutchinson, Kan.—Way of Cross of Hutchinson granted ch. 36; ERP: 4,950 kw vis., 495 kw aur., HAAT: 303.13 ft.; ant. height above ground: 218.35 ft. Address: 1004 Crystal Court, Lexington, Ky. 40515. Principal is religious nonprofit corporation, headed by Roger McDuff, president. It also has app.'s for new TV's at Las Vegas; Big Spring and Corpus Christi, both Texas; Ogden, Utah, and Jackson, Mich. Action Jan. 16.

■ Salina, Kan.—Salina Television Inc. granted ch. 18; ERP: 1,352 kw vis., 135 kw aur., HAAT: 592 ft.; ant. height above ground: 532 ft. Address: 1456 Briarwood, McPherson, Kan. 67460. Principal is owned by Jill Bremyer, president, who has no other broadcast interests. Action Dec. 19.

■ Havre, Mont.—Apocalypse Television's app. dismissed for ch. 9; ERP: 100 kw vis., 10 kw aur., HAAT: minus 25.75 ft.; ant. height above ground: 199.6 ft. Action Jan. 20.

■ Sioux Falls, S.D.—Force Majeure Broadcasting's app. dismissed for ch. 36; ERP: 1,000 kw vis., 100 kw aur., HAAT: 2,012 ft.; ant. height above ground: 1,954 ft. Action Jan. 30.

■ \*Odessa, Tex.—Odessa Junior College District's app. dismissed for ch. 36; ERP: 515 kw vis., 51.5 kw aur., HAAT: 487 ft.; ant. height above ground: 530 ft. Action Jan. 18.

## Ownership changes

### Applications

■ WORL(AM) Orlando and WJYO(FM) Mount Dora (Orlando), Fla. (1270 khz, 5 kw-D; FM: 107.7 mhz, 100 kw, HAAT: 829 ft.)—Seeks assignment of Sudbrink Broadcasting of Central Florida Inc. and CKK Broadcasting Co. to Metroplex Communications for \$7 million, including \$6.2 million cash. Price allocation is \$1.3 million for WORL and \$5.7 million for WJYO. Seller is Fort Lauderdale, Fla.-based group owner, majority owned by Robert W. Sudbrink and family, who also own WNWS(AM) South Miami, Fla.; KPOI(AM)-KDUK(FM) Honolulu, and WLAC(FM)-WJYN(FM) Nashville. Buyer is Cleveland-based broadcasting group headed by Norman Wain, president. It intends to keep WJYO and sell WORL. Metroplex also owns

WFYV(FM) Atlantic Beach, WMGG(FM) Clearwater and WHYI(FM) Fort Lauderdale, all Florida; WRMR(AM) Alexandria and WPKS-FM Woodbridge, both Virginia. Filed Jan. 24.

■ WPLP(AM) Pinellas Park, Fla. (570 khz, 1 kw-U)—Seeks assignment of license from Dan Johnson Inc. to Guy Gannett Broadcasting Services for \$850,000 cash. Seller is equally owned by Dan L. Johnson and his father, Elwyn. It had sold station five-and-a-half years ago for \$675,000 to International Broadcasters Inc. but reacquired it last year for over \$1 million after buyer, International, went bankrupt ("Changing Hands," Aug. 15, 1983). Dan Johnson also is 25% owner of WXCR(FM) Safety Harbor, Fla., and has minority interest in CP for new TV at Lakeland, Fla. Elwyn Johnson has no other broadcast interests. Buyer is Portland, Me.-based newspaper publisher, majority owned by estate of Guy P. Gannett, and headed by his daughter, Jean Gannett Hawley, chairman. It recently sold WGAN-AM-FM Portland, Me., for \$3.1 million ("Changing Hands," Nov. 7, 1983), and also owns three AM's, four FM's and three TV's. Filed Jan. 23.

■ WBYG-FM Kankakee, Ill. (99.9 mhz, 50 kw, HAAT: 500 ft.)—Seeks assignment of license from WKAK Inc. to Gene Milner Broadcasting Co. for \$1.2 million. Seller is majority owned by Harry C. Fitzgerald, who has no other broadcasting interests. Buyer is owned by Gene Milner and family. Milner is Fort Lauderdale, Fla.-based broadcast consultant and air personality who is former part owner of WSRF(AM)-WSHE-FM, which was sold four years ago ("Changing Hands," Aug. 6, 1979). Filed Jan. 17.

■ KREH(AM)-KGBM-FM Oakdale, (900 khz, 250 w-D; FM: 104.9 mhz, 1.5 kw, HAAT: 230 ft. It has CP for 3 kw.)—Seeks assignment of license from Oakdale Broadcasting Co. to Strother Broadcasting Co. of Louisiana for \$350,000, including \$343,000 seller's note. Seller is George B. Mowad, M.D., who bought station for \$400,000 ("Changing Hands," June 15, 1981). He has no other broadcast interests. Buyer is owned by Ronald H. Strother, who has also bought, subject to FCC approval, KRIZ(FM) Roswell, N.M. ("Changing Hands," Jan. 30). He is also 65% owner of WTGI(FM) Hammond, La., which has been sold, subject to FCC approval ("Changing Hands," Jan. 16). Filed Jan. 24.

■ KWCL-AM-FM Oak Grove, La. (1280 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Baker Broadcasting Corp. to Heart of Dixie Broadcasting Corp. for \$290,000 including \$60,000 cash, \$96,000 seller's note and assumption of \$134,000 note. Seller is owned by Edward Keith Baker and wife, Evelyn. They are also applicants for new FM at Mountain Home, Ark. Buyer is owned by Buford Bennett Strange, who also owns KDXI(AM)-KJVC(FM) Mansfield, La. He and his wife, Mayme Stone, also own WELZ(AM) Belzoni, Miss. Filed Jan. 23.

■ WSNE-FM Taunton, Mass. (93.3 mhz, 30 kw, HAAT: 620 feet)—Seeks transfer of control from Donald A. Lopes (51%) to Donald Wilks and Michael Schwartz (24.5% each before; 50% each after). Both this purchase and initial 49% purchase are for \$103,850 cash and assumption of \$3.5 million note. Seller's purchase of station from Outlet Co. was approved Jan. 11. Outlet's sale of station was condition for commission approval of Rockefeller Center Inc.'s purchase of Outlet. Other original buyer of station, Thomas L. DePetrillo, already sold his 49% share to Wilks and Schwartz. Neither has other broadcast interests. Buyers, Donald Wilks and Michael Schwartz, are Springfield, Mass., group owners of three AM's and four FM's. They are majority owners of recent sellers of WKZE-AM-FM Orleans, Mass., for \$2.4 million ("Changing Hands," Sept. 5, 1983) and WPET(AM) Greensboro, N.C., for \$750,000 ("Changing Hands," Dec. 19, 1983) and also majority owner of recent buyer of WOSC(AM)-WKFM(FM) Fulton, N.Y. for \$1.5 million ("Changing Hands," Nov. 14, 1983). Filed Jan. 23.

■ WTAB(AM)-WKSM(FM) Tabor City, N.C. (1370 khz, 5 kw-D; FM: 104.9 mhz, 3 kw, HAAT: 425 ft.)—Sold by Sunbelt Broadcasting Inc. to Prorad Communications Inc. for \$475,000, including \$450,000 seller's note. Seller is owned by Donald W. Curtis (90%) and J.D. Longfellow (10%). They bought stations for \$284,500 four years ago ("Changing Hands," March 17, 1980). Curtis recently sold WEWO(AM)-WSTS(FM) Laurinburg, N.C., to Durham, N.C.-based group owner Durham Life Broadcasting, of which he is now general manager ("Changing Hands," Dec. 19, 1983). He has also sold, subject to FCC approval, WTNC(AM)-WEYE(FM) Thomasville, N.C., ("Changing Hands," Dec. 19, 1983). Longfellow is Laurinburg-based CPA who has no other broadcast interests. Buyer is owned by Robert M. Binkley and his wife, Loni G. He is vice president of sales for Laurinburg and Tabor City stations. She is office manager of appliance store. Filed Jan. 24.

■ WPRZ(AM)-WWWK(FM) Warrenton, Va. (1250 khz, 5 kw-D; FM: 107.7 mhz, 3.8 kw, HAAT: 800 ft.)—Seeks assignment of license from Northern Virginia Broadcasting

## Summary of broadcasting as of December 31, 1983

| Service                     | On Air | CP's | Total * |
|-----------------------------|--------|------|---------|
| Commercial AM               | 4,733  | 164  | 4,897   |
| Commercial FM               | 3,527  | 415  | 3,942   |
| Educational FM              | 1,122  | 176  | 1,298   |
| Total Radio                 | 9,382  | 755  | 10,137  |
| FM translators              | 760    | 425  | 1,185   |
| Commercial VHF TV           | 531    | 21   | 552     |
| Commercial UHF TV           | 331    | 220  | 551     |
| Educational VHF TV          | 114    | 4    | 118     |
| Educational UHF TV          | 173    | 24   | 197     |
| Total TV                    | 1,149  | 269  | 1,318   |
| VHF LPTV                    | 185    | 81   | 266     |
| UHF LPTV                    | 67     | 91   | 158     |
| Total LPTV                  | 252    | 172  | 424     |
| VHF translators             | 2,853  | 198  | 3,051   |
| UHF translators             | 1,876  | 329  | 2,205   |
| ITFS                        | 250    | 114  | 364     |
| Low-power auxiliary         | 824    | 0    | 824     |
| TV auxiliaries              | 7,430  | 205  | 7,635   |
| UHF translator/boosters     | 6      | 0    | 6       |
| Experimental TV             | 3      | 5    | 8       |
| Remote pickup               | 12,338 | 53   | 12,391  |
| Aural STL & Intercity relay | 2,836  | 166  | 3,002   |

\* Includes off-air licenses.



Inc. to First Virginia Communications Inc. for \$1 million cash. Seller is owned by Bruce A. Houston, who has no other broadcast interests. Buyer is owned by Sydney A. Abel (55%), Joseph Gildenhorn (36%) and Robert D. Lerner (9%). Gildenhorn is Washington lawyer and real estate investor. Lerner is executive vice president of Washington-based automobile leasing company. Abel was majority owner, and other two minority owners, of recent seller of WYRE(AM) Annapolis and WBEE(FM) Graysonville, both Maryland, for \$1.3 million ("Changing Hands," Aug. 15, 1983). Filed Jan. 26.

■ WADC(AM)-WIBZ(FM) Parkersburg, W. Va. (1050 khz, 5 kw-D; FM: 99.3 mhz, 3 kw, HAAT: 210 ft.)—Seeks assignment of license from CDI Communications-WADC/WIBZ Partnership to Parkersburg/Marietta Broadcasting Inc. for \$780,000, including \$740,000 cash. Seller is group of 32 investors headed by Gerald P. Mikitka, sole limited partner. It also owns KQSA(AM)-KIXY(FM) San Angelo, Tex., and WKZN-AM-FM Zion, Ill. (Kenosha, Wis.). It recently sold WIVI-FM Christiansted, St. Croix, Virgin Islands, for \$800,000 ("Changing Hands," Sept. 19, 1983). Buyer is owned by James T. Embrescia, Cleveland-based businessman and broadcast consultant, and his wife, Christina. He and his brother, Thomas Embrescia, who recently bought WIFE(AM) Indianapolis, were former owners of WBBG(AM)-WMIJ(FM) Cleveland, which they sold two years ago. Filed Jan. 24.

■ WADM-AM-FM Decatur, Ind. (1540 khz, 250 w-D; FM: 92.7 mhz, 3 kw, HAAT: 100 ft.)—Seeks assignment of license from WFYC Inc. to Midwest Communications Co. for \$200,000, including \$40,000 cash and \$160,000 seller's note. Seller is owned by Gilbert E. Thomas and wife, Betty M. (65%), and David W. Sommerville (35%). It also owns WFYC-AM-FM Alma, Mich. Buyer is equally owned by David Sommerville's brother, Richard S. Sommerville, and Richard's son, Jeffrey P. Richard Sommerville also owns WSMA(AM) Marine City, Mich. Two of Richard Sommerville's other sons, David R. and John F., are equal owners of WDEY-AM-FM Lapeer, Mich., where Jeffrey P. Sommerville is employed as news director and chief engineer. Two other sons of Richard Sommerville, Thomas J. and James R., own 90% of applicant for new FM at Port Huron, Mich. Filed Jan. 25.

## Actions

■ WTJP-TV[CP] Gadsden, Ala. (ch. 60, ERP: 747.25 kw vis., 751.75 kw aur., HAAT: 1,010 ft.)—Granted assignment of license from Sterling Associates to Community Broadcasting System for \$15,566.38. Seller is owned by Chattanooga consulting engineer, A.G. Thiessen and wife, Ellen Ann. They also are permittee of ch. 14 at Boise, Idaho, and are applicants for new FM at Hilton Head, S.C.; for new TV's at Waterloo, Iowa and Anacortes, Wash., and for LPTV at East Ridge, Tenn. Buyer is charitable trust, headed by Robert Tilton, who is president of Dallas-based Word of Faith World Outreach Center Inc. It is also applicant for new FM at Justin, Tex. Tilton's wife, Marie, is applicant for new FM at Dallas. Action Jan. 18.

■ WRD(AM) Tuscaloosa, Ala. (1150 khz, 5 kw-D, 1 kw-N) and WDXB(AM) Chattanooga (1490 khz, 1 kw-D, 250 w-N)—Granted transfer of control of GMC Broadcasting Inc. from Dr. Charles B. Crow Jr. and daughter, Maureen (46.6% before; none after), to William A. Grant Jr. (49% before; 94% after) for approximately \$300,000. Sale also includes 10% ownership of WAOC(AM) St. Augustine, Fla. Seller has no other broadcast interests. Buyer, with family, is currently 49% owner of WDXB and WRD. He and his family also are majority owners of WAOC and have minority interest in WWWB-AM-FM Jasper, WWWW(AM) Fayette and WWWW(AM) Russellville, all Alabama. They also have minority interest in Liveline Cable TV in Jasper. Action Jan. 9.

■ WPUL(AM) Bartow, Fla. (1130 khz, 2.5 kw-D)—Granted assignment of license from Deco Broadcasting Corp. to Thomas Thornburg for \$220,000. Seller is majority owned by John Locke, who bought station out of receivership two years ago for \$310,000 ("Changing Hands," Sept. 28, 1981). Locke also owns WBKF(FM) MacClenny, Fla., and is court appointed receiver of WDLF(AM) Deland, Fla. Buyer is general manager of WIPC(AM) Lake Wales, Fla., and has no other broadcast interests. Action Jan. 17.

■ WND(AM)-WWLV(FM) Daytona Beach, Fla. (1150 khz, 1 kw-U; FM: 94.5 mhz, 54 kw, HAAT: 330 ft.)—Granted assignment of license from Raceway Broadcasting Corp. to Root Communications for \$2.5 million (Broadcasting, Sept. 19). Seller is Fairfield, Ohio-based group owner, with 46 shareholders, headed and principally owned by Joel M. Thrope, president, and Samuel A. Frankel, executive vice president. It also owns WRKR-AM-FM Racine (Milwaukee), Wis. and has sold, subject to FCC approval, WCNW(AM) Fairfield (Cincinnati), Ohio, and WINF(AM) Manchester (Hartford), Conn. ("For the Record," Jan. 23). It is also applicant for new FM at Naples Park, Fla. Buyer is

Daytona Beach, Fla.-based company, headed by Chapman S. Root, majority owner and chairman. He was majority owner of Coca-Cola bottler, sold last May, also has food manufacturing and distributing and real estate interests. Root has also bought WVFM-FM Lakeland, Fla., for \$3.1 million (Broadcasting, Sept. 5, 1983) and KMVT-TV Twin Falls, Idaho, ("For the Record," Jan. 30). Action Nov. 23, 1983.

■ WJAX-AM-FM Jacksonville, Fla. (930 khz, 5 kw-U; FM: 95.1 mhz, 100 kw, HAAT: 460 ft.)—Granted assignment of license from City of Jacksonville to Silver Star Communications for \$3.1 million at auction. Seller has owned AM since 1925 and FM since 1948. It has no other broadcast interests. Buyer is headed and majority owned by Dr. John R.E. Lee, assistant director of athletics, University of Wisconsin (Madison). Buyer also owns WOKS(AM)-WFEX-FM Columbus, Ga., and recently bought WJIZ(FM) Albany, WTIH(AM) East Point and WJMJ(AM)-WFAV(FM) Cordele, all Georgia, in distress sale, subject to FCC approval ("For the Record," Nov. 7, 1983). Lee also has interest in KLBK-TV Lubbock, Tex. Action Jan. 23.

■ WTAJ(AM)-WLVV(FM) Melbourne, Fla. (1560 khz, 5 kw-D; FM: 107.1 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Cape Canaveral Broadcasting Inc. to Silicon East Corp. for \$846,000. Seller is owned by John Donahay (65%), Pat Yatturo (25%) and Al Richards (10%). It has no other broadcast interests. Buyer is owned by Gary Hess (25%); Sylvan Taplinger (25%); Martin W. Spector; wife, Dorothy, and Spector's daughters, Roslynn Spooner and Ann Lief (12½% each). It also recently bought WVTY(FM) (previously WHBS(FM)) Holiday, Fla., for \$800,000 and WWQT(AM) Dunedin, Fla., for \$475,000 ("Changing Hands," both March 14, 1983). Taplinger is former executive vice president of SJR Communications, which sold off its radio properties. Spector is Florida-based record retailer. Hess is general manager of buyer's WWQT(AM)-WVTY(FM) Dunedin, Fla., and also has 25% interest in applicant for three commercial FM's. Action Jan. 19.

■ WPXE-AM-FM Starke, Fla. (1490 khz, 1 kw-D, 250 w-N; FM: 106.3 mhz, 3 kw, HAAT: 150 ft.)—Granted assignment of license from Sanders Enterprises to Benjamin and Ruth Dickerson for \$400,000. Seller is owned by John Sanders and wife, Lee, who have no other broadcast interests. Buyers are husband and wife, living in Haddon Heights, N.J. Benjamin F. Dickerson is retired broadcast engineer from WCAU(AM) Philadelphia. They have no other broadcast interests. Action Jan. 19.

■ WEAT-AM-FM West Palm Beach, Fla. (850 khz, 1 kw-U; FM: 104.5 mhz, 100 kw, HAAT: 520 ft.)—Granted transfer of control (interest in net operating profits or losses) of Gowdy Florida Broadcasting from Milo L. Pike (50% before; none after) to Curt Gowdy Broadcasting Corp. (50% before; 100% after) for \$1.6 million. Seller previously had right to half share in profits and losses of licensee. Buyer is owned by network sportscaster, Curtis E. Gowdy. He also owns KOWB(AM) Laramie, Wyo., and WCCM(AM)-WCGY(FM) Lawrence, Mass. Action Jan. 17.

■ WPRC(AM)-WLRX(FM) Lincoln, Ill. (1370 khz, 1 kw-D; FM: 100.1 mhz, 3 kw, HAAT: 200 ft.)—Granted assignment of license from Virginia Broadcasting Corp. to Capital Broadcasting Inc. for \$475,000. Seller is owned by Richard E. Fister (82%) and T. Daniel Parker (18%). It also owns WCMY(AM)-WRKX(FM) Ottawa, Ill. Buyer is headed by Harold J. Hoskins, president, Lake of the Ozarks, Mo., store owner, who previously had interest in WFMB(FM) Springfield, Ill., which was sold in 1979. Action Jan. 17.

■ WLCB(AM) Buffalo, Ky. (1430 khz, 500 w-D)—Granted assignment of license from Lincoln Broadcasting Inc. to LaRue County Broadcasting Inc. for \$85,000 plus accounts receivable. Seller is owned by Joseph R. Jones and brother, James L. They have no other broadcast interest. Buyer is equally owned by James D. Cantrell, Keith L. Reising and Billy R. Evans. Reising is 75% owner of WTRF(AM)-WRZQ-FM Greensburg, Ind. Reising and Evans equally own WQXE-FM Elizabethtown, Ky. Action Jan. 11.

■ WLBI(AM) Denham Springs, La. (1220 khz, 250 w-D)—Granted assignment of license from Livingston Broadcasting Corp. to Livingston Communications Inc. for \$235,000. Seller is equally owned by Dr. Edwin Walker, Dr. Milton Hughes, Dr. Arthur Mauterer and the Livingston Bank. None have other broadcast interests. Buyer is owned by Nancy E. David, who is consultant to Louisiana legislature on congressional reapportionment. She has no other broadcast interests. Action Jan. 11.

■ WJDD(AM) Jackson, Mich. (1510 khz, 5 kw-D)—Granted assignment of license to James John McCluskey for \$60,000. Seller is Dudley Communications, owned by Dallas D. Dudley. Station property is now "subject to jurisdiction" of U.S. Bankruptcy Court for Eastern District of Michigan under Chapter 11. Buyer also owns WAAQ(FM) Big Rapids, Mich. Action Jan. 17.

■ WWIL(AM) Wilmington, N.C. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Jefferson-Pilot

Broadcasting Inc. to Echo Broadcasting Corp. for \$450,000. Seller is subsidiary of Jefferson-Pilot Corp., Greensboro, N.C.-based insurance company, newspaper publisher and group owner of five AM's, four FM's and two TV's. It is also selling co-located WHSL(FM) (see above). Buyer is owned by James Capers Jr., who is currently vice president in charge of seller's Wilmington and Greensboro, N.C., radio properties. WWIL is on 1490 khz with 1 kw day and 250 w night. Action Jan. 19.

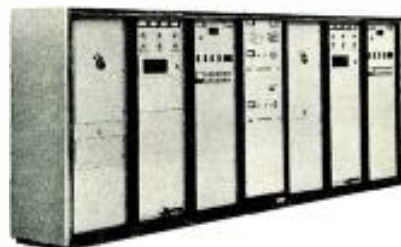
■ WDOH(FM) Delphos, Ohio (107.1 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control from William R. Vogel and other shareholders (75% before; none after) to David P. Roach and William J. Lyons (25% before; 100% after) for \$242,092. Seller is headed by Vogel, who has 52% ownership of station. He also owns WMPJ(FM) Scottsburg, Ind., and WNOL(FM) Flora, Ill. Buyer Roach is general manager of station, and will own 72% after sale. Lyons is station's sales manager and will own 28%. Action Jan. 19.

■ KHEN(AM)-KGGC-FM Henryetta, Okla. (1590 khz, 500 w-D; FM: 99.5 mhz, 28.5 kw, HAAT: 300 ft.)—Granted assignment of license from T.W. Communications Inc. to Stephenson Broadcasting Co. for \$365,000. Seller is owned by Howard McBee (33½%), G. Harold Wright (33%), Joe Tilton (30%) and two others. McBee and Wright also have interest in KRPT-AM-FM Anadarko, Okla. Tilton and McBee own KADS(AM) Elk City, Okla. Buyer is owned by Robert L. Stephenson and family. They also own 75% of KNOR(AM) Norman, Okla. Action Jan. 17.

■ WNOO(AM) Chattanooga (1260 khz, 5 kw-D)—Granted assignment of license from WMFS Inc. to Southern Star Systems Inc. for \$300,000. Seller is owned by William Watt (55%) and Investment Corp. (45%), both of Montgomery, Ala., and has no other broadcast interests. Buyer is owned by Stephen Lilly, Washington-based financial consultant, and nine Chattanooga professional and business people. Buyer has no other broadcast interests. Action Jan. 23.

■ KFDA-TV Amarillo, Tex. (ch. 10, 316 kw vis., 31.6 kw aur., HAAT: 1,572 ft., 1,493 ft. above ground.)—Granted transfer of control of Midessa Television Trust to Lawton Cablevision for \$3 million. Seller is joint venture of four corporations, which are themselves licensees: Midessa Television Trust (50%), KMID-TV, which was sold, subject to FCC approval, for \$15 million ("For the Record," Oct. 17, 1983); KSWO Television Inc. (45%) (KSWO-TV Lawton, Okla.); Duncan Broadcasting Inc. (2½%) (KRHD-AM-FM

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Duncan, Okla.), and Oklahoma Quality Broadcasting Inc. (23.5%) (KSWO[AM] Lawton). Seller and buyer are both headed by R.H. Drewry, president. Buyer owns 22,000-subscriber cable system in Lawton. Midessa, in which Drewry has 27.5% interest, will sell its shares to Lawton, in which Drewry, directly and indirectly, controls 55.1% of shares. With the shares owned by KSWO Television Inc., in which Drewry has 61.7% interest, he will effectively have ownership of station. Action Jan. 20.

■ **WKEZ-FM** Yorktown, Va. (WKEZ 94.1 mhz, 50 kw, 500 ft.).—Granted assignment of license from Karas Radio Corp. to Melody Corp. of Virginia for \$1.2 million. Seller is headed by Stan Karas, former general manager of recently sold WEAM(AM) ("Changing Hands," May 16, 1983). Principal owners include Lee Lovett, Arthur Stambler, Thomas Siebert and Joe Hennessy, all members of Washington-based communications law firm bearing their names. It also owns WANB-AM-FM Waynesburg, Pa., and owns 80% of KMZQ-FM Henderson (Las Vegas). Buyer is equally owned by Catherine Pendleton LaFerme and Patricia L. Parker. LaFerme is former regional sales manager at WFOG(AM) Suffolk (Norfolk), Va. Her husband, Robert, is general manager of WKEZ, and has minor interest in seller. Parker was advertising manager for Virginia Beach furniture store. Action Jan. 19.

■ **WZTQ(AM)** Hurricane, W. Va. (1080 khz, 5 kw-D).—Granted assignment of license from Cosmic Communications to Miliken Investment Corp. for \$200,000, including noncomplete agreement and assumption of debts of approximately \$125,000. Seller is equally owned by John M. Thompson, J. Thomas Stanley and Eugene C. Ellison. None have other broadcast interests. They bought station last year for \$110,000 ("For the Record," Sept. 13, 1982). Buyer is owned by James S. Miliken and relatives. Miliken is general manager of WSGB(AM), which buyer also owns. It is also permittee for new FM on 97.1 mhz at Sutton. Action Jan. 19.

- **WZZX** (1540 khz) Lineville, Ala.—Seeks CP to change freq. to 780 khz and power to 5 kw. Ann. Jan. 24.
- **KBJT** (1570 khz) Fordyce, Ariz.—Seeks CP to increase power to 1 kw. Ann. Jan. 24.
- **KCGS** (1600 khz) Marshall, Ark.—Seeks CP to change freq. to 960 khz; reduce power to 2.5 kw, and increase tower height. Ann. Jan. 27.
- **WLBI** (1220 khz) Denham Springs, La.—Seeks CP to change hours of operation to unlimited by adding 1 kw-N; increasing power to 10 kw-D, and installing DA-N; change freq. to 1210 khz and change TL. MEA under section 1.1305. Ann. Jan. 25.
- **WARD** (1540 khz) Pittston, Pa.—Seeks CP to change hours of operation to unlimited by adding 500 w-N, increasing power to 5 kw and installing DA-2; change freq. to 1550 khz, and change TL. MEA under section 1.1305. Ann. Jan. 25.
- **WMSW** (1120 khz) Hatillo, P.R.—Seeks CP to increase power to 5 kw-DN and change to DA-N. Ann. Jan. 25.
- **WUNO** (1320 khz) San Juan, P.R.—Seeks CP to increase power to 5 kw-N. Ann. Jan. 16.
- **KENU** (1330 khz) Enumclaw, Wash.—Seeks CP to change hours of operation to unlimited by adding 500 w-N and installing DA-2. MEA under section 1.1305. Ann. Jan. 24.
- **WMNE** (1360 khz) Menomonie, Wis.—Seeks CP to change freq. to 870 khz; change hours of operation to unlimited by adding 1 kw-N, increasing power to 2.5 kw-D and installing DA-N, and change TL. MEA under section 1.1305. Petition for reconsideration and reinstatement of app. nunc pro tunc. Ann. Jan. 27.

#### Accepted

- **WRSC** (1390 khz) State College, Pa.—Seeks mod. of license to change SL and to operate trans. by RC from proposed SL. Ann. Jan. 16.
- **WTND** (920 khz) Orangeburg, S.C.—Seeks MP (BP-830209AC) to construct new ant. and change TL. Requests waiver of section 73.24(J) and contingent waiver of section 73.37(B)(2) of rules. Ann. Jan. 18.
- **KCKO** (1380 khz) Milwood, Wash.—Seeks MP (BP-830513AD, as mod.) to make changes in ant. sys. Ann. Jan. 25.

- **WBTH** (1400 khz) Williamson, W. Va.—Seeks CP to make changes in ant. sys. Ann. Jan. 18.

#### FM applications

##### Tendered

- **\*KVNF** (90.9 mhz) Paonia, Colo.—Seeks CP to increase ERP to 5.915 kw and change HAAT to minus 171 ft. Ann. Jan. 24.
- **\*KTSC-FM** (89.5 mhz) Pueblo, Colo.—Seeks CP to change freq. to 89.7 mhz; increase ERP to 100 kw; change HAAT to 1,124 ft.; change TL, and make changes in ant. sys. MEA under section 1.1305. Ann. Jan. 20.
- **WRUF-FM** (103.7 mhz) Gainesville, Fla.—Seeks CP to change TL; change HAAT to 768 ft., and make changes in ant. sys. Ann. Jan. 19.
- **WGIG-FM** (100.7 mhz) Brunswick, Ga.—Seeks CP to change ERP to 100 kw and HAAT to 452 ft. MEA under section 1.1305. Ann. Jan. 19.
- **WGUY-FM** (100.9 mhz) Brewer, Maine.—Seeks CP to change freq.; change TL; change ERP to 100 kw; change HAAT to 1,003 ft., and make changes in ant. sys. Ann. Jan. 16.
- **\*KMSU-FM** (90.5 mhz) Mankato, Minn.—Seeks CP to change freq. to 89.7 mhz; change ERP to 20 kw; change HAAT to 400 ft.; increase TPO; install 10 bay high gain ant. and transmission line, and construct new 430-foot tower. MEA under section 1.1305. Ann. Jan. 25.
- **\*KSMU** (91.1 mhz) Springfield, Mo.—Seeks CP to increase ERP to 40 kw and change HAAT 322 ft. MEA under section 1.1305. Ann. Jan. 24.
- **\*WDPS** (88.7 mhz) Dayton, Ohio.—Seeks CP to change freq. to 89.5 mhz. Ann. Jan. 19.
- **\*WCXL** (89.3 mhz) Kettering, Ohio.—Seeks mod. of CP (BPED-800228AQ, as mod.) to change freq. to 89.5 mhz. Ann. Jan. 20.
- **WVJP-FM** (103.3 mhz) Caguas, P.R.—Seeks CP to change TL; change ERP to 38 kw; change HAAT to 1,741 ft., and make changes in ant. sys. Ann. Jan. 24.
- **WBRQ** (97.7 mhz) Cidra, P.R.—Seeks mod. of CP (BPH-830519AE) to change TL; change ERP to 1 kw; change HAAT to 994 ft., and make changes in ant. sys. Ann. Jan. 18.
- **KLKE** (94.3 mhz) Del Rio, Tex.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,085 ft., and make changes in ant. sys. MEA under section 1.1305. Ann. Jan. 18.
- **New** (101.1 mhz) Kanab, Utah.—Seeks CP to change TL; change HAAT to 786 ft., and make changes in ant. sys. Ann. Jan. 25.
- **\*KUSU-FM** (91.5 mhz) Logan, Utah.—Seeks CP to change ERP to 65 kw and HAAT to 4,900.87 ft. Ann. Jan. 18.
- **\*KGTS** (91.3 mhz) College Place, Wash.—Seeks CP to change TL and make changes in ant. sys. Ann. Jan. 18.

##### Accepted

- **WORJ** (103.9 mhz) Ozark, Ala.—Seeks CP to change TL; change ERP to 2 kw, and change HAAT to 355 ft. Ann. Jan. 23.
- **KOPO** (98.3 mhz) Marana, Ariz.—Seeks mod. of CP (BPH-801222AF, as mod.) to change HAAT to 202 ft. Ann. Jan. 16.
- **\*KCDS** (89.9 mhz) Angwin, Calif.—Seeks CP to increase ERP to 0.794 kw. Ann. Jan. 16.
- **\*KCME** (88.1 mhz) Manitou Springs, Colo.—Seeks CP to install aux. sys. and new ant.; change ERP to 16 kw, and HAAT to 2,073.8 ft. Ann. Jan. 18.
- **\*WETA-FM** (90.9 mhz) Washington.—Seeks CP to change trans. and ant.; change ERP to 75 kw, and change HAAT to 821 ft. Ann. Jan. 25.
- **\*WQCS** (88.3 mhz) Fort Pierce, Fla.—Seeks mod. of CP (BPED-830228BF) to change freq. to 88.9 mhz; change trans., transmission line and antenna; increase ERP to 100 kw, and decrease HAAT to 449 ft. Ann. Jan. 24.
- **WENS** (97.1 mhz) Shelbyville, Ind.—Seeks CP to change TL and change HAAT to 774 ft. Ann. Jan. 16.
- **WZZQ** (107.5 mhz) Terre Haute, Ind.—Seeks mod. of CP (BPH-820823AF) to change ERP to 27.5 kw. Ann. Jan. 23.
- **WKDO-FM** (105.5 mhz) Liberty, Ky.—Seeks CP to change TL and change HAAT to 238 ft. Ann. Jan. 18.
- **KWLB-FM** (97.7 mhz) Marksville, La.—Seeks CP to change HAAT to 328 ft. Ann. Jan. 26.
- **WMMQ** (92.7 mhz) Charlotte, Mich.—Seeks CP to

## Facilities changes

#### AM applications

Tendered

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change ERP to 1.3 kw and HAAT to 438 ft. Ann. Jan. 26.

- WOEK (97.7 mhz) Rogers City, Mich.—Seeks CP to change TL and change HAAT to 393 ft. Ann. Jan. 18.
- KDHL-FM (95.9 mhz) Faribault, Minn.—Seeks CP to change ERP to 2.16 kw and HAAT to 191 ft. Ann. Jan. 16.
- WKNZ (101.7 mhz) Collins, Miss.—Seeks CP to change TL; change ERP to 2.2 kw, and change HAAT to 350 ft. Ann. Jan. 26.
- KYYK (102.1 mhz) Kansas City, Mo.—Seeks CP to change TL and change HAAT to 1,000 ft. Ann. Jan. 18.
- KRRR (105.5 mhz) Boulder City, Nev.—Seeks CP to change HAAT to 1,477 ft. Ann. Jan. 16.
- \*KNPR (89.5 mhz) Las Vegas—Seeks CP to install new ant.; change ERP to 20.07 kw, and change HAAT to 4,119 ft. Ann. Jan. 25.
- WPDH-FM (101.5 mhz) Poughkeepsie, N.Y.—Seeks CP to change ERP to 4.4 kw and HAAT to 1,537 ft. Ann. Jan. 16.
- WSPK (104.7 mhz) Poughkeepsie, N.Y.—Seeks CP to change ERP to 7.41 kw. Ann. Jan. 26.
- KRRZ (101.9 mhz) Fargo, N.D.—Seeks CP to change TL; change HAAT to 866 ft., and change ant. from DA to non-DA. Ann. Jan. 18.
- \*WRIU (90.3 mhz) Kingston, R.I.—Seeks CP to correct coordinates. Ann. Jan. 23.
- WHBT (92.7 mhz) Harriman, Tenn.—Seeks CP to change TL; change HAAT to 587 ft., and change ERP to 0.830 kw. Ann. Jan. 18.
- \*WMRA (90.7 mhz) Harrisonburg, Va.—Seeks CP to change existing 8 bay ant. to A 2 bay pole mounted ant. Ann. Jan. 24.

## TV applications

### Tendered

- New (ch. 61) Hartford, Conn.—Seeks MP (BPCT-791115LE) to increase ERP to 1,000 kw aur. and HAAT to 1,691.5 ft. Ann. Jan. 17.

### Accepted

- \*WMEB-TV (ch. 12) Orono, Me.—Seeks CP to change ant. sys. and trans. Ann. Jan. 25.
- KREN-TV (ch. 27) Reno—Seeks MP to change ant. sys. Ann. Jan. 24.
- WSJU (ch. 18) Seeks MP (BMPCT-840113KF, as mod.) to increase ERP to 750 kw vis., 75 kw aur.; decrease HAAT to 2,783 ft., and make change in ant. sys. Ann. Jan. 25.

## AM actions

- WMIB (1510 khz) Marco Island, Fla.—Returned app. for CP to change hours of operation to unlimited by adding 2.5 kw-N, increasing to 2.5 kw-D and installing DA-2; change freq. to 1480. MEA under section 1.1305. Action Jan. 12.
- WCLP (1540 khz) Camilla, Ga.—Granted app. for CP to change freq. to 1400 khz; change hours of operation to unlimited by adding 250 w-N. Action Jan. 12.
- WDTB (1170 khz) Dimondale, Mich.—Granted app. for CP to change freq. to 1180 khz. Action Jan. 18.
- KPWB (1140 khz) Piedmont, Mo.—Granted app. for direct measurement of ant. power. Action Jan. 12.
- WKIX (850 khz) Raleigh, N.C.—Granted app. for mod. of CP (BP-790831AL, as mod.) to change to DA-N. Action Jan. 9.
- KFLS (1450 khz) Klamath Falls, Ore.—Granted app. for CP to change TL. Action Jan. 9.
- WMBA (1460 khz) Ambridge, Pa.—Granted app. for CP to change hours of operation to unlimited by adding 500 w-N and installing DA-2. MEA under section 1.1305. Action Jan. 13.
- WEKO (930 khz) Cabo Rojo, P.R.—Granted app. for CP to increase power to 2.5 kw-DN. Action Jan. 9.
- KWHO (860 khz) Salt Lake City—Granted CP to increase power to 50 kw. Action Jan. 12.
- WIVE (1430 khz) Ashland, Va.—Granted app. for CP to increase power to 5 kw and change to DA-D. MEA under section 1.1305. Action Jan. 16.
- WLZZ (1290 khz) Greenfield, Wis.—Granted app. for mod. of CP (BP-800328AD) to add augmentation of night radiation pattern. Action Jan. 9.
- WFBZ (1570 khz) Minocqua, Wis.—Granted app. for CP to increase power to 5 kw. Action Jan. 9.

## FM actions

- KKUS (98.1 mhz) San Luis Obispo, Calif.—Granted app. for mod. of CP (BPH-810805AA) to change SL. Requests waiver of section 73.1125(B)(2). Action Jan. 13.
- KNXN (101.9 mhz) Quincy, Calif.—Granted app. for mod. of CP (BPH-810925AT) to change TL; change ERP to 1.4 kw, and change HAAT to 2,360 ft. Action Jan. 11.
- KAOI (95.1 mhz) Wailuku, Hawaii—Granted app. for mod. of CP to change ERP to 100 kw and HAAT to 1,227 ft. Action Jan. 16.
- WLRW (94.5 mhz) Champaign, Ill.—Granted app. for CP to change ERP to 27.39 kw and HAAT to 392 ft. Action Jan. 18.
- WZZY (98.3 mhz) Winchester, Ind.—Granted app. for CP to change TL; change ERP to 3 kw, and change HAAT to 300 ft. Action Jan. 18.
- KHUQ (106.7 mhz) Hogaton, Kan.—Granted app. for mod. of CP (BPH-820301AA, as mod.) to correct coordinates. Action Jan. 18.
- WHUE-FM (100.7 mhz) Boston—Granted app. for mod. of CP (BPH-811229AP) to change TL; change ERP to 19.95, and change HAAT to 723.5 ft. Action Jan. 10.
- \*KVSC (88.1 mhz) St. Cloud, Minn.—Granted app. for CP to make changes in ant. sys.; decrease ERP to 1,300 kw, and change HAAT to 130 ft. Action Jan. 10.
- \*KTAD (88.1 mhz) St. Louis—Granted app. for mod. of CP (BPED-1748, as mod.) to change TL; change ERP to 42.4 kw, and change HAAT to 1,314 ft. Action Jan. 6.
- WWOK (105.7 mhz) Columbia, N.C.—Granted app. for CP to increase ERP to 100 kw. Action Jan. 17.
- KMAV-FM (101.7 mhz) Mayville, N.D.—Granted app. for CP to change ERP to 3 kw and freq. to 105.5 mhz. Action Jan. 6.
- KBOY-FM (95.3 mhz) Medford, Ore.—Granted app. for CP to make changes in ant. sys.; decrease ERP to 100 kw; increase HAAT to 935 ft.; change freq., and change TL.
- WEAZ (101.1 mhz) Philadelphia—Granted app. for CP to install aux. sys.; change TL; change ERP to 14 kw, and change HAAT to 940 ft. Action Jan. 17.
- WMIL-FM (106.1 mhz) Waukesha, Wis.—Denied app. for mod. of CP to change SL. Requests waiver of section 73.1125. Action Jan. 3.

## TV actions

- KMPH (ch. 26) Visalia, Calif.—Granted app. for MP (BPCT-810924KE, as mod.) to change ERP to 3,311 kw vis., 335 kw aur., and change HAAT to 2,518 ft. Action Jan. 11.
- WNFT (ch. 47) Jacksonville, Fla.—Granted app. for CP to change ERP to 2,286 kw vis., 228.6 kw aur., and change ant. specification and orientation. Action Dec. 28.
- \*WPBT (ch. 2) Miami—Granted app. for CP to change ERP to 100 kw vis., 20 kw aur., change ant., and change HAAT to 930 ft. Action Jan. 17.
- KUPK-TV (ch. 13) Garden City, Kan.—Granted app. for CP to change ERP to 225 kw vis. and 45 kw aur. Action Jan. 11.
- WMKT (ch. 54) Muskegon, Mich.—Granted app. for MP (BPCT-810918KM, as mod.) to change ant. Action Jan. 16.
- KMSP-TV (ch. 9) Minneapolis—Granted app. for MP to change ERP to 77.1 kw vis., 12.1 kw aur. Action Jan. 11.
- \*WTVI (ch. 42) Charlotte, N.C.—Granted app. for CP to change ERP to 1,423 kw vis., 142 kw aur., and to change TL. Action Jan. 9.
- \*KLRN (ch. 9) San Antonio, Tex.—Granted app. for MP to change aur. and vis. trans. Action Jan. 17.

## Allocations

### Applications

- Palmer, Alaska—Matanuska Broadcasting Co. proposed assignment of FM ch. 243 to Palmer, Alaska; its first local FM service. Staff engineering study indicates ch. 239 available, instead. Comments due March 16; reply comments, April 2. Address of counsel: Ronald A. Siegel, 1333 New Hampshire Ave., N.W., Washington, D.C. 20036. (MM 84-15). Adopted Jan. 10.
- Ukiah, Calif.—Theodore S. Storck proposed assign-

ment of class B ch. 290 to Ukiah; its third FM channel. Comments due March 16; (reply comments, April 2). Address: c/o John Wells King, suite 600, 2000 M St., N.W., Washington, D.C. 20554. (MM 84-16). Adopted Jan. 10.

- Billings, Mont.—Charles Joseph Thompson proposed assignment of class C FM ch. 231 at Billings; its sixth FM allocation. Comments due March 16; reply comments, April 2. Address: c/o Edward M. Johnson & Associates Inc., One Regency Square Inc., suite 450, Knoxville, Tenn. (MM 84-17). Adopted Jan. 10.

## Actions

- New Haven, Conn.—Petition of Impact Systems Inc., submitted in 1968, to reassign ch. 26 from New London to New Haven, both Connecticut, and reassign ch. 59 from New Haven, Conn., to New London, was denied. (BC 19047). MO&O adopted Jan. 10.
- Lihue, Hawaii—Granted substitution of class C ch. 245 for ch. 224A at Lihue, and modified permit of KJAD(FM) to specify operation on class C channel. Petitioner KUAL Inc. (MM 83-33). Report and order adopted Jan. 10.
- Albuquerque, N.M.—Granted ch. 41; its eighth television service. Petitioner: Dennis H. Owen. (MM 83-365). Report and order adopted Jan. 10.

## In contest

- Concord, Calif.—Chief, Mass Media Bureau, affirmed First Century Broadcasting Inc.'s app. for minor change in its antenna structure for KFCB(TV), ch. 42 at Concord, and denied objections by Save Mount Diablo Inc., Advisory Council on Historic Preservation and Native American Heritage Preservation Project. MO&O adopted Jan. 12.
- Fresno and Sanger, both California—ALJ, Joseph Stimmer, granted joint agreement and dismissed app.'s of Sanger TV and Alden Communications; granted app. of Sanger Telecaster for new TV on ch. 59 at Sanger, and terminated proceeding. (BC 82-790, 793-74). MO&O issued Jan. 16.
- Sacramento, Calif.—ALJ, Edward J. Kuhlmann, granted Ponce-Nicasio Broadcasting, a limited partnership, CP for new commercial TV on ch. 29 at Sacramento, while denying competing app.'s of Capital Hispanic Broadcasters Inc., Do Decca Electron Corp., Royce International Broadcasting Co., Delta Broadcasting Co., Alden Communications Corp. and Channel 29 Investors. (MM 83-63-65, 83-67-78, 83-70, 83-72). Initial decision issued Jan. 11.
- Visalia, Calif.—Acting Chief ALJ, Thomas Fitzpatrick, granted joint request for approval of settlement and dismissed app.'s of Marigold, Anita Muir, Antonio Bautista and William Broadcasting; granted app. of La Tierra Rica for new FM station at Visalia, and terminate proceeding. (MM 83-530, 532-35). MO&O issued Jan. 17.
- Orlando, Fla.—Review board granted Orlando Family Television Ltd.'s appeal from presiding ALJ's interlocutory ruling dismissing its app. in the proceeding involving the app.'s of Orlando, Metro Broadcasting Inc., Rainbow Broadcasting Co. for new TV station at Orlando, along with app. of Winter Park Communications for same facility at Winter Park, Fla., and remanded case to presiding ALJ for further action. (MM 83-140-43). MO&O adopted Jan. 16.
- Idaho Falls, Idaho—ALJ, John H. Conlin, granted joint agreement; conditionally granted app. of Eagle Rock Broadcasting Co. for new FM at Idaho Falls, and terminated proceeding. (MM 83-1017-20). Order issued Jan. 20.
- Chicago—Commission denied request by Video 44 (WSNS-TV), for review of action by Chief, Mass Media Bureau, ordering it to permit Monroe Communications Corp. to inspect WSNS-TV program logs. Monroe filed app. for CP that is mutually exclusive with WSNS-TV license renewal app. (FCC 84-20). Order adopted Jan. 17.
- St. Charles, Md.—Chief, video service division, Mass Media Bureau, denied petition for special relief by St. Charles CATV Inc., operator of cable TV system serving St. Charles, seeking waiver of mandatory signal carriage rules. Absent the request St. Charles would have to honor request for carriage made to it by Howard University, licensee of TV station \*WHMM(TV) Washington. MO&O adopted Jan. 16.
- St. Joseph, Mo.—Review Board denied Elba Development Corp.'s request to make major change in the facilities of KQTV-TV, ch. 2, at St. Joseph. (BC 82-763). Decision adopted Jan. 10.
- Santa Fe, N.M.—ALJ, Frederic J. Coufal, granted request for approval of agreement, dismissed app.'s of United Broadcasters of New Mexico and WKNE Corp.; granted

app. of AMO Broadcasters for new FM at Santa Fe, and terminated proceeding. (BC 82-403-5). Order issued Jan. 16.

■ **Johnstown, Pa.**—ALJ, Byron Harrison, conditionally granted app. of Laurel Television Inc. for new VHF television station on ch. 8 at Johnstown. (MM 83-605). Summary Decision issued Jan. 19.

■ **Kerrville, Tex.**—Review Board affirmed decision by ALJ, James F. Tierney, granting app. of Hispanic American Broadcasting of Texas Inc. for new commercial TV on ch. 35 at Kerrville, as well as his denial of competing app. Commanche Broadcasting Inc. (BC 82-608). Decision adopted Jan. 13.

■ **Danville, Va.**—ALJ, John Tierney, conditionally granted app. of Broadcast Data Corp. for new multipoint distribution service station at Danville, and terminated proceeding. (CC 83-700-01). MO&O adopted Jan. 20.

■ **Yakima, Wash.**—ALJ, John Frysiak, granted request for settlement agreement; dismissed app. of Lougenia J. Wikstrom; granted app. of Andrew Vallejo for new FM at Yakima, and terminated proceeding. (MM 83-801-2). MO&O adopted Jan. 12.

## Et cetera

■ **FCC Industry Advisory Committee meetings in Washington**—Working group on Technical Standards for DBS Service meeting on receiver interference at 9:30 a.m., on Feb. 7, at Satellite Television Corp. on Pennsylvania Ave. On Feb. 14, at same location, working groups on signal format (9 a.m.) and on transmission parameters (2 p.m.) will meet. On Feb. 15, at CBS (1800 M. St., N.W., 3d Floor, Washington) subcommittee on transmission standards (9:30 a.m.) and working group on receiver compatibility/encryption interface (2 p.m.) will meet. On Feb. 16, at FCC (2025 M. St., Rm. 7317, Office of Science and Technology), subcommittee on receiver standards will meet at 9:30 a.m. On same date, at FCC (commission meeting room, 1919 M St., N.W.) subcommittee on encryption standards will meet at 2 p.m.

■ **Establishment of spectrum utilization policy for fixed and mobile services** use in bands 947 mhz and 40 ghz; amendment of parts 2, 21, 74, and 94 of rules. Chief scientist granted joint request by National Cable Television Association; Hughes Aircraft Co.; Microwave Communications

Products, Harris Corp.; Farinon Division, M/A Com Development Corp., and Ericsson, and extended to Feb. 2 time for filing replies to oppositions to petitions for reconsideration in proceedings. (General dockets 82-334; 79-188). Order adopted Jan. 18.

## Call letters

### Applications

| Call    | Sought by                                       |
|---------|---|
|         | <b>New FM's</b>                                 |
| WLKV-FM | Tamarack Broadcasting Inc., Lakeview, Mich.     |
| KLAL    | Dwaine F. Meyer, Lamoni, Iowa                   |
| KZRO    | Spanish Aural Services Co., Seabrook, Tex.      |
|         | <b>New TV's</b>                                 |
| KSHQ    | Mauna Kea Broadcasting Co., Kailua Kona, Hawaii |
| WEKT    | Hometown Television Inc., Paintsville, Ky.      |
|         | <b>Existing AM's</b>                            |
| WIGL    | WTBC Tuscaloosa, Ala.                           |
| KOKY    | KITA Little Rock, Ark.                          |
| WTRW    | WRTR Two Rivers, Wis.                           |
|         | <b>Existing FM's</b>                            |
| WEBE    | WDJF Westport, Conn.                            |
| WVTI    | WLLV Melbourne, Fla.                            |
| KSSD    | KSUB-FM Cedar City, Iowa                        |
| KCAC    | KBEK Lexington, Mo.                             |
| KZXX    | KSRD Seward, Neb.                               |

### Grants

| Call | Assigned to                              |
|------|--|
|      | <b>New AM</b>                            |
| WNXH | Christiana and Joel Martin, Berlin, N.H. |

KRKR  
KTOD-FM  
\*WTJB  
\*WJSP-FM  
\*WVBA

WCJL-FM  
KTOR  
\*KGPR  
  
WITU  
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KEZP  
  
KFII  
  
KJJI  
WLCQ  
  
KRZB-TV  
  
WKKF  
KEEH  
  
KOBQ  
KMKO  
KONN-TV

### New TV's

Razorback TV Broadcasting, Hot Springs, Ark.  
Indiana Telecasters Inc., Anderson, Ind.  
Des Moines Central Communications Ltd., Des Moines, Iowa  
Wichita 33 Ltd., Wichita, Kan.  
Hasler Productions Inc., Muskogee, Okla.  
Kong Television Inc., Everett, Wash.

### Existing AM's

KUSA  
KRCX  
KUNA  
KAAP  
KERI  
WVOJ  
WZAZ  
WDDD  
WCER  
KLUV  
KBXT  
KTCJ  
KMQZ  
WMMX  
WTBI  
WHIG  
KKMJ  
  
KPRZ Los Angeles  
KPIP Roseville, Calif.  
KSLY San Luis Obispo, Calif.  
KKBZ Santa Paula, Calif.  
KWSO Wasco, Calif.  
WOZN WBOM Inc., Jacksonville, Fla.  
WERD Jacksonville, Fla.  
WDDW Johnston City, Ill.  
WHLT Huntington, Ind.  
KLUV Haynesville, La.  
WNLT Duluth, Minn.  
KTCR Minneapolis  
KCLU Rolla, Mo.  
WELX Zenia, Ohio  
WPKZ Pickens, S.C.  
WIVK Knoxville, Tenn.  
KISO El Paso

### Existing FM's

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KWAZ  
KMYX  
KLZZ  
KLOK-FM  
WAVE-FM  
\*WNUR-FM  
WDDD-FM  
WSTQ  
WJRY  
KOKX-FM  
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KPRI San Diego  
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WSRZ Sarasota, Fla.  
WNUR Evanston, Ill.  
WDDD Marion, Ill.  
WLAX Streator, Ill.  
WHUZ Huntington, Ind.  
KIMI Keokuk, Iowa  
KLUV-FM Haynesville, La.  
WFMP Fitchburg, Mass.  
WKHK New York  
WZIR Niagara Falls, N.Y.  
WSRD Youngstown, Ohio  
KSNE Broken Arrow, Okla.  
WQLO Beaufort, S.C.  
KCWW Beeville, Tex.  
KLUV Dallas  
KZOM Orange, Tex.  
KQPD Ogden, Utah  
WCPI Wheeling, W.Va.

### Existing TV's

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WXGZ-TV  
  
KPWR-TV Bakersfield, Calif.  
WBUO Appleton, Wis.

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## RADIO

### HELP WANTED MANAGEMENT

**Small minority-owned** radio station in Georgia seeking dynamic station manager with strong background in sales. Send resume/tape to: J. Hunter, 565 Research Drive, Oakview Square, Suite B, Athens, GA 30605.

**Absentee owner** looking for general manager to buy large block of stock and take over operation of small market Illinois class A FM. Applicant must have management experience and the desire for partial ownership. Write Box J-112.

**If you're a committed, mature radio executive** (minimum 8 yrs. management experience), with national retail & sports sales orientation, looking for exciting turnaround opportunity as GM/GSM, here's your chance! We're a recently acquired ABC affiliate in leading Southern golf & resort area. For consideration, send resume to Box J-177.

**Sales Manager:** If you are a good sales person and want to be a great selling small market sales manager, call me, 704-482-1390, Bill Shaw.

**WSBT/WHQ, Southbend, IN,** seeks experienced sales manager for the position of general sales manager. AM station is class 3 regional; FM station is class B full power. Outstanding opportunity for the right person. Send resume to Jim Freeman, WSBT, Inc., 300 West Jefferson Boulevard, South Bend, IN 46601. EOE/M/F.

**General sales manager** for established combo. Management experience required, national sales experience important. Must know research, promotion, how to hire, train and motivate, and prove it with your already successful track record. Resume and references to Jay Jordan, WMAS, 101 West Street, Springfield MA 01104.

**General sales manager** wanted for black contemporary radio station in top five West Coast market. Job entails selecting, training, supervising and motivating sales staff; developing sales promotions. Must be able to direct national and local sales efforts and work with management to achieve goals. Excellent references and proof of sales management results required. Resume to Box K-31. EOE.

**Seeking an aggressive manager** for AM-FM in coal fields of Virginia. Must be working manager with heavy push in sales. FM on network. AM power station with good dial position. Modern equipment. Write Box K-36.

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**Midwest station needs aggressive salesperson.** Small market station owned by strong, young company. Resort area with unlimited potential. Send resume to KVIN, Box 419, Vinita, OK 74301, or call 918-256-7224.

**Sales manager** who can do it all: sell, recruit, train sales staff, promote, merchandise. Calif. \$20-\$40K. Write Box J-143.

**Account executive** for small market university town, central Indiana. EOE. Contact Jinsie Bingham, 317-653-9717.

**WMOA, Marietta, Ohio,** has opening for salesperson. Growth opportunity with salary, commission, benefits. Experience preferred but not required. Write WMOA, Box 708, Marietta, OH 45750. EOE.

**Advertising account executive.** Are you unique, creative and hardworking? KNIX AM/FM, a top adult radio station in the Phoenix market, is expanding their sales department and looking for exceptional individuals with various levels of experience. The organization is youthful, progressive, experienced, and successful! If you are prepared to work in an environment requiring commitment, not just compliance, mail your resume to: KNIX, PO Box 3174, Tempe, AZ 85281. Do not call.

**Sales Manager** or individual with sales manager potential for Cleveland area station. Send resume to WBKC, Box 266, Chardon, OH 44024. EOE.

**Lovcom has grown** from a single daytimer in 1976 to seven station group today. We need salespeople who can grow into general managers as we grow. Send resumes to Kim Love, Box 5086, Sheridan, WY 82801.

**Account executive:** Fort Wayne, Indiana's only combo (WQHK-AM and WMEE-FM) are searching for a strong addition to an outstanding sales staff. Active list. Equal opportunity employer. One-two years experience required. P.O. Box 6000, Fort Wayne, IN 46896.

**Rare opportunity.** If you have a successful track record in small or medium markets, and have what it takes to succeed in Atlanta, let us hear from you. CRMC's preferred. Resumes and success stories only. No phone calls. Mail to: George Reed, WPLO/WVEE, 120 Ralph McGill Blvd., Atlanta, GA 30365-6901. Equal opportunity employer.

**Illinois agricultural market** seeks knowledgeable, take-charge sales manager. AM-FM. County seat of 12,000. Box K-37.

### HELP WANTED ANNOUNCERS

**Announcers, broadcasting, radio, TV, Eng.** Many openings. Tape and resume: Broadcast Center, 305-898-0337.

**California radio,** here you come! Immediate opening for strong-voiced, experienced, alert, community-savvy, AC announcer. Sports reporter PBP a plus. Award-winning station. Call Cecil Webb, KSUE, Susanville, CA 96130. 916-257-2121. EOE/MF.

**Fast growing suburban NYC A/C** accepting T & R for future consideration. Top island signal. Pros only. T & R to Sean Casey, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. No phone calls. EOE.

**Sunbelt top 50 market AM** seeking strong morning drive personality. We're an EOE/MF. Resume to Box K-22.

**100kw AC FM** accepting applications for person with experience and excellent production skills who likes to work overnight. Start \$235. Send resume and tape to: Operations Manager, WRLO, PO Box 509, Antigo, WI 54409.

**Satellite Music Network** country station needs engineer/annr. and/or Traffic/Annr. Send tape with resume to Steve Smugala, KUJZ Radio, P.O. Box 4479, Greenville, MS 38701. Salary negotiable. EOE.

**Small market splitting simulcast.** Need experienced PD and production-minded air talent. AM-country FM-A/C. Send tape/resume to WILE, Box 338, Cambridge, OH 43725.

**Minnesota A/C FM** seeks a creative entertaining morning personality. Our standards are high, are yours? Morning/sales combination possible. Resort area. Call 612-634-5359. Write KZZA, Box 215, Glenwood, MN 56334.

**Urgent.** Earn big \$ in NYC. Write today for qualification forms and details. Send a SASE plus \$2.00 for postage and handling to: CDC, 90-02B 43rd Ave., Elmhurst, NY 11373. No tapes please.

### HELP WANTED TECHNICAL

**Chief engineer**—100,000 watt FM, 5,000 watt AM, IGM automation, microwave. Must be an aggressive self-starter dedicated to quality work. Send complete salary history and resume to: James Hoff, KRED/KPDJ-FM, 5640 South Broadway, Eureka, CA 95501.

**Chief engineer,** WRAP/AM, Norfolk, VA. Good salary plus corporate benefits. Strong maintenance skills required. Call Dave Eldridge, 804-483-6300. EOE.

**Chief engineer** for 1KW AM/50 KW FM, near Boston. Hands-on technical skills in maintenance, repairs and remotes. If you can run a clean technical operation, send resume and references to John Bassett, WCCM/WCGY, 33 Franklin St., Lawrence, MA 01840. EOE.

**Immediate Houston opening.** Assistant to chief at state-of-the-art facility. Minimum 2-4 years experience. Transmitter experience a must. Send resume and letter only to: Amaluro Group, Inc./Engineering, Box 22900, Houston, TX 77227. EOE.

**Chief engineer** - Major market Rockies. High powered AM directional antennas plus studio maintenance. EOE, M/F. Send resume to Box K-9.

**Satellite Music Network** country station needs engineer/annr. and/or Traffic/Annr. Send tape with resume to Steve Smugala, KUJZ Radio, P.O. Box 4479, Greenville, MS 38701. Salary negotiable. EOE.

**Supervisory engineer:** Duties: responsible for the supervision and technical direction in the broadcast activities of all facilities and broadcast stations, KUAT-AM, KUAT-FM, and KUAT-TV, including the interpretation and implementation of departmental and university policies, exercising a maximum extent of independent judgement under administrative direction. Qualifications: equivalence of a high school education. Technical training in radio/TV broadcasting or equivalent. Four years experience in broadcast engineering, and operation, and two years supervisory experience. First class FCC license. Rank: Classified staff, University of Arizona. Salary: \$21,226 - 23,349, DOE. Deadline: February 17, 1984. Send resume and letter of interest to: Employment Office, Babcock Building, 1717 E. Speedway, University of Arizona, Tucson, AZ 85721. The University of Arizona is an AA/EEO.

**Need experienced AM directional/FM** automation chief who also does excellent production. Above average salary for unique combo skills. Northern California mountains. Resume to Box K-35.

### HELP WANTED NEWS

**WAAV-WGNI has immediate opening** for experienced news director. Resume, tape, salary history to Wally Voigt, 211 North Second St., Wilmington, NC 28401. EOE.

**Southwest Florida powerhouse** is seeking a hands-on news director for our nostalgia formatted-community involved radio station. Must be energetic and not afraid to dig. Send tape and resume to WKZY, 3440 Marina-town Lane NW, N. Ft. Myers, FL 33903. EOE/MF.

**News director** for growing small market AM/FM combination. Midwest location. Competitive salary and benefits. Resume to Box J-184. EOE.

**Small market award winning news team** seeks newperson. Send tape, resume and references to WSLB, Box 239, Ogdensburg, NY 13669. EOE

**Award winning news/talk station** with history of hard hitting editorials, investigative reporting, and commentary. Need experienced radio newperson with strong background, capable of street reporting, writing and anchoring newscasts. Excellent opportunity for a take charge person. Rush tape, resume, and writing samples to Greg Lance, PD, WRTA Radio, P.O. Box 272, Altoona, PA 16603. EOE.

**Small market AM/FM** in Arizona needs energetic sportscaster. Possibility of some sales and production duties. Send tape and resume to Noreen Scott, KATO, Drawer "L", Safford, AZ 85546.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Opportunity abounds:** Love 16/XERF seeking experienced, stable program director. Would also do board shift. Adult contemporary format. Only experienced need apply. Send resume & references to: Love 16/XERF, 1805 Ave. F, Del Rio, TX 78840.



**Major market radio station** looking for experienced country formal-program director. Send resume to Box J-162. EOE,M-F.

**WUFT-FM, a 100,000 watt NPR station**, seeks development director responsible for planning and implementing all fundraising, membership, public awareness and public participation activities. Individual will coordinate all grant requests and provide liaison with "friends" group, underwriters and other contributors. Maintains relationships with national, state and local grantor agencies. Position supervises two professional staff members and student and community volunteers. Qualifications: Bachelor's degree in communications, PR, advertising or related field; Master's degree preferred; 2 years development or fundraising experience with excellent interpersonal organizational and writing skills. Public radio experience preferred. Salary range: \$15,000—\$18,000, plus 18% fringe. Deadline: February 15, 1984. Send resume to: Chair, Search Committee, WUFT-FM, 2104 Weimer Hall, Gainesville, FL 32611. The University of Florida is an equal employment opportunity/affirmative action employer that encourages applications from minorities and women.

**Beautiful Napa Valley, CA**, 45 miles from San Francisco, seeks program director/air personality. Ability to lead adult contemporary team. Both on-air & programing responsibilities. Send cassette & resume to Tom Young, K99 Radio, PO Box 2250, Napa, CA 94558. EOE.

**Miami University**, 1984-85 academic year, three graduate assistant positions, twenty hr/wk. Duties: WMUB, NPR affiliate, work toward Masters degree, mass communication. Need operations, production, promotion people. Bachelor's degree, 2.5 GPA required. Stipend \$3,900 plus fee waiver. Additional \$1,000 summer '85 stipend probable. Qualified only. No phone calls. Contact: William Utter, GM, WMUB, Miami University, Oxford, OH 45056.

#### SITUATIONS WANTED MANAGEMENT

**Success is what we strive for**, let me help us achieve it. 20+ years broadcast professional. Successful track-record on air, sales, programming & operations in top markets. Seeking owner or group president who'll give me a chance to prove myself as GM. I'm good, but only I know that. Let me sell you. Medium market west of Mississippi River. Box J-173.

**General manager's position** wanted. Presently employed but station is for sale. Have radio, agency and TV management experience. Box J-189.

**General manager** available now. Will consider medium and major market GM position. Strong in sales (CRMC), promotion, budget, training of staff. Solid management background. Presently GM of top rated country FM radio station in top 100 market. Write Box J-192.

**GSM medium market AM-FM**. Built monthly sales of this turnaround by 500% without numbers. Formed and trained sales staff, packaged, promoted, sold, hustled to success. Ready for new challenge. Let's talk now for now or now for later. Box J-196.

**Wanted:** management position medium or small market. Experienced turnaround, results oriented 14 year vet. Refs including present employer. Box K-11.

**Looking for a strong '84?** Consider general manager presently in +325,000 Sunbelt market. Combo situation with 100,000 watt FM. Sharp upswing in sales plus strong programming track. Box K-18.

#### SITUATIONS WANTED SALES

**San Diego account** executive seeks to relocate to LA or SF. Consistently top performer. 20 years all aspects radio. Stable. Excellent credentials. Box J-185.

#### SITUATIONS WANTED ANNOUNCERS

**Female broadcaster seeking position** in Indiana. Have Columbia School of Broadcasting training. Call Ruth Bull, 317—643-7956.

**An incredible catch!** Skyrocketing sportscaster seeks bigger field of play. Accurate, dynamic, distinctive PBP; entertaining, thought-provoking features; conscientious team player. If sports matters, write Box J-124.

**Male DJ looking for station** in middle Tennessee. Great knowledge in music. love midnight shift. Mike McCoy, 312—864-3304.

**Two way telephone talk** host, major market experience. Will respond to all inquiries. 414—276-2443.

**Can wear 2 hats**. 9 years computer operator; now a trained broadcaster with writing skills. Seeking entry level position. All markets. Salary negotiable. Guy Hamilton, 212—297-4334.

**Super Bowl's over**. Free agent, dependable, dedicated to quality, community involvement, and ready to join your team in Florida. Tom Gillan, 703—534-0491.

**Versatile** - great for small market. Experienced in boardwork, writing, sales, prod., music. Good voice. Ross McIntosh, 2310 Dennison Ln., Boulder, CO 80303. 303—494-6541. Tape & res. available.

**Energetic jock**, also two years experience in PBP. Willing to relocate. I'm no superstar - I'm a hard worker. Dave, 412—731-9444.

**3 years' experience**. Currently doing show on medium market Chicagoland station. Have successfully handled most aspects of radio broadcasting. Different formats, tempos; also, news, sports (color) and interview-talk. Management experience with FCC 1st class and 2 yr. college degree. Ready for step up in Chicago area. Please call Joe Thomas, 312—442-0970.

**Married, 2 children**. Seeking medium market solid organization & growth opportunity. Over 5 years experience, all formats. Some PBP, some TV, good production. Box K-2

**Now programming** in medium market. Would like same or full-time airshift with music and production responsibilities in larger market. Serious inquiries only. Box K-6.

**Boston, New Haven, Hartford areas**. Professional, 20-yr. broadcaster seeking adult contemporary home. Heavy on personality, humor, funny newsmaking interviews. AM/PM drive time pro. Available immediately. Box K-12.

**Experienced announcer** looking to get back into business after sabbatical. Must be Mid-west. 303—597-2531.

**Talk show host:** well traveled international attorney, excellent academic background, technical savvy, multilingual, university affiliations, some TV/radio experience. Seeks weekend talkshow in Metro D.C. area. 202—362-6440.

**Announcer/salesman**. Out of business five years. Looking to return to true love. Experienced deejay, salesman, newsmen, PBP, and station manager. Dedicated worker willing to relocate. 517—892-9829.

**Attention contemporary** Christian music stations! Experienced announcer looking for a break! Jeffrey 317—552-2459.

**Experienced announcer** - 10½ years - looking for opportunity in the Southeast. Country, adult contemporary. Mike Hon, 904—255-6950.

**Experienced professional:** news, announcer, play-by-play. 201—763-5587 after 4 EST.

**Think of me as** quality blue chip stock, not as a speculative issue. Two years commercial experience in small market. Want to move up. Adult top 40, MOR. Want to be creative, not just push buttons. Call Dave, 201—777-0749.

#### SITUATIONS WANTED TECHNICAL

**12 years experience** as first phone engineer, farm director, announcer, copy writer. Now employed as chief operator and announcer. Prefer Iowa or surrounding states. Phone 319—634-3852.

**Excellent audio/RF engineer** (12 years experience) available soon in NYC metro. Box K-40.

#### SITUATIONS WANTED NEWS

**Ambitious sportscaster** with experience can provide expert PBP in football, baseball, basketball, & hockey, including interview work & sportscasting. If interested, call Mike Kelly, 312—652-2452.

**Talented sportscaster/news reporter** seeks challenging news or sports position. 5 years experience. Journalism degree. Kevin, 913—827-2383.

**Top newscaster** in #1 ADI seeks major market position as newsreporter. Willing to relocate for opportunity. Box J-167.

**Texas:** Competitive news director and/or morning anchor available June 1, along I-20 or I-35 from Dallas to Longview or San Antonio. Will also consider Bryan or McAllen areas. Box J-170.

**Experienced news pro**. Reporter, anchor, writer, producer, talk-show host. Dedicated, flexible, organizer. Call Steve, 904—769-5350.

**Super sportscaster** - 2 years experience. Excellent reporter and talk show host. Can also do news and newstalk. Looking to relocate. To contact, call 215—664-7644, Mitch.

**Award winning PBP**. I offer experienced sportscasting to college/university market. Desire to settle down in a pleasant working atmosphere. Prefer Midwest setting, open to anything. Call Bob, evenings, 316—251-0439.

**Farm broadcaster**. B.S. in ag. journ., over 7 years experience in radio. Prefer medium to large market in South or Southwest. Call 409—544-5335.

**Experienced news anchor** seeks Minneapolis area market. Good organizer & voice. Angelo, 212—338-8328 after 6 PM EST.

**Newscaster**. 5 years experience, 2 as medium market ND. Currently working. Solid anchor/writer/reporter. Prefer Midwest. Jeff, 815—663-9173.

**Two way telephone talk** host, major market experience. Will respond to all inquiries. 414—276-2443.

**Woman news announcer** seeking beginning job. Articulate, creative, good writer, dependable. Trained. Prefer Chicago or northwest Indiana. Fran Van, 219—931-2196, or 6931 Monroe, Hammond, IN 46324.

**Newscaster looking for position** with station in Midwest. 5 years experience. 3 as medium market N.D. Solid anchor-writer-reporter. Jeff, 815—663-9173.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Program director** with excellent track record in various formats. Eight-years experience. Northeast preferred. Box J-119.

**MM personality** with oldies track record seeks PD position. Extensive musicology: AOR, CHR & Gold. History includes KYA, KFRC, KJR, KRQR. Candi Chamberlain, 415—222-6283. References.

**Now programming** in medium market. Would like same or full-time airshift with music and production responsibilities in larger market. Serious inquiries only. Box K-7.

**Sales/marketing** oriented PD for small market challenge. Top 50 sales, news, jock; top 5 promotion. Marketing background, liberal arts grad. Box K-21.

**53 years experience** small to medium market radio. Can write and produce commercials for your clients at nominal fee. For information, call Coy Palmer, 806—659-2529. Address: Box 445, Spearman, TX 79081.

## TELEVISION

#### HELP WANTED MANAGEMENT

**National sales manager** - An opportunity is available to become the national sales manager of KENS-TV, the leading station in San Antonio, Texas - one of the fastest growing markets in the country. Qualifications must include either 3 years of national television rep experience or three years as a national sales manager for a television station. In addition, local television sales experience is preferred, but not required. Send a complete resume with references to Dave Sankovich, General Sales Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 78299. No calls, please. Applications must be received by February 10, 1984. KENS-TV, a CBS affiliate, is a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

**General manager**. ABC affiliate in Hawaii. Prefer three to five years experience. Must be experienced in budgeting/cost control, with strength in sales. Send resume and salary requirements to Personnel, KITV, 1290 Ala Moana Boulevard, Honolulu, HI 96814. An equal opportunity employer.

**News director:** want to be a part of the management team of a growing company? Enjoy being first and best with all the news, and no sales manager pressure? Join an award winning team on booming tropical Guam. Journalism degree preferred, on air experience required. Excellent benefits, salary open. Send tape and resume to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 W. O'Brien Dr., Agana, GU 96910.

**General manager** - top group owned CBS affiliate in Southeast. Prefer three to five years experience. Must be experienced in budgeting/cost-control, with strength in sales, news and programming. EEO-M/F. Send resume to Box J-146.

#### HELP WANTED SALES

**Co-op specialist** - an opportunity is available to become the co-op specialist working as part of the sales team at KENS-TV, the leading station in San Antonio, Texas - one of the fastest growing markets in the country. Qualifications must include at least two years of co-op experience with a television or radio station, newspaper or major retailer. Send a complete resume with references to Dave Sankovich, General Sales Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 78299. No calls, please. Applications must be received by February 10, 1984. KENS-TV, a CBS affiliate, is a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

**Group-owned network affiliate** in medium size Southeastern market is looking for an aggressive local sales manager. Minimum three years successful local sales experience in television broadcasting with proven track record and ability to train and motivate; management experience preferred. Send resume to Box J-134. An equal opportunity employer.

**General sales manager:** group - owned network affiliate in mid-Atlantic seeking goal-oriented general sales manager. Ability to lead, motivate and direct rep and local sales staff along with management and communications skills a must. Candidates must have previous management experience and proven track record. Send resume and compensation requirements to: Box J-142. All replies strictly confidential. EOE.

**Sunbelt TV station.** Experienced, broadcast salesperson. Send resume to: Joe Ryan, KCIK-TV, 3100 N. Stanton, El Paso, TX 79902. No phone calls, please. EOE.

**Account executive.** Immediate opening for an aggressive, self-starter to join the number 1 station in the market. Some sales experience necessary. Send resume to J. Vandergriff, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. Qualified applicants will be contacted for a personal interview. EOE.

**Local sales manager.** Opportunity is knocking: Immediate need to direct, train, grow and lead a sales team of seven. WNCN-TV, P.O. Box 898, Greenville, NC 27835. M/F, EOE.

**Senior account executive.** KDNL-TV, a Cox Communications station, St. Louis, is looking for a salesperson with 2 plus years of television sales experience. Independent experience is preferred, but not mandatory. Candidate should have successful track record with agencies, yet should relate to retail merchants. Small and medium market salespeople ready for a major market are welcome to apply. Send resume and references to: Joe Cooper, Local Sales Manager, KDNL-TV, 1215 Cole Street, St. Louis, MO 63106. An equal opportunity employer, M/F.

**Account executive.** Medium West Coast market, group owned network affiliate seeks aggressive sales person to take over existing list. Excellent opportunity to build list into real money maker. Three years broadcast experience preferred. Good commission plan. Outstanding benefits. Send resume to Box K-13. M/F, equal opportunity employer.

**Assistant national sales manager.** Top 20 market in the Pacific Northwest. Seeking aggressive person to aid national sales manager. 3-5 years television experience at a station or rep firm. Extensive travel involved. Thorough knowledge of media audience research a must. EOE. Send resumes to Box K-20.

**National sales manager** - top 20 group-owned ABC affiliate, California. Must have prior national experience. Send resume to General Sales Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. EEO, M/F.

**Sunbelt TV station.** Experienced, broadcast salesperson (radio or TV). Send resume to: Joe Ryan, KCIK-TV, 3100 N. Stanton, El Paso, TX 79902, or call: 915-533-1414. EOE.

#### HELP WANTED TECHNICAL

**Chief engineer** and transmitter supervisor needed for new CH33, Miami/Ft. Lauderdale market. Applicants must have worked in this position for two years or more. Salary commensurate with experience. Call or write to Ed Reid, Director of Engineering, KTXA-TV 21, 1712 East Randol Mill Road, Arlington, TX 76011. 817-265-2100.

**Maintenance engineer.** Video production company. Need immediately! Fast growing video/audio production company looking for top notch maintenance engineer. Must have experience on CMX, Ampex VPR-2-VPR-20, Ampex cameras, ADO & Ampex switching, Rank Cintel, etc. Serious inquiries only. Contact: Nancy Kartes, Kartes Video Communications, Inc., 10 East 106th Street, Indpls., IN 46280. 317-844-7403.

**Chief engineer.** Video production company. Chief engineer for major production/post production. Experience must be qualified on CMX, Ampex VPR-2-VPR-20, Ampex cameras, ADO & Ampex switching, Rank Cintel, etc. Also, must have systems experience for future expansion requirements. Contact: Nancy Kartes, Kartes Video Communications, Inc., 10 East 106th Street, Indpls., IN 46280. 317-844-7403.

**Chief engineer** for small market VHF station. Responsible for FCC compliance, supervision of maintenance engineers, and maintenance of all station's equipment, including Ampex, RCAVTRs, JVC & Sony ENG, Gates xmiller, American Data switcher, Chyron, et al. General telephone or SBE certification required. Send resume to: Jim Bernier, Jr., Acting Chief Engineer, WWNV-TV, 120 Arcade Street, Watertown, NY 13601.

**Mtce. Eng.** Will repair: LDK-6 cameras, VPR's 2, 3, & 80, ACR-25, VR 2000, Harris 9100 microprocessor, remote control AM/FM/TV, 16 Ikegami cameras 77-83's, over 70 Sony 3/4 VTRs, 3 frequency agile ENG trucks, 3 rotatable ENG pick up systems, RS 422 machine control, RS 232 routing SWR system - FM stereo with digital SCA, - AM stereo Motorola. Will be using spectrum analyzers 7L5, 7L13, digital storage scope sound technology 1500. Experience in all the above desirable. Not an entry level position. First or gen FCC license mandatory. EOE. Send resume to J.D. Weigand, KFMB-TV AM & FM, P.O. Box 80888, San Diego, CA 92138.

**Chief engineer** for independent UHF station and production facility. Five years experience in repair and maintenance of broadcast equipment required. Good knowledge of UHF transmitters, supervisory skills, FCC reporting, and budget management also required. EOE. Call for more information. Robert Munoz, 915-533-1414.

**Studio maintenance supervisor for WPDE-TV.** Florence-Myrtle Beach, a well-equipped ABC-TV affiliate in eastern South Carolina. Will be responsible for repair and maintenance of all studio equipment. Two year electronics degree or equivalent and first class license preferred. Minimum of two years experience in TV maintenance required. Send resume to Jimmy Gamble, WPDE-TV, P.O. Box F-15, Florence, SC 29501. EOE, M/F.

**Technical directors** with FCC license apply for work today in a major market production house/TV station. Only those with experience with CMX editing, live audio sessions, and the Chyron IV character generator need apply. Resume to Box K-3.

**TV technician.** Minimum three years recent experience at TV station in VTR operation, camera set-up, master control, audio, production switching, and ENG operation. General radiotelephone certificate required. Send resume to: Dennis Merta, Operations Supervisor, WHNS-TV 21, Suite 2100, 250 Executive Center Drive, Greenville, SC 29615. No calls.

**Chief engineer, new UHF broadcast facility** at Kingston, NY. Responsibilities include supervision of ground up transmission and studio facilities construction. Mid-84 sign-on. Additional duties include organization of engineering dept., budgeting and cost management, FCC reporting. Experience in state-of-the-art studio and UHF transmission equip., operation, and maintenance required. Experience in remote location production desired. EEO employer. Send resume immediately to Station Manager, WTZA, 42 Main Street, Kingston, NY 12401.

**Engineer.** Trouble shoots; performs periodic maintenance, installs and repairs TV and radio broadcast equipment such as video & audio tape recorders, satellite earth terminal and associated receivers, TV cameras, test equipment, switchers, microwave to transmitter links, audio video amplifiers, etc. Perform maintenance on 1000,000 watt TV and Radio transmission systems. Qualifications: emphasis shall be on competent bench work. Desirable to have first class Federal Communications Commission license. Salary: \$11,220 to \$17,124/year. To apply: Send current resume and cover letter by February 10th to CMSU Personnel Office, Administration Building, Rm. 190, Warrensburg, MO 64093. CMSU is an AA/EEO.

**Philadelphia based television** station/production company is looking for a TD with at least 3-5 years experience with Chyron IV character generator, and CMX videotape computer editing systems. Resume to Box K-4.

**Engineers** - installation/maintenance. New UHF, ground up. All newest state of the art equip. Will be major production center. Requirements 2-3 years operations and maintenance with general license. Experience video/studio and field equip, i.e., cameras, switching, editing, TBC, VTR (2", 1", 3/4") heavy solid state. EOE. Send resume immediately to Station Manager, WTZA, 42 Main St., Kingston, NY 12401.

**Maintenance engineer** - maintain latest state-of-the-art video broadcast equipment, including Sony one-inch videotape machines. Salary negotiable based on experience. Send resume to: Personnel, WITF Communications Center, Box 2954, Harrisburg, PA 17105. WITF is an equal opportunity employer.

**Immediate opening for a full time maintenance engineer.** Requirements: FCC general license, electronic background, knowledge of Sony 3/4" tape format, prior broadcast experience preferred. Send resume to: Chief Engineer, WXOW-TV 19, P.O. Box 128, La Crosse, WI 54602. EOE.

**Chief engineer.** Small market VHF station on the northern coast of California needs strong self starter, experienced in transmitter and studio maintenance and operation. Mild climate, pleasant living in small town atmosphere. Year-round hunting, fishing, camping, hiking. Salary range commensurate with experience and market size. Send resume to Box K-38.

#### HELP WANTED NEWS

**Weathercaster.** California top-20 affiliate looking for an experienced TV weathercaster. Latest computer technology available. Duties will entail some reporting. Send resume and tape (including weathercast and reporting) to Roger Bergson, News Director, KXTV, Box 10, Sacramento, CA 95801.

**Reporter:** stuck in a small market with no room to grow? Cold winters getting to you? Have a nose for news? Come to Guam's year round tropical shores. Excellent benefits and starting salary. Journalism degree preferred, on air experience required. Send resume and air tape to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 W. O'Brien Dr., Agana, GU 96910.

**Assignment editor** for California top-20 affiliate. Station undergoing major news expansion. Only experienced desk people need apply. Send resume, statement of news philosophy, and references to Roger Bergson, News Director, KXTV, Box 10, Sacramento, CA 95801.

**News producer** - if you're a rookie, don't apply. We need an experienced, aggressive TV journalist with excellent people skills to produce our 6 & 11 PM award winning newscasts. We're #1 in the market and intend to stay there. Super facilities, super benefits; super profit sharing. Send resume to Box J-176. EEO.

**Seeking assignment editor** who's aggressive, self-starting & creative, to work with 24-person staff. Must be experienced & have live ENG knowledge. Accepting resumes until Feb. 13. Send to Box J-178. An EOE.

**News director.** KWTW, CBS station in Oklahoma City, is looking for news director to supervise number one news operation in the state of Oklahoma. Must have at least five years of experience in broadcasting or news management and be able to work with aggressive management team. Send resume and references to Duane Harm, President, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M.F.

**News anchor-producer.** Must have one year on-air experience, strong writing, producing skills. Good attitude a must. Send tape and resume to Karen Carlsen, News Director, KESQ-TV, ABC, P.O. Box 4200, Palm Springs, CA 92263.

**Anchor**—need strong, aggressive news personality to complement our female 6 and 11 p.m. No beginners. Major California market. Resume and salary requirements to Box J-188.

**Professional anchor-producers** and reporter-producers for number one station in Western market. Authoritative on air, 3-4 years experience to be good enough for this department. Send resume (no tapes) to Box K-19. Equal opportunity employer.



**Pacific Northwest TV** station seeks co-anchor for nightly newscast. Some writing/reporting/producing. Major market compensation. Minimum two years commercial TV news experience. Strong writing skills and camera presence. Resume and tape to: KVOS-TV, 1151 Ellis St., Bellingham, WA 98225. KVOS is an equal opportunity employer.

**Meteorologist.** Ideal for bright, recent graduate. Weeknights. Midwest ABC station. Graphics exposure helpful. EOE. Resume to Box K-23.

**ENG audio persons**-WNBC-vacation relief. Knowledge of microwave van systems a must, including BVU-110, BVU-50s, must be news oriented, knowledge of NBC systems, NY area helpful. Send resume: Mark Antonitis, NBC, 30 Rockefeller Plaza, 1237, NYC 10020.

**Reporter/ENG photog.** 72nd market. TV reporting experience necessary. Shooting experience helpful. Work in our Illinois bureau. Tape and resume to WPSD-TV, Box 1197, Paducah, KY 42001.

**News directors**, executive producers, producers and air talent: send tapes and resumes to Steve Porricelli, Primo-People Inc., Box 116, Old Greenwich, CT 06870. 203-637-0044.

**Producer**-Sunbelt. Medium market net affiliate wants an experienced early producer. Weekenders wanting to move up preferred. At least 1 year commercial TV news experience preferred. Resume, writing samples, and salary requirements to Box K-24. EOE.

**Noon anchor wanted** for Northeast medium market. Applicant should have 1 year's experience. Some reporting involved too. Send tape and resume to News Director, WTAJ, 5000 6th Ave., Altoona, PA 16602.

**Weather**-top 60 Sunbelt market needs air personality for evening newscasts. Prefer 1 year experience. Send resume/salary expectations to Box K-25. EOE.

**Sports director**-if you're a weekend sportscaster ready to move up to 5 days or in small market and ready for big chair, you may be the one we want. Top 60 market looking for a dynamic, locally-oriented sportscaster. No beginners, please. Resume and salary history to Box K-26. EOE.

**Great chance** for creative, confident producer. Send tape, resume and writing samples to Jim Holtzman, News Director, KFMB-TV, Box 80888, San Diego, CA 92138. No phone calls please. EOE.

**Reporter:** Eastern North Carolina's news leader needs an aggressive beat reporter. Resumes, references, tapes and salary history to: Jay Moore, News Director, WCTI-TV, PO Box 2325, New Bern, NC 28560. An equal opportunity employer.

**Chief photographer;** excellent photographer who is able to critique and train new personnel. Experienced in ENG. EEO. Resume to Box K-30.

**Producer.** News judgement, writing skills, the ability to turn a newscast into a "show." We want an energetic, creative journalist who needs the kind of experience requisite to a major market move. Send resume, tape and salary requirements to Leo Greene, News Director, KARK-TV, P.O. Box 748, Little Rock, AR 72203 EOE.

**Anchor/reporter.** We need a strong anchor with good reporting skills who can start producing on day one. Send tape and resume to: KVIQ-TV, Box 1019, Eureka, CA 95501.

**News anchor** - KCRA-TV. #1 news leader in top 20 market, seeks a co-anchor to team with our male co-anchor for prime early/late newscasts. Must have previous anchor experience, strong on-air ability, and good writing/reporting skills. Submit resume, tape and salary requirement to: Pete Langlois, News Director, KCRA-TV, 310 Tenth Street, Sacramento, CA 95814-0794. No calls please. EOE.

**Assistant news director.** News management person who will oversee day to day operations of news department. Five years prior experience in news with a journalism degree or its equivalent required. Dynamic, energetic news person with exceptional journalistic and management skills preferred. Send resume to Corporate Personnel, WRAL-TV, Box 12000, Raleigh, NC 27605. EOE/MF

**Co-anchor** for 6 and 11pm news. Must be a good writer. 2 years experience preferred. Rush resume, tape and salary requirements to: Mike Dotson, P.O. Box WCJB, Gainesville, FL 32602. No phone calls. EOE.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**PM Magazine co-host/producer** to work with female co-host/producer. The successful candidate must be creative in story/feature producing. Send resume/audition tape to: Personnel Manager, Box 2115, Huntington, WV 25721. EOE/M/F.

**Hands-on director** - medium Mid-western market. Heavy local production station. Experience with high-tech production equipment a must. Send resume with salary history to Box J-191. An EOE.

**Public TV promotion.** Vermont ETV seeks assistant public information director to edit program guide, write releases, create promotional campaigns in a variety of media. 6-month probationary period. Call Employment Office, University of Vermont, 802-656-3494.

**Production manager**-top 60 VHF, SE, seeks aggressive hands-on leader, organizer and teacher who knows news, commercial, and program production. Minimum 3 years experience. Send resume and salary requirements to Box K-1. EEO.

**Production manager**-excellent opportunity for director with several years commercial and news production experience to move into a management position. Must be able to work well with people and to motivate. Send resume and salary requirements to David Murphy, Operations Manager, WRBL-TV, Box 270, Columbus, GA 31994. EEO.

**Program director:** we have an immediate opening for a program director who will assume the responsibilities for the station's program schedule, perform market and program research, maintain CBS network and program supplier relationships and insure compliance with FCC rules and regulations. Must have 3 years experience in similar or commensurate position. Send resume to Dennis Williamson, Vice President, General Manager, KREM-TV, P.O. Box 8037, Spokane, WA 99203. An EOE.

**Producer/director/videographer**-top 60 V, SE. If you can take on-air promotion and commercials from concept to completion, including shooting, editing and switching, let's talk. Minimum 2 years experience. Send resume and salary requirements to Box K-8. EEO.

**Operations manager.** Experience in keeping accurate and complete records on program inventory. Ability to work with sales dept. to insure accurate sale of avail inventory. Resume: KSWO-TV, P.O. Box 708, Lawton, OK 73502.

**Promotion manager.** Aggressive top-50 Mideast affiliate seeking promotion specialist. Must have extensive news promotion experience, strong writing skills, and ability to plan and administer all station promotion campaigns and budget. Resume and salary requirements to Box J-127.

## SITUATIONS WANTED MANAGEMENT

**Seasoned broadcaster**, 26 years experience all phases, seeks general managership. Community involved, people oriented, bottom line trained. Excellent track record, references. All markets considered. Box J-120.

**GM, currently employed**, medium market, seeks similar position in climate warmer than Northeast. Background strength in sales, programming, news, cost control. Dynamic individual looking for a new challenge in warmer place. Impeccable references. Contact Box J-163.

**You need our** general manager, Bill McDonald. We, his staff, have paid for this ad. He is a great general manager. Skills include: budgeting, personnel management, training. He has been an anchor, news director, production manager, local/regional sales manager, program manager, handled FCC matters, and does projections. Station sale makes him available to you. Call him: 512-727-7799.

**Program director/production manager/TV director:** I am a self-starter with a proven record of leadership; thoroughly experienced in commercial, educational, and cable production operations. My extensive management background includes programming, production, and instruction. If you are interested in producing a quality schedule of award-winning programs, and/or need to more highly motivate your staff, I am ready to assist. Box K-33.

## SITUATIONS WANTED TECHNICAL

**Master control operator.** Switcher, videotape, camera set-up, etc. Conscientious, hard worker. Willing to relocate. Call Tom, 413-732-1537.

## SITUATIONS WANTED NEWS

**Broadcast meteorologist** looking for position. Eager, credible, experienced. For details, please call collect, or write Marc P. Mailhot, A/K/A Marc Ross, 137 Westbrook Gardens, Westbrook, ME 04092. 207-854-2001; 207-856-6097.

**Washington bureau chief** - looking to get back to reporting/anchoring in large or major market. Network experienced, award winner, top talent. Box J-133.

**Enterprise reporter.** Good ratings, multiple awards. Superior writing, planning and production skills. Call Pete, 717-823-9665.

**Sports anchor/PBR.** Looking for major college-pro PBP opportunity and/or organization making serious commitment to sports coverage. 10 years exp., former TV-radio SD, M.S. communications. Tom 417-782-0031.

**Meteorologist** who takes a viewer's approach to the weather is seeking a position in any small or medium market. Some TV experience. Box J-194.

**News** - I am interested in moving into TV news. Lots of radio experience. I need a place to start. Excellent writer for news, sports, weather. To contact, call 215-664-7644, Mitch.

**Personality**, looks, and most of all, talent. Is this what you need? University of Denver graduate with internship. Interested in West Coast market but will relocate anywhere. Superior writing skills, feature reporting a strongpoint. You need me! Call Cathy, 818-889-0633 now.

**Just what the doctor ordered!** You need the shots—this guy can get them. Enthusiastic videophotographer/editor with four years experience in news and sports seeks full-time position. Available immediately. Call Tim, day or night, 717-275-3517.

**Meteorologist seeking** weekday position in medium or major market. Prefer South or East. Experienced small, large markets. Box K-17.

**Management goal.** Thirties market reporter/weekend anchor seeks position of medium market assistant ND or small market ND. A decade of aggressive experience. Box K-39.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**ENG photographer**, editor, videotape operator seeks full-time position. Seven years TV-radio experience. Charles Rakestraw, 615-272-4625.

**Move over, Donahue!** Major market newswriter and producer in tune with woman audience seeks producer/associate producer position on talk show or magazine format. Write Box J-175.

**Photographer/editor** from small SW market looking for production work in small/medium NE market or cable station. Motivated, creative, hardworking. Call Jim, 516-271-9460.

**Wanted:** a television station that cares and can make use of a production technician/technical director and a general assignments reporter/anchor. We're better than good. Call 307-382-2775, Wendy.

**Program director:** currently employed film director in nation's leading independent seeks new challenge to guide station onto road of success, where double-digit prime time is desired, and can be expected because of unique approach to film acquisition, programming, promotion and presentation. If you've got the money, you've got the prime sewn up. Why hope for the best, when you can be guaranteed the best, documented by track record and national reputation. And that's just the beginning of the managerial and production skills afforded to you. Please write Box K-14.

**1984 broadcasting school** graduate looking for entry level position in production. Some experience and training, camera, lighting, directing, special effects generator, reporting. Call Bryce, 513-252-3819, after 1:00 EST.

**Chyron IV operator** seeking fulltime position. Have completed 1-week training, at Chyron. Experience includes CCM and logo compose. Reply Box K-29.

**Creative producer/director:** Includes experience in switching, writing, and editing of both studio and remote productions, ranging from instructional programs, documentaries, and interviews to PBS membership breaks and news programs. Resume tape available. Box K-34.

## CABLE

### SITUATIONS WANTED: PROGRAMMING, PRODUCTION, OTHERS

**Production.** Experienced Emerson graduate seeks promotable position. Strong background in talk, network, community affairs. Victor 201-379-9582.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Univ. Radio/TV writer & contact person.** Position title: coordinator, electronic media services. Major responsibilities: 1) Create/write public service and feature material that is educational in nature, 2) through extensive personal contact with regional radio/TV stations, arrange for the on-air placement of this material on non-commercial terms, 3) place faculty experts on the air (This is not a news position.) Qualifications: Bach. degree a requirement by time of appt. (probably April). Exper. in radio/TV feature writing (pref. min. 7 yrs. at radio/TV sta., ad agency.) Should know radio and TV production techniques, station operation; have strong persuasion skills. Salary: competitive. Academic staff position, with annual renew. contract, in the Div. of Univ. Relations and Services; direct reportage to Assistant Chancellor. To apply: Complete application consists of these 5 items: 1) resume, 2) names of three references, 3) cover letter telling us what professional satisfactions you seek in your next position, 4) scripts of your three best features, whether or not produced, 5) tape of three features you wrote. (2nd gen. tape ok, returned after March 5 only.) All application materials must be received by closing date of March 1st. Send to: Media Coordinator Search Committee, Dempsey 237, Dept. C, University of Wisconsin-Oshkosh, Oshkosh, WI 54901. AA/EOE.

**Public broadcast station** is inviting applications for a probable July, 1984 opening as marketing manager. Degree and two years' experience marketing broadcast services preferred. Minority and female applications are especially and specifically invited. Letters stating interests, with vita, should be addressed to Barry Baker, KATV-TV/FM, 1900 Eighth Ave., NW, Austin, MN 55912. Deadline is February 28, 1984. KATV is an equal opportunity employer.

### HELP WANTED SALES

**Sales executives wanted now!** National advertising syndication firm seeks aggressive, qualified sales personnel. Exclusive territories, top dollar earning potential. Travel involved, great home office back-up. Send resumes to: Personnel Dept., 45 Music Square West, Nashville, TN 37203.

**Advertising sales manager.** We are a dynamic growth organization that has been expanding at the rate of 300% each year publishing the leading trade journals for the cable and satellite TV industries. We need a take charge, hands on sales manager with a solid track record of sales maximization. Relocation to Sun Valley, Idaho required. Contact: Commtek Publishing, David Hawley, 208-788-4936, ext. 236.

### HELP WANTED TECHNICAL

**Video engineer:** University of Detroit seeks video engineer with minimum two years technical school and two years experience in cable or broadcast TV. Applicant must have equipment maintenance ability. Salary dependent upon qualifications. Send application by February 13 to Dr. Vivian Dicks, Communication Studies Department, University of Detroit, 4001 W. McNichols, Detroit, MI 48221.

### HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

**Television producer/director:** Search reopened. Develop instructional materials. B.S. major in television production, or equivalent, plus professional experience in broadcast, industrial, or instructional television production. Salary: \$15,000-\$17,000. Closing date: March 2, 1984. Contact Personnel Services, Lane Community College, 4000 East 30th Avenue, Eugene, OR 97405. 503-747-4501. AA/EOE.

## HELP WANTED INSTRUCTION

**Graduate assistantships** available in new telecommunications M.A. program at Southern Illinois University, Carbondale. 12-month appointments beginning July 1, 1984. Stipend for half-time assistantship is \$6,000 and includes a tuition waiver for four successive semesters. Bachelor's degree in radio-TV or related field required. Professional broadcast experience preferred. Teaching assistants are responsible for helping with writing, performance, and production courses. Research assistants will be assigned to projects of faculty members. New M.A. in telecommunications prepares students for leadership positions in telecommunications industry and begins with the summer term, 1984. Inquiries to: Dr. Sam Swan, Chairman, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. 618-536-7555. AA/EOE.

**University theatre department** seeks experienced television theory & production teacher for graduate & undergraduate courses in large pre-professional department with extensive production program. Additional duties include supervision of student & departmental productions for cable TV programming. Ph.D. required &/or extensive professional background. Apply: Alvin Keller, Chairman, Theatre Department, California State University/Fullerton, Fullerton, CA 92634. Application deadline: Feb. 15, 1984. Title 9/AA/EOE.

**The University of Southern California** school of journalism anticipates up to three tenure-track assistant/associate professor appointments for the 1984-85 academic year. The position in broadcasting requires ten years' experience with major national and international broadcasting organizations, solid background in news and public affairs with an emphasis on writing and production, substantial electronic publications, and thorough understanding of history, ethics, and law. Applicants are also sought in public relations and in history, law, and freedom of the press. Advanced degrees preferred; salary and rank commensurate with qualifications. Send letters of application, resumes, references and sample publications immediately to: New Appointments Committee, School of Journalism, University of Southern California, Los Angeles, CA 90089-1695. An AA/EOE.

**Broadcasting:** faculty position, tenure-track in the department of communications, rank and salary open. Terminal degree desired. Candidate must have a record of successful production of radio and television programming and college teaching experience. A commitment to excellence and enthusiasm in the classroom and in production work is essential. Persons with only the Master's degree will be considered only if there is substantial professional media experience and demonstration of college teaching ability. The person employed should be prepared to teach introduction to broadcasting, radio production, television production, broadcast news reporting, broadcast and cable management. The ability to teach oral communication, communication law, and/or mass communication theory is highly desirable. Duties will include teaching 10-13 hours per semester and producing at least one series for the college's new cable television operation. The person employed will work with the department head in developing a comprehensive program in telecommunications and will be expected to become a driving force in the development of a dynamic, growing communications program. Send a letter of application, a detailed vita, and three current letters of reference to: Dr. Ray Malzahn, Dean, School of Arts and Sciences, Missouri Southern State College, Joplin, MO 64801. Deadline for applications is March 15, 1984. Position available August, 1984. Missouri Southern State College is an EO/AA employer.

**Assistant/associate professor, tenure track,** to teach broadcast journalism, including courses in radio and TV production, TV news video and other courses, both undergraduate and graduate, depending upon interests and qualifications. Scholarly research and/or professional activity will be expected. ABD and professional experience in broadcast journalism required, with completion of doctorate expected in near future; Ph.D. and professional experience preferred. Salary in lower to mid-20's depending on qualifications. Probability of summer teaching, if desired, 18% of base salary for two courses. Application deadline March 1, 1984. Applicants should send resume and cover letter indicating primary areas of teaching and research interests to Hugh Cowdin, Chairperson, Department of Communication, University of Nebraska at Omaha, Omaha, NE 68182-0112. UNO is an equal opportunity/affirmative action employer.

**Florida State University** department of communication requests applications for two tenure track positions, assistant professor rank: (1) media production - teach courses in television production, audio production, scriptwriting, and/or film production. Video tape editing and portable video skills are desirable. (2) telecommunication - teach courses in broadcast programming and management, telecommunication policy and regulation, and a graduate course in an area of specialization. Ph.D. in communication required, professional and teaching experience highly preferred. Salary range \$18,000 - \$24,000. Send letter of application, vita, three letters of reference, and evidence of teaching ability to: Dr. Norman J. Medoff, Dept. of Communication, Florida State University, Tallahassee, FL 32306. FSU is an AA/EOE.

**The broadcast communication arts department** at San Francisco State University is accepting applications for three tenure-track positions beginning Fall, 1984. 1. Telecommunication management, law and policy. Teach undergraduate and graduate courses in telecommunication policy and management, media law and regulation, economic aspects of broadcasting, station promotion and operations. 2. Media aesthetics and television production. Teach undergraduate and graduate courses in media aesthetics, television directing, television production planning, experimental video production and electronic field production. The candidate should be familiar with all aspects of studio and field production and should be prepared to teach computer assisted videotape editing. 3. Writing for the electronic media. Teach undergraduate and graduate courses in radio and television writing, television dramatic writing, introduction to media research and the television documentary. Additional strengths in media analysis and criticism, media performance or the history of media in America are desirable. All positions require Ph.D., or equivalent professional achievement, college level teaching experience, and promise for research or creative achievement. Candidates should be qualified to guide graduate research in areas of expertise. Recent experience in industry is desired for the Telecommunication Management position. Rank depends on qualifications. Salary range is: \$20,186-\$33,505, academic year. Application deadline is March 15, 1984. Send inquiries or applications with supporting materials to: Dr. Donald J. Compesi, Acting Chair, Broadcast Communication Arts Department, San Francisco State University, 1600 Holloway Avenue, San Francisco, CA 94132. S.F.S.U. is an AA/EOE.

**Instructor/assistant professor** in radio/television. Start Fall, 1984. M.A. required, Ph.D. preferred, tenure track; teach in two or more of these areas: broadcast management/sales, broadcast journalism, ENG & TV studio production and broadcast regulation. Professional media experience preferred. Deadline for application: March 1, 1984. Please direct inquiries to Dr. Raymond Buchanan, Chairman, Department of Communication, University of Central Florida, Box 25000, Orlando, FL 32816. The University of Central Florida is an AA/EOE.

**Instructor/assistant professor** of mass communication begins August, 1984. Tenure track. M.A. required, Ph.D. in mass communication preferred. Teaching and industry experience preferred. Ability to teach broadcast management, broadcast advertising/sales, broadcast news, media law, and copywriting. Possible supervision of campus radio station and internship program. Send letter of application, resume, transcripts and 3 letters of recommendation to: Dr. June Smith, Head, Department of Speech Communication & Theatre, West Texas State University, Canyon, TX 79016. Phone 806-656-3248. Deadline March 1, 1984. EOE.

**Bradley University** seeking individual to provide effective leadership for new division of communication. Responsible for programs in speech communication, mass communications, and journalism. Full-time faculty of eleven and approximately 300 student majors. Curricula in speech, broadcasting, journalism, public relations, advertising and photojournalism. Candidate is expected to possess qualifications which include: appropriate terminal degree, demonstrated achievement in teaching and scholarship, current state of the art awareness, significant administrative and professional experience in communications. Rank and salary dependent upon qualifications and experience. Availability Summer or Fall, 1984. Closing date March 5, 1984. Address for further inquiry or submission of application - Dean, College of Communications and Fine Arts, Bradley University, Peoria, IL 61625. 309-676-7611 ext. 496. AA/EOE.



## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Good useable broadcast equipment needed:** all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

**Instant cash-highest prices.** We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

**Used videotape.** 2 inch and 1 inch. Cash for all brands, in lengths of 60 and 90 minutes. Will pay for shipping. Carpel Video, Inc. Call collect. 202-296-8059.

**Wanted:** TP-66 projectors. WGNO-TV. Randy Davis. 504-581-2600.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Quality broadcast equipment:** AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

**Transmitters-UHF-VHF-FM**—new and used. Call Quality Media, 404-324-1271.

**Studio equipment**—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

**Turn-key construction**—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

**AM Harris MW-1A**, mint. Also, Gates BC5P2 5KW, CSI 2.5KW, Bauer 707 1KW, Gates 250 GY. Call M. Cooper. 215-379-6585.

**FM Collins 830 G2** 20KW w/Z2: also Harris 5H w/MS-15, CCA 10KW w/40 E. All are excellent. M. Cooper. 215-379-6585.

**Complete jig set** up to build towers. 12"-66" face. Revolving jig for final welding. Leg jig for flanges. Computer generated structural drawings incl. for all sizes. Bids welcome. Call 918-540-2435 bus.: 918-542-5770 res.

**Broadcast equipment** for sale. Sony V02860 VCR's, RCA TK-27 film chains, Phillips PE250 studio cameras, convergence ECS-1B editors. For further information, contact Rick Melamed, ABC-NY. 212-887-4981.

**TK-28 film islands.** 2 avail., low price. Call Bill Kitchen, 404-324-1271.

**Videocassettes.** ¾" Sony \$4.99. Broadcast quality U-matic, 100% guaranteed! Chyron evaluated, reprocessed, delabeled, degaussed. All lengths and sizes available. Free, fast delivery. Carpel Video, Inc. Call collect, 202-296-8059.

**Harris system 90** automation system with logging. Call 404-487-5135.

**McMartin BA1k**, Collins 20-V3, Skully, Schafer, Teac R/R, ITC, TCM, Carts, Tower 220'. Moseley, Marti remotes. All equipment of KXXN, Santa Barbara. 805-964-3094.

**For sale or trade.** 2 Otari MX505QXH 4SH 10" reel to reel 4 channel tape recorder. \$1500/recorder. Call 303-753-0043, Bob.

**Video cameras** - Ikegami HL79A with 14:1 Fujinon lens and remote camera control unit. \$16,000 or best offer. Ikegami HL79A with 17:1 Fujinon lens and Ikegami MA 79A multicore base station. \$17,000 or best offer. Contact: National Video Industries, Inc., 15 West 17th St., New York, NY 10011. 212-691-1300.

**Used broadcast television equipment.** Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

**LPTV permit holders:** One week free technical assistance with purchase of new or used UHF transmitter including delivery, installation, FCC license application, TVRO alignment, sign on, etc. 713-479-1614, anytime.

**Computer** - RDS III, model 3, floppy disc system, capable of handling traffic, A.R., general ledger, accounts payable, payroll, sales projections, avails, billing, etc. Capacity to operate both AM and FM combo business accounting. Complete system with Texas Instruments printer, cabinets and software. Assume our lease position - 18 payments of \$478 per month. Used successfully at WPFM/3WQ for two years. Contact Jim Broadus, 904-234-8858.

**AM/FM trans.** 46 units in stock for immediate delivery. AM: 4-50kw, 3-10kw, 9-5kw, 2-2.5kw, 6-1kw. Some lower powers. FM: 1-25kw, 3-20kw, 6-10kw, 4-5kw, 2-3kw, 2-1kw. Units come with new crystal for your freq. Used FM antennas also, both CP & horizontal. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

**Ikegami HK-357A** camera. Fuji 13-210 zoom (no triax), complete with Vinton tripod, wheels, head, full camera control unit, & remote box. Call for details. 617-329-4080.

**RCA TK76A** with Canon 10x1 lens pistol grip, rear control, AC power supply battery belt, B case - privately owned, never used for news - \$7,500. Edit system - Sony - 2 VO 2860's with RM440 - \$4,000. Call Walter Edel, 212-689-1040.

**TV remote & ¾" editing equipment** for sale - (2) RCA TK-76B cameras (consecutive serial #'s) with new tripods, fluid heads, battery packs, charger, AC adapters, cables & cases. \$12,500 per setup. Sony BVU-110 portable ¾" recorder with battery, charger & AC adapter, \$4,500. Sony PVM-8000 portable color monitor with 2 battery units, \$500. Lowell Omni remote DP light kit with 4 stands (lamps included), \$1,300. Cine-60 PL-12 sun gun with battery belt, charger & case, \$500. (2) Sony ECM-50 lavaliers & 1 EV-635 hand held mic, \$300 for all 3. Sony ¾" editing system (2260, 2860A, RM-430 controller), \$4,500. Sony 2600 ¾" recorder, \$950. Hitachi B & W monitor, \$75. 200 used 60 minute tapes, \$7 each. All equipment in perfect or brand new condition. Call 914-279-9494.

**Used FM Optimod 8000A** or AM Optimod 9000. Factory inspected. 800-527-5959 or 214-934-2121.

## COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

## RADIO PROGRAMING

**Polka Music Unlimited** now available on a barter basis exclusively in your market. Send coverage map & rate card to 323 Harrington Dr., North Syracuse, NY 13212.

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

## MISCELLANEOUS

**Tax benefits** can result from your gift! Private university (non-profit) with an excellent academic broadcast/corporate television program and ¾" production facility would like to upgrade to 1" format videotape recorders with computer assisted editing capabilities and broadcast level character and graphics generation equipment. Contact Vic Nelson, Pacific Lutheran University Television, Tacoma, WA 98447. Phone 206-535-7267.

**Breaking into Broadcasting.** New revealing booklet gives details. Write Coastline Publications, PO Box 2477, Ventnor, NJ 08406, for free details.

**News and information** for small market management and investors - sales, promotion, programming, engineering, FCC, management. 8 pages every week. Subscribers coast-to-coast. \$99 per year. Bonus: "99 Sales & Promotion Ideas." Small Market Radio Newsletter, 275 19th Street, Otsego, MI 49078. 616-694-9357.

**Letterhead, business cards**, etc. Quality thermographed printing at quick copy prices. Fast turnaround. \$3.50 (refundable) gets catalog, cassette, forms, more. BC, 2811 Welcome, Durham, NC 27705.

**Turn unsold spots** into cash! No telephoning, rip-offs. Fantastic for small markets too! No cost to try! Contact John Fuller, 401-539-8502.

## CONSULTANTS

**Feedback Unlimited.** Videotapes critiqued by former Denver news director. Stations and individuals. 1313 Williams #901, Denver, CO 80218. 303-320-6816.

## RADIO Help Wanted Sales

## VICE PRESIDENT OF SALES

A prestigious radio concern is in search of a Vice President of Sales. Responsibilities include: coordination of sales managers and satellite offices, staff training and motivation, plus the ability to increase sales and productivity. Background should include retail and general sales management from major market radio station(s). In-depth knowledge of broadcast research is imperative. NYC location.

Send resume and salary history in strict confidence to:

## BOX K-28

## SALES MANAGER

Central PA AM. Prove your ability-become GM in one year. Must carry list: Golden opportunity for aggressive highly motivated person. Send resume and income requirements to Box J-183. EOE.

## Help Wanted Technical

## MAJOR MARKET! MAJOR RESPONSIBILITIES!

Expertise in full power FM transmitting equipment and state of the art audio gear is needed by leading group broadcaster. You must be able to excel in a technical management position in a highly competitive market. If you are self-motivated and experienced in all technical facets of quality FM broadcasting, then we would like to hear from you. Send resume, complete with references and salary requirements to Box J-154. An equal opportunity employer.

## Help Wanted Announcers

## MAJOR MARKET OPPORTUNITIES

Major market AC seeks two key air performers: 1. Morning Entertainer - must have a top notch sense of humor. We want someone to set the market on its ear. Will consider a team. 2. Morning Anchor - must have a sharp news sense, crisp writing style, conversational delivery, and quick sense of humor. Females and minorities encouraged. For both positions, send resume, writing samples, and salary history to Box J-187. EOE/MF.

## Help Wanted Announcers Continued

### ON AIR PERSONALITY

Immediate opening. America's premiere FM music station. Afternoon drive personality. Aggressive group owner seeks career oriented individual only. Send tape and resume to Joe Nuckols, WNJY - FM, Box 10386, West Palm Beach, FL 33404. 305-842-4616.

## Help Wanted Management

### GROWING ESTABLISHED COMPANY

has a career opportunity for VP/general manager in newly-acquired AM-Class C FM combo. Sizeable Southwest medium market. Equity participation available if you meet the following criteria: 1. Successfully managed a top entity in your market. 2. Have strong successful sales background, outperforming your ARB share in revenues. 3. College degree. 4. Can provide top character references. 5. Have money to invest. 6. Have an outstanding record in general management and sales management. Your response will be held in strict confidence. This is a top opportunity in an excellent company which warrants your inspection if you are a serious player. Write Box J-186.

### GENERAL MANAGER

Seeking a challenge? Growing AM/FM in top 50 eastern VA market seeks person with multi-year GM experience. Knowledge of budgeting, cost control, planning, sales & news with solid track record for results and community involvement preferred. Send resume and salary history to Box J-197. Equal opportunity employer, M-F.

### CORPORATE CONTROLLER

Growing New York based group seeks corporate controller. Must be totally "on the ball," work well under pressure, and crave accuracy. Some travel. Duties include working with auditors and acquisition analysis. Background in accounting a must, corporate finance a plus. Send salary requirements and resume to: POB 96, New York, NY 10185.

### CPA-SYSTEMS ANALYST MANAGER

CPA with systems analyst management experience. Must have S-38 and RPG III experience. Excellent pay and opportunity for career growth with dynamic broadcast media group. Send resume to: PO Box 32488, Charlotte, NC 28232. EOE.

## Help Wanted Programing, Production, Others

### CHIEF ENGINEER

Broadcast. National radio network. Responsibilities include maintenance of studios and field equipment. Familiarity with digital equipment and ability to coordinate design activities a must. At least 5 years' experience. SW Connecticut location. Send resume to Box K-10.

## Situations Wanted Management

### GENERAL MANAGER

Last 8 yrs in top 10 mkt. Previously partner & GM in medium mkt. A solid winner. Head screwed on straight and no hangups. 817-540-1141. Top references.

## Situations Wanted Technical

### SEASONED MAJOR MARKET

engineer with extensive experience as a technical director and chief engineer is seeking a similar position. Comfortable with state of the art facilities. Looking for a long term association with a quality organization. Will consider allied fields. Replies held in confidence. Write Box K-32.

## TELEVISION

### Help Wanted Programing, Production, Others

### PROMOTION MANAGER

WPIX-TV is looking for a highly skilled and creative professional with a minimum of 5 years experience in television promotion. Independent station promotion experience a plus. Individual must have demonstrated ability in on-air promotion production, copywriting, radio and print advertising and sales promotion. Person will supervise promotion department and art department staffs, and will be responsible for station promotion and advertising activities, including liaison with advertising agencies and development of long and short term strategic and financial plans. Send resume and salary requirements to: P.O. Box 1406, Grand Central Station, New York, NY 10163. An equal opportunity employer.

## TELEVISION PRODUCTION

### AIR PRODUCTS AND CHEMICALS INC.

a high technology Fortune 250 company, has three excellent opportunities in our growing Television Department. All three positions involve studio and field work with some travel necessary.

**PRODUCER/DIRECTOR:** Responsibilities include design, writing, directing and follow-through production supervision for wide range of corporate video programs. Strong conceptual skills required as well as experience with state-of-the-art production equipment. Minimum qualifications include Bachelor's degree in related field and 2-3 years television experience.

**TELEVISION ENGINEERING TECHNICIAN and TELEVISION PRODUCTION TECHNICIAN:** First position calls for strong equipment maintenance and operation skills. Second position requires strong production skills. Both positions require experience with state-of-the-art computer editing systems, high-quality cameras, EFP, electronic graphics systems and related equipment. Minimum qualifications include 2-3 years television experience and 2-4 years college in related field.

Salaries will be commensurate with background and we provide a complete benefits program. An equal opportunity employer. Please send resume with salary history in confidence to:

ATTN: R.J. ELY  
AIR PRODUCTS & CHEMICALS INC.  
P.O. BOX 538,  
ALLENTOWN, PA 18105

The logo for Air Products, featuring a stylized 'A' inside a circle followed by the words 'Air Products' in a script font.

### EXPERIENCED PROGRAM MANAGER

CBS station in 45th market. Strong background in acquisition of product, budget, planning and personnel management. Send resume and references to Linda Rios Brook, Vice President/General Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 78299-0500. An equal opportunity employer.

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### TELEVISION PROJECT MANAGER

The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has an immediate opening for a project manager with a minimum of 8 years experience in all areas of TV production. The successful candidate will be decisive, self-motivated and capable of estimating production budgets. Must have proven skills in assisting and dealing positively with clients. Attentive to detail. If you feel led and wish to serve, send resume and salary history in confidence to: Personnel Manager, Box RB, The Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN is an equal opportunity employer.



### HIRING TV PROFESSIONALS

Santa Fe Communications is now hiring staff for a national, daily Catholic TV program. Immediate need for:

**STAFF PRODUCER/  
REPORTERS  
TV SCRIPTWRITERS  
DIRECTOR/  
CAMERAPERSONS  
VIDEOTAPE EDITORS**

Salary/benefits compare favorably with industry standards. Send resumes, demo tapes (3/4 inch), or script samples to:

**SANTA FE COMMUNICATIONS INC.  
PERSONNEL DEPT.  
PO BOX 8034  
ANN ARBOR, MI 48107**

### PRODUCTION MANAGER KUED-TV

#### Salt Lake City, Utah

Bachelor's degree in communications, journalism, or related field with four years television production experience, two years of which included supervisory or managerial responsibilities or equivalent education and experience required. Demonstrated skills in TV production, directing, staging, lighting, video tape and film required. Manages and directs production department. Recruits and supervises contractual employees. Plans and administers budget of \$700K. Submit two copies of resume through February 22, 1984, to Patricia Baucum.

### UNIVERSITY OF UTAH

101 Annex Building, PB-24  
Salt Lake City, UT 84112

Equal Opportunity Employer

## RESEARCH DIRECTOR

We need a numbers wiz to help us:

- Analyze Nielson and Arbitron data
- Design and implement market research projects
- Develop sales strategies
- Research new program acquisitions
- Place promotional media schedules

#### Qualifications:

- Bachelor's degree
- 2 years experience in broadcasting or related field
- Lack of fear of computers or snow

#### Contact:

Joe M. Rape

Director of Programming & Marketing

**WGRZ**  
259 Delaware Ave., Buffalo, NY 14202  
(716) 856-1414

A General Cinema Company  
An Equal Opportunity Employer

### DIRECTOR, DIVISION OF DEVELOPMENT

for 6-station public TV network and major production center for national and local television programs. Responsible for supervision of 16-person combined development group which includes membership program, corporate underwriting and foundation grants, program sales and rentals, and monthly program guide as well as coordination of promotional efforts for local and national productions. Position reports to the executive director. Total division budget in excess of \$1 million.

Applicant should have a minimum two years' successful experience in major fundraising activities, be familiar with current direct mail and underwriting acquisition techniques, preferably have knowledge of promotional activities, a working understanding of publicity and advertising techniques, and writing ability. Strong administrative, organizational and creative skills required. Experience in development and knowledge of operations of a major public TV station will be given priority. Salary: \$28,823-\$37,863, depending on experience and qualifications. Closing date: February 24, 1984. Address covering letter and resume to:

**Stephen H. Kimatian  
Executive Director  
Maryland Center  
for Public Broadcasting  
Owings Mills, MD 21117  
AA/EOE**

### MARKETING/SALES DIRECTOR

Northeast top fifty market. Work with advertising media, clients, & vendors to develop advertising programs. Knowledge in setting up and presenting marketing proposals helpful. Travel involved. Salary plus incentive bonuses. EOE. Send resume to Tom Frick, 322 West 57th Street, Apartment 435, New York, NY 10019.

### PROMOTION MANAGER

KDFW-TV, the Dallas/Ft. Worth CBS affiliate, requires a creative manager to head department. Must have excellent creative, writing, and production abilities. Supervisory and budgeting skills a must. Minimum five years experience required. Two years management preferred. Send resume to:

**GENERAL MANAGER  
KDFW-TV  
400 NORTH GRIFFIN ST.  
DALLAS, TX 75202  
AN EOE**

### NEWS EXPANSION

Dominant medium market television station is looking for the best anchors, weathercaster, sportscaster, consumer, lifestyle/entertainment, and general assignment reporters and producers. Minimum 3 years television news experience. All inquiries confidential. Send tape & resume to:

**Broadcast Talent Associates  
Suite 321  
3421 M Street, NW  
Washington, DC 20007**

### SALES MANAGER-SALESPeOPLE

Midwestern TV station nearing completion of total reconstruction of transmitter and tall tower, at new location. This facility will be competitive with all other stations in the market. Excellent, long-term opportunities open for professional sales management and sales personnel. Previous experience and willingness to make personal sales calls in local and regional-national arena a prerequisite. Send full details to Box K-41. EOE. Pay opportunities most attractive.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

## Help Wanted Technical

### MAINTENANCE ENGINEER

With our recently developed 24hr KCOX local channel, aggressive plans for ad sales, delivery of production services and programming, COX CABLE SANTA BARBARA is looking for a motivated self starter who is excited by the prospect of a ground floor opportunity. The successful candidate should be skilled in the installation, maintenance and repair of the latest series 3/4" VCRs, ENG/EFP cameras, a state of the art production van and other television equipment. System design experience is an important plus. Client orientation a must.

CCSB is located in one of the world's 25 most desirable areas, convenient to Los Angeles, without the smog, traffic and crime. CCSB offers a small, highly supportive team approach environment where individual contributions are recognized. For prompt consideration, please send your resume and salary requirements to:

**CCSB,  
PO Box 3920,  
Santa Barbara, CA 93130**

### ASSISTANT ENGINEERING MANAGER

We are a Baltimore ABC affiliate seeking a strong people-oriented person with 3-5 years engineering management experience and EE or equivalent. Responsible for the day to day operations including the supervision of installations, modifications and maintenance of all equipment in a modern broadcast plant. Applicant must be knowledgeable in computers and be familiar with budgets and financial planning. Send resume to: P.O. Box 4861, Baltimore, MD 21211.

**WJZ-TV 13** GROUP  
An Equal Opportunity Employer

## ALLIED FIELDS

### Help Wanted Instruction

#### M.A. PROGRAM

in film/video production, screenwriting, critical studies. No previous experience necessary. Graduate assistantships available for Fall, 1984. Write for brochure to Prof. John Douglass, School of Communication, The American University, Washington, DC 20016.

## Consultants

### AM RADIO IN CRISIS

You Know AM Radio Is Hurting

Adult contemporary to nostalgia, country to full service—you're probably missing opportunities every day in one or all of these areas:

- Music targeting
- News
- Weather
- Traffic reporting
- Research
- Sports
- AM Stereo
- Cable Audio

•WE CAN HELP YOUR STATION•

#### AM BROADCAST CONSULTANTS

3755-A Cahuenga Blvd. W.  
Studio City, CA 91604  
(213) 506-5253

## Miscellaneous

### YOU MAY BE ELIGIBLE

to participate in a 10-day partially subsidized media tour of Israel open to broadcasters, news directors, public affairs panelists, producers, talk show & call-in hosts, etc. Participants will have an opportunity to meet with leading Israeli personalities, Arab leaders, counterparts, tour Israel, etc. Leaves NYC 3-25-84; returns NYC 4-4-84. Full cost: NYC to NYC, \$699. Write or call:

**AMERICAN ZIONIST  
FEDERATION  
515 PARK AVENUE  
NEW YORK, NY 10022  
212-371-7750**

## Public Notice

### PUBLIC NOTICE

The Town of Aurora/Village of East Aurora in Erie County, New York, invites applications for a cable television franchise. Applications shall be prepared & submitted in accordance with a "request for proposals" available from the undersigned. Applications will be accepted until April 3, 1984, & all applications received will be available for public inspection during normal business hours at East Aurora Village Hall, 571 Main St., East Aurora, NY 14052, & Town of Aurora, Town Hall, 5 S. Grove St., East Aurora, NY 14052. Nancy Underhill, Town Clerk, Town of Aurora, 5 S. Grove St., E. Aurora, NY 14052. Roy Decker, Village Clerk, Village of East Aurora, 571 Main St., E. Aurora, NY 14052.

## For Sale Equipment

### AMPEX VR 2000

fully loaded including monitoring. Spare head. Excellent condition. Make best offer. Write Box K-16.

## Radio Programing

### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
...included in each series



Program Distributors

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Jonesboro, Arkansas 72401  
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## Employment Service

### 10,000 RADIO-TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJ's, PD's, salespeople, news, production. 1 wk. computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!**

## Wanted To Buy Stations

### THINKING OF SELLING?

Virginia-based company (currently without a broadcast property in the state) is seriously searching for a technically competitive FM or combo in a small/medium market within 500 miles. Solid financial qualifications. Extensive broadcast ownership/management experience. Prepared to act immediately. Reply in complete confidence to Box J-172.

### PRIVATE INVESTMENT GROUP

wants to buy AM/FM combo or Class C, Southeast, Jim Cairo, 4010 Roswell Rd. #6, Atlanta, GA 30342. 404-252-7096.

### WANTED

Radio station owners looking to acquire radio group. Excellent financial references. Prefer medium size markets. Reply Box J-155.

### EXPERIENCED GENERAL MANAGER

seeks to buy AM or FM with owner financing and small down payment. Stations must have growth potential and price range \$200,000 to \$350,000. Markets in VA, MD, NJ, PA, FL, and OH. Will consider distress situations. Box J-139.

## For Sale Stations

### BOB KIMEL'S NEW ENGLAND MEDIA, INC.

#### POWER AM—NORTHEAST

Owned studio building, owned transmitter site, equipment is late model and plentiful. What more do you need to know other than the price is about 1 1/2 times sales! Here's a great opportunity to own a station where there are pleasant living conditions and excellent growth potential. Call or write for details TODAY!

**8 DRISCOLL DR., ST. ALBANS, VT 05478.  
802-524-5963. OR GEORGE WILDEY:  
207-947-6083; 207-827-5581.**



For Sale Stations Continued

**WALKER MEDIA & MANAGEMENT INC.**

Fulltime AM, Southeast. Includes valuable real estate. \$525,000, liberal terms.

**John F. Hurlbut**  
PO Box 1845  
Holmes Beach, FL 33509  
813-778-3617



**R.A. Marshall & Co.**

Media Investment Analysts & Brokers  
Bob Marshall, President

Class "B" FM in highly desirable coastal resort market. Low overhead, good cash flow, excellent potential. \$1.2 million, \$300,000 down.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252  
809 Corey Creek • El Paso, Texas 79912 915-581-1038

**PRICED FOR QUICK SALE**

\$125 K. SC recreational lake resort station near I-95 and Charleston. 1000 watt-AM/CP. 24 hr. Cash or assume loan. Call Wayne, 803-496-5352.

*Hogan - Feldmann, Inc.*  
MEDIA BROKERS • CONSULTANTS  
SERVING SINCE 1953

16255 Ventura Boulevard, Suite 219  
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Area Code 213 986-3201

**THE HOLT CORPORATION**

**MINORITY OPPORTUNITY**

BLACK POPULATION OVER 90,000. NO LOCAL RADIO PROGRAMMING IN THIS MIDWESTERN AREA. EXCELLENT SIGNAL. REAL ESTATE INCLUDED. \$450,000 - TERMS. \$300,000 - CASH. LET'S MAKE A DEAL THIS WEEK!

Westgate Mall • Bethlehem, Pa. 18017  
215-865-3775

**W. John Grandy**

BROADCASTING BROKER  
1029 PACIFIC STREET  
SAN LUIS OBISPO, CALIFORNIA 93401  
805-541-1900 • RESIDENCE 805-544-4502

**REGIONAL AM**

in fast growing SW area. College city. Diversified industrial, commercial, agricultural base. Price: \$750,000. Write Box K-5.

**NE FULLTIME AM FOR SALE**

\$800,000, cash. Less than 2 times billing. Write Box K-15.

**TEXAS FM FOR SALE**

Fast growing, major network affiliated, class A station for immediate sale. Excellent local economy based on energy, ranching, farming, colleges, lakes and recreation. Excellent smaller market with very little competition—only \$450K. Write/wire Box 5074, Abilene, TX 79608.

**PAUL E. REID**

35 yrs. broadcast experience, media broker. Wanted: class C FM, UHF-TV, AM-FM combos. Check these buys: GA fulltime AM, metro mkt; SC AM/FM, small mkt; KY AM, metro mkt.

**PAUL E. REID CO.**  
BOX 2669  
LA GRANGE, GA 30240  
404-882-1214

**GOSPEL STATION**

located in Southern state. 5000 watts. Includes real estate. Asking \$525,000; \$100,000 down payment. Balance negotiable. 803-585-4638.

**H.B. La Rue, Media Broker**

RADIO TV CATV APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**Dan Hayslett**  
Media Brokers  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

**GREATER BOSTON AM**

Non-directional daytimer now in Chapter XI. Soliciting offers from qualified buyers. Details from John Drew, Esq., 617-723-2525.

**FOR SALE**

Established independent TV station Pacific basin. Best coverage in market; real estate included. Reply Box K-27.

**JAMAR RICE CO.**  
Media Brokerage & Appraisals

William R. Rice  
William W. Jamar  
(512) 327-9570

850 West Lake High Dr. Suite #103 Austin, TX 78746

**STAN RAYMOND & ASSOCIATES**

Broadcast Consultants & Brokers  
Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others  
404-351-0555 1819 Peachtree Rd., NE Suite 606  
Atlanta, GA 30309

**RALPH E. MEADOR**

Media Broker  
AM-FM-TV Appraisals  
P.O. Box 36  
Lexington, MO 64067  
816-259-2544

**THE  
KEITH W. HORTON  
COMPANY, INC.**

For prompt service  
contact

Home Office: P.O. Box 948  
Elmira, N.Y. 14902  
24 hr Phone: (607)733-7138

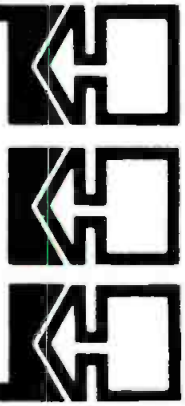
Brokers and Consultants

**PENNSYLVANIA PROFITABLE AM/FM**

Single station market. Ideal for owner/operator.  
\$1.1 million on attractive terms.

**NEW YORK STATE**

Full-time AM/Class A FM. Purchase separately or  
together. Own only stations in attractive market.  
Terms available in \$1.1 million range.



**Over  
120 Buyers &  
Sellers Served  
in 1983**

**TEXAS**

Metro AM/CI. C FM with good  
ratings. \$2,250,000 on terms.  
Contact Bill Whitley, 204—  
680-2807.

**IDAHO**

AM/FM covers over 50,000.  
Asking \$290,000 on terms.  
Contact Greg Merrill, 801—  
753-8090.

**FLORIDA**

Three stations in Disneyworld  
area. Priced from \$200,000.  
Contact Randy Jeffery, 305—  
295-2572.

**Our References**

**Include Every**

**Buyer & Seller Served**

**Chapman  
Associates**

nationwide mergers & acquisitions  
1835 Savoy Drive, Atlanta, GA 30341 (404) 458-9226

Contact: Janice Blake



**Wilkins  
and Associates  
Media Brokers**

|    |       |           |             |
|----|-------|-----------|-------------|
| NJ | AM    | \$600,000 | 30%         |
| WV | AM/FM | \$850,000 | 30%         |
| IN | AM/FM | \$500,000 | 20%         |
| MI | FM    | \$310,000 | 20%         |
| AL | AM    | \$360,000 | 20%         |
| OR | AM    | \$35,000  | downpayment |
| CO | FM    | \$30,000  | downpayment |
| KY | FM    | \$50,000  | downpayment |

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

**BILL - DAVID  
ASSOCIATES  
BROKERS - CONSULTANTS**

303-636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

**PACIFIC NORTHWEST**

Washington, Oregon, Idaho: small, medium  
and major FM and AM properties. Down pay-  
ments from \$40,000-up. Turn-arounds to cash  
machines. Contact: THE MONTCALM CORPO-  
RATION, 1800-112th NE, Suite 210E, Bellevue,  
WA 98004. 206-455-4641.

**FLORIDA—GOOD TERMS**

West Coast. Full. Well-equipped. Very  
good signal. Medium mkt. Has grossed  
over \$400M. Priced at \$425M. Xlent  
terms. Day. Includes R.E. Mgr. wud stay.  
Med. mkt. \$600M. Full. Central Fl. Med.  
mkt. R.E., \$525M. N. Fl. Small mkt. Full.  
\$250M. Day. Major mkt. Low dial. Xlent.  
\$750M cash. Full. Major mkt. \$1 mil.  
Beckerman Associates Inc., 14001 Mira-  
mar Ave., Madeira Beach, FL 33708.  
813-391-2824.

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**

**MEDIA BROKERS—APPRAISERS**

"Specializing In Sunbelt Broadcast Properties"

5050 Poplar • Suite 1135 • Memphis, Tn. 38157

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to:  
BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help  
Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will  
determine the appropriate category according to the copy. **NO** make goods will be run if all information is  
not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed  
or printed. Any and all errors must be reported to the classified advertising department within 7 days of  
publication date. No credits or make goods will be made on errors which do not materially affect the  
advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be  
submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735  
DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or  
VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions,  
films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil  
Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum.  
Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per  
word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted:  
\$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public  
Notice advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each.  
Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code  
counts as one word each.



# Fates & Fortunes

## Media

**Patrick Gmitter**, general manager, WPXI(TV) Pittsburgh and VP of operating company, WPXI Corp., named executive VP of WPXI



Gmitter



Howell

Corp. and broadcast division VP, marketing, of parent, Cox Communications. **John A. Howell III**, news director, WKBW-TV Buffalo, N.Y., succeeds Gmitter as VP-general manager.

**Al Brady Law**, VP and general manager, KLAC(AM) Los Angeles, joins WFLA(AM)-WOJC(FM) Tampa, Fla., in same capacity.

**Bob Penrod**, station manager, WSCM(AM) Cobleskill, N.Y., named general manager. **Homer Charbonneau**, air personality, WSCM, named operations director.

**Donald Williams**, senior VP, group operations, Times Mirror Cable Television, Irvine, Calif., retires.

**Eugene Mitchell**, VP and general manager, WLKW-AM-FM Providence, R.I., joins WROW-AM-FM Albany, N.Y., in same capacity. **Eugene Lombardi**, sales manager, WLKW-AM-FM, succeeds Mitchell.

**Richard Holcomb**, VP, chief operating officer, Stereo Broadcasting Corp., Lebanon, Ore., joins WMKE(AM)-WBCS-FM Milwaukee as general manager.

**Ed Sander**, general sales manager, WTVN(AM) Columbus, Ohio, joins WDAE(AM) Tampa, Fla., as station manager.

**Ardell Hill**, production manager, WXFL(TV) Tampa, Fla., named operations manager.

**Bill Brown**, VP, construction, American Television and Communications, Denver, named senior VP, operations, Central Florida division, Orlando, Fla. **Graham Powers**, division manager, construction, ATC, Denver, named executive director, construction.

**Anthony Sproule**, director, administration, and assistant to the vice president, human resources, ABC, New York, named director, fair employment practices.

**Betsy Schiff Topilow**, district supervisor, TV affiliate relations, ABC-TV, New York, named district manager, TV affiliate relations.

Appointments, Turner Broadcasting System, Atlanta: **Chuck Shultz**, controller, WTBS(TV) Atlanta, TBS Productions, TBS Sales, Turner Educational Services and Turner Program

Sales, named VP, business affairs, entertainment companies. **Phyllis Griffith**, assistant to Shultz, succeeds him as controller of WTBS and TBS Sales. **Bob Everett**, manager of production accounting, succeeds Shultz as controller of TBS Productions and Turner Educational Services.

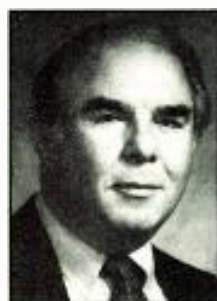
**Gerald Yutkin**, division manager, new system development, Jones Intercable, Englewood, Colo., named VP, new systems division.

**Brenda Young**, staff attorney, noncommercial KCET(TV) Los Angeles, joins KTLA(TV) there as director of business affairs and legal counsel.

**Larry Dickerson**, director of programing and long-range planning, noncommercial WHA-TV Madison, Wis., named assistant station manager.

## Marketing

**William Gibson**, president and chief operating officer, Hennessey & Sudler, New York, sub-



Gibson



Hennessey

sidiary of Young & Rubicam USA, named chairman and chief executive officer, succeeding **Matthew Hennessey**, retired.

**John Jensen**, president and chief operating officer, Barickman Advertising, Kansas City, Mo.-based division of Doyle Dane Bernbach, named president and chief executive officer.

Appointments, Young & Rubicam, New York: **Frazier Purdy**, senior VP, creative director, to executive creative director; **Frank DeVito**, senior VP, group creative director, and **John Ferrell**, VP, group creative director, to executive VP's, co-creative directors, and **Don Casey**, executive VP, planning and professional services, Interpublic Group of Companies, New York, to director of business development worldwide.

**Benjamin West**, VP, account supervisor, Ogilvy & Mather, New York, joins D'Arcy MacManus Masius there as corporate senior VP, associate director of multinational client services worldwide. **Cleve Langton**, VP, account supervisor, DMM, named corporate VP, business development. **Gary Hilbert**, from Scroggin & Fischer Advertising, San Francisco, joins DMM, St. Louis, as art director.

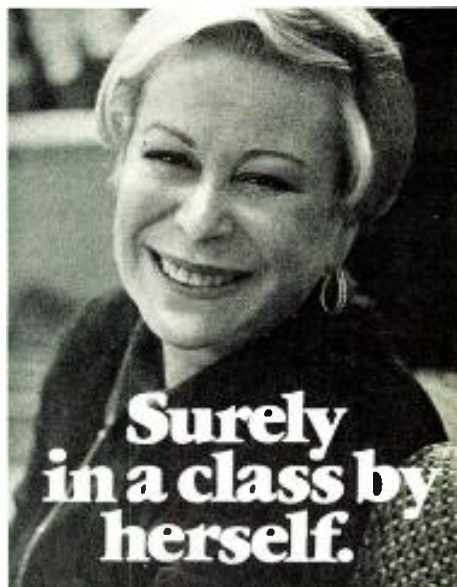
Appointments, SSC&B, New York: **R. Douglas Harting**, account supervisor, Dancer Fitzgerald Sample, New York, to VP, account

supervisor; **Raymond Trosan**, from Foote, Cone & Belding, New York, to media planner; **Harry Weber**, from Wells, Rich, Greene, New York, to art director; **Cynthia Streich**, from Grey Advertising New York, to network negotiator; **Frederic Rubin**, from Ted Bates, New York, to account supervisor; **Carl Teitelman**, from Rosenfeld, Sirowitz & Lawson, **Robert Cilia**, from Wells, Rich, Greene and **Ann Riddell**, from Creamer Inc., all New York, to account executives, and **Judith Mehl**, from Johannesburg, South Africa, recruiting agency, to personnel recruiter.

**Roger Proulx**, senior copywriter, and **Ray Simko**, associate media director, Ogilvy & Mather, New York, named senior VP's. **Sande Breakstone**, producer, O&M, named VP.

**Myrna Omang**, director, television-print services, Compton Advertising, New York, named senior VP. **Linda Joselow**, account supervisor, Compton, named VP.

**Richard Keegan**, group senior VP, account management, Doyle Dane Bernbach, New York, joins Posey, Parry & Quest, Greenwich, Conn., as executive VP. **Vincent Ansaldi**, from Laurence, Charles & Free, New York, joins PP&Q as art director.



**Sherlee Barish**. Executive recruiter. The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

**BROADCAST PERSONNEL, INC.**  
527 MADISON AVENUE  
NEW YORK CITY, 10022  
(212) 355-2672

**Dane Bridgewater**, account executive, Kornhauser & Calene, New York, named senior VP.

**Gary Lico**, associate director, programming department, Katz Television, New York, named VP, programming. **Peter Walker**, from John Blair & Co., Chicago, joins Katz Independent Television there as account executive, swords team. **David Nadelson**, from John Blair & Co., New York, joins Katz Independent Television there as account executive, swords team. **Patricia Sklar**, from TeleRep, New York, joins Katz Independent Television there as account executive, swords team.

**Terri Lewis**, public relations assistant, Boston City Arts, joins Quinn & Johnson/BBDO there as account coordinator, public relations group. **Tom O'Connor**, from Kenyon & Eckhardt, Boston, joins Quinn & Johnson there as copywriter.

**Marianne Branda**, VP, associate media director, Grey Advertising, New York, named media director.

**Rose Caruso**, senior analyst, CBS Owned and Operated Television Stations, New York, joins ABC Television Spot Sales there as assistant marketing director.

**David Gulick**, senior account executive, D'Arcy MacManus Masius, St. Louis, named account supervisor.

**Cameron Davis**, freelance copywriter, Los Angeles, joins Knoth & Meads, advertising agency there, as copywriter.

**Richard Owen**, VP, research and sales support services, Seltel, New York, named VP, director of programming and special marketing services. **Margaret Agsteribbe**, research manager, red team, Seltel, New York, named research director.

**Constance Albino**, national sales manager, WPEC(TV) West Palm Beach, Fla., joins Katz Television, Miami, as account executive.

**Michael Collins**, from WTRY(AM) Troy, N.Y.-WPYX(FM) Albany, N.Y., joins WTVH(TV) Syracuse, N.Y., as general sales manager.

**John Shean**, local sales manager, XETRA-AM-FM Tijuana, Mexico, joins KSDO-AM-FM San Diego as general sales manager. **Ron Bain**, account executive, KSDO-AM-FM, named local sales manager.

**Maureen Lesourd**, account executive, WPLJ(FM) Chicago, named retail sales manager. **Jesse London**, from WVIP(AM) Mt. Kisco, N.Y., and **Frank Ferrante**, from Vitt Media, New York, join WPLJ as account executives.

**Betty Butler**, account executive, WGLI(AM) Babylon, N.Y., named general sales manager.

**Scott Savage**, from WTOP(AM) Washington, joins WCBM(AM) Baltimore as general sales manager.

**C. Dan Gasby**, spot sales manager, Turner Broadcasting, New York, joins WAWT(TV) Jacksonville, Fla., as general sales manager.

**Ty Bowton**, account executive, Blair Broadcasting's KSBW-TV Salinas, Calif., joins co-owned KSBY-TV San Luis Obispo, Calif., as manager of Santa Barbara sales office.

**Arthur Samuel**, from KBEQ(FM) Kansas City, Mo., joins KCFX-FM there as senior marketing

manager.

**Bob Bush**, retail sales manager, WPEN(AM)-WMGK(FM) Philadelphia, named national sales manager.

**Christopher Pike**, account executive, WDMV-TV Washington, named national sales manager.

**Arlene Boyer**, design assistant, KWGN-TV Denver, named art director.

**Michelle Meisner**, from KITS(FM) San Francisco, joins KYUU(FM) there as research coordinator. **Tracey Najarian**, from KSFO(AM) San Francisco, joins KYUU as account executive.

**Kathleen Collins**, from WJLB(FM) Detroit, joins WXYZ-TV there as account executive.

**Gloria Hrzic**, from WFBG-FM Altoona, Pa., joins WTAJ-TV there as account executive.

**Don Palmer**, sales manager, *The Marketplace*, Bozeman, Mont.-based shopping guide, joins KCDQ(FM) Belgrade, Mont., as account executive.

**Robert Dickey Jr.**, from WPGH-TV Pittsburgh, joins WVAH-TV Charleston, W. Va., as account executive.

**Mark Higgins**, from KTNV-TV Las Vegas, joins KTSP-TV Phoenix as account executive.

**Vincent Malcolm**, from WWRL(AM) New York, joins WYNY(FM) there as account executive.

**Don Congdon**, from *Ypsilanti (Mich.) Press*, joins WRIF(FM) Detroit as account executive.

**Carol Gross**, from Jack Masla & Co., New York, joins RKO Radio Sales there as account executive.

## Programming

**Frank Moreno**, co-president and co-chief executive officer, Almi Pictures, New York, named president and chief executive officer. **Norbert Auerbach**, co-president and co-CEO, will remain with Almi as consultant on non-exclusive basis. **Thomas Rizzo**, president, Almi Entertainment Finance Corp., New York, named to newly created position of acting chief financial officer.



Schneider

Appointments at Showtime/The Movie Channel, New York and Los Angeles: **Fred Schneider**, VP, film acquisition, Los Angeles, to senior VP, film acquisition; **Peter Chernin**, VP, program development, Los Angeles, to senior VP, original programming; **Jim Miller**, VP, program planning and scheduling, New York, to senior VP, program planning; **Jack Heim**, VP, sales and affiliate management, New York, to senior VP, sales and affiliate marketing; **Bruce Rider**, VP, programming and acquisition, Spotlight, Los Angeles, to VP, film acquisition, West Coast, there, and **Joshua Sapan**, director of subscriber retention marketing, New York, to VP, consumer marketing.

**Ted Baer**, VP, business affairs, talent and program acquisitions, CBS Entertainment, West Coast, Los Angeles, joins MGM/UA Television there as VP in charge of business affairs

department.

**Terry Allan**, executive in charge of production, ABC-TV, Los Angeles, joins Glen A. Larson Productions there as VP.

**Lionel Schaen**, president, SelecTV Programming, Los Angeles pay television programming service, joins ACTV Inc., Sunnyvale, Calif.-based interactive cable programming company, as president.

**Deborah Aal**, production executive, Leonard Goldberg Productions, Los Angeles, joins NBC Productions there as executive producer, motion pictures for television.

**Lisa Freiburger**, casting director, Lynn Stalmaster/Toni Howard & Associates, Los Angeles, joins CBS Entertainment there as director, talent and casting, West Coast.

**Seymour (Sy) Lesser**, VP, administration and finance, Hearst/ABC Video Services, New York, named VP, chief financial and administrative officer for Hearst/ABC-RCTV there.

**Linda Jonsson**, coordinating producer, *Sportsworld*, NBC, New York, joins Ohlmeyer Communications there as VP, production, East Coast.

**Don Mirisch**, from Polygram Pictures and Television, Los Angeles, joins Embassy Home Entertainment there as VP, business affairs.

**Geanne Finney**, secretary to VP, daytime programming, ABC Entertainment, New York, named daytime program coordinator.

**Anthony Gray**, financial controller, Granada Television International, London, named financial director.

Appointments, TeleFirst, Chicago, ABC-TV overnight pay service: **John Bugenhagen**, from Atari, Sunnyvale, Calif., to manager, technical operations; **Ed Glazer**, audit manager, Field Enterprises, Chicago, to manager, financial controls; **Kim Frumkin**, district manager, Continental Cablevision of Cook county (Ill.), to customer service manager, and **Rob Boucher**, sales manager, Warner Amex Satellite Communications, Atlanta, to sales manager.

**Lisa Alter**, attorney, CBS/Fox Video, New York, named director of legal and business affairs. **Bob Johnson**, sales representative, CBS/Fox Video, Seattle, named Western district manager.

**John Kelley**, VP, off-network sales, Viacom Enterprises, New York, named VP, general sales manager. **Michael Rhodes**, independent television producer, Los Angeles, joins Viacom Productions there as VP, creative affairs.

**Herman David**, director of studio services, 20th Century-Fox Film Corp., Los Angeles, assumes additional duties as studio manager.

Appointments, Rainbow Programming Services, Woodbury, N.Y.: **Kathleen Dore**, affiliate marketing manager, central region, to sales manager; **Mary Collins**, regional marketing director, American Television and Communications, Champaign, Ill., to affiliate marketing manager, central region; **Neal Flyer**, affiliate marketing coordinator, Western region, to affiliate marketing manager; **James Cofer**, affiliate relations coordinator, Western region, succeeds Cofer, and **Ava Abramowitz**, account executive, Sheldin Inc., New York, to financial analyst.



**Bob Short**, manager, daytime programs, Procter & Gamble Productions, New York, joins CBS Entertainment there as consultant, daytime programs.

**Doug Sorenson**, program director, KGLD(AM)-KQRS(FM) Golden Valley, Minn., resigns.

**Dick Sanford**, executive sports producer, WPTV(TV) West Palm Beach, Fla., named sports director.

**Arlene Weiner**, producer, *Squareoff*, WJZ-TV Baltimore, named field producer, *Evening Magazine*.

**Andrea Helman**, from WCMH-TV Columbus, Ohio, joins KING-TV Seattle as producer, *Good Company*.

**James Brown**, sports commentator, Washington Bullets professional basketball, WDCA-TV Washington, joins WJLA-TV there as weekend sports anchor-reporter.

**Angela Rippon**, interviewer, *David Frost—Live from London*, joins WNEV-TV Boston, as arts and entertainment reporter.

**Norm Gregory**, air personality, KJR(AM) Seattle, joins KOMO(AM) there in same capacity.

**Jay Walker**, air personality, KOFM(FM) Oklahoma City, joins KPKE(FM) Denver in same capacity.

## News and Public Affairs

**Joseph Angotti**, general manager, London and Western Europe, NBC News, named general manager, Europe.

**Robin Vierbuchen Sproul**, manager, Washington news coverage, ABC Radio, named director of Washington news coverage.

Appointments, Associated Press: **Edward Miller**, from general desk, New York, to automotive writer, Detroit; **Michael Kuchwara**, topic-focus editor, New York, to drama critic; **Elissa McCrary**, correspondent, Charlotte, N.C., to same capacity, Trenton, N.J., and **Anne Crowley**, correspondent, Miami, to same capacity, Lexington, Ky.

**Diane Burr**, reporter, WGAR(AM) Cleveland, joins WGCL(FM) there as news director.

**Lynn Sheldon**, from Kansas Information Network, Wichita, Kan., joins MissouriNet, Jefferson City, Mo.-based satellite-delivered news network, as director of sales. **Jeffrey Smith**, VP, marketing MissouriNet, assumes additional duties as interim general manager, replacing general manager **Mark Abels**, resigned.

**Victor Vazquez**, 6 and 10 p.m. anchor, KTSM-TV El Paso, joins KINT-TV there as news director.

**Margie Bilby**, from WDOS(AM) Oneonta, N.Y., joins WSCM(AM) Cobleskill, N.Y., as news director.

**John Warren**, from KVOA-TV Tucson, Ariz., joins KTSP-TV Phoenix as assignment editor.

Appointments, KTUL-TV Tulsa, Okla.: **Larry Deboever**, producer, to managing editor; **Bill Bouyer**, from WPLG(TV) Miami, to executive producer; **Caryn Ward**, from WCBD-TV Charleston, S.C., to producer, and **Brent Zaader**, from WHP-TV Harrisburg, Pa., to producer.

**Michael Cullison**, from WHTM-TV Harrisburg,

Pa., joins WTOL-TV Toledo, Ohio, as 11 p.m. news producer.

**Edwin Newman**, anchor, *NBC News Digest*, New York, and variously anchor, reporter, drama critic, commentator and correspondent, retired Jan. 31 after 31 years with network. He started with NBC in 1949 as stringer in Washington and was named staff correspondent, London, in 1952.

**David Brinkley**, host of ABC News's *This Week with David Brinkley*, Washington, assumes additional responsibilities as political commentator on *World News Tonight*.

**Frank Slingland**, director, *NBC Nightly News*, Washington, retires after 38 years with network.

**John DiCioccio**, independent media consultant, joins WFSB(TV) Hartford, Conn., as assignment editor.

**Donald Feder**, columnist, *Boston Herald*, joins WEEI(AM) Boston as editorial director.

**Diane Dewhirst**, deputy director of communications, Democratic National Committee, Washington, joins ABC News there as researcher, political unit.

Appointments, KATV(TV) Little Rock, Ark.: **Ruth Spencer**, from KRDO-TV Colorado Springs, to 6 and 10 p.m. news co-anchor; **Ned Perme**, from WALA-TV Mobile, Ala., and **Kris Phillips**, from KTHV(TV) Little Rock, to weather anchors; **Laurie Bishop**, from WTVG(TV) Chattanooga, to co-anchor, 5:30 and 10 p.m. weekend news, and **Bob Petrick**, professor of television news production, school of communications, American University, Washington, to Washington bureau chief.

**Jim Bafaro**, reporter-anchor, WDUZ-AM-FM Green Bay, Wis., joins KMOX(AM) St. Louis as producer-reporter.

**Susan Gregory**, anchor, KCRA-TV Sacramento, Calif., joins KGO-TV San Francisco in same capacity.

**Mary Carr**, from WISC-TV Madison, Wis., joins WKYT-TV Lexington, Ky., as anchor.

**J.C. Hayward**, co-anchor, 11 p.m. news, WDVM-TV Washington, named 5 p.m. anchor.

**Tim Uehlinger**, from WJIM-TV Lansing, Mich., joins WBAY-TV Green Bay, Wis., as reporter. **Rob Starbuck**, from WHBY(AM) Appleton, Wis., joins WBAY-TV as reporter-photographer.

**Jerry Berger**, columnist, *St. Louis Globe-Democrat*, joins KPLR-TV St. Louis as reporter.

**Jim Brosemer**, anchor, WTVJ(TV) Miami, assumes additional duties as special assignment reporter.

**Gary Schwitzer**, reporter, Cable News Network, Dallas, moves to Atlanta headquarters as medical reporter.

**Fred Rixe**, from KLFY-TV Lafayette, La., joins KKTU(TV) Colorado Springs as meteorologist.

**Rob Kress**, from WXYZ-TV Detroit, joins co-owned WXYZ(AM) there as weather anchor.

## Technology



Fraser  
DBS service.

**R. Dennis Fraser**, VP, broadcast equipment division, NEC America, Elk Grove, Ill., named president and chief operating officer and director of Alcoa-NEC Communications Corp. there, which is supplying home satellite receive systems to Satellite Television Corp. for its planned

**Ronald Fried**, VP, marketing and sales, ADDA Corp., Los Gatos, Calif., named president and chief operating officer. He succeeds **William B. Hendershot III** as president. Hendershot continues as chairman and chief executive officer.

Appointments, R.L. Drake Co., Miamisburg, Ohio-based manufacturer of home television satellite reception equipment: **Peter Drake**, president and chief executive officer, to chairman and chief executive officer. **Ronald Wysong**, executive VP, succeeds Drake. Named VP's: **Michael Brubaker**, sales manager; **Merle Powell**, director of product research; **Steven Koogler**, chief engineer, electronics design; **Thomas Gardner**, treasurer, and **Steven Morgan**, manager of manufacturing.

**Wayne English**, senior VP and chief financial officer, MCI Communications Corp., Washington, elected to board of directors.

**Ken Davis**, head of own radio sports programming firm, American Syndicated Programs, New York, joins Meadowlands Communica-

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tions, Rutherford, N.J.-based supplier of satellite uplink facilities to radio stations, as senior VP, client services.

**Richard Veith**, director, data base development, electronic home services, Warner Communications, New York, joins NBC there as operations manager, teletext. **Christine Barton**, senior research scientist, computer graphics lab, New York Institute of Technology, joins NBC there as project manager, computer graphics lab.

**Eugene Torvend**, corporate manufacturing coordinator, Times Fiber Communications, Wallingford, Conn., named VP, manufacturing.

**Stanley Becker**, manager of systems engineering, Harris Video, San Jose, Calif., joins CMX Orrox, Santa Clara, Calif., as director of engineering.

**J. Peter Bingham**, VP, engineering, Magnavox CATV Systems, Manlius, N.Y., named executive VP.

**W. Matthew Hart**, national sales manager, Magnavox CATV, Manlius, N.Y., joins S.A.L. Cable Communications, Melville, N.Y., as VP, national marketing and sales.

**William E. Berman**, secretary, Acton Corp., Acton, Mass., joins RCA American Communications, Princeton, N.J., as manager, CATV services.

**Edward Lewis**, assistant director of engineering, WTVH(TV) Syracuse, N.Y., named director of engineering. **Al Gillett**, member of engineering department, KTVH, succeeds Lewis.

**Lawrence Devore**, VP, general counsel, Comsat World Systems Division, Washington, named to newly created position of VP, law and administration.

**Andrew Belth**, recording engineer, Harcourt Brace Jovanovich, New York, joins Reeves Sound Shop, post-production facility there, as director of marketing.

**Gary Kenny**, from KTVI(TV) St. Louis, joins Townsend Associates, Westfield, Mass., as customer service engineer.

**Andy Marko**, cinematographer, Ohio Department of Natural Resources, Columbus, Ohio, joins WBNS-TV there as director of video-graphy-editing in marketing department.

**John Schilberg**, chief engineer, KFDD-TV Amarillo, Tex., joins KHOU-TV Houston as assistant chief engineer.

## Promotion and PR

**Dick Davi**, VP, creative director, Fletcher-Walker-Gessell, New York advertising agency, joins CBS/Fox Video there as director, advertising and creative services.

**Janine Linden**, VP and director of public relations, Compton Advertising, New York, named senior VP.

**Barry Stagg**, director, publicity, Embassy Communications, Los Angeles, named VP, publicity.

**Eileen Wise**, chief public relations officer, Walt Disney Productions, London, joins Satori Entertainment Corp., New York, as publicity manager.

**Owen Comora**, director of national press and



**Hall of famers.** The first inductees into the Academy of Television Arts and Sciences hall of fame were honored at ceremonies at the Santa Monica (Calif.) Civic Auditorium. The tribute was taped and will be telecast Sunday, March 4, 9-11 p.m., on NBC. Accepting the awards were (l-r): Milton Berle; Norman Lear; Mrs. Edward R. Murrow (for her late husband); Robert Sarnoff (for his father, the late General David Sarnoff); Lucille Ball, William S. Paley, and Bob Fosse (for the late Paddy Chayefsky).

photography, NBC, New York, joins public relations firm of Frank & Arlene Goodman Associates there as partner. Firm will now be called Goodman/Comora Inc.

**Bruce Ninenfeld**, assistant promotion manager, WCIX-TV Miami, joins WBSP(TV) Ocala, Fla., as promotion manager. **Marguerite Andriola**, traffic manager, WMFM(FM) Gainesville, Fla., joins WBSP as assistant director of creative services.

**Ron Hale**, from Christal Radio Sales, Los Angeles, joins KCMR(AM) Portland, Ore., as promotion director.

**William Andrews**, independent public relations consultant, Denver, joins KSNW(TV) Wichita, Kan., as promotion manager.

## Allied Fields

**Roderick Porter**, chief of policy and rules division, Mass Media Bureau, FCC, Washington, named deputy chief of bureau, succeeding Jeff Baumann, who joined National Association of Broadcasters as senior VP and general counsel (BROADCASTING, Jan. 16). **John Kamp**, attorney, Mass Media Bureau, named legal assistant to bureau chief.

**Bill Eames**, Washington bureau chief, CBS Television Stations Division, joins United States Information Agency there in newly created position of manager of news and current events, Television and Film Service.

**C. Meyrick Payne**, senior VP and chief financial officer, Reeves Communications, New York, joins Integrated Barter International there as VP and senior trader.

**William Philipp**, from Catonsville Community College, Baltimore, joins Public Broadcasting Service, Washington, as associate director of marketing, Adult Learning Service. Philipp will assist public television stations and colleges in marketing postsecondary television courses and programs.

**Joseph Fenton**, broadcast productions manager, department of communication, U.S. Catholic Conference, Washington, assumes additional responsibilities as public affairs liaison with network television and radio news

desks.

**Wallace Dunlap**, senior VP, Washington, Westinghouse Broadcasting & Cable, re-elected national president of Leukemia Society of America, New York.

**Walter Shepphard**, VP, broadcasting, non-commercial WITF-FM Hershey, Pa.-WITF-TV Harrisburg, Pa., joins West Virginia Educational Broadcasting Authority, Charleston, W.Va., as deputy director.

Elections, American Women in Radio and Television, Golden Gate chapter: **Jane Morrison**, KNBR(AM) San Francisco, president; **Marta Tonsing**, KICU-TV San Jose, Calif., president-elect; **Caroline Klas**, KTVU(TV) Oakland, Calif., secretary, and **Marge Watson**, KFRC(AM) San Francisco, treasurer.

## Deaths

**John F. MacVane**, 71, among handful of U.S. radio reporters to cover early days of World War II in England, died of heart attack Jan. 28 in Brunswick, Me., hospital. MacVane broadcast from Europe for NBC until conclusion of war, returning to New York as United Nations correspondent in 1946. In 1949, he joined UN bureau of ABC, was named bureau chief in 1954, and remained in that post until his retirement in 1977. He is survived by his wife, Henriette, and two sons.

**Gertrude Golden Broderick**, 85, radio and television education specialist with Office of Education (now Department of Education), Washington, until her retirement in 1975, died of heart attack Jan. 25 at home of her sister in New York. She joined office in 1935 as first secretary of Federal Radio Education Committee, was named assistant radio education specialist in 1942, and radio-TV specialist in 1946.

**Rebecca Michelle Goldstein**, 7, daughter of Gerald M. Goldstein, senior trial attorney, litigation division, general counsel's office, FCC, Washington, died of heart attack Jan. 21 at her home in Burke, Va. She had undergone heart surgery Dec. 7. Rebecca is survived by her father; mother, Linda, and twin sister, Jennifer.



## Robert Harris: local TV boy makes good

"I like to have an awful lot of things going at any one time," says the head of Universal Television. "The more activity, the more I like it. I don't know any other way to work." Robert Harris is in the right place. Harris, 38, is president of television's biggest and busiest studio. Harris says his passion for action is a holdover from years spent in local television news, where, he says, "you can never sit back and say, 'Everything's fine, I'm going skiing.'"

Harris is a member of a new generation of television production executives who have worked their way up through direct programming experience. Traditionally, network managers and talent agents have guided those firms. But that is changing.

"Coming from a production background allows me to be very involved in the creative process," Harris explains. "I read scripts, view rough cuts, go to dailies, approve casting. I'm a very hands-on executive and I collaborate with the producers."

Universal Television, the prime time production division of MCA Inc., has been at or near the top of the list of network program suppliers for a decade. The company just delivered nine midseason replacement series—more than any other studio. In addition, Universal is a leading supplier of made-for-television movies and mini-series.

For nine years, the Universal Studios lot has been home to Harris, first as producer (then executive producer) of *Baretta* and later as a division vice president and, subsequently, senior vice president.

Harris arrived at Universal by a circuitous route.

Born in England, Harris emigrated to Connecticut at the age of 7 with his British parents. The family eventually settled in Los Angeles, where young Harris developed a keen interest in politics and thought seriously of a career in the foreign service. While attending California State University, Harris became involved in the 1964 presidential campaign. His work with journalists covering the race prompted him to switch from political science to journalism.

"I was a very impatient student," he recalls with a smile. "I wanted to get into the business right away. So when I was 18 I went to work at CBS as a messenger in the news department."

As luck would have it, Harris began working for KNXT(TV), the CBS-owned station in Los Angeles, at just the right time. The station was introducing *The Big News*, the market's first hour-long evening newscast. Harris was assigned a variety of duties, including field production, news writing, graphics mounting and story assignment. Military service (a three-year hitch as an Army broadcaster, based in Kansas) inter-



Robert Allen Harris—president, Universal Television; b. Dec. 20, 1945, Oxford, England; attended California State University-Northridge, 1962-65; U.S. Army, 1965-68; researcher, KNXT(TV) Los Angeles, 1968-69; producer, writer and associate producer, KHJ-TV Los Angeles, 1969-70; associate producer, 1970-71; producer, 1971-72; executive producer, 1972-73, KABC-TV Los Angeles; program executive, ABC Television Network, 1973-75; producer and executive producer, *Baretta*, Universal Television, 1975-76; assistant to president, 1977-78; vice president, 1978-80; senior vice president, 1980-81, Universal Television; present position since July, 1981; m. Teri Ann Houchen, Dec. 29, 1965; daughters, Julie, 16, and Angela, 12.

vened, after which Harris got his old job back at KNXT.

Harris advanced to researcher at KNXT's news department, then moved across town to KHJ-TV as producer and writer for a variety of news and public affairs programs. A year later he joined KABC-TV Los Angeles as associate producer of a new 90-minute daily public affairs program, and in 1971 became producer of the show's successor, *Ralph Story's AM*.

"We were the only ABC-owned-and-operated station beating [NBC-TV's] *Today* show," Harris recalls. "Based on that success, ABC then decided to go network," eventually introducing *Good Morning America* to early morning programming.

Then-KABC-TV General Manager John McMahon, now president of Carson Productions, asked Harris to return to the station's news department as executive producer of its expanded *Eyewitness News* broadcasts.

In 1973, ABC mustered Harris into the network's entertainment division as a program executive. Among series Harris handled were prime time fare produced by Aaron Spelling, Quinn Martin, and others. He also handled development of new shows, including *Laverne and Shirley*, *The Bionic Woman* and *S.W.A.T.*

In his second year at ABC, Harris worked closely in the development of the detective series, *Baretta*. When it became a hit, the show's principals persuaded Harris to join Universal as its producer. He stayed with the show until mid-1976.

"Frank Price was running Universal at the time (of *Baretta*'s cancellation) and said he would not let me out of my contract. He said, 'If you want to return (to a network) to be an executive I want you to be an executive here.' He made me his assistant and, within about a year, a vice president. I've been at Universal ever since," Harris says.

Harris attributes much of the studio's success to a stable of top creative talent.

"With a producer and writer you've got a few times at bat," he points out, comparing the practice at some production companies of buying high-priced performers. "The better producers and writers you have, the better chance you have for success." Harris believes his most crucial task since taking over Universal's domestic television unit has been putting together a heavyweight creative team. Those now working on the Universal lot include Don Bellisario, Alan Alda, Philip de Guere and Tony Yerkovich.

Universal has also remained prominent in the production of long-form programming, most of which, like Universal Television's off-network series, is syndicated by MCA Television Domestic and MCA Television International.

"A lot of our writers-producers feel confined by the series grind and want the creative satisfaction of doing something special," Harris explains. "As long as we can do it without losing a great deal of money, it's worth it. There's also been a pretty good track record of movies-for-television doing well and becoming series."

Harris concedes that the programming business has become more competitive in recent years, with viewer attention distracted by new media and the networks' tendency to shuffle schedules quickly and dramatically. "Audiences will just not give the kind of loyalty to a new program to treat it like an event in their lives."

As Harris sees it, it's important to have "a whole other life" to escape to when Hollywood's glitter becomes too blinding. He has found that life on a horse ranch in rural Agoura Hills, northwest of Los Angeles.

"I raise, show and race thoroughbreds," he says. "I love horses."

Although Harris has been away from daily local television production for 10 years, he still relies on that experience when making network-level decisions.

"You know almost instantly with local television what works and what doesn't work. It gives you a sensitivity to what audiences will respond to. I think a local station broadcast background is very important for anyone who's going to be a network executive or producer."

# In Brief

**CBS announced Friday, Feb. 3, it had reached agreement with Alberto-Culver to settle lawsuits** they had filed against each other over acceptance of 30-second commercials promoting two different products of same advertiser (BROADCASTING, Nov. 21, 1983, et seq.), with CBS agreeing to revise policy requiring corporate identification at beginning and bridge of such commercials. Effective immediately, CBS will begin "experiment" of offering time for split 30's without restrictions regarding corporate identification. Such time will be offered, subject to its availability, through Sept. 30, 1985, but with CBS reserving right to limit split 30's to one per commercial pod. ABC and NBC, not named in Alberto-Culver's lawsuit, had agreed earlier to undertake similar "experiments." Alberto-Culver official said company will ask court to dismiss suit against CBS and he hoped 10 group owners named in same suit would also agree to accept split 30's so suit could be dropped against them too. Official said one defendant, Knight-Ridder, had agreed and that Alberto was close to agreement with "three or four" others. Other defendants are Cox, Hearst, King Broadcasting, Meredith, Metromedia, Post-Newsweek, Scripps-Howard, Storer and Westinghouse Broadcasting & Cable.

Panel created by **Pentagon to draft guidelines for granting press access to military operations** begins work at Fort McNair, military post in Washington, today (Monday), with representatives of **17 news organizations** scheduled to make presentations over next four days. Panel, headed by retired Army Major General Winant Sidle, former top military information officer in Saigon, during Vietnam war, and now director of communications of Martin Marietta Orlando Aerospace, Orlando, Fla., consists of 13 other members. They include seven from military, three former journalists—Richard Salant, former president of CBS News, Keyes Beech, Pulitzer prize-winning correspondent of *Chicago Daily News*, and Wendell Merick, retired war correspondent for *U.S. News and World Re-*

**LaRouche complains.** Democratic presidential candidate Lyndon LaRouche is charging that NBC, the FBI, the Federal Elections Commission and the Anti-Defamation League of B'nai B'rith, among others, are seeking to keep him off the ballot. And at a press conference in Washington last week, the LaRouche campaign—whose primary plank appears to be that the U.S. should do a lot more to counter the "Soviet threat"—said it was fighting back.

The campaign, which was scheduled to take its message directly to the public with a paid half-hour (\$140,000) on ABC-TV at 3 p.m. Saturday (Feb. 4), has put NBC on notice that it didn't appreciate the coverage that network gave its candidate on its evening newscast last Monday (Jan. 30).

In a letter to the network and to the FCC, the LaRouche campaign alleged that the newscast, together with the lead-in and promotional pieces for the segment, had constituted a "vicious personal attack" on the candidate. The piece on the candidate, it added, had not been a bona fide newscast, which would be exempt under the FCC's personal attack rule. The campaign demanded tapes of the newscast, the lead-in and promotional announcements. It also requested a "reasonable opportunity" to respond. If its demands weren't met as of last Friday (Feb. 3), it said it would file a personal attack complaint at the FCC.

NBC said the newscast, and associated promotional material, had not constituted a personal attack within the meaning of the FCC's rules. NBC said there had been no attack on the "honesty, character, integrity and like personal qualities" of LaRouche, nor was there a presentation of a "controversial issue of public importance," as required by the rules involved. Moreover, NBC said, the report was part of a bona fide newscast, and those are specifically exempt from the personal attack rule.

LaRouche aired a paid (\$200,000) half-hour message on CBS at 8:30 p.m. Saturday, Jan. 21. The show received a 5.2 rating and an 8 share, the lowest rated prime time program of the week. NBC has not sold LaRouche any time.

port—Scott Cutlip, former dean of school of journalism, University of Georgia; A. J. Langguth, professor of journalism, University of Southern California, and Barry Zorthian, senior vice president Gray & Co., who was chief of press relations and psychological operations for U.S. in Vietnam, from 1964 to 1968. Active journalists declined opportunity to serve on ground it would not be appropriate for them to serve on Pentagon-created panel. However, number of organizations responded to questionnaire distributed by Sidle. Among 17 media groups to be represented in presentations are three major networks and Cable News Network, National Association of Broadcasters and Radio-Television News Directors Association. Others are American Newspaper Publishers Association, American Society of Newspaper Editors, Sigma Delta Chi, American Society of Managing Editors, AP, UPI, *Time*, *Newsweek*, *Washington Post*, *New York Times* and *Los Angeles Times*. Army, Navy, Marines and Air Force will also make presentations.

As he promised, Motion Picture Association of America President **Jack Valenti** officially gave key congressmen status report on copyright talks on FCC's syndication and financial interest rules. In memo to Bob Packwood (R-Ore.), chairman of Senate Commerce Committee, and John Dingell (D-Mich.), chairman of House Energy and Commerce Committee, Valenti said, of three broadcast networks, only CBS is still negotiating with Committee for Prudential Deregulation, group that represents independent broadcaster programers and syndicators. Valenti told lawmakers he would report later success or failure of CPD-CBS talks.

**Justice Department** comes down hard on decades-old charge—ASCAP's claim that **Broadcast Music Inc.**, being owned by broadcasters, operates as their tool to keep music costs artificially low in proceeding currently under way in federal court in New York. ASCAP raised that charge anew in pending motion for change in its 1950 consent decree. Justice, in Jan. 26 memorandum, told court that this and similar charges had been made and investigated since about 1950, with no evidence ever found to support them. ASCAP wants to change its consent decree so it won't have to offer per-program license requested by ABC, which has blanket license from BMI. Granting per-program license in these circumstances, ASCAP argued, would be "anticompetitive," leading ABC to favor BMI music over ASCAP's and ultimately destroying ASCAP by causing ASCAP members to switch to BMI. But Justice contended situation would be "procompetitive," since it could cause both ASCAP and BMI to price their blanket licenses more competitively, could lower music costs to broadcasters and help ABC to move gradually toward at-the-source licensing—one of its objectives. Justice asked court not to grant ASCAP motion for change. In separate filings, so did BMI, ABC, NBC, CBS and A Industry TV Stations Music License Committee.

**Attempted self-immolation of Jacksonville, Ala., man** before came off WHMA-TV 11 months ago (BROADCASTING, March 14, 1983) has resulted in \$4-million complaint. Cecil Andrews, who alerted station prior to his act, filed complaint, Friday, Jan. 27, against crew members, station's news director and station's former owner, Anniston Broadcasting Co. Among other claims, suit says Andrews was "mentally and or physically incapacitated" at time; the news crew had "actual or constructive notice" of incapacity, at that "negligence" and "wantonness" of crew and news director allowed unemployed Andrews to ignite himself, causing second and third-degree burns over half his body. It also says defendant "assumed the duty" to save Andrews by sending camera and crew. Complaint asks for jury trial. Counsel for Andrews says he cannot pay \$50,000 of past medical bills or afford additional treatment and that his injuries prevent him from reassuming his previous job of roofer. Counsel for crew members and station will file response in 30 days.

**ABC Radio** has sent letter to its Entertainment Network affiliate notifying them that **Soundtrack of the 60's**, weekly three-hour program hosted by veteran Los Angeles radio personality Gary Owens, will be dropped as of May 12-13 weekend. Program, which is product of ABC/Watermark, currently airs on more than 30



ations. Reason for cancellation, according to letter, was that not enough major market stations cleared broadcast "to make it profitable for barter."

**Moathy Moore**, director of congressional liaison for **National Association of Broadcasters**, Washington, was named chief administrative aide to NAB President Eddie Fritts last week. In other NAB news, senior VP for public affairs, **Shaun Sheehan**, decided last week to stay with association despite offer to join RKO.

**Bob Turner**, president of **Lexington Broadcast Services**, resigned unexpectedly Friday morning, Feb. 3, to form new company, **Orbis Communications Inc.**, dedicated to sales and marketing of barter programming. Turner's first client will be **Metromedia Producers Corp.**, for which he has been assigned exclusively all sales and servicing functions of its advertiser-supported programming: *Wheeler & Wack*, *On Stage America*, *Merv Griffin Show* and *Healthbeat*. In addition, Turner has hired **Brian T. Byrne**, VP of media sales at Telepictures, to head sales at Orbis. **Ethan Podell**, VP of business affairs at LBS, will be in charge of finance and administration at Orbis.

**Congressman Al Swift (D-Wash.)** circulated draft of legislation that would implement recommendations made by Temporary Commission on Alternative Financing for Public Telecommunications Closed Circuit, Dec. 12, 1983. Bill, expected to be introduced next week, would, among other things, remove maximum authorization cap for public broadcasting, thus increasing federal funding for public broadcasting to over \$300 million.

**NC Mass Media Bureau** has denied complaint alleging that **199 CBS 60 Minutes** segment, "It's No Accident," violated **NC policy by deliberately presenting distortions and falsehoods** (BROADCASTING, May 9, 1983). Complaint, by **Dr. Carl A. Galloway**, Lynwood, Calif., physician, also alleged program violated commission's personal attack rule. In ruling last week, bureau said Galloway had not established that program was deliberately staged, slanted or distorted.

**Paramount Television Domestic Syndication** has renewed **Taking Advantage**, its first-run weekly syndicated consumer/life-style series, for additional 26 weeks. Half-hour program, produced by Paramount in association with *Business Week* magazine and McGraw Hill Broadcasting Co., has been cleared in 150 markets presenting 90% TV household penetration, according to PTDS resident Randy Reiss. He labeled station and advertiser support **Taking Advantage** "extraordinary."

**NC Mass Media Bureau** has ruled that appearances of legally affiliated presidential and vice presidential candidates for no longer than two to three seconds during commercial advertisements for *Time* magazine do not trigger equal time obligations. Bureau had requested ruling because promotional spots include magazine's covers, where candidates are sometimes featured. Bureau agreed with magazine that such appearances were "editorial" uses.

**Board of directors of National Public Radio** approved fiscal 1984 budget amendments, which included previously omitted expenses, such as phone rate increases, engineering costs incurred in opening new NPR Los Angeles bureau and \$72,000 omitted salary expense and "zero cost items"—such as election coverage expansion and winter Olympics reporting (funded through outside grants). Board also accepted resignation of **Steve Symonds as NPR executive VP**. Symonds will become "senior consultant to handle special projects" for NPR.

Cable industry has taken new tack in its campaign to win passage of **cable deregulation legislation (H.R. 4103)**. It's trying to persuade city municipalities that have opposed bill that it's really in their interest and deserving of their support. December-January issue of Community Antenna Television Association's newsletter



**Time of their lives.** *Lifetime*, a new 24-hour cable TV service designed to help all segments of the adult population lead "happier, healthier and more fulfilled and informed lives," made its debut last week (Feb. 1) to 16 million cabled homes (BROADCASTING, Jan. 30). The satellite-delivered service is a merger of the *Cable Health Network* (Viacom) and *Daytime* (Hearst/ABC). For the time being, *Lifetime* is being offered free to cable operators.

Shown at a launch party last week at the Plaza hotel in New York (l to r): **Frank Bennack Jr.**, president and CEO, Hearst Corp., actress **Barbara Feldon**, host of *Lifetime* program, *The 80's Woman*, and **David Moore**, *Lifetime* VP-director of sales.

said bill is "last hope of the cities for retention of some of their authority. Without the adoption of the [bill]... there are strong indications that the courts, the FCC and state authorities will take those powers away from the cities." Adopting same theme, National Cable Television Association issued five-page "white paper" last week that asserted that city officials who oppose bill run "the risk of losing most of their authority over cable television to the [FCC]."

**Kenyon & Eckhardt Advertising** has cleared its half-hour magazine strip, **The Good Life**, on 11 stations, six of them in top 10 markets. Six of stations clearing show are affiliates and five are independents; of six top-10 market stations clearing it, two have given it prime access positions and four have given it slots in early fringe. **Viacom Enterprises** has cleared its music and dance strip, **This Week's Music**, on Malrite Broadcasting's WAWT(TV) Jacksonville, Fla.; WFLX(TV) West Palm Beach, Fla.; WCTI(TV) New Bern, N.C., and WXIX Newport, Ky., as well as on half-dozen other stations. **20th Century-Fox Television** announced last week it is returning one of its classic TV series, **Dobie Gillis**, to syndication, in package of 147 episodes.

Washington attorney, supported by representatives of networks and press photographers and by justice of Florida Supreme Court, provided demonstration of cameras in court, in Atlanta federal courtroom, in effort to win approval of Judicial Conference of use of video and still cameras in federal courts. **Demonstration was for benefit of special, 15-judge committee established by Chief Justice Warren E. Burger** who had acted in response to petition to change federal rules that bar photographic coverage. Petition was filed by CBS and 27 other media organizations seeking access to federal courts that they now have to courts of 40 states (BROADCASTING, March 14). Attorney in charge of demonstration was Timothy Dyk, CBS counsel in matter. He was accompanied by David Buksbaum, CBS News vice president for operations; Steve Tello, producer of *ABC World News Tonight*; Robert Daugherty, chief photographer for AP, and Justice Ben Overton of Florida Supreme Court, which has adopted rules permitting photographic coverage of state's courts. There was no indication of when committee would issue recommendation, or even if it will be made public.

**NBC News's John Chancellor** will serve as moderator of second in **League of Women Voters' series of debates** involving Democratic presidential hopefuls.

# Editorials

## Bright beginning

The hearings conducted last week by Senator Bob Packwood on his bill to repeal the political broadcasting laws were a worthy introduction to a debate on a subject of paramount importance to broadcasters and, for that matter, American journalism. The witness list was carefully assembled—with an eye on opponents of Packwood's S. 1917 as well as advocates. If the opponents' case was overpowered by the logic and experience of other witnesses, the condition was inherent in that case itself.

The evidence introduced last week overwhelmingly discredited the principal justifications for government regulation of broadcasting content: scarcity of frequencies and influence of the electronic media. The mere enumeration of electronic channels of delivery demonstrates what Floyd Abrams, the distinguished First Amendment lawyer, called the "absurdity of the 'scarcity' theory." As for the need of government control because of television's impact on public opinion, Abrams spoke for others when he said that a rationale like that turns First Amendment values upside down.

So much for the philosophical justification of the existing Sections 315 and 312(a)(7) of the Communications Act. Broadcasters were present at the hearing to tell how political broadcasting regulation and the fairness doctrine work in real life. Take the experience of WTMJ-AM-FM and WTKI-FM Milwaukee, as related by Ed Hinshaw, manager of public affairs. Since November 1981 the stations have been the object of fairness complaints by Milwaukee's mayor. The FCC has found that the stations more than met their fairness obligations, but the mayor, using the city attorney's office, is pursuing an appeal in the courts. So far the station has spent two person-months of staff time and \$17,000 in lawyer fees to fight a tax-supported mayor whom the FCC has judged to be out of line. This is a fairness doctrine?

"Where congressional action is generally needed in the First Amendment area," said Abrams, "is not to expand First Amendment rights but to undo the act of some branch of government in limiting those rights. That is what S. 1917 would do. . . I believe adoption of S. 1917 could fairly be described as the single most far-reaching legislative step of our era in support of First Amendment values."

That's about as well as the challenge can be put.

## Second thoughts on calls

The FCC has been given all kinds of good reasons to reclaim authority over call-letter disputes that it decided a couple of months ago to let local courts settle. The best of the reasons advanced last week in filings by the National Association of Broadcasters and National Radio Broadcasters Association were that the FCC's abandonment of its historic role will cost everybody, including taxpayers, more money and invite confusion in the marketplace.

In a deregulatory spasm of excessive fervor, the FCC voted to go out of the call-letter business almost entirely, retaining only its role of issuing calls to avoid duplicate uses by different broadcasters (BROADCASTING, Dec. 5, 1983). No longer would it require calls to be in good taste, require broadcasters seeking new or changed calls to issue adequate notification to others within 35 miles or resolve call-letter disputes.

Nobody is suggesting that the commission resume making taste tests of call letters, an activity that ought to be left to review by courts if indeed review is ever needed. But arguments are

persuasively in favor of a restoration of the regulatory role that the FCC and its predecessor Federal Radio Commission were assigned. Call-letter confusion is already abundant, as the NAB documented with research. It can only get worse if control is shifted to the cumbersome mechanism of local court proceedings.

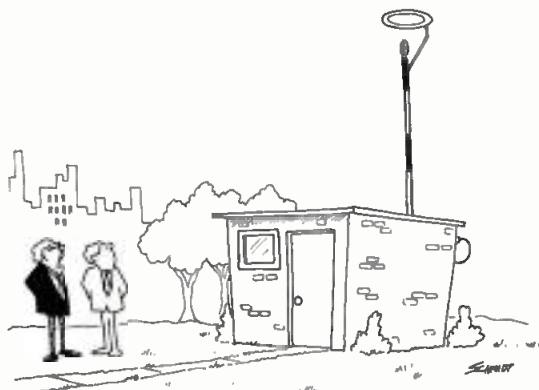
The commission has been asked to reimpose the requirement that call-letter applicants notify others in their area of their intentions, to adopt reasonable filing deadlines for complaints and replies and to retain authority to deny call letters upon a showing of a convincing likelihood of public confusion. It will grant those requests if it can understand that deregulation is not the word to describe the shifting of control from an expert agency of government, the FCC, to an inexperienced and less efficient one, the judiciary.

## Chutzpah

An item in this week's "In Brief" collection catches the editorial eye—a suit filed against WHMA-TV Anniston, Ala., in connection with an attempted immolation covered by that station's ENG team. Readers will recall that a man had called WHMA-TV to announce his intention of setting fire to himself and to invite the station to cover the event. After notifying police of the call, the news team proceeded to the rendezvous and, after failing to talk the man out of his intended action, began taping as he doused himself with lighter fluid and set himself aflame. After about 15 seconds, when it became apparent that there would be a serious blaze, one member of the station's crew tried to extinguish the flames, but the man, in panic, ran away. A volunteer fireman nearby was able to put out the fire.

Now, 10 months later, the story has come full circle, with the immolatee suing WHMA-TV for \$4 million and claiming the station was negligent in not stopping him in the first place. One is reminded of the young man who killed both parents and then sought mercy from the court on grounds he was an orphan.

The merits of this case, from a legal point of view, exceed both the abilities and the ambitions of this page. But we are nonetheless prompted to ponder how often it is that broadcasters, just doing their jobs, find themselves performing earnestly in situations that would confound the average citizen and shortly thereafter find themselves in court defending their judgments or their intentions. It is difficult to resist a suspicion that there are some out there who would take advantage of television's prosperity and notoriety—and the evident disfavor in which it is held in so many jurisdictions—to make an easy megabuck.



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