

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 13

VOLUME 24

Warner Bros. Television Distribution
A Warner Communications Company



AVL-SAS
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BLDG 1405
MAXWELL

36112

12364 MJK NOV/84

AL 36112

53d Year 1984

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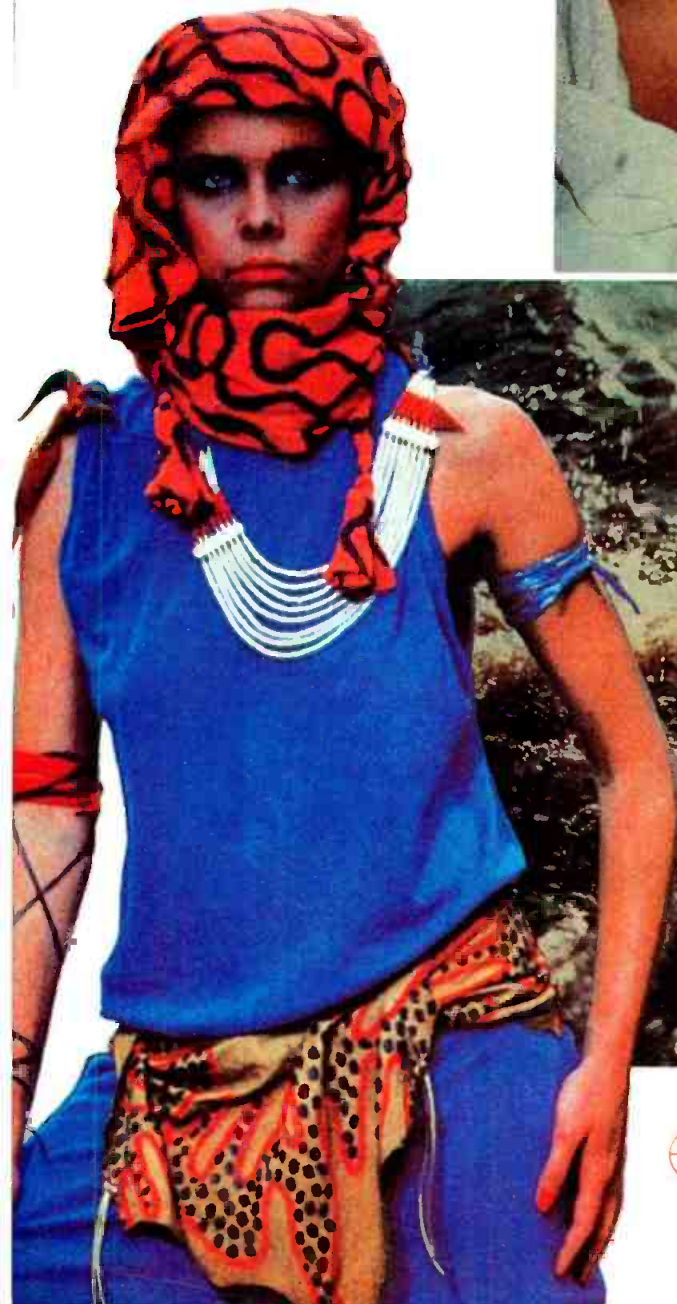
RETURN

He married her.
He two-timed her.
He scorned her.
He tried to murder her..
And she exacted
her revenge!



TWO EDEN

6 • HOUR MINI • SERIES



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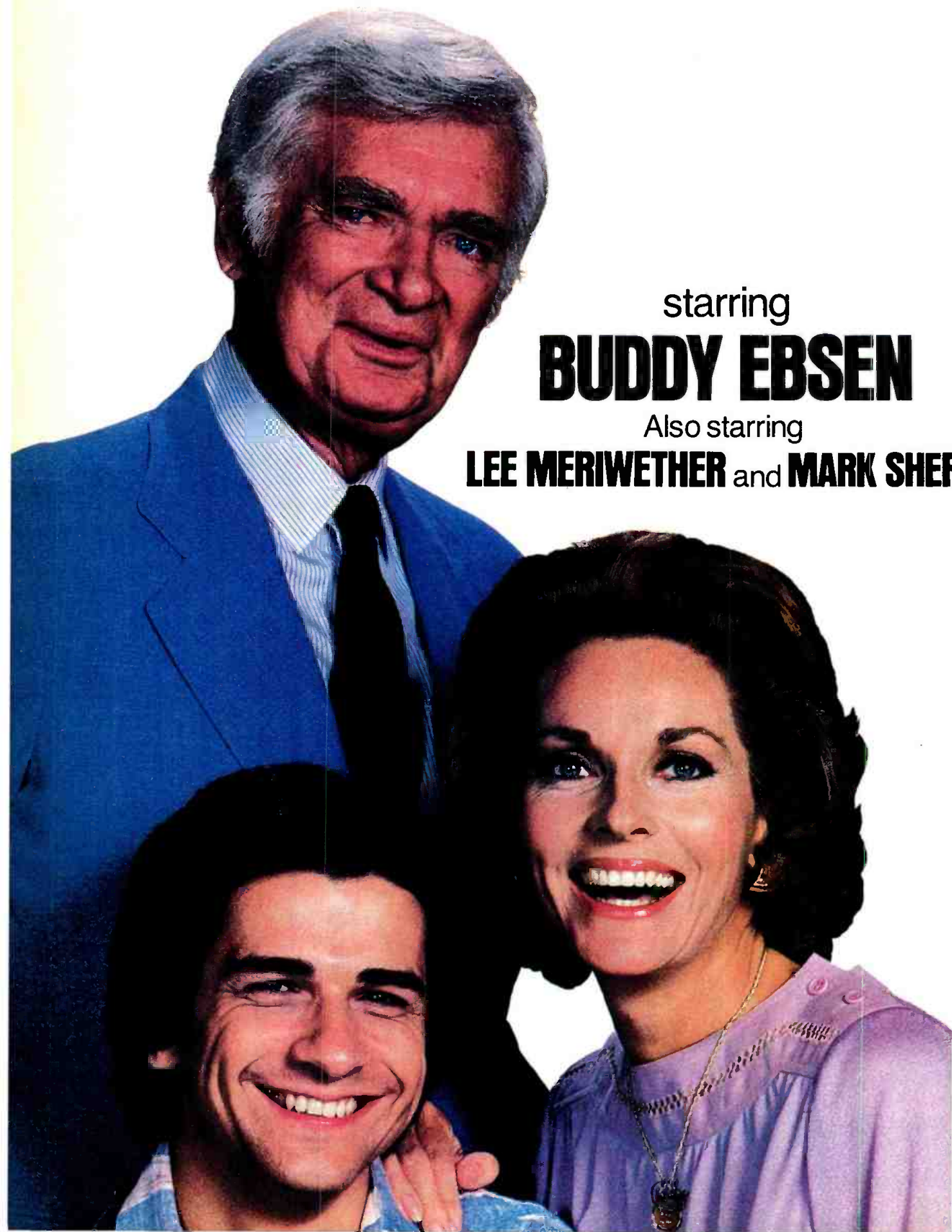
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A Tan Company

Because **BARNABY JONES**

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is a proven success

- in both early and late fringe*
- in competitive markets like*

**NEW YORK, LOS ANGELES, CHICAGO, ST. LOUIS,
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Major markets have recently added this popular detective series including BOSTON, BIRMINGHAM, MILWAUKEE, MINNEAPOLIS, PITTSBURGH, LANSING, HARTFORD-NEW HAVEN, ORLANDO, DALLAS-FT. WORTH, INDIANAPOLIS, SACRAMENTO, FRESNO, GREEN BAY, NEW ORLEANS, AMARILLO, NASHVILLE, SPOKANE, BATON ROUGE, SAN DIEGO, SEATTLE-TACOMA, BAKERSFIELD, AUGUSTA, GREENSBORO...

**Now sold in 56 markets
and**

~~**"Available now for 1988"**~~

~~**"Available now for 1987"**~~

~~**"Available now for 1986"**~~

~~**"Available now for 1985"**~~

AVAILABLE NOW



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**“Some guys
have all
the fun...”**



THE LOVE BOAT

CHICAGO	WGN	9/19%
BOSTON	WBZ	9/31%
DETROIT	WDIV	8/20%
WASH., D.C.	WTTG	7/19%
MINNEAPOLIS	KMSP	11/25%
INDIANAPOLIS	WISH	8/23%
BALTIMORE	WJZ	8/27%
PORTLAND, OR	KPTV	10/18%
PHOENIX	KPHO	7/12%
NEW ORLEANS	WDSU	7/22%
GRAND RAPIDS	WOTV	7/22%
SAN ANTONIO	KMOL	7/22%
NORFOLK	WAVY	7/21%
HARR./LANC.	WGAL	7/22%
ALB./SCH./TROY	WRGB	7/23%
TULSA	KOTV	7/24%
RICHMOND	WXEX	7/23%
SYRACUSE	WTVH	7/22%
JACKSON, MS	WLBT	11/28%
LANSING	WJIM	8/21%
MONTGOMERY	WSFA	10/30%

SOURCE: NOV/83 NSI



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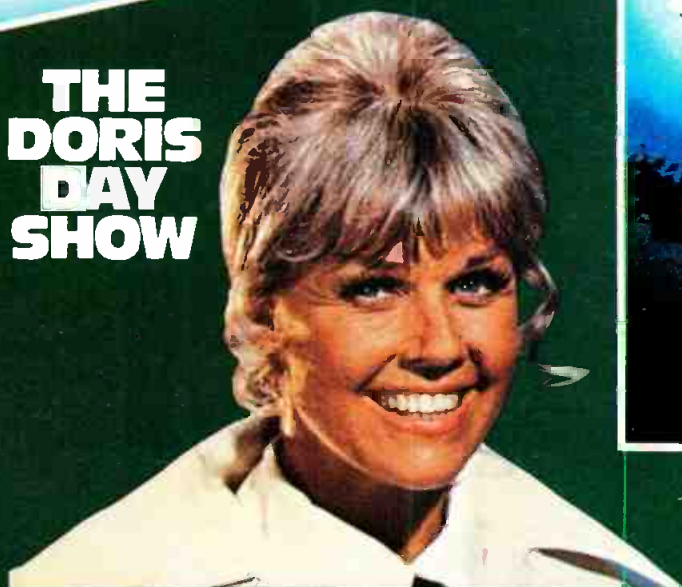
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DORIS
DAY
SHOW



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The startling adventure
into the world of
psychic phenomena.

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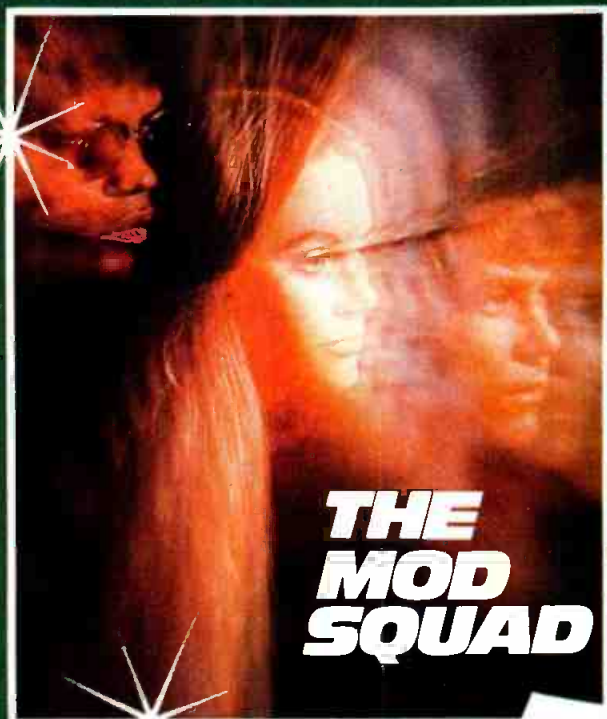
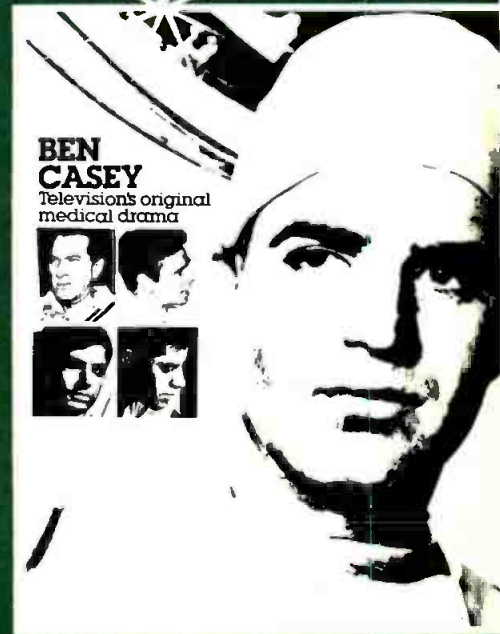
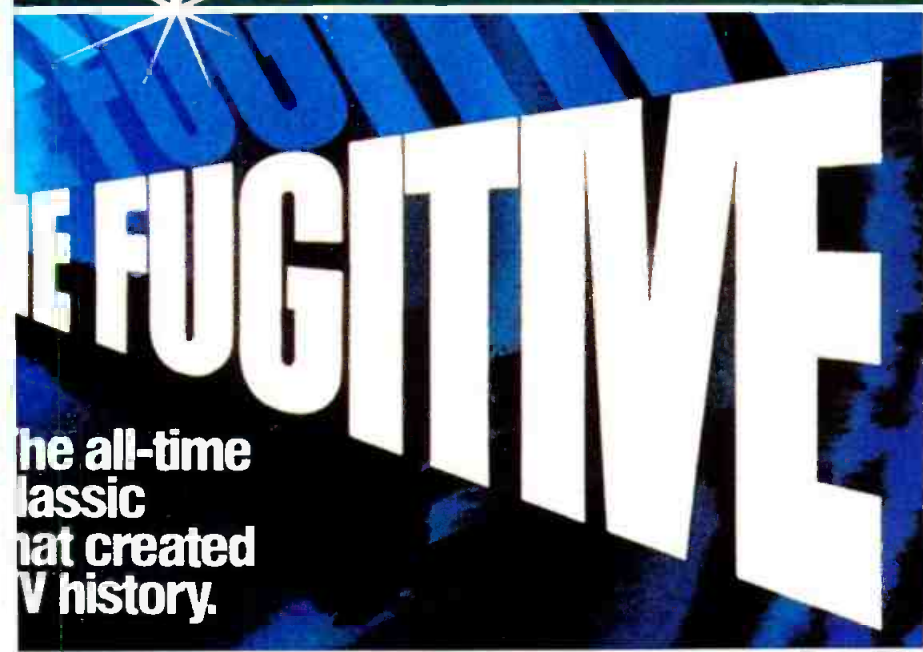
IT HAS RISEN AGAIN.



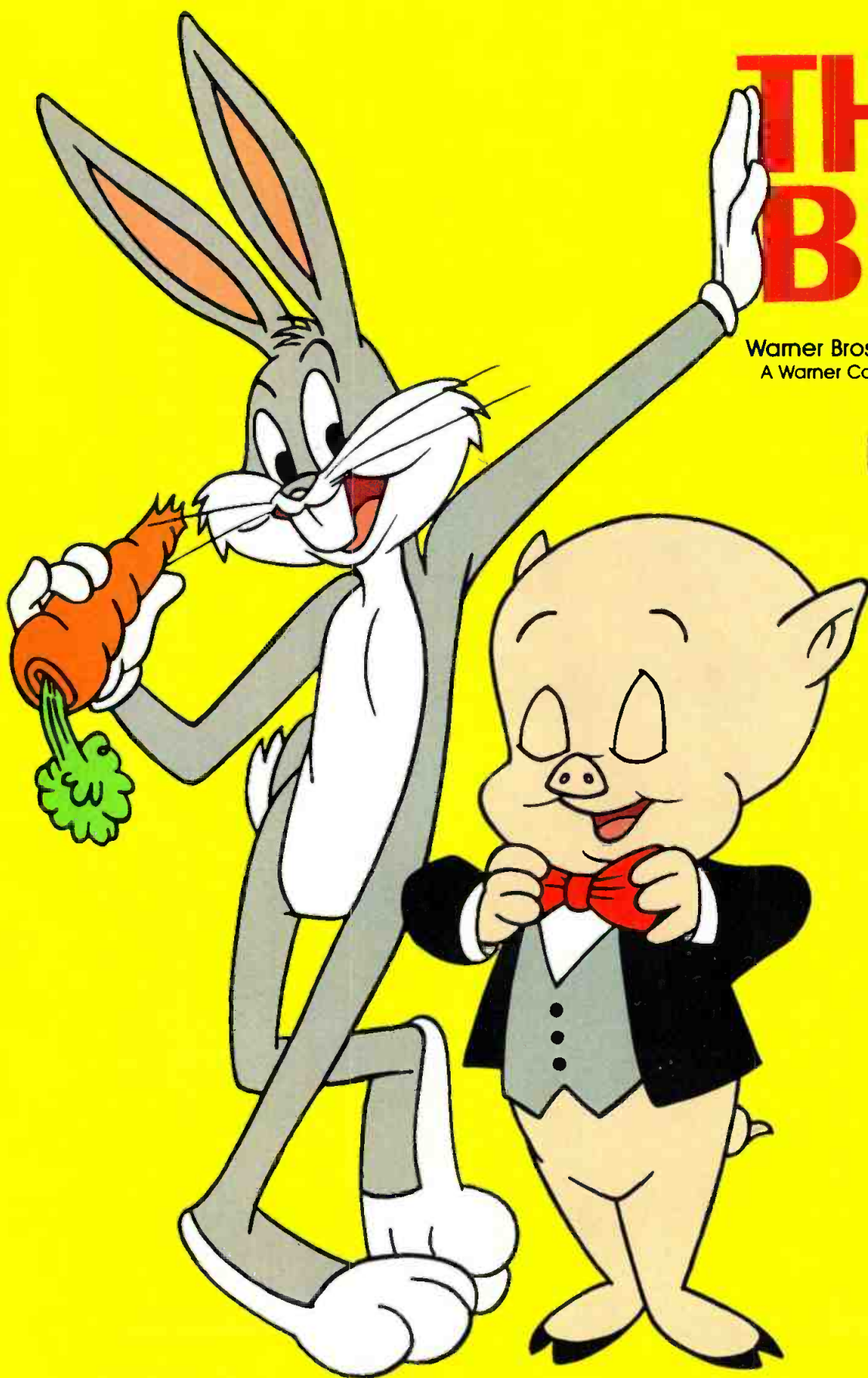
Dark Shadows

EVERGREENS

from
Worldvision



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THE BEST

Warner Bros. Television Distribution
A Warner Communications Company



Broadcasting Feb 13

NATPE opens in San Francisco EEO problems slow broadcast dereg measure "At Large" with Bob Packwood

UNPALATABLE DISH □ EEO is latest roadblock in negotiations with House members over broadcast deregulation. **PAGE 75.**

FCC OVERSIGHT □ House Energy and Commerce Committee questions FCC on Fowler's meeting with Reagan on fin-syn, children's television. **PAGE 76.**

WAR COVERAGE □ Media and Pentagon representatives testify at three days of hearings on how press can cover future military operations. **PAGE 78.**

NATPE 84 □ Premiere programing convention opens to 6,000 strong in San Francisco. **PAGE 96.** Observers are in disagreement over benefits of increased use of barter and barter/cash in programing deals. **PAGE 100.** A final rundown of what's hot in the marketplace. **PAGE 107.** A list of companies exhibiting at the Moscone Center, Fairmont hotel and other venues in San Francisco appears on **PAGES 110-156.**

BIRDS LAY EGG □ Westar VI and Indonesian satellite losses expected to raise insurance premiums and tighten satellite space for upcoming busy summer season. **PAGE 164.**

DARK HORSE □ Developers of multichannel television sound system ask FCC to delay decision on setting marketplace standard. **PAGE 166.**

On the scene. BROADCASTING will be headquartered at the San Francisco Hilton in suite G-1964 and G-1965. Both the Feb. 6 and Feb. 13 issues will be available in the suite and on the Moscone Center exhibit floor at 908 Broadway.

NEW LEASE ON LIFETIME □ Consolidated cable service gets off the ground in 16 million cable homes. **PAGE 174.**

RATINGS WHISKER □ November local sweeps are too close to call between ABC and CBS. NBC is third. **PAGE 174.**

FIRST PRIORITY □ Oregon Senator Bob Packwood discusses his quest for First Amendment parity for the Fifth Estate in this "At Large" interview with BROADCASTING editors. **PAGE 188.**

MORE HEARINGS □ Cable operators testify in favor of S. 1917, which would eliminate fairness doctrine and political broadcasting laws. **PAGE 196.**

THE ENVELOPE □ duPont journalism award winners announced. **PAGE 200.**

HEAVENLY BROADCASTING □ Religious groups are largely responsible for recent flood of filings at FCC for noncommercial FM's. **PAGE 201.**

AT THE HELM □ Stan Marinoff is helping NATPE counter its one-trick-pony image with rush of activity on programers behalf. **PAGE 239.**

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Sellers' market

Television network sales momentum that began gathering late in fourth quarter of 1983 is rolling full speed ahead into third quarter of 1984, in large part due to demand created by Olympics and elections. Second quarter "came and went," source at one network said last week, in three weeks or so that have passed since first quarter sold out. That's unusual too—most years there's lag of week or two between time that one quarter sells out and following one starts to heat up. Not so between first two quarters of this year, and pace isn't slowing down.

Some dayparts, including daytime, late night and news segments, are said to be "white hot" in third quarter. Third-quarter prime time is yet to catch fire, but indications are that it will, and soon. "It's finally trickled down that the recession is over," said one network executive.

Everybody's EEO

Those close to stalled negotiations between National Association of Broadcasters and aide to representative Micky Leland (D-Tex.) on EEO provisions in broadcast deregulation legislation (see page 75) detect determination by Leland to make EEO standards negotiated into cable deregulation bill some time ago standards for all communications enterprises regulated by FCC. They recall that cable standards were devised by Leland and Tyrone Brown, former FCC commissioner who was retained by National Cable Television Association to make EEO deal. Trouble is, say broadcasters, cable and broadcasting (not to mention cable and other forms of communication) face different problems in EEO compliance.

Recovery

Nielsen cable report for last November, first for which year-before comparisons are available, shows broadcast network affiliates with ratings gain—some of them dramatic—in pay and basic cable households as well as in total TV homes, according to compilations by CBS researchers. Eye-catching jump occurred in pay-cable homes in prime time, where affiliates' rating/share went from 43.5/65 in November 1982 to 48.1/67 year later. In same homes and same time, pay services went from 12.5/19 to 13.6/19, independent stations from 7.6/11 to 6.7/9, basic cable

originations from 4.9/7 to 6.7/9, superstations from 3.8/6 to 2.7/4 and public stations remained same at 2.0/3.

Two for price of one

Increasingly optimistic prognosis for teletext is reflected in serious discussions of dual transmission of closed captioning on line 21 in parallel with NABTS teletext system now being broadcast to some 300 stations. Feeling is that beginning of line 21 transmissions, primarily to benefit deaf, will provide orderly transition between present-day decoders already in use and state-of-the-art systems coming on line.

Perhaps as early as 1985, it's hypothesized, on basis of information released at recent Consumer Electronics Show, manufacturers will be offering digital TV receivers incorporating built-in decoders. Not only will such sets make possible improved, ghost-free reception, but compatibility with already-digital teletext decoders will create synergistic situation.

Federal embrace

FCC Mass Media Bureau is hoping to complete by summer draft item recommending more pre-emption of local regulation of cable. It is said item will be primarily aimed at pre-empting local rate regulation. Bureau also is said to be considering pre-emption of other "questionable" activity, such as local attempts to dictate optional programming to be carried.

Cable on air

Marquee Television Network, long-time, single-channel MDS operator in Washington, hopes to join forces with Microband Corp. of America and launch multichannel television (MCTV) service in Washington next fall with combination of MDS and ITFS channels. Marquee would bring operational expertise and its existing subscriber base to venture; Microband, channels and cash. Contract between two is in works and could be signed within 30 days. (Around \$10 million would be needed to launch service.)

As now envisioned, Marquee-Microband venture would install combination MDS-ITFS-UHF-VHF antennas on homes of subscribers and offer "wireless cable" service of at least 22 channels including eight cable networks and 14 Baltimore and Washington

broadcast stations. With per-subscriber cost of just \$300, MCTV service should be competitive with other pay media. But although MCTV looks good on paper, said one Marquee official, "it will be a long, hard, tough struggle to make it work."

Lowering profile

Blair Radio, which was pioneer in nonwired networking among station representatives and is now critic because it feels spot radio is hurt, has eliminated its network sales department but is not abandoning unwired business. Henceforth, network sales will be handled by Blair's regular spot radio staff. Other major representatives in nonwired business, including Katz, Christal, Eastman and Internet (network sales agent of Interep companies), said they still maintain separate sales staffs.

Movement

Progress is being made toward resolution of standard for half-inch videorecording for professional ENG—solution that would unleash market for perhaps 25,000 units in U.S. alone (at perhaps \$30,000 per tape-in-head camera, \$10,000 per tape recorder/editor). Leading light is Sony Betacam system, with perhaps 1,200 units already sold to stations across U.S. No network has yet accepted half-inch system—or for that matter, quarter-inch system, as advanced by Fernseh. Since failure of Society of Motion Picture and Television Engineers to reach agreement on standard, critical player has become European Broadcasting Union.

Substitutes

Only FCC commissioner putting in appearance at NATPE International annual conference is Dennis Patrick—and he won't be participating officially. "He's just going to roam the halls to listen and learn," aide explained. Commissioners Mimi Dawson and James Quello had originally accepted invitations, but backed out. Dawson, secretary general of Atlantic Association of Young Political Leaders, will be attending function of that group instead. Quello said he had "too many other commitments all jammed together." Chairman Mark Fowler's office is represented by Thomas Herwitz, legal assistant. Dawson's and Quello's legal assistants, Robert Pettit and Kenneth Howard, are also there.

HEE HAW

After 15 Years...
Still America's Top-Rated
First-Run Syndicated
Comedy Variety Hour

**YA' CAN'T
BEAT IT!**

**Entertainment for All
the Family Year 'Round
on National Television.
See us and our Friends
from Lexington during
NATPE at Moscone Center
40 Powell Street.**



Alan Courtney/Gaylord Program Services • Suite 800, 9255 Sunset Boulevard, Los Angeles, CA 90069. (213) 271-219

See Columbia Pictures Tele



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.



RADIO ONLY

Hendries Ice Cream □ Four-week flight will start in late February in three New England markets. Commercials will be scheduled in all dayparts on weekdays and weekends. Target: women, 25-54. Agency: Emerson, Lane, Fortuna, Boston.

Sweaterville □ Retail apparel chain will launch two-week flight in five markets in late February. Commercials will be concentrated in weekend time slots. Target: women, 25-49. Agency: Blouin & Co., Boston.

John Deere & Co. □ Six-week campaign will begin in mid- and late March in about 25 markets, including Atlanta, Dallas, Houston, Memphis and Nashville, to advertise riding lawn mowers. Commercials will be scheduled in all dayparts. Target: men, 25-54. Agency: N W Ayer, Chicago.

U.S.F. & G Golf Classic □ Campaign advertising tournament sponsored by U.S. Fidelity & Guaranty Co. will run for

three weeks in about nine markets, beginning in early March. Spots will air in all dayparts on weekdays. Target: men, 25-54. Agency: Richardson, Myers & Donofrio, Baltimore.

TV ONLY

Car Quest □ Campaign for automotive maintenance items begins this week and airs throughout coverage of the Olympics in eight markets. Spots will be seen in early and late fringe, early and late news, sports and prime time. Target: men, 18-49. Agency: The Pitluk Group, San Antonio.

Holsum Bakeries □ Roman Meal bread will be highlighted in 13-week campaign beginning Feb. 27 in five markets: Madison, Wis.; Harrisburg and Lancaster, both Pennsylvania, and Phoenix and Tucson, both Arizona. Spots will air in early morning, afternoon, late news and late fringe. Target: women, 25-plus. Agency: W.E. Long, Chicago.

The American Speech-Language-Hearing Association
Proudly Announces the 1983 Winners of

THE ASHA NATIONAL MEDIA AWARDS

Newspaper Category:

E. A. Torriero
Kansas City Times

Radio Category:

David St. John
KMOX/St. Louis

Magazine Category:

Constance Stapleton
Woman's Day

Television Category:

Lew Pinsker
WABC-TV/New York

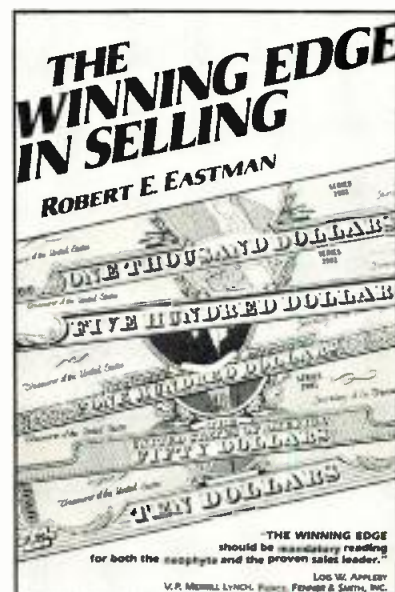
The ASHA National Media Awards are made annually to recognize individuals who have made outstanding contributions to the public's knowledge and understanding of speech-language pathology and audiology. Awards of \$1,000 each are made to the first place winners in each category and are presented at a special ceremony at the ASHA National Convention.

THE 1984 COMPETITION

Nominations must refer specifically to speech-language pathology and/or audiology and focus on the work or ideas of speech-language pathologists or audiologists. Material published in scientific journals or textbooks is not eligible. Entries must be published or broadcast between June 1, 1983 and May 31, 1984.

Nominations must be received by June 30, 1984. For rules and entry forms, contact:

ASHA Media Awards, Public Information Office
American Speech-Language-Hearing Association
10801 Rockville Pike
Rockville, Maryland 20852
(301) 897-5700



Selling strategies. A mix of street smarts and sophisticated sales tips goes into "The Winning Edge of Selling," the second book by Robert E. Eastman. In it the retired founder of Eastman Radio Inc., the sales representation firm, draws on his experiences since age 8 as a door-to-door salesman plus a selling career that included stints at NBC, John Blair and Co. and as head of the firm that he established in 1958. The result is a compendium of techniques to develop better business and personal traits. In doing it, Eastman gets down to basics with simple procedures, specific devices and ideas to hone the selling edge. The publisher is Prentice-Hall Inc., Englewood Cliffs, N.J. Price is \$14.95, hardcover.

Faberge □ Organics shampoo and conditioner will be highlighted in five-week campaign beginning Feb. 27 in 60 markets. Commercials will air in early and late fringe and early and late news. Target: women, 18-34. Agency: Nadler & Larimer, New York.

Grandy's Chicken □ Restaurant chain will launch campaign in late February and continue until mid-June in seven Southwestern markets. Commercials will be scheduled in daytime, early fringe, prime access and prime time. Target: adults, 25-49. Agency: Schey Advertising, Houston.

RADIO AND TV

Circle K Corp. □ Convenience stores will be highlighted in campaign flighted for 1984 with theme: "We'll Save You

Comic Strips



The Mary Tyler Moore Show



The Bob Newhart Show



ALL IN THE FAMILY



The Best of the Beverly Hillbillies



Gomer Pyle



Hogan's Heroes



Family Affair



The Andy Griffith Show



The Dick Van Dyke Show



I Love Lucy



The Honeymooners



Petticoat Junction



My Three Sons



Unbeatable
DALLAS IT KEEPS

**STILL #1 IN
OUR 6th SEASON**



GETTING BETTER!

**101 STATIONS
NOW SOLD!**



**NOW...FOR SEPTEMBER
FROM LORIMAR®**

Some Time." Spots will air in 50 markets in early and late fringe and prime time on TV; radio spots will air in various dayparts. Target: adults, 18-49. Agency: WFC Advertising, Phoenix.

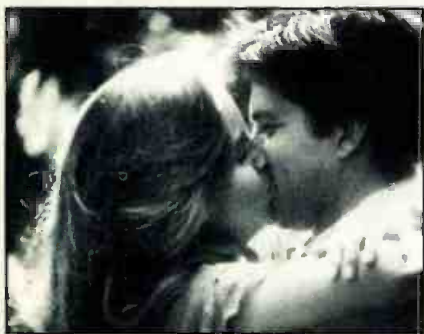
Cort Furniture □ Six-month campaign will begin Feb. 22 and continue until mid-May in majority of markets bought. Flights will run in nine TV markets including Denver; Austin, Tex.; Jacksonville, Fla.; Raleigh-Durham, N.C., and San Diego in daytime, news, prime

access, prime, and late fringe. Radio campaign will air in Philadelphia only, in morning and evening drive times and midday. Target: adults, 25-49. Agency: Richardson, Myers & Donofrio, Baltimore.

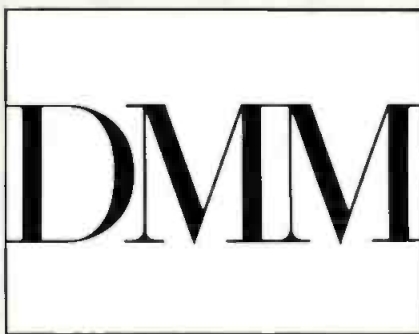
Wendy's Restaurant □ Campaign for restaurant chain will begin in early March for three weeks in Toledo, Ohio; Detroit, and Grand Rapids, Mich. Commercials will run in all dayparts on television and radio. Target: adults, 18-34. Agency: Stone & Simons, Southfield, Mich.

AdVantage

Real close. New campaign on network television for Lever Bros.' Close-Up toothpaste involves annual investment of \$10 million in 1984, but also is noteworthy for intimate kissing scenes said to be rare in TV commercials. Spot features nonactors, "real couples," touching, hugging and kissing. According to Marie B. (Mimi) Emilita, senior vice president of Close-Up's agency, J. Walter Thompson Co., New York, "We feel that we are bringing a new measure of emotion and the first 'real' kisses to the television commercial." Commercials will air this month on NBC, ABC and CBS.



Close-Up kiss



DMM's logo

New look. D'Arcy-MacManus & Masius, now D'Arcy MacManus Masius Worldwide without hyphen and ampersand, has established new emblem and letterhead, all part of corporate restructuring for 1984. Horizontal DMM, created by Barnett Design Group, New York, replaces circular logo artwork in accordance with streamlining of agency's top management ranks that took place earlier this year ("Business Briefly," Jan. 16) and to emphasize agency's image as "one multinational force." Emblem will be used by all 46 DMM offices worldwide.

□

Katz's analysis. Katz Radio reports that in 1983, 25-54 age group accelerated its growth in spot radio, accounting for 40% of all requests, up from 35% in 1982. Runner-up was 18-49, with 17%, followed by 18-34, 10%. Favored daypart was Monday through Friday, with 6 a.m.-7 p.m., 33% of requests. Katz said that in 1983 average number of markets per campaign was six, up from five in 1982.

Cleveland E. Dodge Professor of Telecommunications and Education

Reopened search to fill a newly endowed professorship. Candidate must have: (1) wide experience in the field of telecommunications; (2) a demonstrated scholarly interest in the implication and potential of the telecommunications media, particularly television, for education; (3) familiarity with public and private telecommunications systems; (4) the ability to develop and lead a program of teaching and research in education at the graduate level; (5) an outstanding record of theoretical and/or empirical scholarship that has appeared in print or other media. A doctorate is desirable, although exceptional experience and demonstrated intellectual achievement may substitute for the degree.

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Superstation #4

WPXI-TV New York will become the cable industry's fourth satellite superstation this spring. United Video, Tulsa, Okla., which delivers Tribune Co.'s superstation WGN-TV Chicago to some 4,800 cable systems (12 million homes) via Satcom III-R, announced last week plans to distribute Tribune's New York independent to systems via Westar V beginning May 1.

To get the service under way, said United Video's Bob Price last week, the satellite carrier will charge \$400 a month for the first 300 systems that sign on. Starting with the 301st system, he said, United Video will charge 10 cents a subscriber per month with a minimum of \$400 and a maximum of \$3,000.

Three hundred systems are not an arbitrary number. That many systems paying \$400 a month, Price said, would generate revenues of \$120,000 a month, more than enough to cover satellite costs and pass the "break-even point." Price would not say from what company United Video is leasing the transponder, but satellite industry sources say it's probably Group W Satellite Communications, which has 10 transponders on the bird.

With copyright royalties high and many cable systems saturated with signals, conditions in the cable industry are not particularly conducive to the introduction of a new superstation. But Price feels that United Video can break even by signing the majority of some 400 cable systems in the Northeast that now import WPXI-TV via CARS systems or terrestrial microwave. Price said United Video's satellite service will, in many cases, be cheaper than the microwave service now provided by Eastern Microwave and Yankee Microwave. "And we think there is still a market for a real New York television station, particularly on the east coast of Florida and in California," he said. Both areas have large numbers of transplanted New Yorkers, he said.

WPXI-TV features the New York Yankees baseball team, Price said, making it the first superstation offering American League baseball. Among the station's syndicated programming: *Solid Gold*, *The Odd Couple*, *Happy Days* and *Love Boat*. It also airs Operation Prime Time programming.

Washington ally

The National Cable Television Association, in a friend of the court brief, has urged the U.S. Court of Appeals in Providence, R.I., to overturn a lower court decision that upheld the constitutionality of Rhode Island's mandatory cable access rules, setting back the cable industry's push for full First Amendment rights. Ruling last September on a suit brought by Berkshire Cablevision of Rhode Island, an applicant for the cable franchise of Newport county, R.I., the federal district court in Providence said that "newspapers and cable television cannot be equated" and

that the access rules did not violate Berkshire's First Amendment rights. But in its brief, the NCTA said cable operators select what is carried on their systems from a "large and ever-growing number of services." "The cable operator and the public share a First Amendment interest in fostering and protecting the exercise of such discretion, which enhances the quality of the marketplace of ideas," it said. "Access regulations . . . intrude on the exercise of editorial discretion by making the cable operator, in effect, a common carrier with respect to several channels."

Price war

Richard MacDonald, an analyst with First Boston Corp., has put out a report to clients suggesting that Showtime/The Movie Channel Inc. may engage Home Box Office in an all-out price-slashing war as the next step in its ongoing effort to gain a greater share of the pay-cable marketplace. In the initial skirmish, MacDonald sees Showtime/TMC slashing rates to make inroads against Cinemax, a move that could significantly decrease the HBO Network Group's profits in 1984. MacDonald, reasoning that HBO will respond "aggressively" to any rate discounting moves with discounts of its own, believes that in the "worst case," the battle could leave the HBO Network Group with flat earnings of \$3.50 per share this year. But, he explains, the long-term outlook for HBO is bright: "While the road will be rocky short term, we believe that the HBO Network Group will continue to be a dominating franchise that will be tested, no doubt, only to emerge with most of its dominance intact." He said 1985 should be a rebound year because of increased cable construction, "which should produce a reacceleration in profitability." MacDonald changed his recommendation on Time Inc. stock from an "aggressive purchase" to a "long-term buy."

Storer pares down

Storer Cable Communications has sold two cable systems in Florida—one serving Dunedin, Oldsmar and Tarpon Springs; the other, Williston—to Gulfstream Cablevision. Terms of the deal were not released.

This is first purchase for Gulfstream, which is owned by two officers of Communications Equity Associates, Tampa, Fla.-based cable broker: Rick Michaels, CEA's chairman and owner, and H. Gene Gawthrop, the company's business manager. The Williston system passes 1,100 homes and serves 750 subscribers with 12 channels and 20 miles of plant. The other system serving Dunedin and neighboring communities now passes 17,000 of 23,000 homes and serves 9,000 subscribers with 173 miles of aerial plant, 88 miles of underground plant, and 35 two-way channels.

Selling the country

The Nashville Network, the country music network that debuted in March 1983, has rolled out a \$500,000-advertising campaign on six other cable services. TNN's 30-second spots began airing in late January and will continue for 10 weeks on ESPN, Lifetime, USA, CBN, The Weather Channel and superstation WTBS(TV) Atlanta. Included in the spots is a telemarketing concept directed at cable households that don't receive TNN. An 800 number is shown and viewers without TNN are urged to call TNN and request a "Countrygram" be sent to his cable operator. The "Countrygram" states that TNN has heard from the viewer and is passing along the viewer's request for TNN's programming. The spots, which feature famous country stars, were designed to familiarize the viewer with TNN's programming.

The cable campaign follows a broadcast campaign (on both radio and television) that aired from September to December last year. The decision to move the promotional efforts to cable was made because the broadcast spots were reaching an audience that wasn't wired for cable. "We were wasting our circulation," said Lloyd Werner, Group W Satellite Communications senior vice president, sales and marketing. Of the cable networks carrying the spots, Werner said he will "use them like it's all our own air. And using your own air is your greatest weapon."

As of last Friday (Feb. 10), Werner reported that TNN has received 10,280 calls, averaging 550 a day. And feedback from cable operators has been good, although some have said they cannot offer the network to their subscribers due to must-carry rules TNN currently reaches 12 million subscribers on 1,500 cable systems.

Labor on cable

The Labor Institute of Public Affairs of the AFL-CIO, which has been producing labor oriented programming for broadcast television, intends to launch a national cable television service later this year.

That was the message delivered last week by Larry Kirkman, LIPA's executive director, at a luncheon meeting of the National Academy of Television Arts and Sciences in New York. He said specific details about the new cable program service will be disclosed at the upcoming National Cable Television Association convention in May in Las Vegas.

LIPA has produced *American Works*, a half-hour public affairs program of 12 episodes. The show is part of LIPA's CableLINI package, a 10-week three-city test of nine hours of programming per week. Kirkman told the NATAS audience last week that research studies examining LIPA programming showed there is a viable audience among both union and nonunion members. Kirkman noted that the commitment to a cable service is "firm" and is planned within LIPA's two-year, \$6 million budget.

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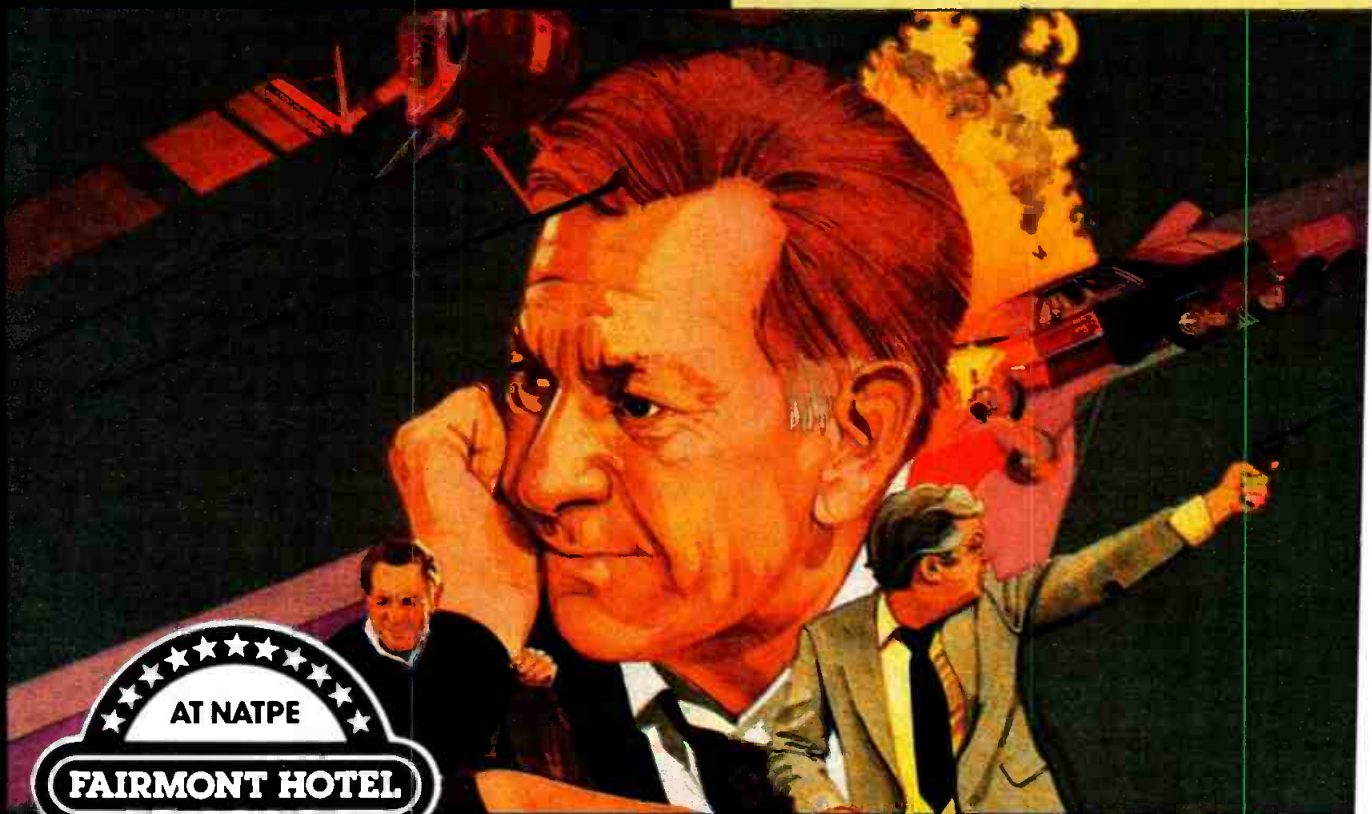
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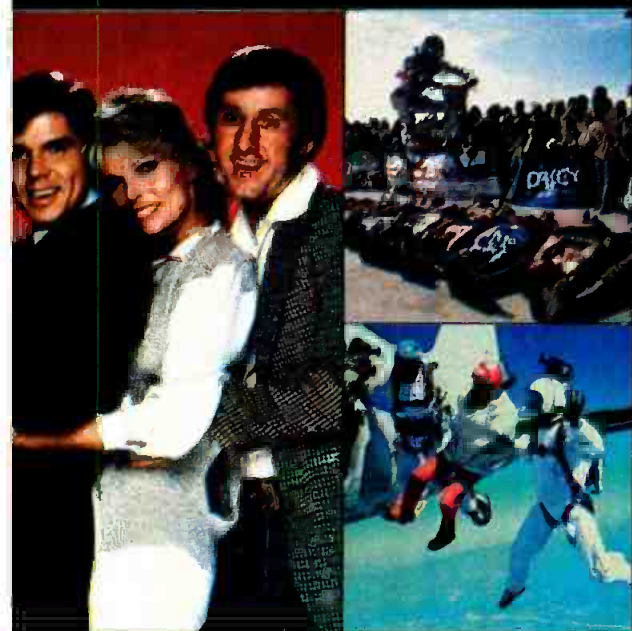


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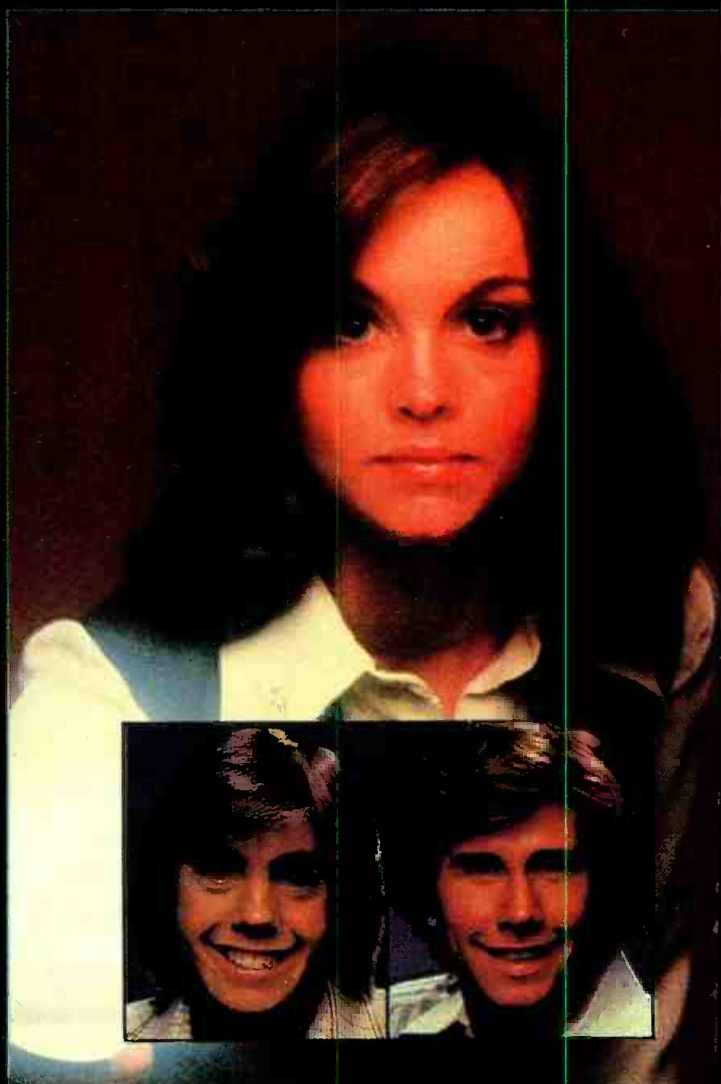
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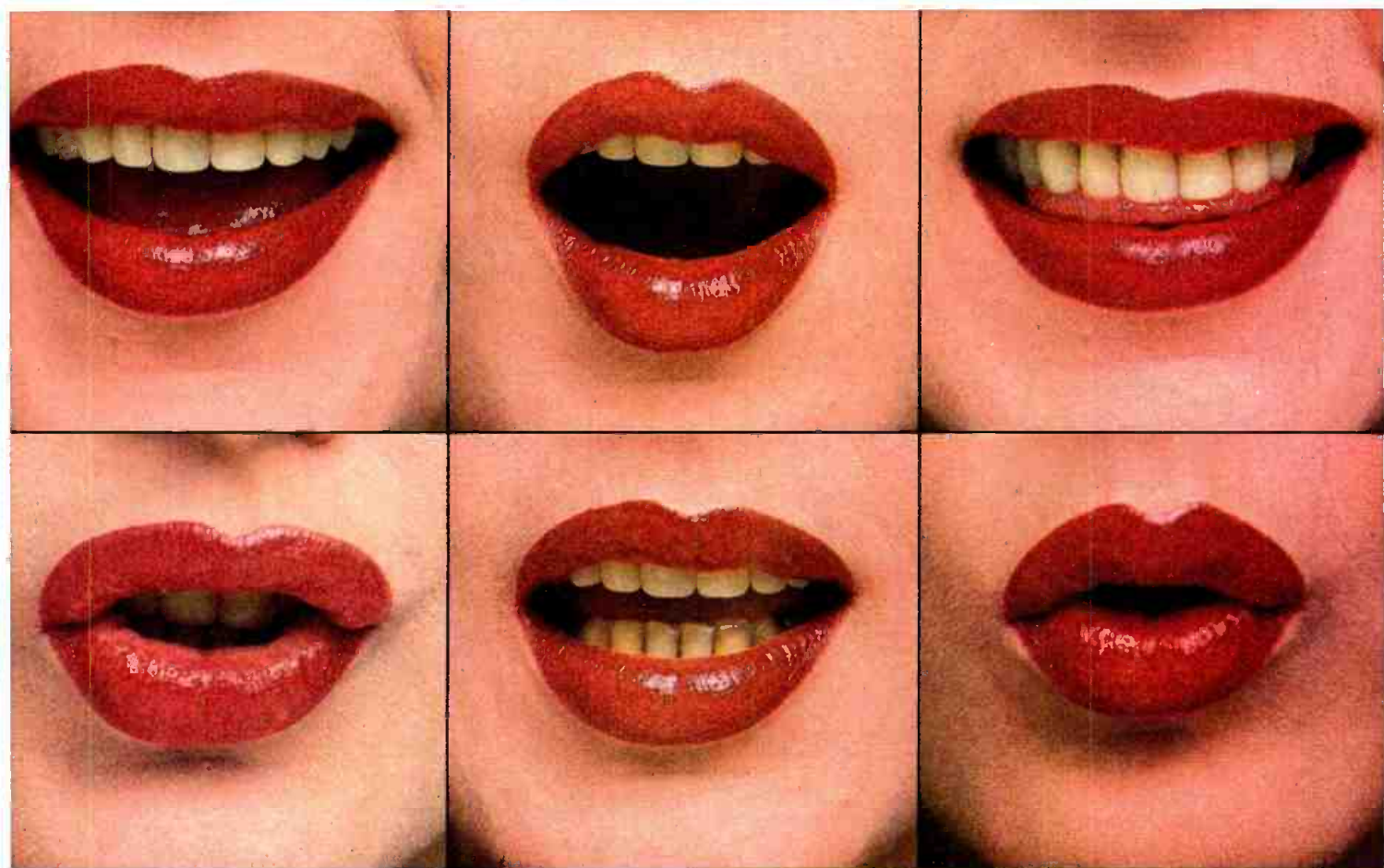
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MCA TV

A broadcast deregulation commentary from Arthur Goodkind, Koteen & Naftalin, Washington

Broadcast deregulation and self-defense

Broadcast deregulation has two faces. On the one hand, deregulation means that broadcasters can spend less time and effort in complying with FCC rules and regulations. Yet at the same time, deregulation also means that the FCC will be far less available than in the past to protect responsible broadcasters from illegal or unethical practices on the part of their competitors. For that protection, station operators will in the future need to look increasingly to the courts and to other methods of self-help.

In a memorandum distributed to our clients in August, we described the FCC's action repealing its operating and maintenance log requirements. We noted that some broadcasters had opposed repeal because elimination of logging requirements will make it easier for an unscrupulous station operator to violate technical rules without being detected. If, for example, a radio licensee operates with excessive power or fails to do what is necessary to keep its directional antenna in correct adjustment, other stations directly or competitively affected must now assume a major new burden in detecting, recording and reporting violations of the commission's rules. In many instances, this will be extremely difficult to do.

In more recent actions, the commission has repealed a number of other long-standing regulatory policies, with more such actions expected this year. The FCC has said that the purpose of these actions is to do away with "regulatory underbrush."

The commission has abandoned some policies that simply became obsolete owing to intervening events. (For example, it deleted a policy interpreting one portion of the television prime time access rule which was changed many years ago.) Other policies—such as one condemning use of sirens and similar emergency sound effects in station promotional announcements—were never of much importance in any event. But certain areas of regulation from which the FCC has withdrawn did deal with matters directly affecting the ways stations compete with one another.

One such area has to do with misuse or distortion of rating data. Prior commission policy had directly prohibited such distortion or misuse—for example, claiming big audience ratings without disclosing that the data was outdated, or by presenting a favorable rating for a single daypart as if it



Arthur Goodkind is an attorney with the Washington law firm of Koteen & Naftalin. He has specialized in broadcasting practice since joining the firm in 1967. Prior to that he was with the FCC in the Broadcast Bureau, the general counsel's office and as legal assistant to then-chairman E. William Henry.

represented a station's total hours. The FCC has now said that regulating conduct of this kind is not its job, but the job of other agencies or of the courts. In taking this position, the commission did not say or imply that it condones misuse or distortion of rating data or that such practices are lawful, but it did say that it will no longer police these areas. Those who may be harmed by a competing broadcaster's misuse or distortion of rating data were advised to seek relief elsewhere—from the Federal Trade Commission, for example, or through civil lawsuits. If adverse findings are made against a broadcaster by the FTC, or by a court as a result of such a complaint, the FCC may subsequently consider those findings in determining a broadcaster's qualifications. But that is a far cry from direct participation by the FCC itself.

Some of the other areas in which the FCC has now said it will no longer become directly involved include:

- The use of misleading station coverage maps for sales purposes.
- The advertising of liquor in localities where such advertising is illegal.
- The advertising of fortune tellers or

astrologers.

- Broadcasts which cause harassing or threatening phone calls to be made to private parties.

- The broadcasting of repetitious musical recordings for promotional purposes.

The commission will undoubtedly continue on its present course, at least in the near term, and stop regulating other practices it actively policed in the past. FCC regulation of matters such as fraudulent billing and network clipping is not specifically required by statute, but has been done in the past under the general "public interest" standard. While no repeal of the fraudulent billing rules has yet been proposed, it would not be surprising to see such a proposal in the future. (In contrast, political broadcast rules, sponsorship identification requirements, payola policies and rules prohibiting broadcast of lottery information are all required by statute and cannot be eliminated without congressional action.)

What does the FCC's changing position mean in terms of a station's day-to-day practices? It should make little difference in the way a responsible broadcaster operates his own station. Even if the FCC should lose interest in trying fraudulent billing cases, a station that engages in fraudulent billing will still be subject to possible criminal penalties and civil liabilities. Yet for some broadcasters, that less immediate threat of civil or criminal action will almost certainly be a less effective deterrent than the threat of direct FCC action has been in recent years.

Responsible broadcasters, advertisers and others affected competitively or otherwise by unlawful or unethical station practices will thus need to take a more active future role in uncovering such practices and in seeking relief from them. It is obviously difficult to compete against a station that distorts rating data in its sales efforts or that uses misleading coverage maps. Should the commission ultimately abolish the fraudulent billing rule (we emphasize again that it has not yet proposed to do so), it would be equally difficult to compete against a station willing to provide local retailers with false bills for the purpose of obtaining excessive co-op reimbursement from national advertisers.

Stations and advertisers injured competitively by any such practices must now be prepared to take whatever legal action is necessary to protect themselves. For better or worse, the FCC can no longer be relied upon to fulfill that role.



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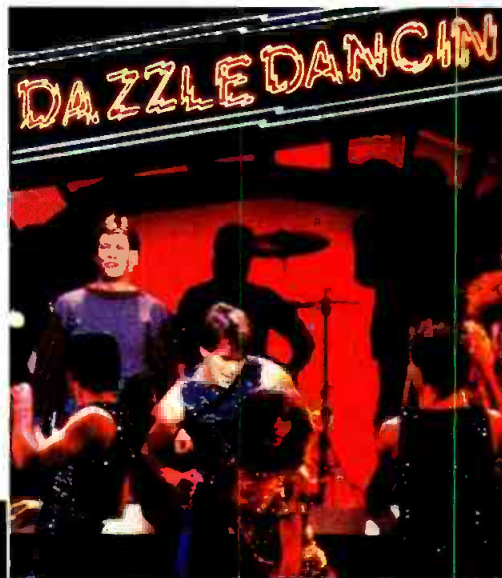
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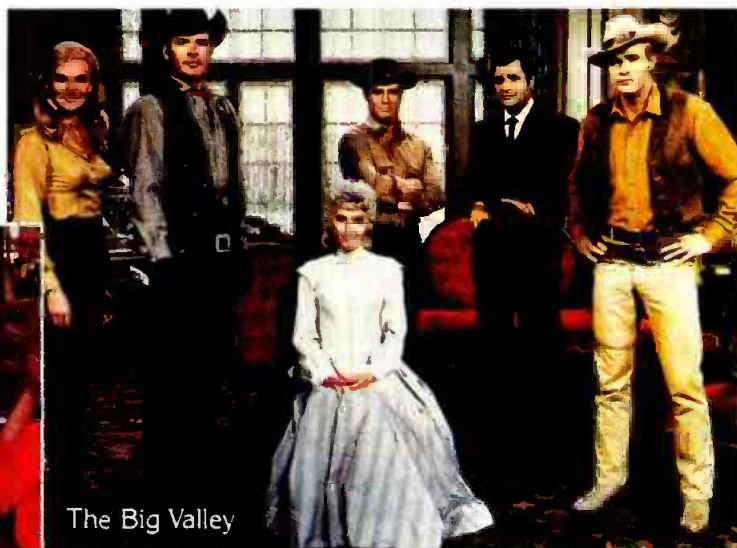
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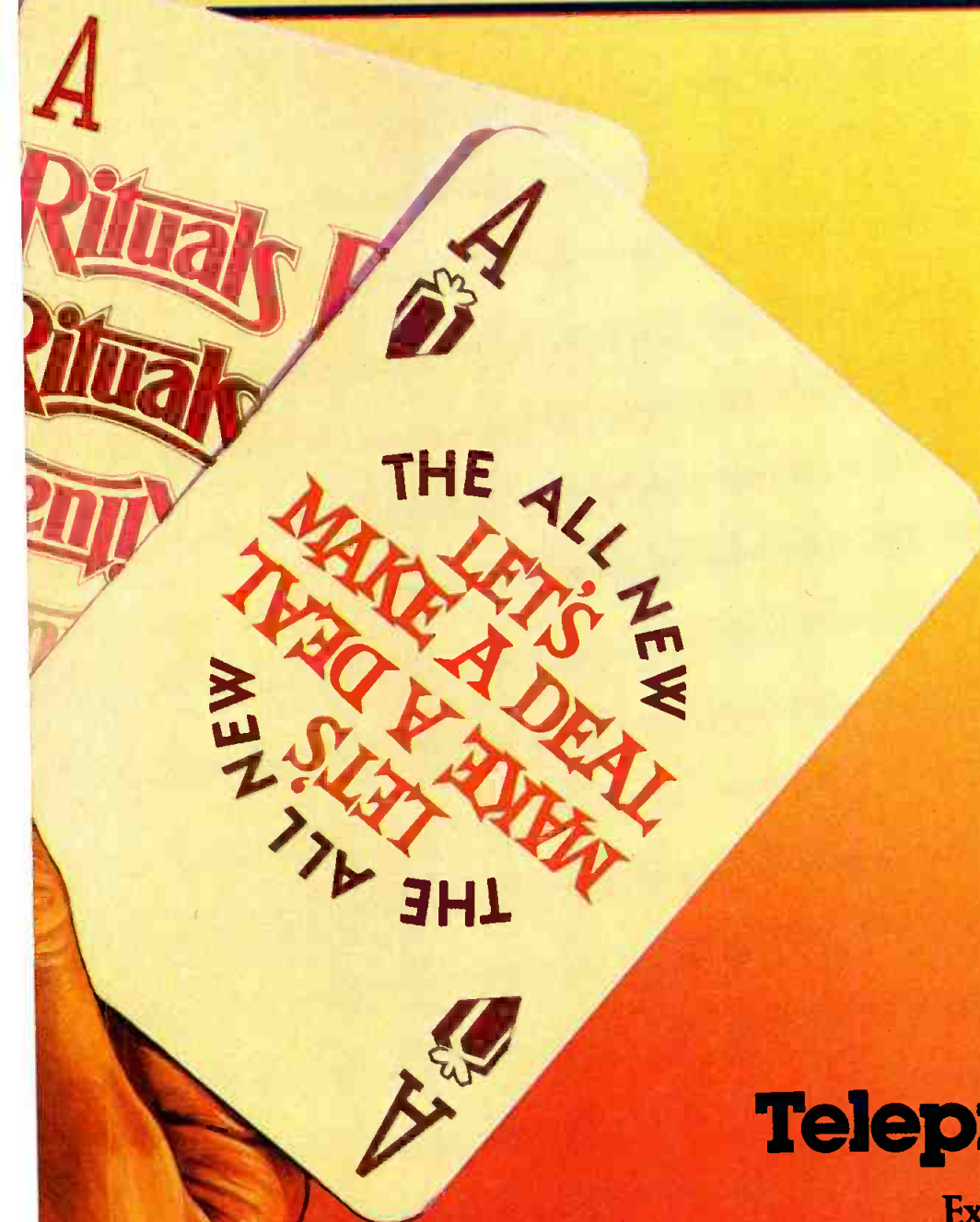
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Feb. 13—Syracuse University Student Affiliates of New York chapter of National Academy of Television Arts and Sciences "Media Professionals Series." Speaker: Neal Pilson, executive VP, CBS Broadcast Group. S.I. Newhouse School of Public Communications, 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—Capital Press Club** "newsmaker luncheon" on "U.S.-Latin American Relations after the Invasion of Grenada." Washington Marriott hotel, Washington.

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

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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) 506-7880.

■ **Feb. 15—Presentation** of third annual media awards by *American Women in Radio and Television, Houston chapter*. Westin-Galleria, Houston.

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—Washington chapter, Society of Broadcast Engineers**, meeting, "New Horizons in FM/SCA." WAMU-FM, American University, Washington.

Feb. 16-17—Broadcast Financial Management Asso-

ciation/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.

Also in February

Feb. 20-22—Community Antenna Television Association/Mid-America Cable TV Association advance technical training seminar. Holiday Inn Medical Center, Holidome, 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. Co

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leges, 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** workshop, "Take the Computer Challenge." Dublin Stouffer's, Dublin, Ohio.

Feb. 23—National Association of Broadcasters national 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, (800) 368-5644.

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—Advanced Television Systems Committee** meeting on "improved NTSC-compatible." National Association of Broadcasters headquarters, Washington. Information: (202) 293-3546.

Feb. 23-26—Technology Entertainment Design (T.E.D.) Communications Conference. Keynote speaker: Frank Stanton, president emeritus of CBS Inc. Participants include Steve Sohmer, 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—Women in Cable**, New England chapter, meeting. Holiday Inn, Woburn, Mass.

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.

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.

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.

■ **Feb. 10-13, 1985—National Religious Broadcasters** 42nd annual conference. Sheraton Washington, Washington.

tion: (212) 751-7770.

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 3—Radio-Television News Directors Association** region nine conference with UPI. Mobile, Ala.

■ **March 3—Radio-Television News Directors Association** region seven meeting. Illinois State University, Bloomington, Ill.

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

March

■ **March 1—Cable television** political workshop, "The Impact of Television on Political Communications," sponsored by *Cabletelevision Advertising Bureau* in association with *National Cable Television Association*. Among speakers: Thomas Wheeler, president, National Cable Television Association. Caucus Room, Cannon House Office Building, Washington. Information: (202) 751-7770.

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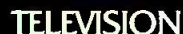
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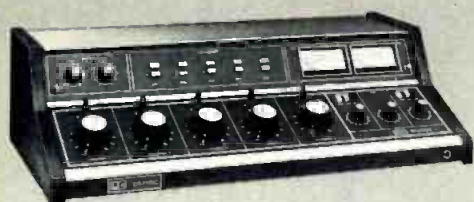


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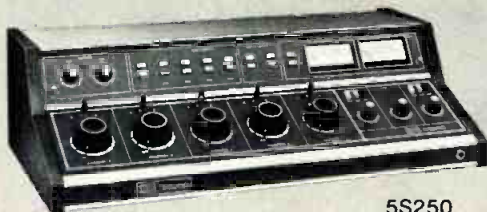
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annual spring engineering conference, "System Reliability Revisited," during SCTE convention (see below). Opryland hotel, Nashville.

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. Information: Sarah Midgley, (202) 298-7512.

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

March 18-20—SPACE (Society for Professional and Commercial Earth Stations) spring convention and international exhibition. Caesars Palace, Las Vegas. Information: (202) 887-0605.

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

March 20—"Cable Law '84," video conference on legal aspects of cable TV franchising, sponsored by American Bar Association, cable TV committee of sci-

Errata

Story on sports panel at Association of Independent Television Stations convention on page 80 of Jan. 23 issue incorrectly identified station affiliation of **Jack Moffitt**, vice president and general manager, **WUAB-TV Cleveland**.

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You bet the gang's all here!
Mary Tyler Moore, Ed Asner,
Gavin McLeod, Ted Knight,
Cloris Leachman, Valerie Harper,
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THE FALL GUY

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



TRAPPER JOHN

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



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A CASE IN POINT

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



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



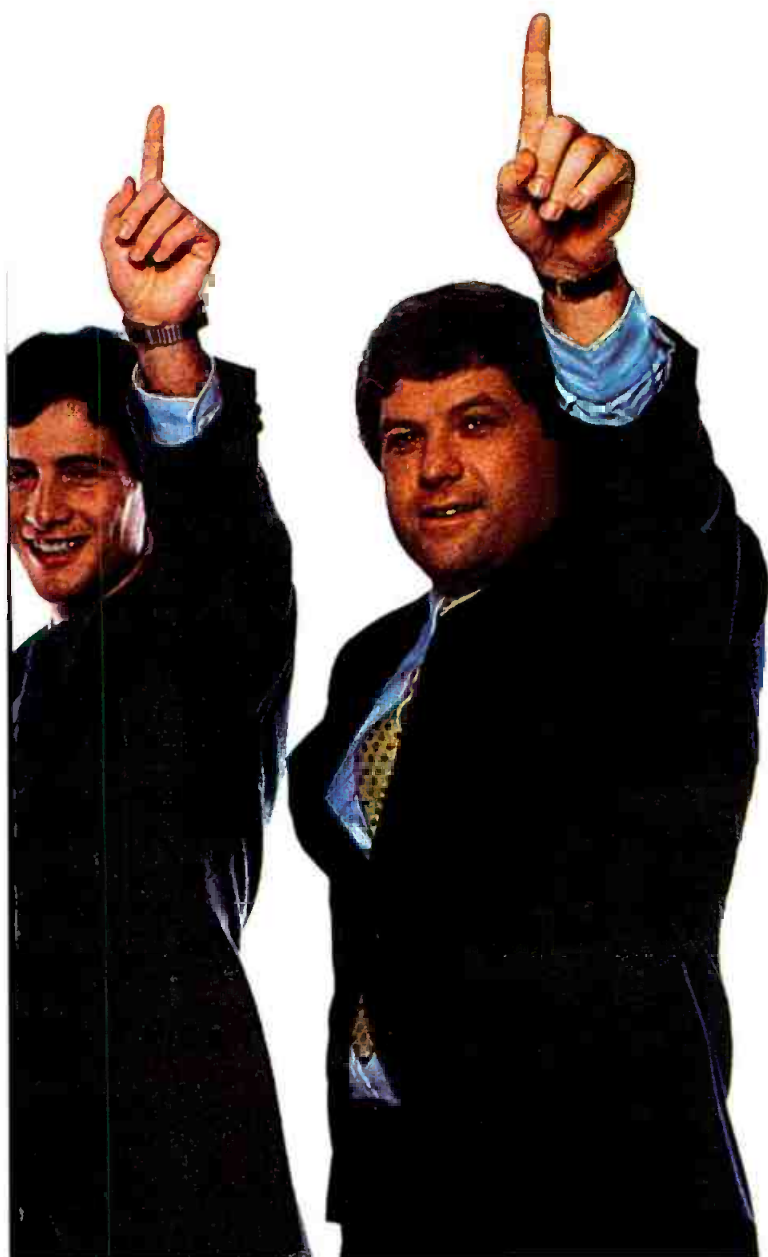
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First run syndication, new for Fall '84. A daily feast of personal style information for the adults and teens in your audience. Half-hour strip.



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■ **March 20**—Presentation of 24th annual International Broadcasting Awards, sponsored by *Hollywood Radio and Television Society*. Century Plaza hotel, Los Angeles.

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.

Stay Tuned

A professional's guide to the intermedia week (Feb. 13-19)

Network television □ PBS: (check local times) *Stravinsky Piano Ballets*, Monday 9-10 p.m.; *Rockin' & Rollin' with Phil Spector*, Wednesday 9-10 p.m.; *Gotta Make This Journey: Sweet Honey in the Rock* (music/documentary), Wednesday 10-11 p.m.; CBS: *Master of the Game** (three-part mini-series), Sunday 8-11 p.m. [to be concluded next week].

Cable □ Bravo: *Bravo Theater: Victoria Regina*, Monday 9-10:30 p.m.; HBO: *Comedy Playhouse: Bedrooms**, Tuesday 8-9 p.m.; "Sophie's Choice" (1982), Sunday 8-10:30 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; *Jack Paar*, seminar/highlights of TV programs, Thursday 6-8 p.m.

*indicates a premiere episode



Sophie's Choice

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 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.

■ **March 31**—Deadline for entries in "Hometown

U.S.A. Video Festival 1984," for community cablecast programming, sponsored by *National Federation of Local Cable Programmers*. Information: Joan Gudgel, NFLCP, 906 Pennsylvania Avenue, S.E., Washington, 20003; (202) 544-7272.

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**—Deadline for entries in 20th annual Major

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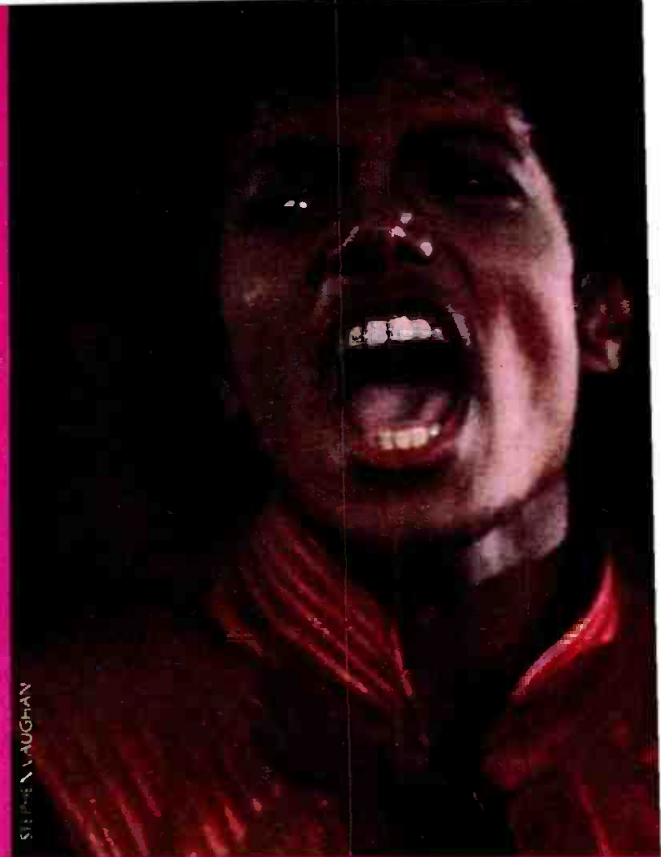
discuss, weigh, seek and answer for themselves. Accompanying each film is a professionally prepared study guide for use by your studio moderator. Use "Tension Point" as a series, or choose individual episodes to suit your theme and format.

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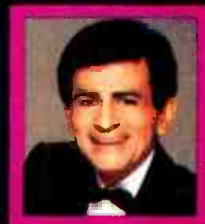
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April 1-3—Virginia Cable Television Association annual convention. Williamsburg Lodge, Williamsburg, Va.

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 4-6—Indiana Broadcasters Association spring conference. Clarksville Marriott Inn, Clarksville, Ind.

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.

April 6-7—Oklahoma AP Broadcasters Association annual convention and awards banquet. Park Suite, Oklahoma City.

April 6-8—California AP Television Radio Association 37th annual convention and awards presentation. Speaker: Christine Craft, former anchor, KMBC-TV Kansas City, Mo. Queen Mary, Long Beach. Information: (213) 746-1200.

April 7—Deadline for entries in *Television Drama Awards* competition of Fourth International Conference on Television Drama, sponsored by *Michigan State University*. Information: Jean-Luc Renaud or Gretchen Barbatsis, department of telecommunications, Michigan State University, East Lansing, Mich., 48824; (517) 355-6558.

■ **April 7—Radio-Television News Directors Association** region 14 meeting with UPI. Holiday Inn-International Drive, Orlando, Fla.

April 7-9—Minnesota Broadcasters Association spring convention. Sheraton Park Place hotel, Minneapolis.

April 8-10—West Virginia Broadcasters Association spring meeting. Oglebay Park, Oglebay Lodge, Wheeling, W. Va.

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

April 8-14—International Public Television Screening Conference, INPUT '84, hosted by *South Carolina Educational Television Network*. Francis Marion hotel, Charleston, S.C. Information: Michele Reap, P.O. Drawer L, Columbia, S.C., 29250; (803) 758-7284.

April 10-11—Satcom '84, "Satellite Communications—Trends and Opportunities," fourth annual conference sponsored by *International Association of Satellite Users*. Speakers include Representative Edward Markey (D-Mass.) and Tom McKnight, president, Orion Satellite Corp. Sheraton Washington, Washington.

April 10-11—Ohio Association of Broadcasters spring convention. Columbus Marriott North, Columbus, Ohio.

April 11—Louisiana Association of Broadcasters sales seminar. Holiday Inn-Airport, Kenner, La.

April 12—Louisiana Association of Broadcasters sales seminar. Holiday-Inn-Central, Lafayette, La.

April 13—Louisiana Association of Broadcasters sales seminar. Regency hotel, Shreveport, La.

■ **April 14—Radio-Television News Directors Association** region 11 and 12 meeting with Society of Professional Journalists, Sigma Delta Chi. Yale University, New Haven, Conn.

April 16—Deadline for applications for *Society of Broadcast Engineers'* certification exam, which will be

given June 15-June 23. Information: SBE, P.O. Box 50844, Indianapolis, Ind., 46250.

April 16-18—Videotex '84, organized by *London On-line Inc.* Hyatt Regency, Chicago. Information: (212) 279-8890.

April 18—American Women in Radio and Television, Atlanta chapter, Communications Women of Achievement banquet. Atlanta Marriott hotel, Atlanta. Information: (404) 325-2490.

April 18-19—Kentucky Broadcasters Association spring convention. Seelbach hotel, Louisville, Ky.

April 19-20—Ohio State University's School of Journalism symposium, "Reporting Public Affairs in the Year 2004." Fawcett Center, OSU campus, Columbus, Ohio.

April 20-21—Sixth annual Black College Radio convention, sponsored *Collegiate Broadcasting Group*, Atlanta. Paschal's hotel, Atlanta. Information: (404) 523-6136.

April 23-26—Twelfth annual Telecommunications Policy Research Conference. Airline House, Warrenton, Va.

April 23-29—Pennsylvania Association of Broadcasters annual spring convention. Caravanserai Resort, St. Maarten, Netherlands Antilles.

April 24-26—"High Tech: Promises and Problems," conference sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

April 24-29—20th annual MIP-TV (Marche Internationale des Programmes), international TV program market. Palais des Festivals, Cannes, France.

April 25—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

April 25—Broadcast Pioneers George Foster Peabody Awards luncheon. Hotel Pierre, New York.

■ **April 27—Radio-Television News Directors Association** region six meeting with University of Kansas. UK campus, Lawrence, Kan.

■ **April 28—Radio-Television News Directors Association** region five meeting with Bismarck Junior College. BJC campus, Bismarck, N.D.

April 29-May 2—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas.

April 30-May 1—"Minority Television Programming Exhibition," sponsored by *National Association of Broadcasters*, minority and special services and television departments, during NAB's annual convention. Las Vegas Convention Center, Las Vegas. Information: Dwight Ellis, NAB, (202) 293-3534.



Gold rush

EDITOR: I share BROADCASTING's puzzlement in its Jan. 30 editorial at ABC's decision to purchase the rights of the 1988 Olympics for \$309 million. But I am less certain that "the sure winners are the viewers." It's an old argument to complain about the commercialization of sports. But we ought to be a bit more concerned about the Olympics than, say, the Super Bowl. With such a tremendous outlay, ABC has required itself to make the games a frantic circus of commercial hype. Given the costs to be recouped, it will probably be hard to tell where coverage of the games ends and where the commercials begin. But most regrettably, the need to capture enormous television audiences will probably come through reliable but simplistic nationalistic appeals. In our "race for the gold," for example, we will no doubt be urged to watch the games to see if we can beat the Russians and other Soviet bloc nations. Pride is one thing, but heavy doses of nationalistic emotion are but jingoistic expressions of the Cold War.

The Olympics were established to promote friendship in a nonpolitical context. But that goal will be hard to fulfill if ABC's promoters seek to regain their high costs by playing upon our least admirable impulses.—*Dr. Gary C. Woodward, assistant professor of Communication, Trenton State College, Trenton, N.J.*

Likes clears

EDITOR: Matt McCann, program director of WCIL(AM) Carbondale, Ill., is wrong when he writes pleading the daytimer's old complaint about the clear channels ("Open Mike," Jan. 23). Mr. McCann suggests that if WCIL could operate at night on KDKA(AM) Pittsburgh's 1020 khz he could provide ser-

vice to Carbondale. Swell. Mr. McCann gets to broadcast rock 'n' roll or Carbondale High School basketball games at night, and millions of Americans lose a great KDKA talk show and get noise instead. Clear channels are as good an idea in 1984 as they were in 1934, since for only pennies I can telephone any clear channel talk show and talk from Ormond Beach, my home, and reach half the nation very reliably. Since I have only an AM radio in my car, frankly, Mr. McCann, I enjoy listening to WLS(AM) Chicago (890 khz), since it's the only rock station I can get.

Finally, I notice that most clear channel stations attract better guests, have better hosts, and serve me better than almost any AM station within 100 miles of my home.—*David R. Wahl, Ormond Beach, Fla.*

Franchise fix

EDITOR: I noticed an error in your article on the Philadelphia Cable Television Franchise matter in your Jan. 9 edition. When the Philadelphia public property commissioner and the city council recommended different applicants for three of the four areas to be franchised, the recommendations were as follows:

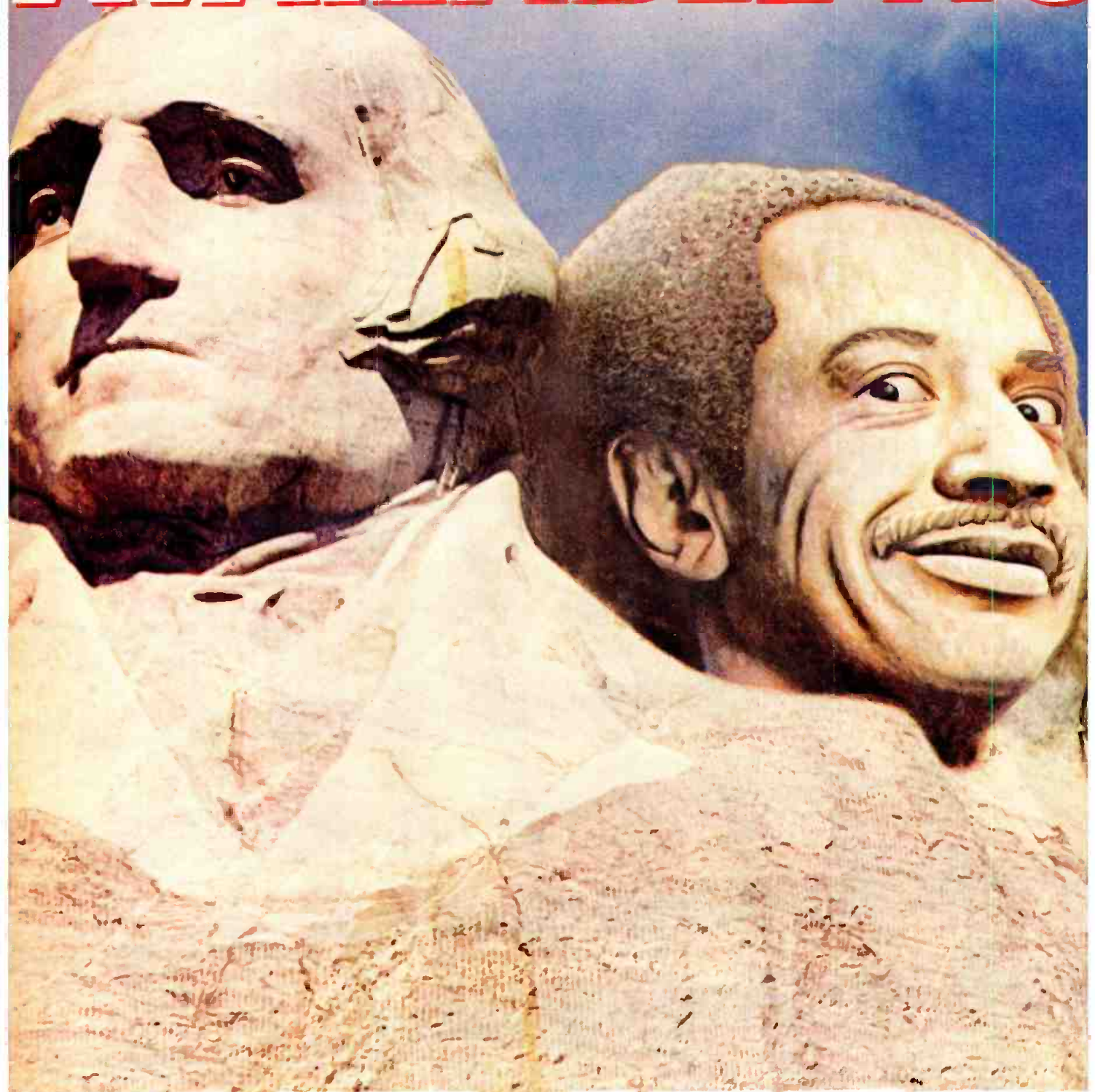
	Commissioner	Council
Northeast	Cablevision	Comcast
Northwest	Comcast	Rollins
West/Southwest	Inner City	Wade

Your error was to indicate that the council recommended Comcast for the northwest and Rollins for the northeast. We can certainly understand your reporter being confused by what is getting to be one of the most confusing franchise processes in recorded cable history.—*Daniel E. Gold, senior vice president/operations, Comcast Cable Communications Inc., Bala Cynwyd, Pa.*



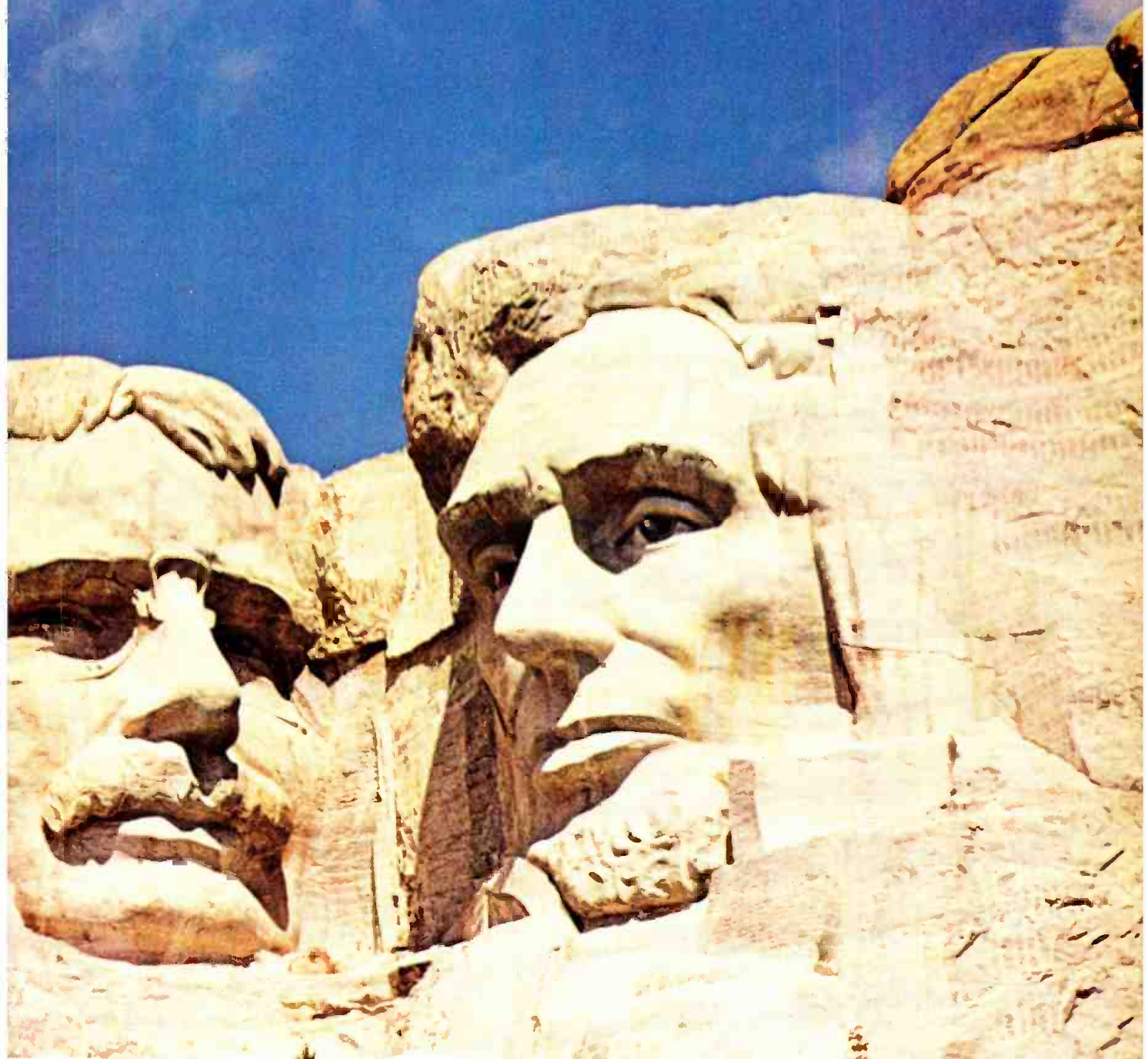
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WGN

CHICAGO

KRIV

HOUSTON

KDVR

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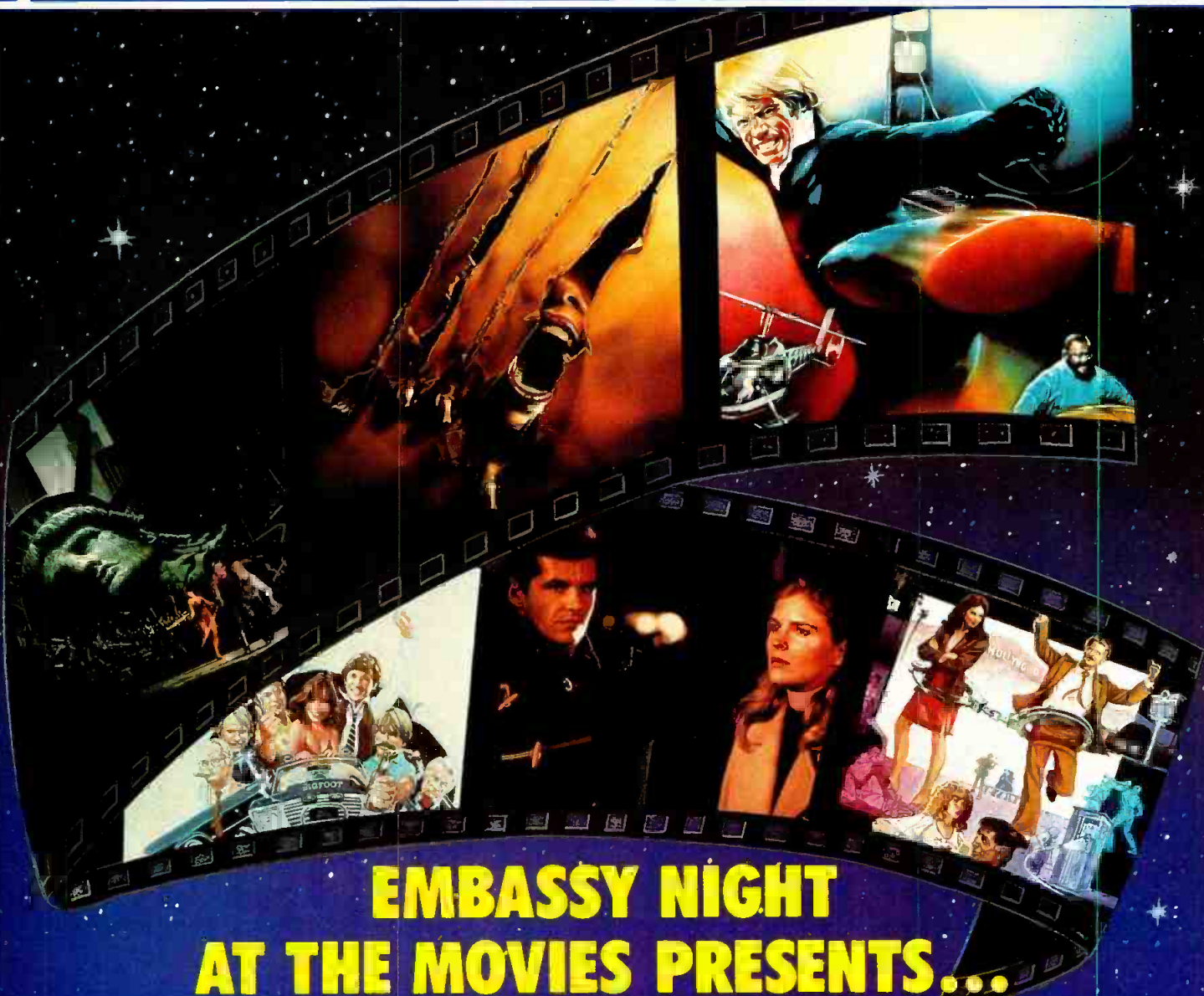
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New York	WPIX	Portland, OR	KPTV	Greensboro	WJTM	Cedar Rapids	KGAN	Terre Haute	WBAK
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Chicago	WGN	San Diego	XETV	Flint-Saginaw	WEYI	Springfield, MO	KOLR	Beaumont	KBMT
Philadelphia	WTAF	Cincinnati	WXIX	Shreveport	KTAL	Tucson	KZAZ	Corpus Christi	KIII
San Francisco	KRON	Nashville	WZTV	Tulsa	KOKI	Austin	KBVO	Reno	KAME
Boston	WCVB	Milwaukee	WVTV	Richmond	WRLH	Evansville	WEHT	Traverse City	WPBN
Detroit	WKBD	Kansas City	KSHB	Syracuse	WIXT	Huntsville-Dec.	WAFF	Boise	KTRV
Washington, DC	WTTG	Orlando	WOFL	Little Rock	KLRT	Ft. Wayne	WFFT	Lubbock	KJAA
Dallas	KTXA	New Orleans	WGNO	Wichita	KWCH	Springfield, IL	WRSP	Erie	WSEE
Cleveland	WUAB	Buffalo	WUTV	Knoxville	WKCH	Lansing	WILX	Topeka	KLDH
Houston	KTXH	Columbus, OH	WTVN	Mobile-Pensacola	WEAR	Fargo	KTHI	Midland/Odessa	KTPX
Pittsburgh	WPGH	Greenville-Ash	WHNS	Albuquerque	KGSW	Las Vegas	KVVU	Ft. Smith	KHBS
Miami	WCIX	Grand Rapids	WXMI	West Palm Beach	WFLX	Madison	WISC	Albany, GA	WTSG
Seattle	KCPQ	Birmingham	WTOO	Fresno	KMPH	Lafayette, LA	KADN	Meridian	WHTV
Minneapolis	KMSP	Memphis	WMKW	Jacksonville	WJKS	El Paso	KVIA	Missoula, MT	KECI
Atlanta	WANX	Oklahoma City	KGMC	Green Bay	WLRE	Savannah	WTOC	Casper	KCWY
Tampa	WXFL	Salt Lake City	KSTU	Rochester	WUHF	Rockford, IL	WQRF	Ottumwa, IA	KTVO
St. Louis	KPLR	Louisville	WDRB	Des Moines	KCBR	Ft. Myers	WEVU	Fairbanks	KTTU
Denver	KWGN	Norfolk	WTVZ	Omaha	KMTV	Columbus, GA	WXTX	Alpena	WBKB
Sacramento	KTXL	Charleston, WV	WVAH	Spokane	KXLY	Binghamton	WICZ	Aspen	KCWS
Indianapolis	WTTV	Harrisburg	WPMT	Portland, ME	WMTW	Amarillo	KJTV	Santa Rosa	KFTY
Baltimore	WJZ	Scranton	WDAU	Davenport (Quad)	WQAD	Duluth	KDLH		
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The Name of the Game

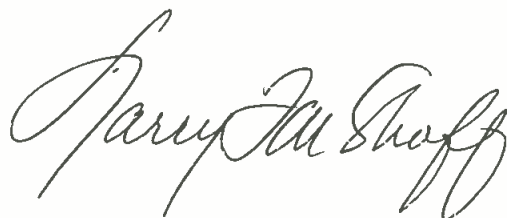
If there is one sure-fire subject for professional seminars these days it is "The New Media." Or, "The New Technologies." Or, "The New Media, the New Technologies and You." BROADCASTING has covered scores, if not hundreds, of such sessions in the past and surely will report on many more before that subject is exhausted.

¶ From all those exposures, as well as from general observations of the media world around us, two conclusions come into focus. One is that the public is media-neutral; it doesn't care which delivery system forwards its programing. The second is that there are turning out to be far fewer programing sources than had been generally anticipated. Thus it is clear that the future's TV competition will involve a rapidly enlarging universe of media outlets competing for a slowly enlarging universe of popular programing.

¶ These reflections are inspired by the critical mass of product being offered up at this year's NATPE International. With rare exceptions, all this programing was designed to occupy just the commercial, over-the-air television system. By extension, much of it has come to occupy cable channels as well. And as the media evolution continues it will be to this same cluster of program professionals that LPTV and MDS and ITFS and DBS and all the other new media systems turn as they seek to populate their own TV days and nights.

¶ And so the thought strikes, as we turn from getting ready for NATPE and prepare ourselves to cover it, that what's on hand in San Francisco is not just the state of the art in today's syndicated program marketplace but the leading edge of tomorrow's.

¶ Small wonder the Fifth Estate flocks in such numbers to NATPE. It's where the programing present thrives as well as where the future begins.



PRESIDENT AND PUBLISHER

Barney Miller-1



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The Beat Goes On



ALREADY RENEWED!

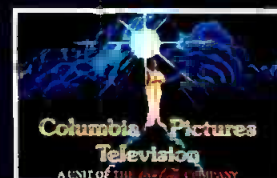
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BUFFALO	WIVB-TV
PHOENIX	KPHO-TV
COLUMBUS, OH.	WBNSTV
GRAND RAPIDS	WZZM-TV
OKLAHOMA CITY	KOKH-TV
HARRISBURG	WHTM-TV
SYRACUSE	WTVH
GREEN BAY	WBAY-TV
FRESNO	KSEE
JOHNSTOWN, PA.	WJACTV
SANTA BARBARA	KEYT
LAS VEGAS	KTNV-TV
BINGHAMTON	WBNG-TV
EUGENE	KVAL-TV
ERIE	WJET-TV
RENO	KCRL-TV
MEDFORD	KTVL
BAKERSFIELD	KERO-TV
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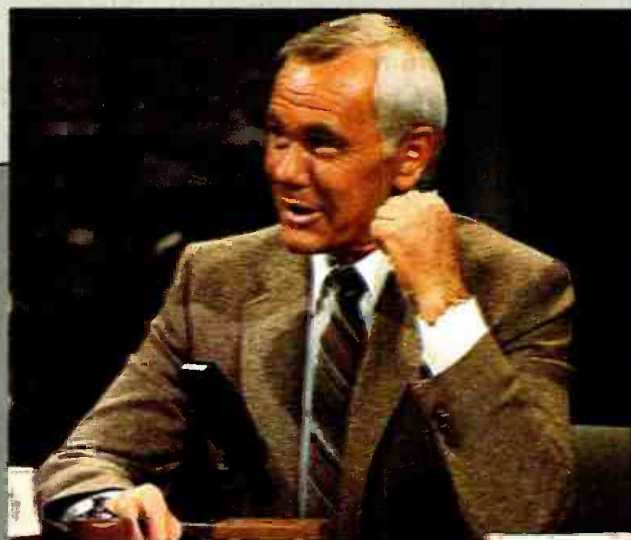
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HOUSTON	KRIV-TV
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DENVER	KWGN-TV
BALTIMORE	WMAR-TV
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SILVER	KDKA-TV Pittsburgh	WBTV Charlotte	WBRZ Baton Rouge
BRONZE	WFLD-TV Chicago	WHBQ-TV Memphis	KLFY-TV Lafayette
	BEST SHOOTING		
GOLD	WTVJ Miami (tie) WTTG Washington	KTVY Oklahoma City	WBRZ Baton Rouge (tie) WNEM-TV Saginaw
SILVER	KDKA-TV Pittsburgh	WBTV Charlotte (tie) WHBQ-TV Memphis	WJXT Jacksonville
	BEST EDITING		
GOLD	KYW-TV Philadelphia	WBTV Charlotte	WBRZ Baton Rouge
SILVER	WTVJ Miami	WCMH Columbus	WHO-TV Des Moines (tie) WNEM-TV Saginaw
BRONZE	WFAA-TV Dallas	KMBC-TV Kansas City	
	BEST INSIDE GUIDE		
GOLD	WJBK-TV Detroit	WWL-TV New Orleans	WJXT Jacksonville

Thanks to the finalist judges:

Jerry Gibbons, President, Doyle-Dane-Bernbach, San Francisco; Robert Klein, Executive Producer, KRON-TV, San Francisco; Martha Tonsing, Public Relations Director, KICU-TV, San Jose.

Broadcasting Feb 13

Vol. 106 No. 7

TOP OF THE WEEK

NATPE off to a rousing start

It was anything but a quiet opening for the 21st annual NATPE International conference, which kicked off to what appeared to be record-breaking crowds last Friday, Feb. 10, in San Francisco. By one programmer's estimate, three times as much first-run programming is available this year as was offered at last year's conference, although, according to another, this year's boom market appears to have attracted an unusually large number of "half-baked" proposals. "I have never seen as many speculative programs which haven't a chance of getting on the air as I am seeing this year," said Dean McCarthy, programming vice president, Harrington Righter & Parsons, New York, who warned his company's client station operators Thursday to "be as certain as possible a show is really going to go on the air before you commit to it."

Aside from the opening bustle of the most competitive program marketplace broadcasters have seen in several years, NATPE's opening day showed signs of at least one controversy: Dissatisfaction is heating up again among program distributors about the exhibition being divided between an official exhibit hall and several local hotels. Harvey Seslowsky, whose National Video Clearinghouse last fall helped stage the first annual conference for overseas distributors in the U.S. (AMIP), said Thursday that he has been approached by 20 of the 203 exhibitors populating NATPE's exhibition hall with requests that he help distributors organize their own annual program marketplace next year, thus negating the need for their participation in NATPE International.

Also tainting NATPE's opening day were the no-shows by FCC commissioners. The only one present was Dennis Patrick, who is new to the FCC and is attending only as an observer. James Quello and Mimi Dawson, both slated to appear on a panel, backed out (see "Closed Circuit," page 21).

One program deal finalized early in the conference came from Telepictures Corp. It announced that its All New Let's Make a Deal, with Monty Hall, had been picked up by WCBS-TV New York, KNXT(TV) Los Angeles, WMAQ-TV Chicago, WNEV-TV Boston, WILA-TV Washington and about 30 other stations.

Although formal activity had barely begun on Friday, at least one theme for this year's conference appeared to be emerging: localism. Affiliated stations appear more interested than ever in producing their own fare for locally programed dayparts. Talk of local production of prime access and early fringe vehicles, in addition to the morning programs many stations already produce for themselves, was heard frequently.

In the words of Bob Jones, program manager, KING-TV Seattle, and chairman of this year's conference, "it's not going to be easy in the next 10 years." He warned a preconference gathering of NATPE board members that profit margins in television will continue to shrink. "We will have to be more self-sufficient. Stations will have to create their own television the way they did years ago."

BROADCASTING's wall-to-wall coverage will appear in the Feb. 20 issue; an advance look at the NATPE agenda and exhibitors begins in this issue on page 92.

EEO requirements stall deregulation measure

Inclusion of quotas unacceptable to NAB; latest snafu could cause bill to be killed altogether

The prospects for passage of a broadcast deregulation bill in the House were dimmed last week when the National Association of Broadcasters failed to make any progress in its efforts to strike an agreement on equal employment opportunity quotas with a key member of the House Telecommunications Subcommittee.

In light of this latest development and due to a week-long congressional recess, the matter was put on hold until the legislators return next Tuesday (Feb. 21). Besides, as

one source noted, there is "no incentive to move unless the industry supports the bill."

"We're locked in a stalemate," said National Association of Broadcasters President Eddie Fritts, after a meeting with Larry Irving, an aide to Congressman Mickey Leland (D-Tex.), who is insisting on the inclusion of EEO quotas in any deregulation bill. Fritts and John Summers, NAB's executive vice president for government relations, met with Irving to discuss the inclusion of EEO provisions in a broadcast deregulation bill. Leland is asking the NAB to accept EEO provisions at least as strong as or stronger than the provisions in the cable bill.

Irving said: "We're not prepared to go any

lower. My sense is that this could be a bill killer, but it's up to the NAB if they want a bill."

The EEO section in the cable bill (H.R. 4103) now pending before the House Energy and Commerce Committee would require the FCC to certify annually that a cable system or headquarters is in compliance with EEO standards for the employment of minorities and women. Operations with fewer than five full-time employees would be exempt. Those with five to 10 full-time employees would be required to employ minorities and women at a ratio of 50% of their availability in the labor force. Those with 11 or more full-time employees would be re-

Media-military hindsight on Grenada

Joint Chiefs panel has representatives from both sides saying press should be allowed to cover military operations; the unresolved question is how

For the better part of four days last week, a 14-member panel of retired or former journalists and representatives of the military, sitting in an auditorium on an Army base in Washington, heard from more than a score of witnesses on the issue of press access to military operations. The hard news out of the panel—created by the chairman of the Joint Chiefs of Staff in the wake of the outcry on the part of the press and some in Congress over the military's exclusion of reporters during the first two days of the invasion of Grenada—came a few minutes after the start of the first open session, on Monday afternoon (Feb. 6). The panel chairman, retired Army Major General Winant Sidle, former chief of information for U.S. forces in Vietnam, announced that the panel had agreed that "the media should cover military operations to the extent possible, consistent with mission security and troop safety." But that left the question of how that aim should be achieved. And how that question is answered could determine whether the cause of press-military relations is advanced or not.

Time and again, most of the 19 media representatives who appeared simply called for a return to the flexible, ad hoc procedures the military had followed in the days before Grenada, last October. As Jerry Friedheim, executive vice president of the American Newspaper Publishers Association and a former chief spokesman for the Pentagon, put it in his presentation, "You have asked us to answer questions to which you already know workable answers.... The people who didn't do it right in Grenada also knew all those answers. They just didn't do it." And William Leonard, former president of CBS News, who was appearing on behalf of the National Association of Broadcasters, offered "one caution: The press is leery of too much doctrine laid down in advance of something we know not of. It's leery, because maybe it won't be applicable when the time comes."

But from the four days of discussion there emerged the impression that the problem the panel was called to address was the product of an ad hoc decision—if it were a deliberate decision—made under the pressure of planning an invasion on some 48 hours notice. The justification of the decision—that it was made in the interests of security and the safety of the journalists—was derided by most in the media as makeweights; the contention of most commentators was that the military simply did not want the media on hand to provide independent accounts of the fighting. And one possible recommendation of the Sidle panel is that the Joint Chiefs of Staff establish a formal unit, referred to as a "cell," to advise it on public affairs.

Sidle on several occasions indicated he had heard the warnings of the media representatives. He said the guidelines the panel will recommend will be "flexible." But there

were signs that Grenada was a watershed in press-media relations, even if the press is never barred again from a military operation larger than one of the hit-and-run variety. The questions from some of the military public information officers on the panel indicated they were seeking help in developing more formal procedures, some that would aid them in planning for press access to military operations. Others indicated that "voluntary censorship" was on the minds of some officers worried about military security in a time of communications satellites. The presentation of the Navy's chief public affairs officer made clear the source of that concern.

The issues were not all technical. One involved the matter of mutual trust. Throughout the four days, one common thread running through the testimony of many of the media representatives was an indication of an unwillingness to trust the military. Some expressed concern that officers who had been charged with responsibility for reviewing journalists' copy or satellite-delivered pictures to guard against the release of sensitive military operation would base decisions on political considerations. But panel member Keyes Beech, who as a *Chicago Daily News* reporter won a Pulitzer prize for his coverage of the Korean war, asked if reporters have a responsibility to the armed forces.

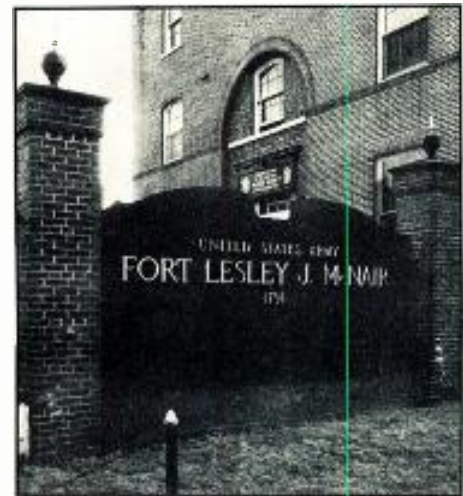
Bill Headline, Cable News Network's Washington bureau chief, who fielded the question, said, "If in an operation you make a deal to live within certain limitations—once that pact is made between reasonable men with different jobs but with the same overall responsibility to the American public—then we have the responsibility to live with it." And the ambivalence the reporters feel regarding the military was indicated by Jack Smith, CBS News's Washington bureau chief. He said that "every reporter wakes up every morning with a healthy distrust of the world at large." But in his search for "truth," he contacts a variety of sources, including those in government. "If there were no trust, there would be no stories."

It was in such exchanges that what some members of the panel regarded as a benefit of the exercise emerged. U.S. Navy Captain Brent Baker, assistant chief of information for operations for the Navy, described the benefit as providing the two sides with "an understanding of each other." At another point, he referred to the project as a "sensitivity" session. Clearly, the press representatives made their feelings clear.

Indeed, the responses some of the media groups filed in response to a questionnaire sent them as a preliminary to the presentations to the panel were particularly useful in that regard. William Small, president and chief executive officer of UPI, said his "sense of outrage" over the military's refusal to allow the press on Grenada until the third day of the invasion was—and remains—so "vivid" that he was surprised he could maintain "a restrained and civil tongue" in replying to the questionnaire. And Roone Arledge, president of ABC News and Sports,

in responding to a reference to the development of "coordinated guidelines" for covering conflicts, said one of the strengths of the Constitution is that it does not always answer questions of conflict between competing rights. Accordingly, he said, "I doubt that the military and the press are well advised to assume their differences on these matters can somehow be synthesized."

Not all the outrage was directed at the military. Lester Kinsolving, Washington correspondent for the Barry Farber syndicated radio show and national editor of the *Washington Guide* magazine and known to press spokesmen for the current and several past administrations as a curmudgeonly questioner, unloaded on the press. He said the Department of Defense's mission is not to "accommodate the media in time of combat, so much as it is to win, with the minimum casualty rate." And he raised the question as to whether all reporters selected to cover combat are "trustworthy" or "a serious threat to the security of operations." His suggestions included putting all reporters in uniform, "as military auxiliaries, subject to court martial in the event of any violation of embargo or military censorship" and excluding employees of "any news medium whose



proprietors or editors are known adherents of the lie-cheat-steal-for-a-story school of journalism."

The Kinsolving presentation aside, the four days in the auditorium in a building on the campus of Fort McNair indicated that Grenada was something of a trauma for military public affairs as well as for the media. The public affairs officers on the panel recalled in their questioning of presenters as well as in private conversation during coffee breaks the more than 400 journalists on Barbados who were demanding access to Grenada within hours of the first word of the invasion. Some one-third represented U.S. media on a permanent basis. The remainder were said to be freelancers and foreign. All were taken into the island, some twice.

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To deal with the overwhelming problems the more than 400 on Barbados represented, public affairs officers were focusing, in their questioning, on advance procedures for accreditation and for setting up pools of journalists to accompany a mission when transportation space is limited. To a man—and all of the presenters, as well as all of the panel members, were men—the media representatives made clear their distaste for pools. Headline put the feeling most succinctly: "Pools stink. The only thing worse than a pool is no coverage at all." All media representatives—including those from the networks, the wire services, the *Washington Post*, *New York Times*, *Los Angeles Times*, *Wall Street Journal*—said the military should permit open coverage as soon as possible. But none insisted that correspondents and cameramen be allowed in as part of "the first wave."

paper Editors, indicated a new, somewhat more formal approach to accreditation with which the military might be more comfortable. At present, journalists require only a letter from a responsible official in the organization stating that the person involved is the organization's representative in order to gain Pentagon accreditation to cover military operations. That was the system used in Vietnam. But Sidle asked what the reaction would be if the Pentagon insisted that anyone seeking to accompany a mission be "certified" as the full-time correspondent of a news organization or, in the case of a freelancer, that the reporter's material "will" be used, rather than "might be." Speaking as an individual, Black said, "I wouldn't have trouble with that."

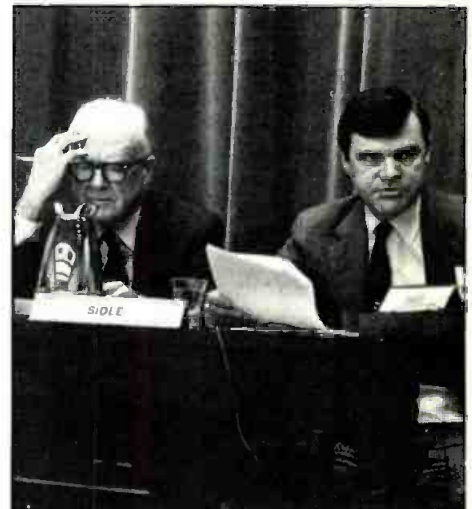
The hordes of journalists on a Caribbean island champing at the bit to cover a conveniently located war is not the only possible indication of the logistical problems ahead for public affairs officers planning accommodations for the media at the next war. Leonard called attention to the rapid increase in the number of television stations that have developed the capacity to cover news events of national and international significance. "Freedom of the press is not just freedom for CBS or the *New York Times*," he said. "There are stations and newspapers that feel

tor of the *New York Times*, cited the information they had withheld during the Iranian hostage crisis that a number of American embassy personnel had found sanctuary in the Canadian embassy.

But public affairs officers, who are at least as concerned with security as the press is with access to the battlefield, see the emergence of communications satellites, among other matters, as adding new dimensions of complexity to the security issue. Commodore Jack A. Garrow, chief of information for the Navy, said that, in view of satellite transmissions, "it may be necessary to have on the scene new procedures to maintain security." Captain Baker had made clear what "new procedures" Garrow had in mind. To every television industry representative who made a presentation, he had posed the question of the acceptability of a military officer at the uplink or downlink in a satellite system who could point out pictures that the journalists might not recognize as posing a danger to the security of American or other friendly forces. He was not talking of "censorship," he insisted, in posing the question. Nevertheless, the television industry representatives indicated they would not accept such "voluntary censorship." "As a matter of principle," Ed Planer, NBC News vice president, said, "we don't care to submit material



Headline, Leonard and Salant



Sidle and Fouhy

One of the public affairs officers on the panel, Air Force Colonel Robert J. O'Brien, who is a deputy assistant secretary of defense for public affairs, talked of one proposal apparently of interest to the military—"standby, rotating pools, whose members would be selected by news organizations, that would be available for emergency use." The nightmare of making up pools of whatever size—and that would depend on the circumstances—in the heat of a crisis would be avoided. The media representatives generally indicated they could accept the idea in principle, but several noted that the list would, at a minimum, require constant updating, to take account of turnover. And some indicated that on a given operation they might prefer to pick someone not on the list but closer to the area involved.

And Sidle, in a colloquy with Creed Black, president of the Association of News-

just as strongly about the right to cover the news, even in a military situation, as the big networks, the wire services and the big newspapers. What we say here is a matter of concern to every radio and television station individually."

All of the media representatives—with the exception of Kinsolving—said the American news organizations can be trusted to keep secrets and observe ground rules designed to assure security. The experience of the Vietnam war, when only a few cases of security violations were recorded despite the absence of censorship, was cited. Last week, there was an acceptance of the fact that violation of ground rules could mean expulsion from a war zone. And some noted their organizations had voluntarily held back stories in the interest of national security. George Watson, vice president of news for ABC, and Seymour Topping, managing edi-

tor to preview." But Garrow, whose presentation concluded the open sessions of the panel, on Thursday, intends to press ahead on the issue. "A dialogue between the media and the military is needed to deal with this," he said.

Baker also expressed concern about another possible security problem he said the new communications technology poses—a television crew beaming pictures, in real or close to real time, to a satellite from an earth station located on or near a battlefield.

Edward Fouhy, ABC News Washington bureau chief who appeared in behalf of the Radio-Television News Directors Association, said such a scenario was "ridiculous." He said it was "theoretically possible but in practical terms impossible" to broadcast live from behind the lines in a battle. And George Watson, vice president of ABC News, said, "There won't be backpack transmitters in the

Alberto-Culver keeps pushing for split 30's

immediate future." But Baker noted that, during the Grenada operation, ABC, CBS, NBC and CNN hired a C-130 in Barbados to transport a portable transmitting station to the airport on Point Salinas, on Grenada. The military denied the plane permission to land.

The questions posed by the new reality of communications satellites seemed to be a frustration for Baker. "I've been in public affairs 20 years, and I don't know how to deal with instantaneous communications."

Whatever changes the examination of military-media relations will mean for the press, one recommendation the Sidle panel will consider would be designed to strengthen the public affairs capability of the military at its highest level. The public affairs plan for the Grenada operation was part of the overall invasion plan prepared by the commander in the field and approved by the Joint Chiefs, the secretary of defense and the President, all within about a 48-hour time period. The Joint Chiefs has no independent public affairs unit, but on Oct. 25, the day of the invasion, it established an informal public affairs cell, composed of public affairs officers from each of the services, and it began meeting on the second day of the operation. During a discussion of the development of the "informal cell," Sidle said the panel "could recommend that the cell be made formal."

The Sidle panel ended its open sessions on Thursday morning with presentations by the top public affairs officers of three of the services—Major General Lyle J. Barker Jr., of the Army; Brigadier General Richard F. Abel, of the Air Force, and the Navy's Garrow. All three expressed strong commitments to the concept of a free press and expressed a strong determination to cooperate with the media.

But still, there were expressions of misgivings regarding the media. Barker said he wants to take the media into his confidence, "but some in the media will try to get out secrets." He said he thought "one of 15" members of a pool would break an embargo. Garrow, besides stating his conviction there is a need for a security check of pictures from a war zone being transmitted by satellite, was critical of the ability of many reporters who cover defense matters. "There are as many pros as before," he said. "But more people [in the press corps] are not up to the same standards. They're a problem for us, not only in what they report but in their lack of understanding." Perhaps Abel explained the conflicting views presented by each of his colleagues when he said, "Public affairs people are on a tight rope. They serve their commanders and the media." And serving "two masters," he noted, is not easy.

The panel went into closed session on Thursday afternoon to begin deliberations intended to lead to recommendations for the chairman of the Joint Chiefs of Staff, General John W. Vessey Jr., possibly by the end of the month. Vessey is to comment on them, and send them on to the Secretary of Defense. Sidle indicated he will strive for a unanimous report. But if that is not possible, there will be majority and minority reports. □

After getting approval from CBS, last of the networks to OK shorter spots, it hopes group owners will follow

It appeared last week that Alberto-Culver Co., the packaged goods company specializing in hair and household products, was making further headway in its talks with a handful of major group television station owners to clear the way for split-30 advertisements in spot markets across the country. The primary indication of that, according to one station source involved in the talks, was that the company was prepared to file a motion for a postponement by 30 days of the Tuesday (Feb. 14) deadline by which it is supposed to submit its first pleadings in its class action suit against nine group owners in the U.S. District Court in Washington.

Alberto-Culver has already cleared the way for limited split-30 advertising on the three broadcast networks—ABC and NBC settled last fall, and CBS agreed two weeks ago (BROADCASTING, Feb. 6)—and has made some progress in the spot market. So far the company has come to terms with three group owners—Taft, Capital Cities and Knight-Ridder. And it says it is "close" to agreements with several others.

The Washington court suit names nine defendants: Cox, Hearst, King Broadcasting, Meredith, Metromedia, Post-Newsweek, Scripps-Howard, Storer and Westinghouse Broadcasting and Cable. "When CBS settled, that was it," suggested an attorney representing one of the station operators named in the suit. "We expect most of the parties to settle in a fairly short period."

In all likelihood, however, the case will go to court because several of the firms named in the suit remain vigorously opposed to airing split 30's. One is Storer Communications, although Ken Bagwell, president of the company's broadcasting and cable divisions, in comments last week to BROADCASTING, left the door open just a crack for future settlement. "We're studying the impact of CBS's move," he said, with an eye toward seeing if "that changes anybody's thinking [about split 30's] around here." Bagwell said that Storer is still not accepting such commercials at any of its stations, and that it "is not negotiating" with Alberto-Culver to resolve the issue.

Bagwell identified clutter as his company's basic concern with split-30 advertising. "When the [NAB advertising] code went away," he said, "we wrote our own documents" with an eye towards minimizing clutter. "I don't like any part of it. It's bad, bad business. I don't think it helps the advertiser and it sure doesn't help the viewer or the station."

Most of those with an interest in the matter contacted last week said they did not believe the split-30 concept would lead to the standardization of the 15-second commercial. And that includes the leader in the fight on the advertiser side, Alberto-Culver. However, Richard Busciglio, senior vice presi-

dent and director of national broadcast, McCann-Erickson, turned out to be an exception. He maintained that split 30's would flourish and become the standard within a few years. "It's inevitable," he said. "Initially, the advertisers with small budgets will come in as will certain types of advertisers with strong identifications, such as beers and soft drinks. Of course, we don't know how the viewers will react to this increased commercialization, but that will depend in part on the creative execution."

Henry Wittemann, Alberto-Culver's vice president, advertising services, said that "it's the company's hope that the 30-second advertisement will remain the standard." Wittemann said it is Alberto-Culver's contention that the split-30 vehicle is essential for some packaged goods companies that are feeling the crunch of annual increases in the cost of commercial time on television. "The costs are becoming prohibitive," he said. Split 30's, he added, provide "a way of staying in television and keeping our products in front of the public."

But the split-30 vehicle will not be adequate for all products, said Wittemann, "We're committed to it for established brands," but to introduce new products, he said the company would want to use full 30-second spots.

The advertising community is sharply divided on the split-30 issue. In fact, the Association of National Advertisers has declined to take a stand on the issue for fear of offending a major segment of its membership regardless of which side it takes.

Some of the big spenders in television that don't have to be as concerned as Alberto-Culver about increasing rates are opposed to split 30's. Procter & Gamble is one example. A company spokesman said P&G was concerned about added clutter and that split 30's, "if widely used, would [render television] a less effective medium for advertisers."

Paul Mulcahy, director of advertising, Campbell Soup Co., said there was "little interest" at his company in using split 30's. Aside from the potential clutter factor, Mulcahy explained that Campbell's products for the most part need a commercial message that develops "appetite appeal" with the audience and that takes longer to develop. "We'll use 10-second spots on a newsbreak," he said, "but that would reinforce a lot of 30's that went before it."

Mulcahy also suggested that campaigns aimed at "developing an aura or image around the product" generally take longer than 15 seconds.

Might split 30's take dollars out of the spot market? Walter Schwartz, president and chief operating officer, Blair Television, does not believe so. In fact, he said, "it may bring smaller-budget advertisers into the marketplace." Schwartz noted that multiple-product spots have been carried on the local level for years. "I don't see why it can't work on the national level." □

U.S. pleased with WARC results

While shortwave conference remained deadlocked on major issue, chairman devises 'historic' approach to solve problems of spectrum allocation

With the World Administrative Radio Conference on shortwave radio facing a Feb. 11 deadline, and with work on the principal agenda item stuck on dead center, the conference chairman on Wednesday took matters into his own hands and began developing a compromise proposal. After meetings running into the early morning hours of Thursday and Friday the planning committee adopted "provisionally" a proposal that, if it does not finally resolve the issue, provides a revolutionary approach on how to proceed.

What's more, the committee, in the same session on Thursday night, adopted two resolutions on jamming that the U.S. found acceptable. In fact, U.S. delegates had trouble suppressing cheers. "It gives us everything we wanted," said one.

The action on the three documents was called "historic" by some delegates.

The conference sessions that were to end on Saturday—a day late—were to establish principles of planning use of high frequency bands for shortwave radio. The second session, in 1986, will develop the plan. And the issue on which the conference was stalled involved the manner of allocating frequencies. Developed countries, including the U.S. and Soviet Union, had lined up on one side on the issue, developing countries on the other, with neither showing signs of a willingness to compromise.

At that point, conference chairman, Krister Bjørnsjö, of Sweden, stepped in and prepared a draft proposal basing allocations on use of computers provided by the ITU. The proposal would be a new departure for ITU in spectrum allocation; it would, as one U.S. official put it, move the organization into the "realm of the unknown." As a result, the proposal was adopted only provisionally. It will be tested by a panel of experts unsupported by the ITU's International Frequency Registration Board over the next two years, with the results to be made available to conference members at the second session. With those results in hand, countries will decide whether they will accept the new method of spectrum management.

The proposal—which includes the principles to be employed in programing the computer and the technical standards to be met—was developed by a working group consisting of the U.S., France, United Kingdom, Soviet Union, West Germany and three countries that were leaders of the developing nations at the conference—Iran, Algeria and India.

The concept was acceptable to developing countries because it meets their concern that, because of a lack of sophisticated computers, they don't have the capability of developed countries to seek out the most desirable frequencies. The developing countries last week felt that, with the resources to be made available to them, they would be able to optimize their use of shortwave frequencies.

Developed countries, including the U.S., were less enthusiastic. The proposal would mean the allocation of fewer frequencies to them. However, the theory, which will be tested over the next two years, is that the efficiency of the new system will be a net plus: The developed countries would achieve better results in reaching target audiences at less cost than at present. If that theory does not prove out, the U.S. will presumably exercise its option not to accept the proposal.

The U.S. decision to support the proposal even provisionally was linked, in part, to the willingness of the conference or committee not to block adoption of the two resolutions on jamming. The Soviet Union was among those that did not object.

"By design, the pressure of time and a desire to cooperate," as one American put it, "the three documents had merged into one package."

Both resolutions on jamming were initially offered by the Netherlands and the United

Kingdom, but a number of Western countries participated in drafting the language. And like the provisional solution to the allocations problem, both marked new departures for the ITU, injecting it directly into the jamming issue.

The first directs the IFRB to develop a monitoring program to identify stations causing the interference, and calls on member countries to participate in the program. Thus, a method of confirming and assessing harmful interference will be established. The second document is at least as innovative. It provides for the first time for a form of compensation for a country that is the target of jamming. In the event of "harmful interference" to a station operating on a shortwave assignment in the plan, the resolution states that the country may obtain assistance from the IFRB in obtaining an alternative frequency to restore the service level to that provided for in the plan.

The results of the last few days of the conference left U.S. delegates feeling good about themselves. One who has served on a number of delegations to ITU over the years



Olympic news. ABC, in addition to its ratings dilemma (see "In Brief"), was beset by further difficulties during its coverage of the winter Olympics last week in Sarajevo. Viewers were exposed to an abbreviated version of the U.S. hockey team's loss to Czechoslovakia last Thursday, Feb. 9, an outcome that was known well before the game aired because of the time difference. And the glamorous men's downhill skiing competition was canceled due to exceptionally strong mountaintop winds. That prompted ABC to drop the final hour of its three-hour prime-time coverage for that evening, which drew a 14.6/21 in six metered overnight markets. *20/20* aired at 10 p.m. instead.

Most observers said it was too early to tell the effects the lowered ratings would have on ABC and its advertisers since most spots were sold in packages spread throughout the games. But if the ratings don't pick up, Mike Moore, senior vice president, director of media management, Benton & Bowles, said ABC will be hard pressed to ask for increases proportionate to the hike in rights it paid (from \$91 million to \$309 million) for the 1988 winter games in Calgary. The first three nights of Olympics coverage this year have averaged 14.3/21.6 for ABC, down from 1980's Lake Placid games of 23.7/37.

Even before the games began, there was controversy on the political/journalism front. The barring of Radio Free Europe/Radio Liberty reporters from the games by the International Olympic Committee brought a stern response from RFE/RL President James L. Buckley. He said the IOC's decision was discriminatory, in violation of its charter and an "abject submission to Soviet pressure."

praised the delegation to the conference now ended as "the finest I have ever served on." And he described Leonard Marks, the former United States Information Agency director who headed the delegation as "the best chairman I've served under." □

Hill reviews NPR condition

Present and former National Public Radio officials went before the House Oversight and Investigation Subcommittee last week to update members on the network's \$9-million financial crisis last year. Congressman John D. Dingell (D-Mich.), chairman of the subcommittee, James Broyhill (R-N.C.) and Michael Oxley (R-Ohio) heard statements from past and present representatives from NPR, the Corporation for Public Broadcasting and the General Accounting Office about their versions of what went wrong—and what was now right to prevent the financial problems from reoccurring.

Leading the testimony was Fredrick D. Wolf, director of accounting and financial management division, GAO. His report concluded that NPR's financial problems in 1983 resulted from "nonCPB grant revenue projections which were not realized; overspending by the organization on NPR Plus and other operations, and unreimbursed spending on venture operations." GAO added that these problems "were caused or compounded by NPR's informal management operations, lack of developed venture management and fundraising capabilities, confusion over the budget, its weak financial condition at the beginning of the year and lack of a functioning financial management information system." Representatives from the GAO also testified that CPB should have been more diligent in overseeing NPR.

The most direct questioning was reserved for former NPR President Frank Mankiewicz. Mankiewicz, who said NPR's audience "grew more than threefold" during his tenure from August 1977 to September 1982, said NPR's "fiscal calamity" was compounded by four elements: the unanticipated length and depth of the recession, which made an adverse impact at the state and local level; the "almost complete breakdown" of the financial reporting system on which NPR had relied; insufficient personnel to do the job, and "simply no margin for error." He admitted "the company should have been managed more carefully—particularly under such difficult political and

CBS, IBM, Sears videotex connection? CBS was reported last week to be on the verge of announcing plans for a new, ultimately national, videotex service in partnership with IBM and Sears, Roebuck & Co.

The report seemed to gain credence from the refusal of all three companies to confirm or deny it.

The report, first published in *USA Today*, said that for about \$30 a month the service would offer video games, catalogue merchandising, electronic banking and advertising.

It was apparently triggered by a speech in which Howard Anderson of the Yankee Group, a Boston-based research firm, said IBM intends to get into the videotex business in partnership with two companies that he did not identify except to say that one was in the broadcasting/editorial business and the other was a major retailer.

Anderson told BROADCASTING that he knew the identities of IBM's partners but that he did not and would not disclose them, leaving them to "make their own announcements."

He had said the announcements might come as early as today (Feb. 13) or tomorrow, but he told BROADCASTING later that he had heard that at least one of the companies was so incensed by the leak that the announcement might be delayed for a week or more.

Representatives of CBS, IBM and Sears refused uniformly to comment on the report or to give any clues as to when an announcement, if any, might come—if ever.

"As you know," a CBS spokeswoman said, "we have been interested in videotex and conducted a joint test with AT&T [in 1982-83 among 200 homes in Ridgewood, N.J.]. We have been evaluating the results of that test and considering whether it is a business we should go into."

Spokesmen for IBM and Sears were equally noncommittal.

The report said the service would probably start in the Northeast and expand gradually over several years. Other sources suggested it might start as regional operations in key cities and expand from those, also over several years.

Another source speculated that AT&T might become a CBS partner, since the two companies had worked together on the Ridgewood test. An AT&T spokesman, however, said his company had no such plans.

financial circumstances."

Oxley said he was "flabbergasted" by Mankiewicz's remarks in the past about the financial problems, that showed what he called "a lack of concern and arrogance" for the problem. He questioned NPR's extensive use of credit cards, its apparently overoptimistic fund-raising predictions and top NPR management's failure to recognize its impending financial crisis sooner.

In other testimony, Douglas J. Bennet, NPR president since Oct. 28, 1983, said, "10 months ago, NPR was surprised by a deficit projected at almost a third of its annual budget. . . . Ten months later, we are running a slight surplus. . . . I am confident that there will be no more financial surprises." Bennet told the committee that a reduction in employees at NPR (from 442 last year to 303), "extensive" financial management procedures and "new procedures for American Express cards held by NPR employees" have been some of the internal changes made at NPR to prevent a similar recurrence.

In its statement to the committee, CPB held that "as late as the first quarter financial reports for fiscal 1983, which were received by CPB in February 1983, there was no indication that NPR was exceeding its fiscal 83 budget for either CPB or nonCPB activities. . . ." CPB President Edward J. Pfister said in his testimony that in early March CPB was advised "that NPR faced a deficit of \$2.8 million. . . . for fiscal 1983," but that by mid-March, "NPR had adopted a financial plan to resolve the deficit problem, as it was understood then." In mid-April, Pfister said, CPB was advised that the deficit estimate had risen to \$5.8 million. By June, he said, CPB "began to understand in part what we now understand fully—namely that poor financial systems, coupled with management misjudgments, had caused NPR, in a

three- to four-month period, to turn itself from a financially stable institution into. . . a financial mess."

CPB Board Chairman Sharon Percy Rockefeller called the situation "deplorable," and said that the loan agreement between CPB and NPR, which rescued NPR from insolvency last June, had "achieved financial stability for NPR." □

CBS posts 69% profit increase for 1983

Full-year results find Record Group leading charge; Broadcast Group profits were up over 10%

Boosted by a strong fourth quarter in its Broadcast Group and fueled by an exceptional year in its Record Group, CBS posted a 69% increase in profits for the full year 1983 on a 10% rise in revenues. For the year ending Dec. 31, 1983, CBS reported that net income rose to \$187.2 million, or \$6.31 per share, compared to \$110.8 million, or \$3.95 per share, for the full year 1982. Revenues increased from \$4.12 billion to \$4.54 billion, while income from continuing operations rose 26% to \$187.2 million from \$148.4 million in 1982.

Thomas H. Wyman, CBS chairman, noted that "CBS achieved a substantial turnaround in 1983," and credited much of that turnaround to "significant" product and program successes, plus an "emphasis on effective cost management." Wyman also observed that "although a higher comparative

Under one tent. The National Radio Broadcasters Association's board of directors last week approved a proposal to combine its annual convention with the National Association of Broadcasters' annual Radio Programming Conference. The meeting, to be called "The Radio Convention," is scheduled for Sept. 16-19 at the Bonaventure hotel in Los Angeles. The board also voted to invite the music industry to participate as well. NAB and NRBA plan to split convention expenses and revenues.

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The Leadership Continues...

Three Big Ones—from

TAXI



#1 IN NEW YORK

(WNEW/IND 6:30pm)

in Rating, Share, Households, Women
18-34, 18-49 & 25-54 and Men 18-34,
18-49 & 25-54!

#1 IN DETROIT

(WJBK/CBS 11:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54
and Men 18-34, 18-49 & 25-54!

#1 IN SEATTLE/TACOMA

(KSTW/IND 7:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54
and Men 18-34 & 18-49!

#1 IN BALTIMORE

(WJZ/ABC 5:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54,
Total Men and Men 18-34, 18-49
& 25-54!

#1 IN MADISON, WI

(WISC/CBS 10:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54
and Men 18-34, 18-49 & 25-54!

ENTERTAINMENT TONIGHT



#1 IN MINNEAPOLIS/ ST. PAUL

(KSTP/ABC 6:30pm)

in Share, Households, Total Women,
Women 18-34, 18-49 & 25-54 and
Men 18-34, 18-49 & 25-54!

#1 IN TAMPA/ ST. PETERSBURG

(WTVT/CBS 7:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54,
Total Men and Men 18-34, 18-49
& 25-54!

#1 IN BIRMINGHAM

(WBRC/ABC 6:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54,
Total Men and Men 18-34, 18-49
& 25-54!

#1 IN SPOKANE

(KREM/CBS 6:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54,
Total Men and Men 18-49 & 25-54!

#1 IN DAYTON

(WHIO/CBS 7:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54,
Total Men and Men 18-34, 18-49
& 25-54!

November's ⁷⁷1 Winner!

SOLID GOLD



#1 IN BOSTON

(WBZ/NBC Sat., 7pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54,
Total Men and Men 18-34, 18-49
& 25-54!

#1 IN ST. LOUIS

(KPLR/IND Sat., 5pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54,
Total Men and Men 18-34, 18-49
& 25-54!

#1 IN SAN FRANCISCO

(KTVU/IND Sat., 7pm)

in Rating, Households, Total Women,
Women 18-34, 18-49 & 25-54, Total Men
and Men 18-34, 18-49 & 25-54!

#1 IN MOBILE

(WKRK/CBS Sat., 10:30pm)

in Rating, Share, Households, Total
Women, Women 18-34, 18-49 & 25-54,
Total Men and Men 18-49 & 25-54!

#1 IN DAVENPORT

(WOC/NBC Sat., 6pm)

in Rating, Share, Households, Women
18-34, 18-49 & 25-54, Total Men and
Men 18-34, 18-49 & 25-54!

It was one phenomenal
Fall Sweep for
Paramount's TAXI,
ENTERTAINMENT TONIGHT
and SOLID GOLD —
each dominating the
ratings and key
demographics in markets
large, medium and small
from coast to coast!

**Remember
November —
and call
Paramount 1st!**



TELEVISION DOMESTIC DISTRIBUTION

All Progr Not Creat

ENTERTAINMENT TONIGHT/THIS WEEK is now firmly established as the premiere success in all syndication — and its remarkable dominance of local-market audiences is only one of the reasons. As these comments from broadcasters, advertisers and the media indicate, “ET’s” Ratings, Shares and potent young demographics are matched by its outstanding production quality and fascinating content. Popularity plus quality — the formula that explains why advertisers are paying a premium price for the most prestigious series in syndication today!

FROM STATION MANAGEMENT

“‘Entertainment Tonight/This Week’ is in a class by itself. The show is an industry forerunner—it has changed the way entertainment is covered on television. A perfect lead-out for our hard-hitting NewsCenter 10PM.”

—JACK SANDER, PRESIDENT & GEN. MGR., KTSP PHOENIX

“The show breaks important new ground in entertainment news coverage. It is unequalled for star reporting and behind-the-scenes industry information.”

—EARL BEALL, VP & GEN. MGR., WDAF, KANSAS CITY

“It’s a contemporary entertainment information show with production and pacing values that are setting the standards for television today.”

—ROBERT W. LEIDER, VP & GEN. MGR., WSVN MIAMI

“Ranked #1 in the crucial 7:30 prime access period, beating both ‘Family Feud’ and ‘PM Magazine’ and delivering the Men and Women 18-49 and 25-54 demos advertisers are out to capture.”

—FREDERICK R. BARBER, JR., VP & GEN. MGR., WSB ATLANTA

“It fits perfectly with our programming lineup. A runaway winner in rates and young demographics!”

—JIM BLAKE, VP SALES, KSTP MINNEAPOLIS

“Advertiser acceptance and demand for ‘ET’ have kept it virtually sold out at premium rates!”

—RON COLLINS, GEN. SALES MGR., KRON SAN FRANCISCO

ams Are ed Equal.

"We've been with 'ET' since it premiered three years ago. We're extremely pleased that Paramount stuck with it and made it the industry success story. It has become the state-of-the-art series."

—DOW SMITH, VP & STATION MGR., WJLA WASHINGTON

FROM THE ADVERTISERS

"'Entertainment Tonight' has proven to be a reliable numbers generator delivering reasonable efficiencies that we believe help us to reach a segment of viewers being eroded from the traditional network audiences."

—BRUCE HEIM, BROADCAST SUPERVISOR, LEVER MEDIA GROUP

"I'm very happy with the program's continued growth and performance. 'Entertainment Tonight' delivers substantial ratings with a network look. I consider it to be top quality programming."

—IRWIN FLEISCHER, DIRECTOR OF MEDIA, RICHARDSON-VICKS

FROM THE MEDIA

"Hottest syndicated show on television!"

—TIME MAGAZINE

"One of the all-time television success stories, a concept that has revolutionized the TV syndication business and proved that expensive, original non-network programming can be profitable to everyone."

—RON MILLER, KNIGHT-RIDDER NEWSPAPERS

"I enjoy 'Entertainment Tonight'...it does a much-needed job very well."

—DON HEWITT, EXECUTIVE PRODUCER, "60 MINUTES"

"Such an important component in the way the industry is covered by press and television that it would now be difficult to imagine its absence."

—DAVID GRITTEN, LOS ANGELES HERALD-EXAMINER

"The most successful non-network program in the history of television!"

—US MAGAZINE



ENTERTAINMENT
TONIGHT / THIS WEEK



TELEVISION DOMESTIC DISTRIBUTION

Shared satellites seen as answer to future shortage of slots

tax rate and higher foreign exchange losses cut into that gain, CBS's after-tax earnings from continuing operations were 26% higher than last year, resulting in an earnings increase of more than one dollar per share."

Full-year 1983 CBS/Broadcast Group revenues increased 10.4% over 1982 to \$2.389 billion, while operating income rose 7.6% to \$291.5 million. Fourth-quarter CBG revenues rose nearly 18% to \$773.5 million over the fourth quarter of 1982, while operating income increased 34.5% to \$115.5 million from \$85.9 million in the comparable period the year before.

CBS said the strong fourth-quarter profit performance of CBG was led by its network division, while all CBS divisions—O&O stations, entertainment, sports, news, radio and theatrical films—were also profitable for the full year 1983. CBS noted that "while the television network's operating margins declined slightly for the full year, effective cost management efforts became particularly apparent in the second half of the year, and margins improved substantially compared to prior-year levels."

Highlights from CBS's other divisions:

- CBS/Records Group full-year 1983 revenue increased 9% over 1982 to \$1.158 billion, while operating income soared five times over 1982 levels to \$109.4 million. Fourth-quarter CRG revenue rose 17% to \$326.2 million over the fourth quarter of 1982, while operating income nearly tripled to \$33.8 million from \$11.5 million in the comparable 1982 quarter. CBS said the dramatic gains in its record group were "broadly based," with each of the group's divisions—records, international, Columbia House (direct mail marketing arm) and songs—reporting profits plus "the marketplace success of its recorded music product led the industry by a wide margin," notably led by Michael Jackson's *Thriller* album, which has sold 23 million copies.

- CBS/Publishing Group full-year 1983 revenue increased 9% to \$587 million, while operating income increased 45% to \$55.2 million. Fourth-quarter CPG revenue rose 14% to \$158.5 million and profits more than tripled to \$20.8 million over comparable 1982 periods. CBS said that each of CPG's two divisions—educational/professional and consumer—reported higher profits last year. This was in contrast to 1982's performance, where CPG showed a 12% drop in profit over 1981 on 6% gain in revenues. CBS said that its magazine division "achieved sharply higher profitability and solid competitive gains" in 1983.

- CBS Columbia Group full-year 1983 revenue increased 11% to \$342.7 million, but the group reported a loss of \$15.7 million, principally due to a "very troubled" video game market, and included write-offs and asset adjustments associated with a decision to leave the video game business because of weak long-term prospects. CBS said the Columbia Group—which includes toys and musical instruments divisions—was also affected by "sluggishness" in the 1983 toy industry and the manufacturing consolidation program of its toy division. □

That's one of recommendations by industry committee helping prepare FCC for Space WARC

After two years and the compilation of a 3,000-page record, an industry advisory committee has concluded that the demand for fixed and direct broadcast satellite services will increase five times in the United States and three times in the rest of the world by 2000. Yet, it also said, the supply of satellite capacity will grow quickly enough to meet the demand, if more efficient satellite systems are developed.

The committee, headed by Steve Doyle of Aerojet Tech Systems, was formed by the FCC to help it plan for the 1985 World Administrative Radio Conference on the use of the limited geostationary-satellite spectrum around the world.

Among the committee's other conclusions and recommendations:

- The U.S., Canada, Mexico and Brazil will place the greatest demand on satellite systems for television relay and telephone traffic in the western hemisphere; France and West Germany, in Western Europe, and Japan, in the Far East.

- Use of satellites for television relay will be relatively "modest." After an initial and unspecified jump over the next two years, caused by "new systems and new satellite leases" in Western Europe, demand will increase by 5% between 1985 and 1995, and by 2.5% between 1995 and 2000.

- Depending on the speed with which terrestrial telecommunications networks are established, demand could take "quantum jumps" in Third World countries, and, depending on "multiple unmeasurable factors," it could "grow at significant levels" in the Soviet Union and Central Asia.

- Since demand in the U.S. will far outstrip demand by all the other countries in the western hemisphere, the U.S., in planning for the conference, should take into account its anticipated needs beyond 2000.

The committee qualified its projections by saying demand "will be significantly affected by the actions and policies of national administrations, often prompted by social, economic or political considerations that are not forecastable."

The committee's prediction that supply would keep pace with demand was conditioned on "conservative assumptions" about innovations that would improve satellite efficiency. "Advanced digital modulation, low-rate encoding and on-board processing techniques under development can potentially increase the capacity of satellites by a factor of five to 10," it said.

The committee advised U.S. representatives to the Space WARC to work for a flexible plan based on first-come, first-served access to the geostationary spectrum. "It is becoming increasingly clear that accommodation of the interests of [nations] will not be

served by a rigid plan for assigned orbital positions and frequencies for each nation," it said. "Such an approach may well be directly contrary to the interests of many countries. The encouragement of cooperation within regions, the use of common user platforms (shared satellites), and the application of improving technologies, combined, can potentially provide more than sufficient capacity to meet predictable global needs well beyond the year 2000."

If the U.S. became locked into a rigid allocation plan, the ability of the FCC to modify its rules to accommodate advancement in technology would be limited. The committee cited the FCC's plan to reduce the spacing between fixed satellites. Such a scheme would "certainly have not been feasible... if a detailed *a priori* plan had already been in place."

But based on experiences at previous conferences, the committee said, certain, mostly developing nations, will push for an *a priori* plan under which orbital positions and channels would be reserved for each nation, regardless of each nation's ability or intent to use them.

The committee had a few suggestions for dealing with the proponents of a *a priori* planning.

The U.S. should support the concept of space platforms, owned and operated by two or more countries. Such "common user systems" are an alternative to "the assumption that each country must put up its own fleet of spacecraft," it said, and "could reduce the number of individual orbital positions requested by nations." Ironically, many believe the concept of common user systems is undermined by "apparent support in the U.S." for international satellite systems that by competing with Intelsat, would make it difficult for Intelsat to help in putting together common user systems, the committee said.

It may also be in the interest of the U.S. the committee said, to host several pre-WARC seminars for representatives of the other nations. This would "lay a much clearer factual basis" for negotiations at the Space WARC, it said. Before the conference, the U.S. must assure developing countries that "their interests as well as our own are being accommodated by our proposals," it said. The committee also recommended that the U.S. delegation improve its linguistic and cultural skills and strive to identify "the real basis for developing countries' concerns."

Because the large international conferences can become politically charged, the committee also suggested, the "ground rules" for use of the geostationary spectrum "might better be developed by a more technical, less formal body, like the [International Radio Consultative Committee], which meets regularly and which can propose rule without the burden and inflexibility of treaty format. □

NATPE 1984

Distributors fine-tune program offerings on eve of NATPE



AGAIN!

The #1 Syndicated Show

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Source: Nielsen, Cassandra Ranking
November, 1983

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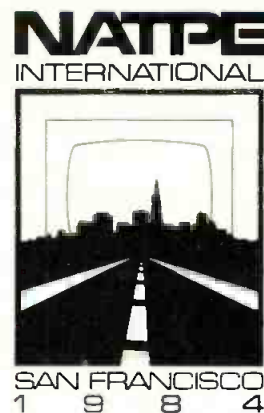
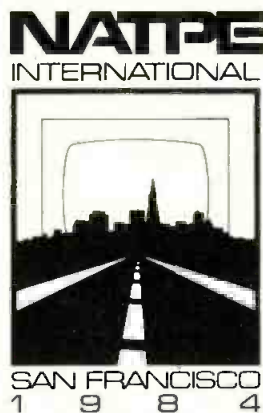


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Special Report

America's preeminent players at the programing wheel of chance assemble this week in San Francisco for the 21st annual NATPE. Here's the full rundown on the business and the show.



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TELEVISION

NATPE opens to 6,000 strong in San Francisco

Conference theme looks to future; programming product goes on display

The more than 6,000 people expected in San Francisco this week for the 21st NATPE International annual conference will be offered six days of panel sessions, workshops and parties—and hundreds of television programs.

This year's NATPE theme, "The Road to the Future," will be highlighted in five separate sessions between Thursday, Feb. 9, and Monday, Feb. 13. NATPE organizers have brought together a variety of outsiders—from astronauts to Washington regulators—to discuss, question and speculate on what the future has in store not only for television programmers, but for all communicators.

After the registration desk opened at 8 a.m. on Sunday, Feb. 12, the morning was to be given over to affiliate meetings with representatives from the various commercial networks, PBS and independent stations. Moderating the ABC affiliate meeting will be Stan Marinoff, program director at Hearst-owned WISN-TV Milwaukee and also president of NATPE. ABC will be represented by two executives from the ABC Television Network: George Newi, vice president and general manager, and Mary Jane Raphael, vice president, communications and administration. Moderating the CBS affiliate meeting will be Barry Barth of Post-Newsweek's WFSB(TV) Hartford, Conn. The CBS representatives will be led by Tony Malara, president of the CBS Television Network, with assistance from Alan Levin, executive vice president, CBS Entertainment, and Da-

vid Poltrack, vice president, research, CBS/Broadcast Group.

The NBC affiliates meeting will be moderated by Ron Klayman of Scripps-Howard's WMC-TV Memphis. Representing NBC will be Pierson Mapes, president of the NBC Television Network; Brandon Tartikoff, president of NBC Entertainment, and Steve Sohmer, vice president, promotion.

The independent stations meeting will be moderated by John von Soosten, program director of Metromedia's WNEW-TV New York, and will include Jay Isabella from TeleRep; Len Giarraputo of Group W Productions; Milton Grant, president of KTXA(TV) Dallas/Fort Worth and KTXH(TV) Houston; Barry Thurston of Embassy Telecommunications, and Mel Smith of Tribune Broadcasting.

Concurrently with the network affiliate and station meetings will be, for international visitors at NATPE, a session on the other conventions that take place during the year. Moderated by NATPE executive director Phil Corvo, participants will include representatives from the National Cable Television Association, Broadcast Promotion Association, MIP-TV and AMIP.

The exhibit hall was to open at 11 a.m., and no sessions or workshops are scheduled for Sunday afternoon.

The Iris cocktail party was to begin at 5:30 p.m. in the Ballroom Lounge area of the Moscone Center. The Iris Awards ceremony—honoring the year's best local television programming—was to follow at 6:30 p.m. in the Moscone Center ballroom. Bill Cosby, a last-minute replacement for Joan Rivers,

and the Smothers Brothers were to appear. Presenters of the awards include Jack Barry, Robert Culp, Jimmy Dean, Mike Douglas, Nancy Dussault, Joanie Greggains, Ted Knight, Wink Martindale, Ed McMahon, Audrey Meadows and Pat Mitchell.

The second half of the general session, "The Road to the Future," begins Monday at 8 a.m. in the Moscone ballroom. A roundtable discussion will be opened by Robert Waterman Jr., author of the bestseller, "In Search of Excellence," and moderated by Ted Koppel of ABC News. John von Soosten of WNEW-TV New York will introduce the panel, which will include Frank Biondi, president of Home Box Office; Bill Brower of Bill Brower & Associates, and John Conomikes of Hearst Broadcasting.

The rest of Monday morning will include six simultaneous panel sessions focusing on topics ranging from research in the 1980's to how to succeed in low-power television.

Tuesday morning will be given over to five simultaneous panel sessions beginning at 8 a.m., covering barter programming, management styles, cable programming, movie programming and video music programming. Another five simultaneous panel sessions will follow after the first set ends at 9:15 a.m., covering fourth networks, children's programming, deregulation, international finance and a repeat of the earlier management styles session. The last session of NATPE 1984 will begin at 11 a.m. Tuesday and will examine the future of program product.

The agenda begins below. Exhibitor listings start on page 110.

Sunday, Feb. 12

ASTA meeting. 8:30-9 a.m. Room 252. Conducted by Harry Way, Advertiser-Supported Television Association.

Affiliate meetings. 9:30-10:45 a.m. ABC (Swing D)—Moderator: Stan Marinoff, WISN-TV Milwaukee. CBS (Room 202)—Moderator: Barry Barth, WFSB(TV) Hartford, Conn. Participants: Tony Malara, Alan Levin, Scott Michels, David Poltrack. NBC (Swing J)—Moderator: Ron Klayman, WMC-TV Memphis. Participants: Tony Cervini, Pier Mapes, Steve Sohmer, Brandon Tartikoff. PBS (Room 236)—Moderator: Tom Madigan, WQED(TV) Pittsburgh. Participants: Natan Katzman, KQED(TV) San Francisco; Donald Schein, WMHT(TV) Albany-Schenectady-Troy, N.Y.; Mary Delle Stelzer, AT&T; Pat Faust, WTTW(TV) Chicago. Independents (Room 220)—Moderator: John von Soosten, WNEW-TV New York. Participants: Jay Isabella, TeleRep; Len Giarraputo, Group W Productions; Milton Grant KTXA(TV) Dallas; Mel Smith, Tribune Broadcasting; Barry Thurston, Embassy Telecommunications. In-

ternational (Room 270)—*Festivals and Conventions*. Moderator: Phil Corvo, NATPE. Participants: Char Beales, NCTA; Bernard LeMaire, MIP; Carrie Hunter, Banff; Harvey Seslowsky, AMIP; Lance Webster, BPA.

Music licensing report. 10:45-11:15 a.m. Room 236. Special report from the All-Industry Music Licensing Committee.

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 Bill Cosby and the Smothers Brothers.

Monday, Feb. 13

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; John Conomikes, Hearst Broadcasting.

Six concurrent sessions. 10-11 a.m. *Research in the 80's*. Room 252. Moderator: Mel Goldberg, ABC-TV. Participants: Ed Aiken, Petry Television; Norman Hecht, Information & Analysis; Elizabeth Robert, Television Audience Assessment.

Local Programming: A Daring Concept. Swing J. Moderator: Chuck Gin

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.

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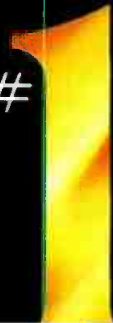
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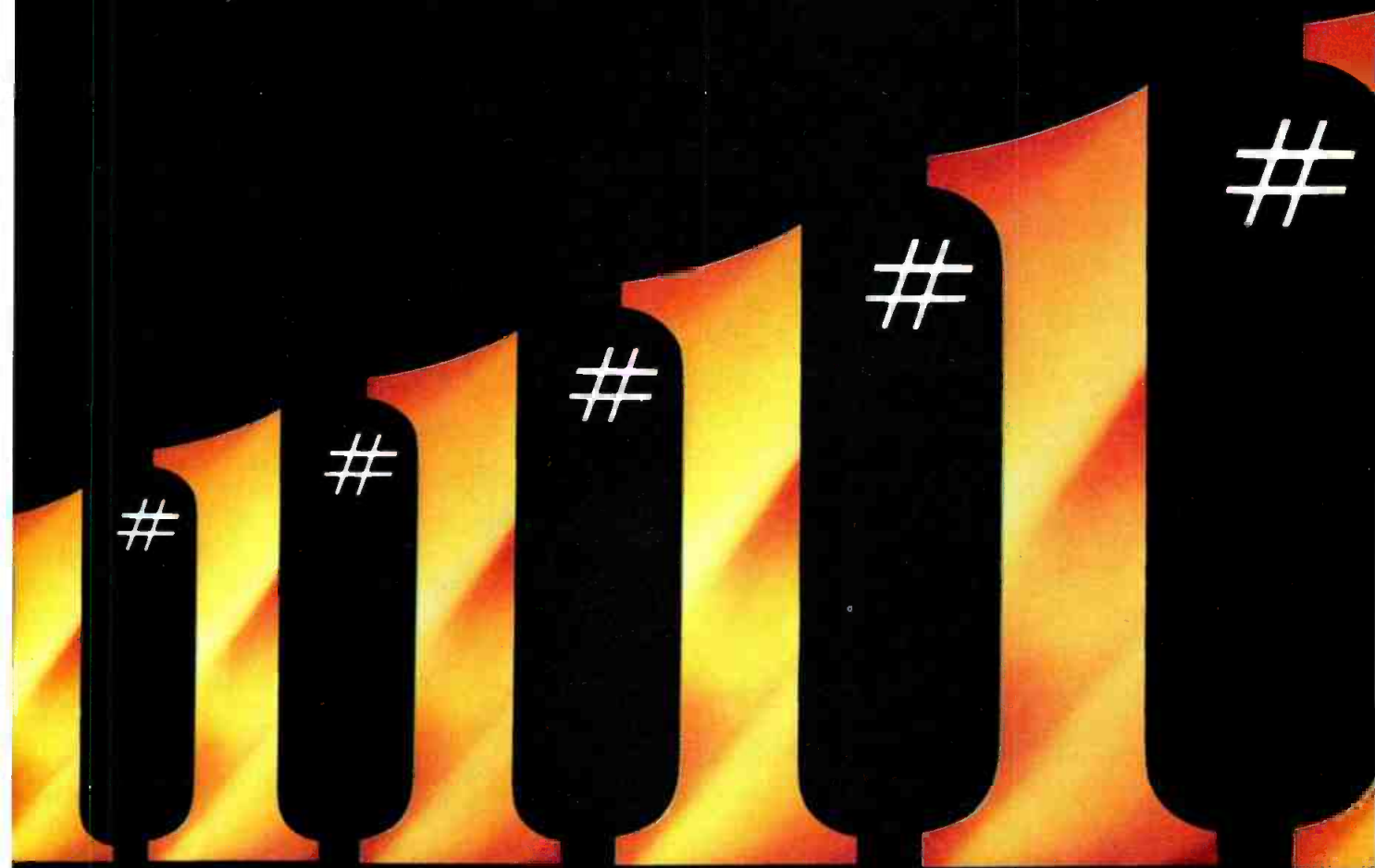


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who has held positions at an advertising agency, a station representative firm and a television station, said that the competition stations now face from pay and cable television has "created a mentality that is receptive to new programming ideas." Reiss said station operators are asking: "What's new?" A few years ago, Reiss said, operators "didn't give a damn, could buy 50 shows and didn't care about cable." More important, Reiss stressed, the reputation of barter has changed. Previously, Reiss said, "people thought of barter as a half-hour weekly fishing show that companies used to buy the time on in the top 20 markets." But programs like Group W's *PM Magazine* and Paramount's *Entertainment Tonight* and *Solid Gold*, have proved that advertiser-supported syndicated programs can be "just not as good, but better than network fare," Reiss said.

Station operators and program directors, however, say that they are worried about the direction cash-plus-barter programming is taking. A pure barter show in a major market is usually divided between two minutes for the national advertiser, which the syndicator includes with the delivery of the program, and four minutes for the station to sell itself—either to a local advertiser or through its representative.

In a barter-plus-cash arrangement, the syndicator requires the station to pay a license fee on top of giving up one or two 30-second spots. Steve Currie, operations manager at KOIN-TV Portland, Ore., a CBS affiliate owned by Lee Enterprises, calls the recent proliferation of barter-plus-cash programming a "critical problem" for those on the buying side.

For many stations, how much barter or barter-plus-cash programming to accept becomes a delicate balancing act. General managers and programmers must weigh the advantages of taking programs with barter spots in them against giving up some of their own commercial inventory. In the end, most program directors say, the outcome depends on the show's performance. "We're fairly well programmed," noted Don Lacey, assistant general manager and program director at Gaylord Broadcasting's KSTW-TV Seattle, an independent. "But if we were to give up any more time we would be giving up a fair amount of revenue." Lacey said KSTW-TV carries Paramount's *Solid Gold* and the Bob Banner Associates, Television Program Enterprises, Metromedia, Gaylord, Taft program, *Star Search*, and is a member of Operation Prime Time and a participant in some barter children's programs.

Chuck Gingold, program director at Group W's KYW-TV Philadelphia, an NBC affiliate, calls barter an "expeditious way to program," but then only in "dayparts where inventory isn't critical." For Gingold, that means weekends and early fringe. Gingold stressed the importance of the program director communicating with the sales manager, so that decisions on barter are made without consideration of the bottom line.

KOIN-TV's Currie also reflected about the program director-sales manager relationship: "Our sales staff is pressuring the pro-

gramming department not to take programs with barter or to reduce the barter commitment whenever possible." Currie said the sales department is "definitely feeling the pressure" barter has put on the national spot market and "in general, they're asking us to be careful."

There are those who disagree that barter dollars are coming out of the national spot market. Don Menchel, president of MCA-TV, which this year at NATPE has four advertiser-supported series, thinks barter is principally picking up network dollars. "In all of the hundreds of meetings we've had with agencies across the country," Menchel said, "never once have we met with someone connected with spot. It's always been with network buyers." Furthermore, Menchel said, his experience has shown him that stations do not necessarily prefer to pay cash for programs over barter, as many stations claim.

A common misconception that stations make, according to Stan Marinoff, director of operations at ABC affiliate WISN-TV Milwaukee, is that "stations tend to forget how expensive barter can be." Although no cash is involved in straight barter programming, Marinoff noted, that does not mean costs do not exist. Besides the most obvious cost from loss of inventory, Marinoff pointed out, there is the added cost of promotion, which stations must provide if they're serious about making barter work.

Marinoff said the average national local sales split for a syndicated half-hour strip used to be two minutes for the national advertiser and four minutes for the station to sell. Now, Marinoff contended, the split is more two and a half to three and a half. Marinoff called the trend "very dangerous" and a breeding ground for clutter. With the extra two spots that are being carved out for stations in one-hour cash-plus-barter syndicated programs, Marinoff said WISN-TV is filling that time with a public service announcement.

The old attitude about barter programming—that stations didn't pay for it so they didn't promote it—was a "self-fulfilling prophecy," recalled Steve Bell, vice president and general manager of KTLA-TV Los Angeles, an independent. Although Bell said he didn't want to sound like an "apologist" for barter, he noted that previous attitudes of "you got it for free, you weren't paying anything for it, you were giving up half your inventory, so dump it" led to stations "ending up with nothing." That's changing now, Bell said, as stations—especially independents—realize they're part of a cooperative effort along with the syndicator.

Paramount has even set up a special coordinating office outside its regular advertising and promotion department to help stations promote its programs. "One of the biggest negatives among stations in regard to first-run syndicated programs is that they think promotion is so difficult," said Paramount's Reiss.

Reiss agreed with Menchel that the advertising dollars going into barter shows are coming out of network budgets and not na-

tional spot budgets. That's because, Reiss contended, the media planner is looking at nationally syndicated, advertiser-supporter show the way he looks at a network show—it covers the country—whereas with spot the dollars are more focused, with target coverage of anywhere from 30% to 50% of the country.

And it doesn't take a syndicator like Reiss to explain that the spots that syndicators hold back in first-run, advertiser-supporter shows go toward production costs. Most station operators agree. And despite claims by stations preferring a cash license fee, "the prices have gone about as high as they can go," KTLA-TV's Bell noted. Other distributors point out that a withheld 30-second spot is also, simply, a revenue enhancer. Ed Vane, president of Group W Productions, remembered that when his salesmen a few years ago went around to stations at renewal time for *PM Magazine*, station operators hesitated when the salesmen asked for a "major percentage increase in the license fee." The show, Vane reminded, was on a rapid ascendency at the time, and an increase in the license fee would have been expected. Performance alone, Vane said, justified a 25% to 40% license fee increase in many markets.

Still, the stations get the better end of the deal, argued LBS's Henry Siegel. Siegel a knowledgeable one of the stations' common gripes—that barter takes away availabilities—but also pointed out that barter "tightens up the marketplace and because of that there's an opportunity for the spots remaining to be sold at a higher price."

Siegel contended that barter does indeed take availabilities away from stations, but the ones it leaves should be more valuable and sold at a premium, making up the difference. "When you take away availability there are less spots to sell and therefore what's remaining should have a higher cost per rating point," Siegel said.

Station operators say it doesn't always work out that way. But they don't deny that the show is a quality production, they start to gain, not lose. Paramount's Reiss disagreed that a number of players have entered the first-run, advertiser-supported syndication game without adequate knowledge of how to produce a show. Too many, he said, try to launch a show "with no regard what the viewer wants or with no regard what can be properly executed." Even successes can have rough going at first. Reiss cited Paramount's *Entertainment Tonight* which he said lost money until a one-hour weekend version was introduced. It was until that point, Reiss said, that the show revenues equaled its costs. The point, Reiss explained, is that shows that are either poorly executed or shakily financed and have heartedly sold will only confirm suspicion about first-run, advertiser-supported syndicated programming. And once the station agrees to carry the show, it must commit to promote. Otherwise, Reiss concluded, programming options will dwindle. "Stations have got to realize they are not getting something for free. If they keep having failures, they will kill them and this business."



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Programing 1984: it's a buyers market

The competition is tough at NATPE, with more offerings than time slots; prime access slot especially tight

Pragmatism. When all is said and done, it may be the word that best describes the 1983-84 syndicated program selling season, at its height this week during the 21st annual NATPE International conference.

Encouraged by a shortage of available off-network series and by the success of some of last season's syndicated shows, program distributors have approached this season with a long list of proposals, from game shows, to soap operas to public affairs series to special event mini-series. Station programmers, under pressure to renew existing series and commit to new ones before the February rating period is over, are said to be hedging their bets by negotiating contracts that permit them to try shows in different time periods—paying correspondingly varying license fees—and thus remaining flexible in scheduling and replacement programing.

"Stations and syndicators are being more creative this year about negotiating contracts," said Jay Isabella, vice president for programing, TeleRep Inc., New York, who agrees with many programmers that existing prime-access programing, from Group W Productions' *PM Magazine* to King World Productions' *Wheel of Fortune*, remains stable and will return next season, leaving few key slots available for new programs. Faced with a shortage of access time periods, distributors are clearing their shows in other time periods, but arranging to be paid higher fees if their shows are moved into access later. The primary goal, said Isabella, "is to get shows on the air."

Because so many new and returning programs are competing for relatively few available time periods, competition among distributors this season appears to be especially hot. "Everybody's pushing very hard for sales," said Richard Thiriot, executive vice president of Film Service Corp., Salt Lake City, and a program consultant to more than 100 independent and affiliated stations. "A lot of stations are unhappy with the pressure this year," he said.

Although most programmers appear to be encouraged by the amount of new fare being proposed, many are distressed by a lack of concepts. "This year seems as limited as any other," said Jim Griffin, program manager at WJLA-TV Washington. "Everybody looked at the failures of last season and the industry is now going with the tried and true."

In the final days prior to the opening of the conference, the list of newly proposed first-run shows continued to lengthen as distributors, including Paramount Television, Golden West Television and Syndicast Services, unveiled new offerings. At the same time, several major projects have been withdrawn or appear close to being so.

Among projects that have been in the marketplace since prior to the annual Association of Independent Television Stations convention (BROADCASTING, Jan. 9, 16), three new game shows, a number of weekend programs and Telepictures Corp.'s ambi-

tious soap opera strip, *Rituals*, appear closest to assembling national lineups. King World Productions' returning *Wheel of Fortune* and its new *Jeopardy* are leading the game show pack along with Viacom Enterprises' returning *Family Feud* in securing prime-access slots. Sandy Frank Film Syndication's \$100,000 *Name That Tune* is also in

game show strip, *Deception*, from syndication while one of the three major networks evaluate it for a possible pickup.

A 90-minute game show block, offered last year specifically for airing on independent stations in daytime, has been reintroduced by Syndicast Services, New York, which last year cleared the block in nearly 70



Jeopardy

the running, although with many daytime clearances, Telepictures' *All New Let's Make A Deal* is a contender. Both of Colbert Television's game shows, *Tic Tac Dough* and *Joker's Wild*, will be returning next fall, according to company president, Dick Colbert, who denied reports that *Joker's Wild* had been withdrawn from the marketplace for renewals.

Puttin' On The Hits, a weekend music show from MCA Television that attracted considerable attention at last month's INTV convention, appears to continue to lead the large pack of music programs being proposed for next fall. Also attracting attention and some clearances is Viacom's *This Week's Music*, which has been purchased by most of Malrite Broadcasting's stations.

New programs unveiled last week include *Fight Back!* with David Horowitz, a half-hour weekly consumer series now airing in 19 markets, including Los Angeles, Minneapolis and Buffalo, N.Y. Paramount Television, which has also renewed its half-hour weekly personal finance series, *Taking Advantage*, for a second cycle of 26 episodes, is distributing *Fight Back* on a straight barter basis.

Golden West Television, which is distributing, among other shows, a 90-minute weekly music video show produced by WABC-TV New York, has added a late-night first-run comedy strip to its offerings for next season, tentatively titled *National Lampoon Presents the News and Other Unimportant Subjects*. Marty Simmons, chairman of the board of National Lampoon Inc., will be executive producer of the half-hour series. Golden West has withdrawn its half-hour

markets, but failed to secure the major market clearances it needed for a launch in fall 1983. The three shows, all former network entries, are *Chain Reaction*, *Three on a Match* and *Eye Guess*.

Gary Deeb on Television, a half-hour weekly program hosted by the nationally syndicated newspaper columnist, is being produced and distributed by Multimedia Entertainment for a start next fall.

The *Robb Report*, a weekly half-hour magazine offering "life style" news and information for upscale audiences and patterned after a monthly magazine of the same name that was published until six months ago, is being offered by Century Three Teleproductions.

Programs withdrawn from this season's marketplace include Group W Productions' *Extra Dimension*, a half-hour strip specializing in news of the occult and otherworldly. NBC's owned-and-operated stations did not exercise an option it had acquired on the program, and Group W has withdrawn the series for reworking and reintroduction later.

Paramount Television's *In Style*, a half-hour magazine strip, described by a number of national and local TV programmers as "the best" of the new magazines being offered for next fall, has been withdrawn from the marketplace, according to Randy Reiss, president of distribution and production for Paramount, who said the program's high budget (\$250,000 per week) could not be supported without more prime access clearances than Paramount was able to secure at this time. Reiss said, however, that the series may be reintroduced later as a mid-season replacement vehicle. □

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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 148, and those showing product elsewhere in San Francisco appear on page 156. 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), Eaglet 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 programers 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 Mocarski, 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

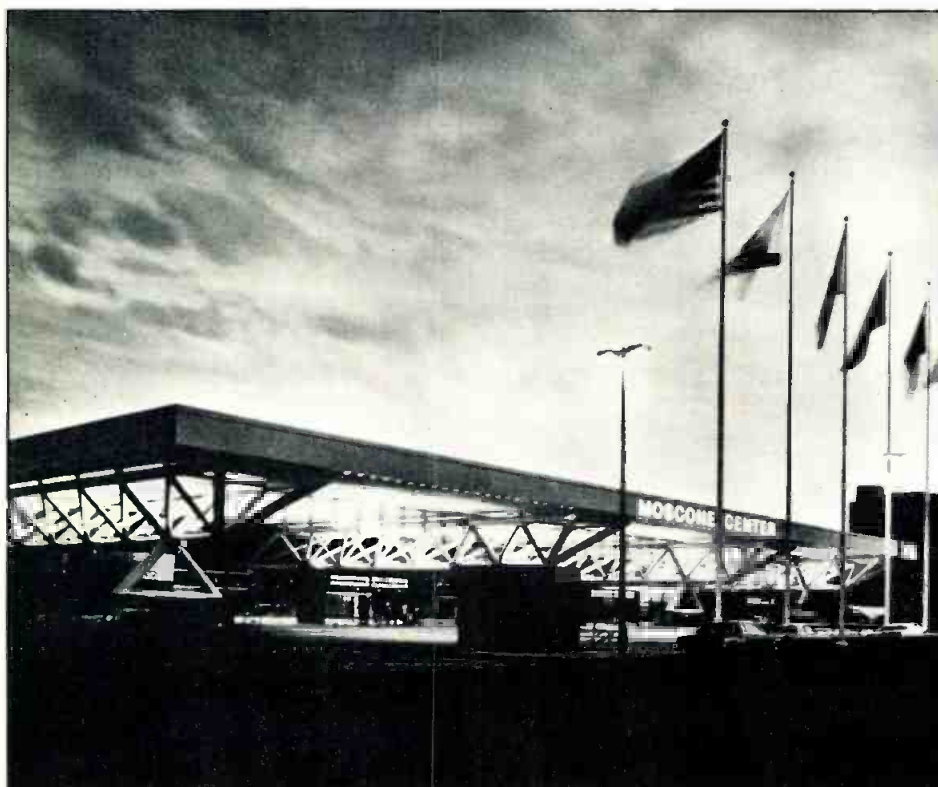
Behrens Co. 72

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

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

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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, Songs 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 Fasola, 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 Sesslowsky, 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

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), Dud-

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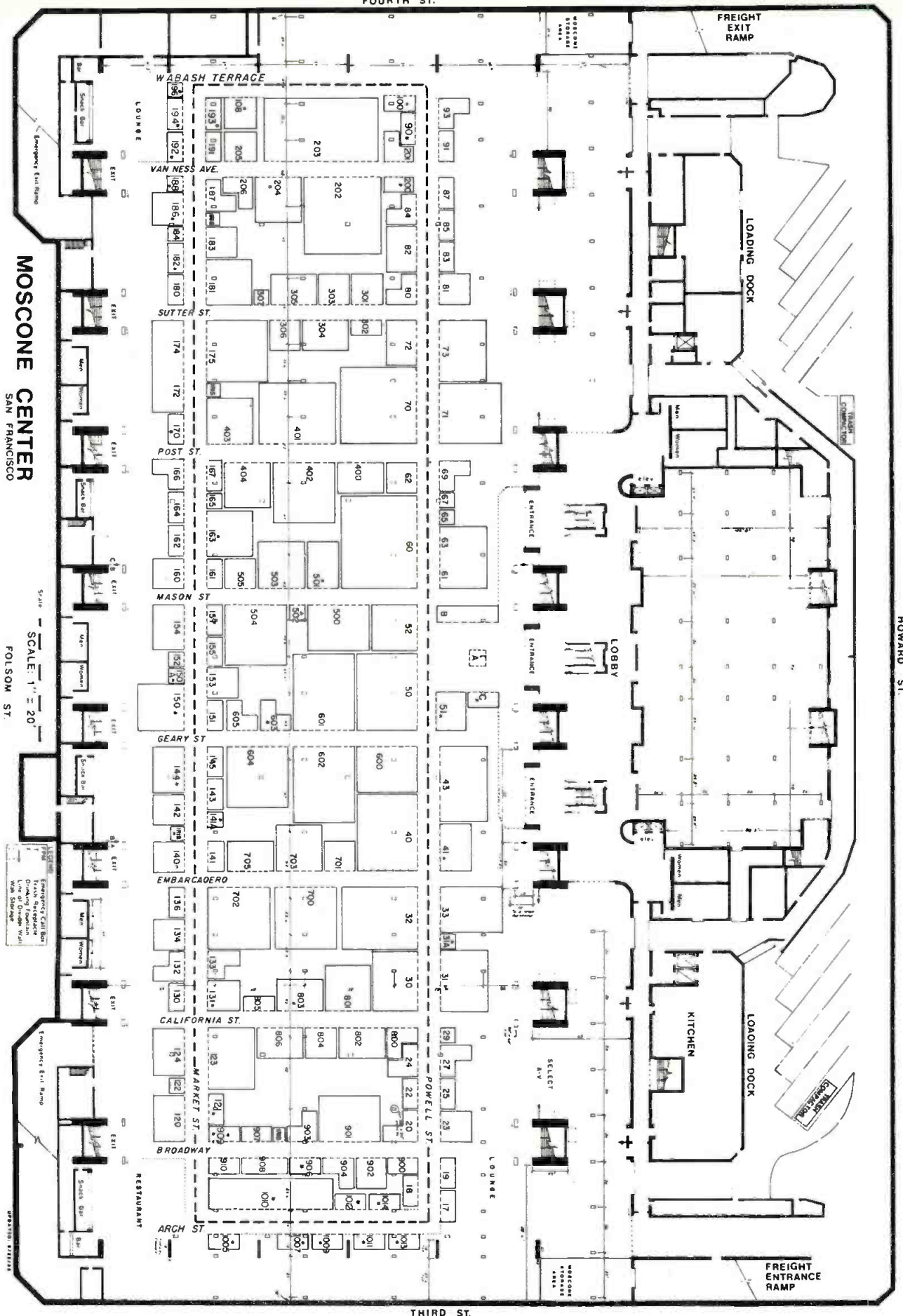
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Programing road map. Exhibitors at NATPE International's 21st annual convention in San Francisco have been assigned street addresses on the floor of the Moscone Center. Booth numbers in the Moscone Center exhibitor list that begins on page 113 correspond to the floor's street numbers. No two of the street numbers are the same.

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WDVM-TV
Washington

ley 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 Robin, 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 Palmerstown, 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:** Renalo 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, Blockhouse, 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. **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, Legacy 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



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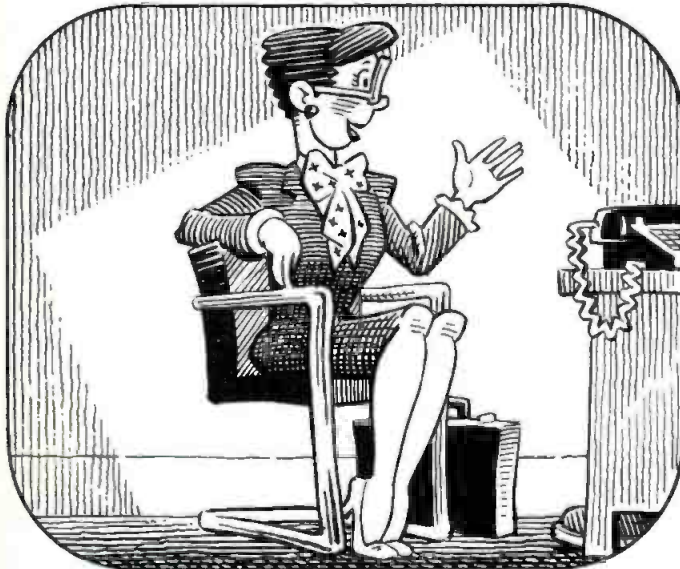




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What's My Line?, What's Your Sign?*, Wheel of Fortune, Babbie*, Go*, Everything's Relative*, Pavarotti At Julliard (6), Live from Lincoln Center, Who's Afraid of Opera? (8), Nureyev: In Tribute to Nijinsky, Nutcracker with Mikhail Baryshnikov, Paul 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 Delaplain.

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), Quehm 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 Heroi (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, Dazzledancin. **Staff:** Joseph Doyle, Robert Neece, Robert Dickenhuth, Steve Rosenberg, Ben Barry, Rod

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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, Bubbies, Gastank. **Staff:** James Lee, Mile Wooler, 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 Newline*, 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 Christmas Carol*, Gloria*, Isadora*, A Pianist At Work/Murray Perahai*, Trial by Jury*, A Lot of Happiness*, Inside China. **Staff:** Barrie Heads, Leila Maw, Wendy Stebbings, Bill Allan, Adrienne Spartan.

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*, 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 Gimber, Linda McMann.

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Jamaica Inn, Mr. Halpern and Mr. Johnson. **Staff:** Patrick Dromgoole, Bob Springer.

IE International 80

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Independent Network News 30

11 WPIX Pl., New York 10017

INN Nighttime Edition, INN Midday Edi-

tion, 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

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Group W's Every Second Counts

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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! (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), Hennessy (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



King Features's The Performers

(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), Fawcett 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

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 Mar-

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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 POWWW!. **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)

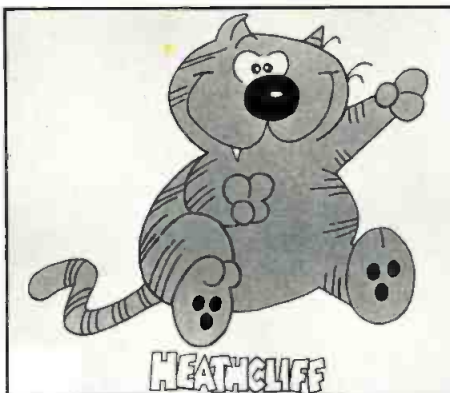
Medallion TV Enterprises 93
8831 Sunset Blvd., W. Hollywood, Calif. 90069

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



LBS's Heathcliff

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 Sothorn 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 Barbara, Mounir Chammas, Lawrence Fein, Anthony Morris, Neville Thomson, Dr. Pedro Simoncini, Panos Spyropoulos, Banjiro Uemura, Chris Wilson, Louise O'Shea, Richard Blayne, 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 Saw-

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yer, 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 & 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 Frends, 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 67
840 Battery St., San Francisco 94111

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), Scattergood Baines (5), Mr. & Mrs. North. **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 Dahlman, 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 Puppets (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

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- ☐ John Williams, Fred Paxton, WPSD Paducah/Cape Girardeau ☐ Larry Gantz, Birney Blair, KHQ Spokane
- ☐ Hal Edwards, Bill Evans, WRCB Chattanooga ☐ Joe Jenkins, Al Helton, KVUE Austin ☐ Don Moeller, KYTV Springfield, MO
- ☐ Ed Lamy, WAFF 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, WTKM Meridian ☐ Walter Goins, KXLI St. Cloud ☐ KAVT, Austin, MN
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- ☐ WQED Pittsburgh ☐ Jeff Gable, WCBF Portland/Poland Springs ☐ Glenn Gough, WNPE Watertown/Carthage
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- ☐ WGBH, Boston ☐ WNED, Buffalo ☐ KOOD, Bunker Hill ☐ CONNECTICUT NETWORK, Hartford/New Haven
- ☐ KERA, Dallas/Ft. Worth ☐ WTVS, Detroit ☐ WUCM, Flint/Saginaw ☐ WUFT, Gainesville ☐ WGBC, Grand Rapids
- ☐ IOWA NETWORK, Cedar Rapids/Waerloo, Davenport/Rock Island, Des Moines, Mason City, Ottumwa, Sioux City
- ☐ WNEO, Kent/Alliance ☐ WKAR, Lansing ☐ KCET, Los Angeles ☐ WDCN, Nashville
- ☐ NORTH CAROLINA NETWORK, Greensboro/Winston-Salem/High Point, Greenville/New Bern, Raleigh/Durham, Wilmington
- ☐ NORTH DAKOTA NETWORK, Fargo, Minot/Bismarck ☐ WQED, Pittsburgh ☐ KAET, Phoenix ☐ WXXI, Rochester
- ☐ KVIE, Sacramento/Stockton ☐ WGBY, Springfield ☐ WNIT, South Bend/Elkhart ☐ WFSU, Tallahassee
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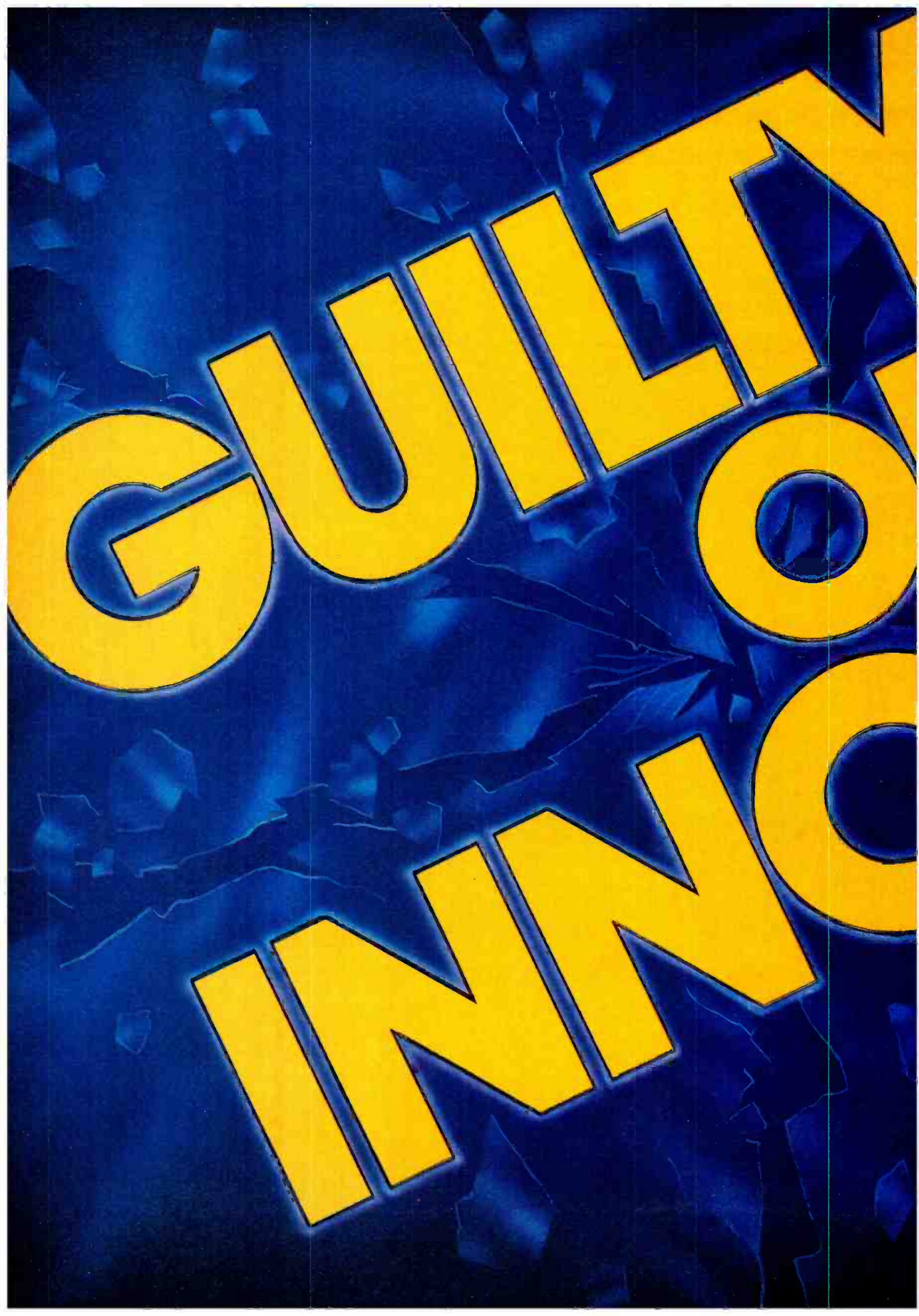
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3333 New Hyde Park Rd., New Hyde Park, N.Y. 11042

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

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 Día 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, Snipets. **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 Demadona, 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 Rottfeld 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 Rottfeld, 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

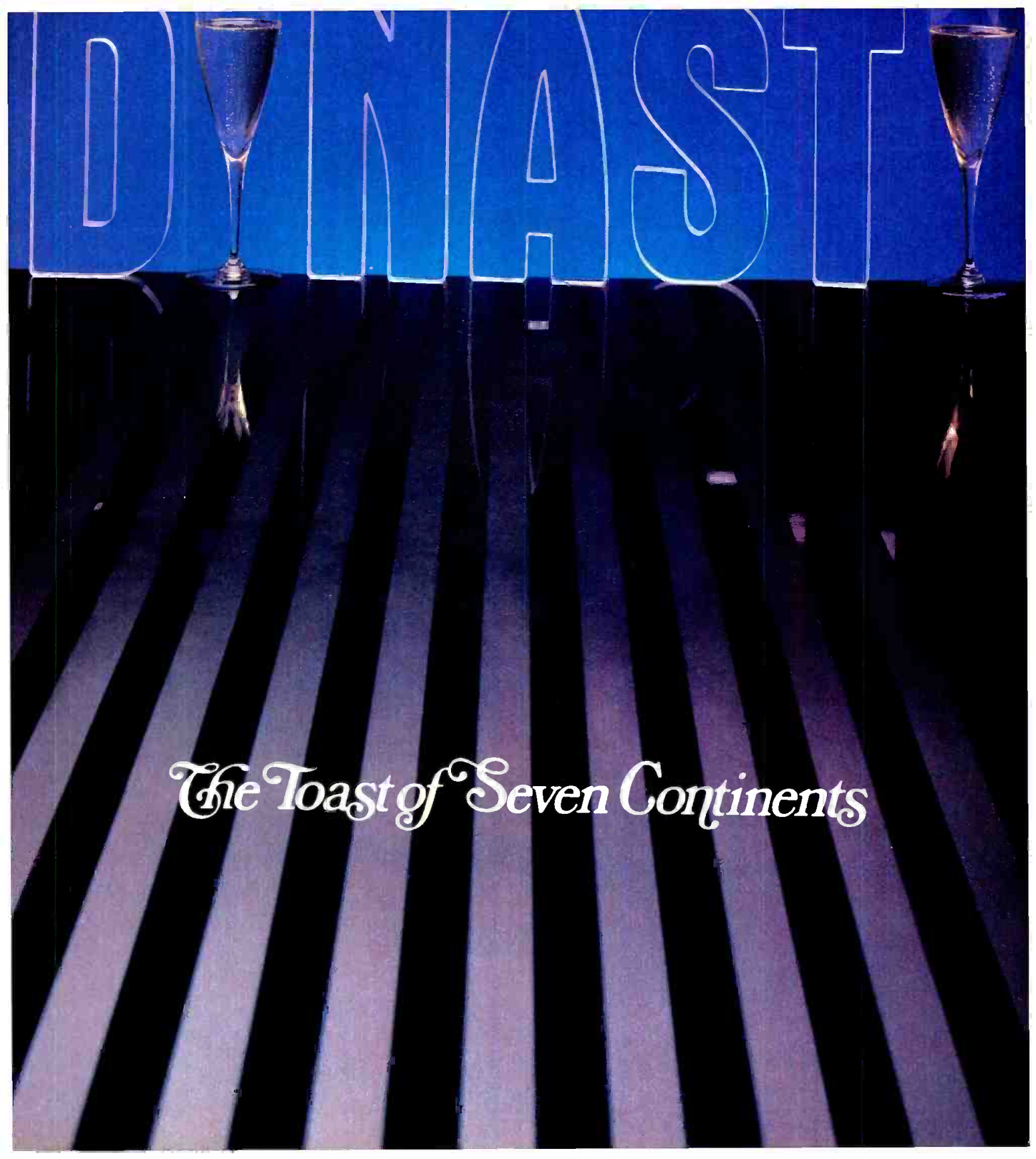
Features, series, mini-series, specials and cultural programming for Latin American television. **Staff:** Mel Giniger, Gabriel Manjarrez, Rosa Maria Gonzalez.

Tele-Color Productions 804
150 S. Gordon St., Alexandria, Va. 22304
Staff: Ed Baruch.

Telecommunications Network 505

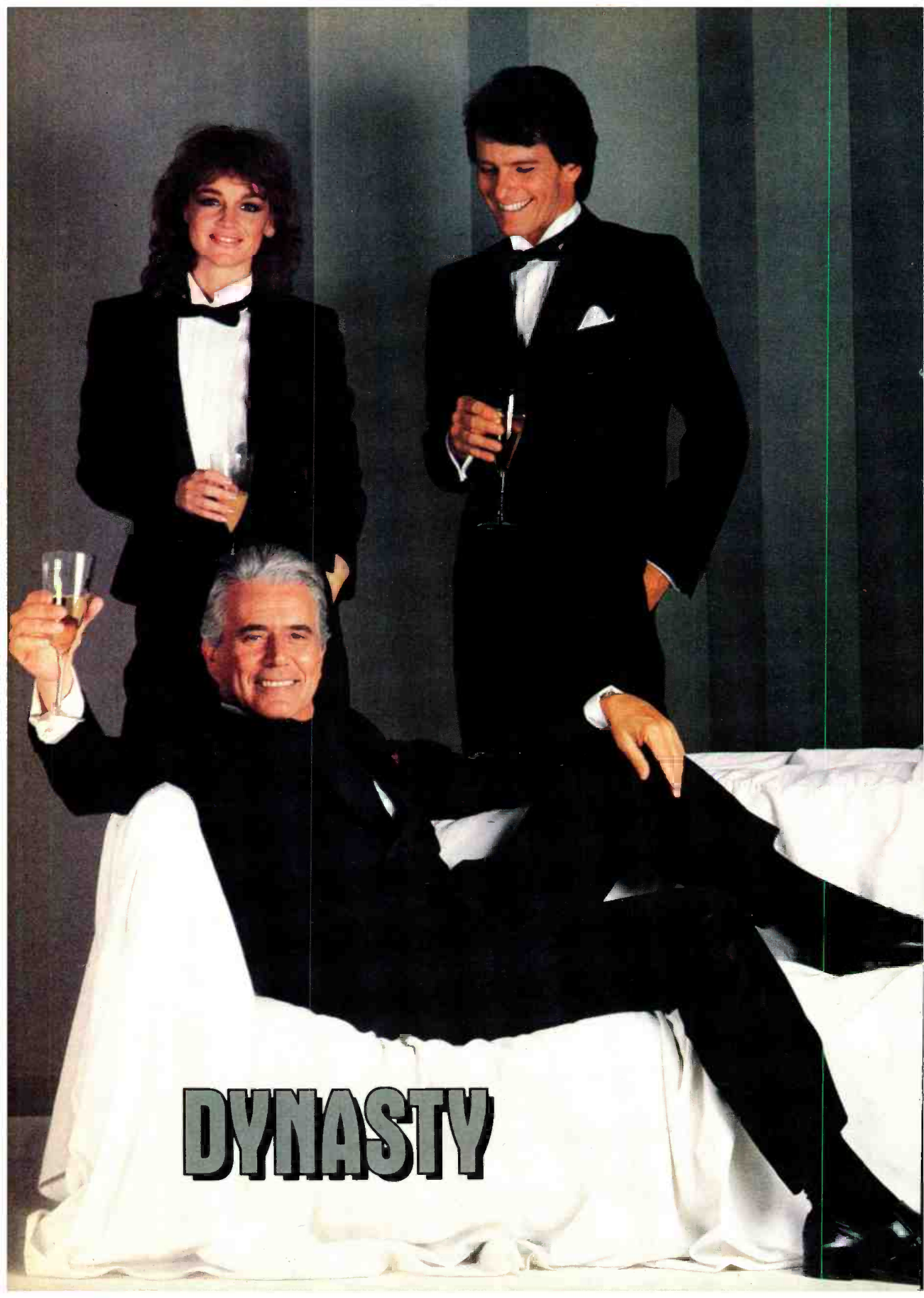
Telepictures Corp. 60
475 Park Avenue South, New York 10016

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, Newscope, 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.

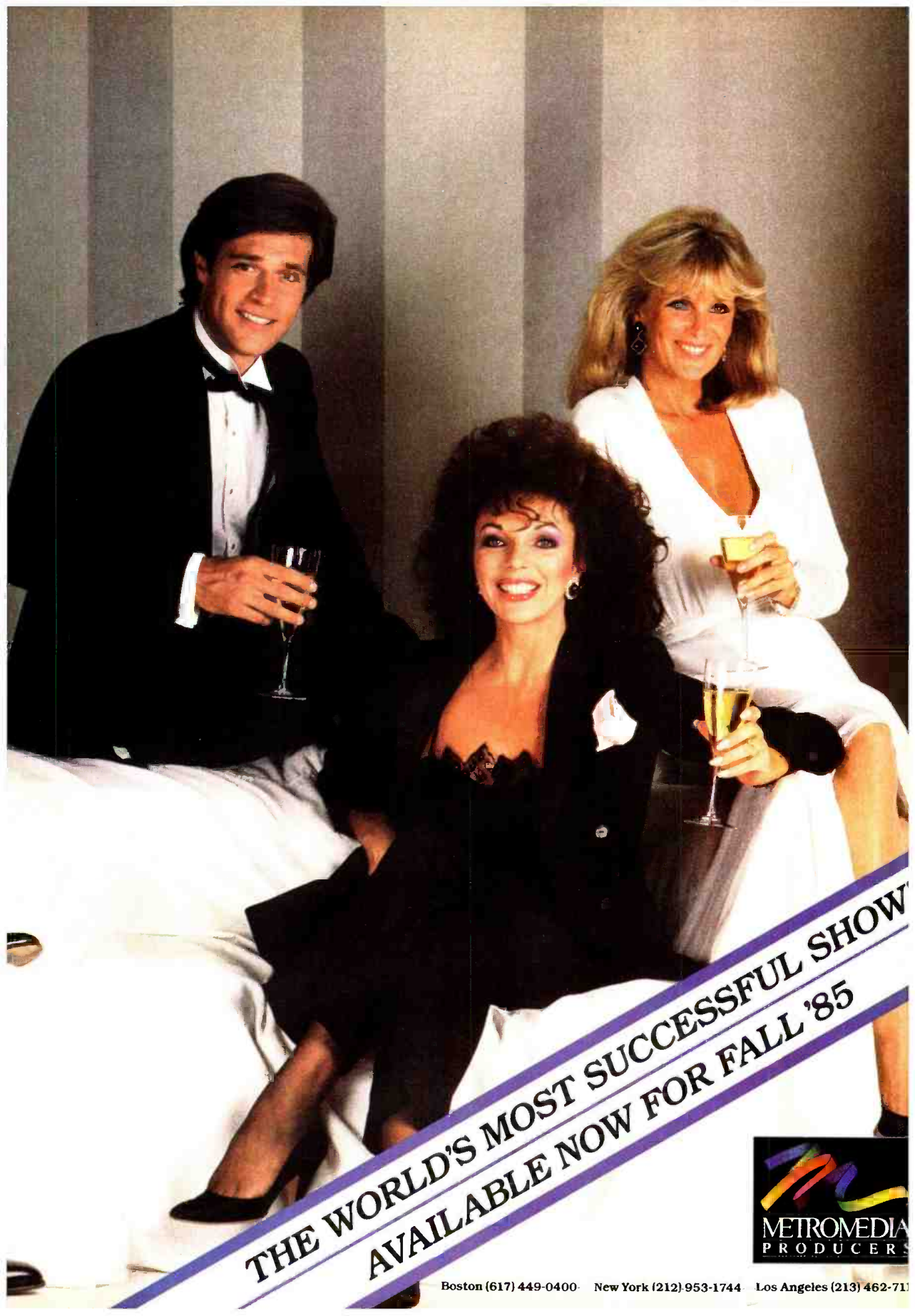


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Television Syndication 108**Teleworld 153***245 W. 55th New York 10019*

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 Entertainment Co. 39***435 N. Michigan Ave., Suite 1632, 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 Firialo, 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 Rierson, Paul Wischmeyer, Ken Christensen, 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 Rusbuldt, 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 Hillbillies (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.



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On the Square. **Staff:** Dick Olsen, Phil DeCabia, Howard Marsh.

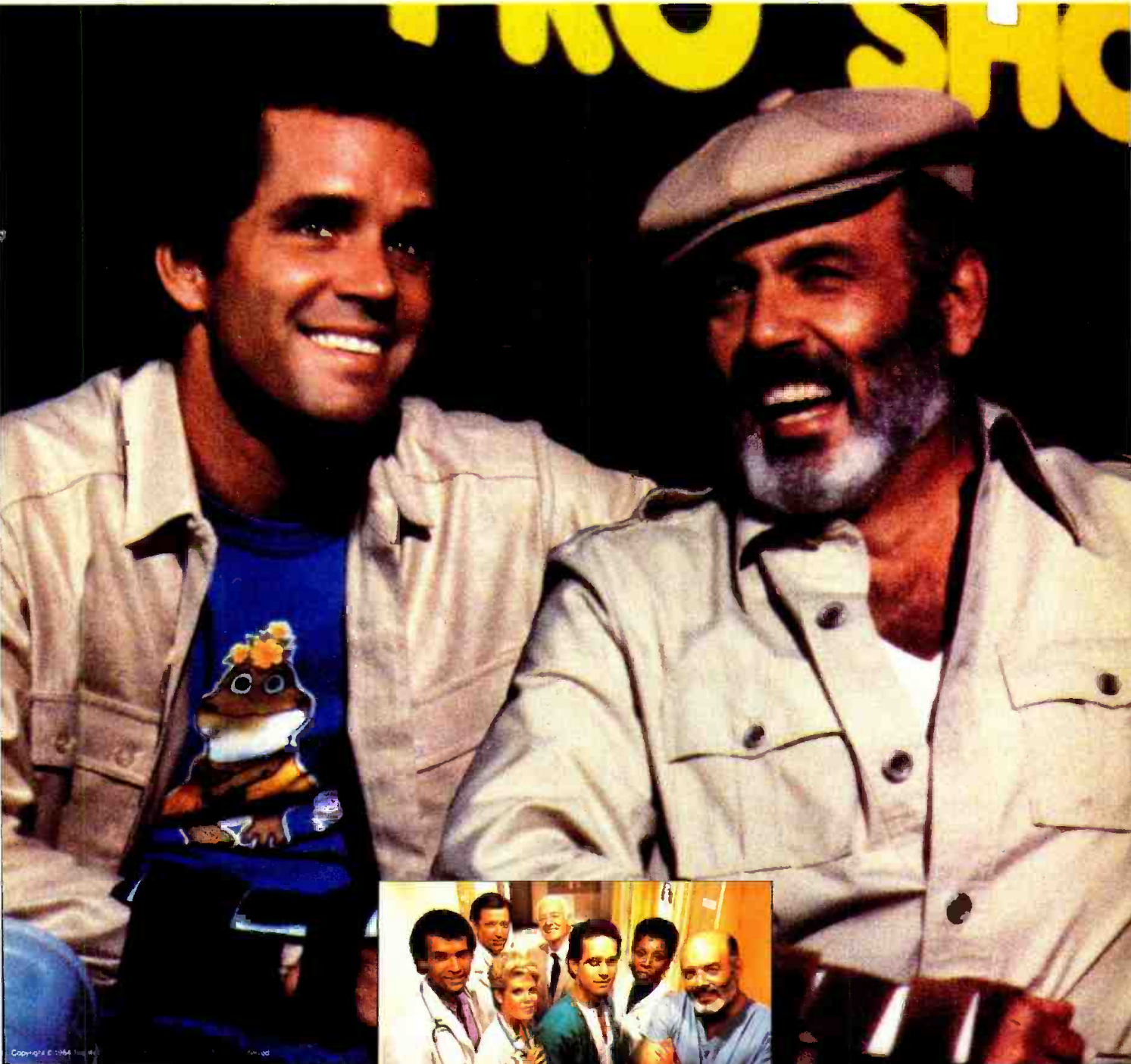
Weiss Global Enterprises 62*2044 S. Saviers Rd., Oxnard, Calif. 93033*

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.

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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 packages, 20 documentary packages, P.M. Magazine, Fat Albert Specials, Fraidy 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 satellite and videotape. **Staff:** Robert N. Wold, Gary J. Worth, Robert E. Wold, Paul Johnson, Tom Bartunek, Ian Joseph, Clayt Packard, Mary Helen Donovan, Mark

Wallhauser, Ronda Rigdon, Ellen Kimmel-man.

World Events Productions 802
4935 Lindell Blvd., St Louis 63108

Volttron...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.

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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

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Andrews & Associates

Dunkirk suite—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 Flight (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—2210

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, Farmers 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 Broadcasting

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 Entertainment

Bangkok suite—320

245 Perimeter Center Pkwy., 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, Tom Sieracki, June Bagshaw, Jo Leachman, Jerry Weaver.

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

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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 Hammaraskjold Pl., New York 10017

Staff: James Greenwald, Dick Mendelson, Barry Lewis, Frank McCann, Vic Ferrante, Gordon Hastings, Dick Weinstein, Dick Kurlander, Jim Beloyianis, Dick

Denis Coleman, Terry Reed. Brown, Phil Oldham, Gary Lico, Richard Golden, Serge Valle, Allison Moore, Dick Goldstein, Mike Hugger, Pete Goulazian, Tom Olson, Serge Valle.

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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 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.

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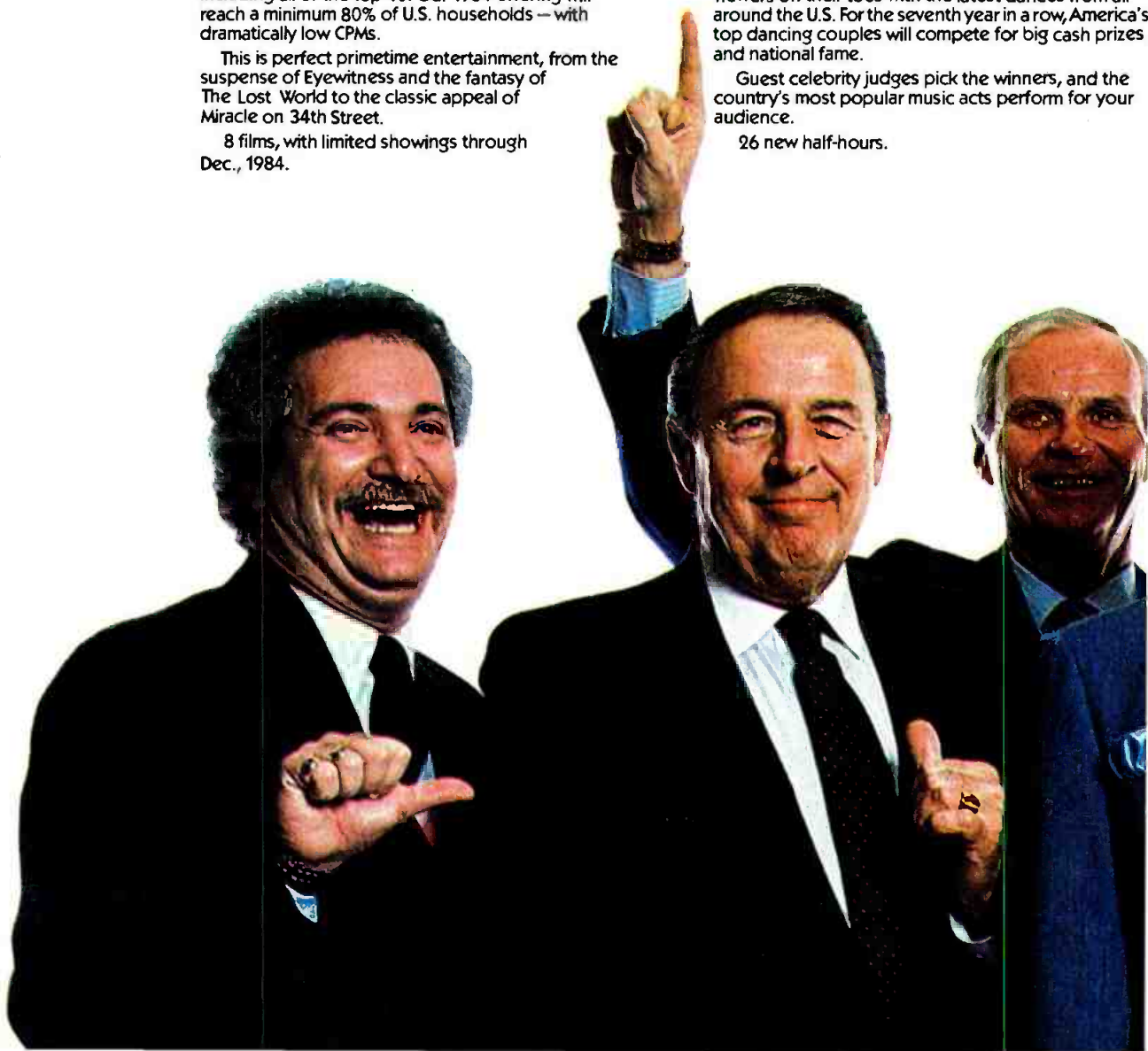


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Orion Entertainment Nepal suite—362
1875 Century Park East, Los Angeles 90067

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), Ghoularama 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

Buckingham suite—538

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, Solid Gold. **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

Oxford suite—262

554 Fifth Ave., New York 10019

On The Square (26). **Staff:** Janet Norman, Charles Lachman.

Televisa International

Montemarte suite—470

TVS Television **Tangier suite—336**

19 W. 44th St., New York 10036

Southwest Conference basketball*, Atlantic 10 Conference basketball*, Ladles 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

Nob 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 Seftotis, 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), Blg 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 Brierly.

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:** Marie 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

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.

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.

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 Vöye.

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

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 Huntingdon

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 IA (22), IIA (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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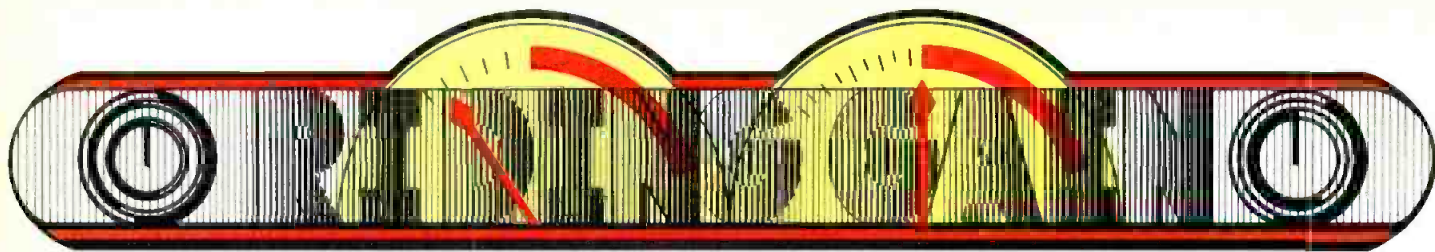
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Highway eavesdropper

A Shreveport, La., research firm has announced plans to begin national marketing of its ratings service that measures automobile listening in 37 small- to medium-sized cities in the Southeast and Southwest.

"We can tell what station [drivers] are listening to and, of course, whether it's AM or FM," explains AudiScan President Hal Evans, who launched the service in 1980. "We are scheduled to enter the Pittsburgh market this spring and possibly Chicago. We're trying to get into larger cities."

AudiScan relies on spurious radio frequency signals transmitted by in-car receivers to determine what station, if any, a vehicle's radio is tuned to. The technology has not proved effective with in-home radios, however.

"We generally get about 100 yards away from an intersection and catch cars as they slow down or speed up," Evans told BROADCASTING. "It takes only about two or three seconds [of monitoring]. We don't get them when they're going faster than 45 miles per hour."

Evans emphasized that the system has been used before, in both the U.S. and England, but pointed out that new integrated circuits have made the process much easier, and more scientific methodology is being applied. "We give clients the ratio of how many cars are or are not tuned to their station. We break it down into types of cars—

such as luxury cars, pick-up trucks and vans," he said. Surveys are also conducted by dayparts and readings are taken in specific community locations.

"For a small market," he continued, "we do 2,000 readings—600 at shopping centers, malls and major business arteries, 400 at high schools and colleges, 400 in industrial areas, 400 downtown, and 200 in residential neighborhoods."

Up to 8,000 readings are made in medium-sized markets. Prices are based on market size. Advertising agencies and retailers may purchase survey results for a small fee. Evans discounts the suggestion that the eavesdropping is an invasion of privacy, insisting the monitoring is all done in the public domain and does not involve trespass of private property.

Conner configuration

Dallas-based Otis Conner Productions, a supplier of radio station ID's, production/sales libraries and special programming, and Curtis Publishing Co. of Indianapolis, majority stockholder in Conner and publisher of *The Saturday Evening Post*, will form a new broadcast holding company to be called The Otis Conner Companies. The new firm will purchase the outstanding stock of Otis Conner Productions, which will continue to service the broadcasting industry.

Conner announced that construction of a

state-of-the-art 24-track recording facility will soon begin in Dallas. Future plans for The Otis Conner Companies call for the purchase of broadcast production and programming in foreign markets.

The new management structure has Conner as president and chief executive officer of The Otis Conner Companies, with Dr. George Weatheraby, president of Curtis Publishing, as chairman of the board.

Westwood's Spanish plans

Westwood One, the Culver City, Calif., radio production/syndication company, has acquired exclusive Spanish-language radio broadcast rights for the 1984 summer Olympic games for the continental U.S., according to Chris Nevil, director of the firm's new Hispanic division. Nevil told BROADCASTING at least five soccer games and 17 wrap-up broadcasts are planned, all delivered via satellite from Los Angeles. He said Westwood One, working with an unnamed Hispanic-owned marketing firm, would announce other coverage plans later.

The Hispanic division was formed at the beginning of this year with the intention of moving Westwood One into the production of barter-supported series and special programming for the Spanish-language market. Nevil said areas of development range from political convention coverage this summer to a Grammy Awards special for Latin artist categories.

On Feb. 25 the firm will feed its first Spanish-language offering, a blow-by-blow account of the Sugar Ray Leonard vs. Kevin Howard boxing bout live via satellite from Worcester, Mass. There are also firm plans for "free-standing" concert specials, featuring Latin performers, that may evolve into a series, according to Nevil. "We are aggressively seeking agreements with [Latin] acts for exclusive radio rights," he said, adding that Westwood One has "fundamentally" reached such an agreement with the popular Puerto Rican musical group Menudo.

Voices from the past sue

Dan Ingram and Ron Lundy, personalities on WABC(AM) New York when it was one of the country's leading top 40 stations, have sued WHTZ(FM) Newark, N.J., on grounds that it used recordings from their WABC broadcasts in promotional announcements for WHTZ without their permission. The suit seeks \$1 million in compensatory damages and \$1.5 million in punitive damages for each plaintiff.

The complaint, filed in U.S. Southern District Court in New York, says that recorded excerpts from live broadcasts by Ingram and Lundy on WABC before it switched to a talk format in 1982 were broadcast on WHTZ in a



Nixon on the air. ABC Talkradio aired a live interview with former President Richard Nixon from 4-5 p.m. on Friday, Feb. 3. The interview centered on foreign policy and was conducted by former congressman John Le Boutillier at WABC(AM)'s studios in New York. Pictured above are (l-r) Le Boutillier, ABC Talkradio producer David Rimmer; Nixon; Rick Devlin, vice president, ABC Talkradio; Mark Kalman, director of technical operations, ABC Talkradio, and Jim Kerr (seated), executive producer.

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cations offers everything in broadcast and business communications. From a full spectrum of satellite services including teleconferencing and full video transmission, to instant data and the networks to carry it, you now have access to any or all of Bonneville's services.

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Satellite Systems Division

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Los Angeles, 213-467-7082

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Critical mass

The findings of an "exploratory" study commissioned by McGavren-Guild Radio and conducted by Philadelphia-based Ted Bolton Associates of "critical issues" facing the radio industry for the next five years point to audience fragmentation as the single most important concern. The study says respondents feel fragmentation will result in a reduction in audience shares and ad revenues.

Other critical areas that deserve industry attention are audience research, programming, "creativity," the decreasing number of national rep firms, the current pricing structure and the growing importance of local retail dollars. The study was conducted among 53 executives during the last quarter of 1983.

Playback

National Public Radio examines the lives and struggles of female immigrants in its new 10-part series, *The Golden Cradle: Immigrant Women in the United States*. Debuted in March, the half-hour programs combine drama, music and narrative with reminiscences and archival tapes. The series was produced by Deborah George and Louise Cleveland for Soundscape Inc. Major funding was provided by the National Endowment for the Humanities.

Narwood appointment

Narwood Productions, New York, has appointed RKO Radio Sales as its national advertising sales representative. Narwood has been in the radio production and syndication field for more than 25 years. Narwood produces the daily *Minding Your Business* weekly one-hour *Country Close-Up*, and the one-hour *Music Makers*, as well as various specials. RKO Radio Sales also represents two other radio production firms—Inner view, and Syndicate It, both Los Angeles.



Birthday candles. NBC Radio's Talknet, which airs self-help and call-in programming, has celebrated its second anniversary. The network, which began with 22 stations, now counts 150 affiliates in its fold. Pictured in celebration with Talknet producer Maurice Tunick (center) are Talknet air personalities (l-r): Bruce Williams, weeknights, 8-11 p.m.; Dr. Harvey Ruben, weekends, midnight-3 a.m.; Tunick; Sally Jessy Raphael, weeknights, 11 p.m.-2 a.m., and Bernard Meltzer, weekends, 8 p.m.-midnight.

"Countdown" count

American Country Countdown, a syndicated weekly program produced by ABC/Watermark, is now carried on 560 stations nationwide, according to John Axten, vice president of ABC Adult Radio Networks. Axten said the series is now airing in 45 of the top 50 radio markets and 75 of the top 100 markets. The three-hour show, hosted by Bob Kingsley, is a program offering of the ABC Entertainment Network. The new numbers give *American Country Countdown* an edge over *American Top 40*, ABC/Watermark's previously most popular series, now broadcast on 526 U.S. stations as an ABC Contemporary Network offering.

station promo at least six times a day for at least a week last November. Those broadcasts, the complaint claims, infringed Ingram's and Lundy's trade names and musical trademarks and made it appear that they were associated with WHTZ "for the purpose of increasing the value of the advertising time on WHTZ by attracting more listeners."

As commercial spokesmen for nationally advertised products, the suit continues, Ingram and Lundy have suffered damages exceeding \$1 million each, while WHTZ "has earned an amount presently undetermined but believed to be in excess of \$1 million," as a result of the broadcasts.

The complaint, filed on their behalf by Richard Blumenthal of the New York law firm of Blumenthal & Lynne, says that as WABC announcers and DJ's, Ingram and Lundy each earned more than \$150,000 a year from the 1960's until WABC changed format in 1982. As commercial spokesmen for nationally advertised products they are said to have earned more than \$100,000 a year apiece for the past 15 years.

WHTZ, formerly WVNJ-FM, was acquired last summer by Malrite of North Carolina Inc. for \$8.5 million. Dean Thacker, general manager of the station, declined to comment on the suit except to say it had been referred to the station's lawyers. A formal answer is due by Feb. 22.

Entry time

Deadline for entries in the third annual competition of the International Radio Festival of New York is April 2. Competitive categories for radio programming include news, entertainment, service, information and editorials and those for radio commercials are 30-second, 60-second, humor, music, local, campaigns and contest promotions. The festival is open to stations, networks, radio groups, producers, syndicators, advertising agencies and advertisers. For more information or entry kit, write the festival offices at 251 West 57th Street, New York 10019. (212) 246-5133. The awards presentation will be held in the Sheraton Center hotel on June 1.



Syndicated seller. Drake-Chenault Enterprises' Special Features division has selected PFM Sales in New York to handle all East Coast advertising. The first project will be the new bartered series, *History of Rock 'n' Roll*. Pictured are (seated l-r): Tom Plant, president of PFM Sales, and Ed Boyd, president, Drake-Chenault Special Features division. Standing (l-r): James Kefford, president, Drake-Chenault Enterprises; John Healy, executive vice president, PFM; Tom O'Dea, vice president, PFM, and Ed Milarsky, vice president, PFM.

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Bad week for birds

Westar VI and Palapa-B2 are both rendered useless after launch from space shuttle; industry worries about effects on insurance rates, availability of transponders

For most Americans, last week's flight of the Challenger space shuttle will be remembered for the dramatic television images of men jetting around in space in the manner of Buck Rogers, but for persons involved in the rapidly expanding satellite communications business, it will be remembered for the loss of two multimillion-dollar satellites that underscored the fragile nature of the technology that supports the business.

First Western Union's Westar VI and then Indonesia's Palapa-B2 were gently ejected from Challenger's cargo bay, only to fall irretrievably into useless elliptical orbits after the rockets that were to lift them into their intended geostationary orbits misfired.

Virtually everybody in the business lamented the losses—none more so than the scores of companies and assorted risk takers that underwrote \$180 million worth of insurance on the two satellites. Western Union was forced to scramble to find room on other satellites for its displaced Westar VI customers. Even though nobody was holding NASA responsible, the failures are blemishes on the space shuttle's brief history of carrying satellites into space. Other satellite carriers will face higher insurance premiums for their next launches. And satellite users may have to pay more for satellite time that is more difficult to schedule.

"It was a sad day for the space business when those two satellites failed for apparently the same reason," said Bill Pritchard, president of Satellite Systems Engineering, a Bethesda, Md.-based satellite consulting firm. But people are learning that space is like the sea, he said. "If you make a mistake, it is thoroughly unforgiving."

The satellites' misadventure started on Friday, Feb. 3, at 8 a.m. NYT, when the space shuttle Challenger with the Hughes Aircraft-built satellites secured in its hold was launched from Kennedy Space Center in Florida. When things go right, the shuttle orbiter, which orbits at an altitude of around 150 miles, deploys a satellite with its attached booster rocket called a Payload Assist Module (PAM) by first spinning it on a "spin table" until it reaches a speed of 50 revolutions per minute. It is then ejected from the cargo bay by a "spring mechanism" and allowed to drift for around 40 minutes until it is about 25 miles away from the shuttle. The PAM's solid-fuel engine is then ignited. During its 80-second burn, it boosts the satellite into an elliptical transfer orbit with an apogee near the geostationary altitude of 22,300



Westar VI

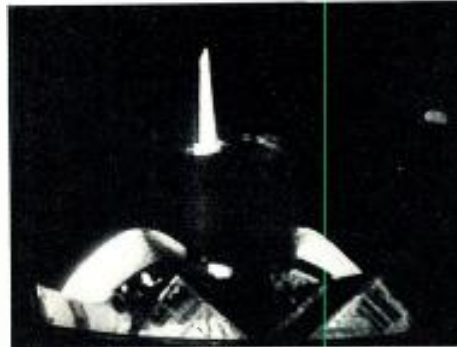
miles. A second, smaller, solid-fuel engine, the apogee kick motor, later circularizes the orbit at the geostationary altitude.

But things did not go right. According to NASA spokesman Ken Stenstad, Westar VI was deployed with no problem eight hours after launch at about 4 p.m. NYT. The satellite and PAM drifted to the right spot and the PAM was fired. When technicians re-established contact with the satellite, he said, it was not in the intended elliptical transfer orbit, but in an orbit far too low to be any good for communications.

After much soul-searching by the Indonesian government, it gave NASA the go-ahead and deployed the Palapa 2B satellite last Monday at 10:11 a.m. NYT. Through the orbiter television camera, the nation saw the satellite PAM ignite, but once again the burn was insufficient to boost the satellite to 22,300 miles. According to Stenstad, both satellites are now maintaining an orbit with an apogee of around 700 miles and perigee of about 150 miles. And although their owners are in radio contact with them, he said, they are useless.

NASA is apparently off the hook. Its responsibility ends with the deployment of the satellites, Stenstad said, and the television pictures of the deployments show that they went perfectly. But even NASA officials must be wondering whether they are doing something wrong. The shuttle has now recorded eight successful deployments, but the booster rocket on three of the satellites has malfunctioned. In addition to the PAM of Westar VI and Palapa 2B, the Inertial Upper Stage of NASA's own TDRSS satellite last April left the satellite short of geostationary altitude. NASA had to use the satellite's small on-board jets to nudge it into its proper orbit.

Most fingers were pointing at McDonnell-Douglas Astronautics Co., the PAM's prime contractor, and Morton-Thiokol Corp., the manufacturer of the PAM's solid-fuel engine. Admitting that the fault probably lay with the PAM, McDonnell Douglas spokeswoman Susan Flowers said an industry-government panel was being formed to determine the specific cause of the problem. Prior to last week's mission, she said, the PAM



Palapa 2B leaving the shuttle

had successfully boosted 16 satellites up to the geostationary orbit, five out of the shuttle orbiter and 11 as the third stage of NASA's Delta rocket.

She said it was too early to tell whether the problem would cause the launch of other satellites, counting on the PAM, to be delayed. However, in Washington last week, NASA chief James M. Beggs said the problem "would yield very quickly to a solution" and the PAM would be ready to launch another communications satellite during the shuttle's June flight.

Prepared to accommodate satellite operators who, for reasons real or imagined, may now be hesitant to entrust their satellites to NASA, is Arianespace, a NASA competitor in the satellite launching business. "A failure in outer space affects everybody, so it is wrong to say we are jubilant," Frederic D'Allest, president of Arianespace, told the Associated Press in Paris last week. "But this makes three disasters for the space shuttle against only two" for Arianespace's powerful rocket. The latest failures of the shuttle could increase Ariane's share of the 250 telecommunications satellites that the European Space Agency predicts will be launched this decade, he said.

One satellite operator that plans to stick with NASA is Satellite Business Systems. According to SBS spokesman Larry Weekley, SBS plans to go ahead with the launch of its SBS IV on the shuttle—now scheduled for launch on Aug. 9. Since the satellite will use the same PAM, he said, SBS will closely follow the investigation into the Westar VI and Palapa 2B PAM failures. SBS will not have to pay a higher insurance premium for the flight, he noted. It signed a two-flight policy in 1982 covering SBS III, which was successfully launched by the shuttle in November 1982, and SBS IV. (Comsat's Satellite Television Corp. has an interest in the fate of SBS IV and any slippage in its launch date. It's the satellite from which STC plans to broadcast five channels of pay television in the first phase of its national direct broadcast satellite service.)

Regardless of who is responsible, it's the insurance underwriters that have to pay for the losses. According to Western Union

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- Jetsons
- Uncle Waldo

- The Flintstones
- Rocky and his Friends
- Tennessee Tuxedo
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spokesman Guy Pierce, Western Union paid \$5.5 million through the New York insurance broker Alexander & Alexander for \$105 million worth of insurance, \$75 million to cover the cost of building and launching the satellite and \$30 million for the anticipated "loss of new business." The Indonesian government insured Papala 2B for \$75 million through Corroon & Black Inspace Inc., a Washington-based broker.

All were in agreement that last week's losses would scare off some underwriters and drive up insurance premiums. Prior to the losses, said Brian Stockwell, president of Corroon & Black Inspace, satellite operators paid around six cents for each dollar of coverage. With some underwriters dropping out and others wiser for the experience, he said, premiums should experience "quite an increase," but not the doubling that others had suggested. "It's too soon to quantify [the increase]," he said. "Everybody is still in a state of semi-coma." The Palapa coverage was spread among between 100 and 150 groups, he said. The Merrett Dixey syndicate of London "took a lead line," he said.

Presumably because of its ample insurance coverage, Western Union put out the word last week that the loss of Westar VI would "have no significant near term effect on operating results." Spokesman Bill Anderson said the loss of Westar VI was "a manageable short-term problem." It will try to accommodate displaced customers on other satellites, its own or those of other carriers, or on its terrestrial networks, he said. Anderson would not say who the Westar VI customers are or even how many there are. "If I tell you the number of customers," he said, "then you'll know the magnitude of the problem."

One of the Westar VI users is Vitalink Corp. of Mountain View, Calif., a three-year-old company that builds and operates private satellite communications networks, and, according to Beverly Menesini, director of communications, it will be sharing in the Western Union insurance settlement. Vitalink acquired two transponders on Westar VI in a May 1982 deal in which Western Union ended up with an undisclosed amount of cash and a 22% interest in Vitalink. Menesini stressed that Vitalink's loss is fully covered through Western Union and that its expected settlement will be "more than enough" to replace the transponders.

According to Robert Wold, of the Robert Wold Co., the loss of Westar VI will not have a direct impact on the satellite services firm. Having just expanded its satellite capacity with the lease of two transponders on AT&T's Telstar 301, he said, Wold had no plans for using Westar VI. However, he said, the loss may indirectly affect the company and its customers. "The loss of the satellite's 24 transponders could drive up prices and make finding occasional satellite time more difficult, particularly during this summer's Olympic games and political conventions. "It was already very tight and this just makes it tighter," Wold said. "Western Union is going to have to try to accommodate its Westar VI customers elsewhere."

Robert Patterson, president of Netcom Enterprises, a competitor of Wold's, had slightly different views of the current transponder marketplace and the effect the Wes-

tar VI loss would have on it. "The marketplace is now able to accommodate normal demand," he said. "I can't recall anybody being turned down for satellite time." Because the customers Western Union had slated for Westar VI will have to be moved to other satellites, he said, the supply of satellite time might get tighter, especially during the conventions and summer Olympics, but should still be great enough to meet normal demand.

For Group W Satellite Communications, which is in the process of leasing seven transponders on Westar V, the loss of Westar VI may be good news. Harlan Rosensweig, president of GWSC, said interest in the GWSC's transponders increased considerably last week, but whether the interest

would "translate" into more lucrative lease agreements for GWSC remained to be seen. When supply goes down and demand stays the same, he said, "prices ought to go up."

At least one person was talking about salvaging the satellites last week. Speaking as an "adviser" to ABC News on the network's *Nightline* last Monday, former astronaut Gene Cernan said, "I think we have a ready-made rescue mission for the shuttle." Although the satellites' orbits are now too high for the orbiter to reach, he said, their small rockets could be used to bring them down to a lower orbit. "It's almost like a storybook, but wouldn't it be something if we go back in two months and pick them up and bring them home. I can't help but think that someone is thinking about that right now." □

FCC asked to hold off setting MTS standard

Developers of new system, Time Period Modulation, ask commission not to approve Zenith/dbx technology as recommended by EIA committee

Two inventors—a Hollywood sound man and a young computer whiz—think they have a better idea for multichannel television sound (MTS) and want the FCC to avoid setting an MTS standard so their idea can have a chance to become reality.

John Neal, a former audio technician with ABC and 20th Century-Fox, now living in Westwood, Calif., and Tom Taylor, a computer expert, who works out of his basement in Calgary, Canada, have come up with Time Period Modulation, a blend of analog and digital technology that, they claim, is the most practical means of broadcasting stereophonic sound and an ancillary audio service (a second-language soundtrack, for instance) for television.

Most television broadcasters and broadcast and receiver manufacturers, to insure the rapid introduction of MTS services, want the FCC to adopt a single standard for multichannel television sound broadcasting. To make the FCC's job as easy as possible, an Electronic Industry Association-sponsored industry committee, after much deliberation, settled on a Zenith transmission system and dbx companding (noise-reduction) system (BROADCASTING, Jan. 9) and formally recommended the combined Zenith/dbx system to the FCC two weeks ago.

But if the FCC adopts the industry-endorsed system, it will prevent the use of the TPM system or any other system that has been developed or is being developed. In comments filed with the FCC two weeks ago, TPM, the partnership formed by Neal and Taylor, said adoption of a single standard would "stifle" innovation. They urged the FCC "to let the marketplace judge the TPM system's signal-to-noise ratio, its efficient spectrum use, multiplexing capabilities and fidelity response and other sound qualities in comparison with other systems." They said the system was "developed too late" to bring before the standards committee for its consideration.

After more than two years of effort (including some 45 improvements on the origi-

nal scheme), the two believe they have something that is unique. Said Neal: "We have a new way to modulate a carrier and a new way to digitize a signal." According to Neal, the TPM system generates stereo and ancillary audio signals that, upon reception, meet all the EIA-prescribed quality standards, yet it doesn't require a companding system to boost the signal-to-noise ratio as do the Zenith and the other proposed MTS transmission systems.

What's more, he said, the signals, which are multiplexed onto conventional television signals with a "combiner," can be passed through existing television stations without any modifications to the stations. The broadcast networks can add the TPM signals to their feeds, he said, and their affiliates can broadcast them without making any changes or buying any new equipment. (Broadcasting the Zenith/dbx signal requires local broadcasters, at the very least, to purchase and install stereo generators, costing several thousand dollars, at their transmitters.)

Recovering the TPM signals in the home is simple and inexpensive, Neal said. All the consumer has to do is connect the television set's audio output to a TPM "separator," which demodulates the TPM signal and creates, in the stereo mode, left and right audio signals that can be fed into the home stereo system. In many cases, he said, the separator, which will be the size of a cigarette pack and cost the consumer no more than \$100, can be hooked up to the television set through its earphone jack.

The concern of some broadcasters and equipment manufacturers, eager to see the advent of MTS broadcasting, is that news of the TPM system and possibly other systems claiming to be superior to the Zenith/dbx system will persuade the FCC not to adopt a single system, even though many believe the agency currently has an inclination to do so. But Tom Keller, senior vice president, science and technology, National Association of Broadcasters, and chairman of the MTS committee, was skeptical about the TPM claims and, hence, not particularly upset by them or their effect on the FCC. "It's too good to be true," he said. "The laws of physics are still there. There is no magic in getting these things done." □

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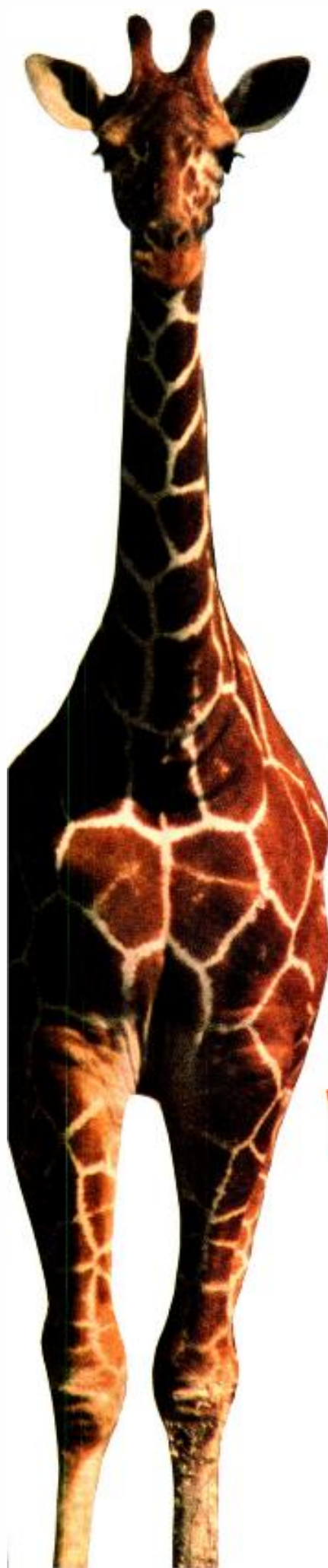
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Savannah, GA	WSAV	ABC
Quincy/		
Hannibal, MO	KHQA	CBS
Reno, NV	KCRL	NBC
St. Maartens	LBC	ABC
Dickinson, ND	KQCD	NBC
Jacksonville, FL	WAWB	IND
Albany, GA	WALB	NBC
Fresno, CA	KFSN	CBS
San Diego, CA	KUSI	IND
Buffalo, NY	WUTV	IND
Indianapolis, IN	WTHR	NBC
Montgomery, AL	WSFA	NBC
Macon, GA	WCWB	NBC
Charleston, SC	WCIV	NBC
Chattanooga, TN	WRCB	NBC
Anchorage, AK	KTVB	CBS
Peoria, IL	WEEK	NBC
Davenport, IA	WOC	NBC
Minot, ND	KMOT	NBC
Youngstown, OH	WKBN	CBS
Kalispell, MT	KCFW	NBC
Alpena, MI	WBKB	CBS
Philadelphia, PA	WPHL	NBC
Waco/Temple, TX	KCEN	NBC
Rock Springs, WY	KWWY	CBS
Rockford, IL	WREX	ABC
Roseberg, OR	KPIC	CBS
Sheridan, WY	KSGW	NBC
Eric, PA	WICU	NBC
Palm Springs, CA	KMIR	NBC
Spring, CO	KRDO	ABC
Paducah/		
Harrisburg, IL	WSIL	ABC

Corpus Christi, TX	KZTV	CBS
New York (Hisp)	WXTV	SPAN
Monroe, LA	KNOE	CBS
Pierre, SD	KPBX	NBC
Dallas/Ft. Worth, TX	KCTX	IND
Casper/		
Riverton, WY	KCWY	CBS
Coos Bay, OR	KTVR	CBS
Sioux Falls, SD	KSFY	NBC
Jonesboro, AR	KAIT	ABC
Clarksburg, WV	WBOY	NBC
Traverse City, MI	WPBN	NBC
Boise, ID	KTVB	NBC
Tallahassee, FL	WECA	ABC
Norfolk/		
Portsmouth, VA	WAVY	NBC
Madison, WI	WMTV	NBC
Lincoln/		
Hastings, NE	KHAS	NBC
Boston, MA	WQTV	IND
Houston, TX	KHTV	IND
Gainesville, FL	WBSP	IND
Atlanta, GA	WANX	IND
Augusta, GA	WAGT	NBC
Butte, MT	KTVM	NBC
Manchester, NH	WMUR	ABC
Rochester, NY	WUHF	IND
Dothan, AL	WTVY	CBS
Seattle, WA	KCPQ	IND
Binghamton, NY	WBNG	CBS
Burlington/		
Plattsburg, VT	WVNY	ABC
San Antonio, TX	KMOL	NBC
Johnstown/		
Altoona, PA	WOPC	ABC
Lafayette, LA	KLFY	CBS
North Platte, NE	KNOP	NBC
Joplin/Pittsburg, KS	KOAM	NBC
San Juan, PR	WKAQ	IND
Tucson, AZ	KZAZ	IND
Baton Rouge, LA	WRBT	ABC
St. Louis, MO	KDNL	IND
Wailuku, HI	KAIH	NBC
Columbus/		
Tupelo, MS	WTVA	NBC
Harrisonburg, VA	WHSV	ABC
Pittsburgh, PA	WPTT	IND
Rochester/		
Austin, MN	KAAL	ABC
Terre Haute, IN	WTHI	CBS
Duluth, MN	KBJR	NBC
Evansville, IN	WFIE	NBC
Hartford/		
New Haven, CT	WVIT	NBC
New York, NY	WPIX	IND
Wildewood, NJ	WAAT	NBC
Oklahoma City, OK	KAUT	IND
Hayes, KS	KAYS	CBS
Ft. Wayne, IN	WANE	CBS
Hazard, KY	WKYH	NBC
Ensign/		
Dodge City, KS	KTVC	CBS
Fargo, ND	WDAY	ABC
Bangor, ME	WLBZ	NBC
Hay Springs, NE	KDUH	NBC
Lexington, KY	WKYT	CBS
Wilmington, NC	WECT	NBC
Ft. Smith, AR	KFSM	NBC
Omaha, NE	WOWT	CBS
Raleigh/		
Durham, NC	WPTF	NBC
Wichita, KS	KWCH	CBS
Miami, FL (Hisp)	WLTV	SPAN
Chicago, IL	WGN	IND
Huntsville, AL	WAFF	NBC
Austin, TX	KVBO	IND
Des Moines, IA	WHO	NBC
Chico/Redding, CA	KRCR	ABC
Lansing, MI	WJIM	CBS
Billings, MT	KTVQ	CBS
Greenville/		
Washington, NC	WITN	NBC
Cincinnati, OH	WKRC	ABC
Grand Junction, CO	KJCT	ABC
San Francisco, CA	KPIX	CBS
Williston, ND	KUMV	NBC
Panama City, FL	WMBB	ABC
Sioux City, IA	KTIV	NBC
Kansas City, MO	KCTV	CBS
Miles City, MT	KYUS	NBC
Rapid City, SD	KOTA	NBC
Phoenix, AZ	KPHO	IND
St. Croix, VI	WSVI	ABC
Topeka, KS	KLDH	ABC
Devils Lake, ND	WDAZ	ABC
Milwaukee, WI	WCGV	IND
Missoula, MT	KECI	NBC
Portland/Poland		
Spring, ME	WMTW	ABC

*Based on Nielsen Syndicated Report, 2/83.



Richland, WA	KNDU	NBC	Harrisburg/	WLYH	CBS
Minneapolis/	WTCN	NBC	Lebanon, PA	WLTZ	NBC
St. Paul, MN	WDRB	IND	Columbus, GA	WKTV	NBC
Louisville, KY	WZTV	IND	Utica, NY	KTHV	CBS
Nashville, TN	KOTI	ABC	Little Rock, AR	KFYR	NBC
Klamath Falls, OR	KIFI	NBC	Bismarck/Minot, ND	KOWY	CBS
Idaho Falls, ID	KFDX	NBC	Lander, WY	WHTV	NBC
Wichita Falls, TX	KHAW	NBC	Meridian, MS	KVTV	CBS
Hilo, HI	KAMR	NBC	Laredo, TX	WDSU	NBC
Amarillo, TX	KOTV	CBS	New Orleans, LA	WTOL	CBS
Tulsa, OK	KHON	NBC	Toledo, OH	KABY	NBC
Honolulu, HI	WSFJ	IND	Aberdeen, SD	KVBC	NBC
Columbus, OH	KNDU	NBC	Las Vegas, NV	KVIQ	ABC
Yakima, WA	WBNB	CBS	Eureka, CA	KPWR	CBS
St. Thomas, VI	WDZL	IND	Bakersfield, CA	WWLP	NBC
Miami, FL	WFTS	IND	Springfield, MA	KACB	NBC
Tampa, FL	WTLW	IND	San Angelo, TX	KRBC	NBC
Lima, OH			Abilene, TX	KCRA	NBC
McAllen/			Sacramento, CA	WSPA	CBS
Weslaco, TX	KVEO	NBC	Greenville, SC	KNMT	CBS
Mobile, AL/			Walker, MN		
Pensacola, FL	WPML	IND	Salinas/		
Lead, SD	KHSD	NBC	Monterey, CA	KSBW	NBC
Flagstaff, AZ	KNAZ	NBC	Ft. Myers, FL	WEVU	ABC
Salt Lake, UT	KUTV	NBC	Charlottesville	WVIR	NBC
Great Falls, MT	KFBB	ABC	Fayetteville, NC	WKFT	IND
Escanaba, MI	WJMN	ABC	Poplar Bluffs, MO	KPOB	ABC
Goodland, KS	KLOE	CBS	Medford, OR	KOBI	NBC
Portland, OR	KPTV	IND	Cheboygan, MI	WTOM	NBC
Odessa/Midland, TX	KMID	NBC	Beaumont, TX	KJAC	NBC
La Grande, OR	KTVR	NBC	Baltimore, MD	WBFF	IND
Spokane, WA	KHQ	NBC	Ardmore, OK	KXII	CBS
Willkes Barre/			Jackson, MS	WAPT	ABC
Scranton, PA	WNEP	ABC	Helena, MT	KTVG	NBC
Albany, NY	WRGB	NBC	South Bend, IN	WHME	IND
Grand Rapids, MI	WUHQ	ABC	Alexandria, MN	KCMT	CBS
Santa Barbara, CA	KEYT	ABC			
Lake Charles, LA	KPLC	NBC			
El Paso, TX	KTSM	NBC			
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Waterloo, IA	KWWL	NBC			
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Mattel asks FTC for permission to use certain camera techniques

Toy company tells commission its competitors are allowed to use video methods in commercials that FTC prohibits Mattel from using; restrictions were imposed in 1971

Mattel and its advertising agency, Ogilvy & Mather, have asked the Federal Trade Commission to change 1971 FTC orders restricting the toy company's use of misleading camera techniques and requiring mandatory disclosure statements in some of its television commercials. In a petition filed Jan. 19, it said the orders "severely hamper Mattel's ability to compete."

Specifically, the petition asked the commission to allow Mattel to use video techniques such as stroboscopic lighting and slow motion camera tracking, which the 1971 order prohibits but which Mattel says are currently used by its competitors. Although the company would not name those competitors, Mattel said the techniques "are now widely used throughout the toy industry..." with no restrictions.

As an alternative to the FTC orders, Mattel proposes that "test methodology" ("diagnostic discrepancy test" procedures) be used to determine whether "a particular special effect used in a commercial causes confusion for children." The tests, according to Spencer Boise, vice president of corporate affairs at Mattel, were invented by Mattel and Ogilvy & Mather about 10 years ago and involve two groups of children. One group, according to the petition, views a commercial without any special effects and the other group sees the same commercial with the addition of the video technique being tested.

"Each child in each group would be shown the commercial twice and would then be asked standard diagnostic test questions to determine what the commercial communicated about the product," Mattel said. "Next the child would be shown the actual product with a detailed description of how the product worked, its features and how he or she might play with it. The child would then be asked what he or she liked best about the toy and if anything new was learned based on the product presentation compared to what was seen in the commercial." The tests, Mattel said, would assess "the impact of a particular production technique in advance of actual broadcast." In addition, Mattel said its advertising "helps children to become alert, knowledgeable consumers..."

Also included in the petition is Mattel's request for the deletion of a provision requiring Mattel to disclose in its television advertising that not all Hot Wheels vehicles are

universally compatible with every Hot Wheels playset. According to Mattel, "Hot Wheels" is a brand name used to market "several different sizes and types of toys," and such a disclosure is already included on the packaging of the products. Broadcast of the disclosure statement, Mattel said, "generally consumes some two to three seconds or more of air time," costing the company about \$350,000 a year. □

Commercial success

U.S. Television Commercial Festival in Chicago picks the top spots for 1983

The 13th annual U.S. Television Commercials Festival has chosen 52 American commercials to receive its honors for excellence. The spots, which aired between Oct. 1, 1982, and Oct. 1, 1983, were categorized under 74 different subject headings and were grouped according to production costs—under \$10,000 and over \$10,000.

"Best of Festival" honors went to *Never Before*, a Campbell-Ewald spot produced for Chevrolet Corvette which also won seven other first-place awards. Other first-place winners included IBM's *Hats* spot (Hagmann, Impastato, Stephens & Kearns), Stroh Brewery's *Alex the Dog* (Marschalk Co.), and Anheuser-Busch's *Pirates* (D'Arcy-MacManus & Masius).

The following list of award winners includes the sponsor, title, producer and advertising agency associated with the commercials.

Best of Festival

General Motors Corp./Chevrolet □ *Never Before* (Robert Abel & Associates; Campbell-Ewald Co.)

Subject Category Winner—Under \$10,000

J.C. Ehrlich Co. □ *Pest Control Is Too Important To Trust To Anyone Else* (Kennedy/Lee Inc.; Arnold Advertising Corp.)

San Jacinto Lung Association □ *Smoker's Cough* (Joe Baraban; Bozell & Jacobs.)

American Lung Association □ *Nutty Professor* (Fred Levinson Productions; Robert Oksner & Keith Gould)

Miller's Outpost □ *Summer Clearance Campaign* (Miller's Outpost, Miller's Outpost).

Subject Category Winners—Over \$10,000

GM Corp./Chevrolet □ *Never Before* (Robert Abel & Associates; Campbell-Ewald Co.)

Corning Glass Works □ *Chameleon* (Peterson Communications; Foote, Cone & Belding).

Archer Daniels Midland Co. □ *Soy Protein* (Wilson-Giak; Martin Williams Advertising).

IBM □ *Hats* (Hagmann, Impastato, Stephens & Kearns; Lord Geller, Federico Einstein, Inc.)

Anheuser-Busch □ *Pirates* (Production Partners; D'Arcy-MacManus & Masius).

Rainier Brewery □ *Gurning* (Kaye Smith Productions; Heckler Associates).

The Stroh Co. □ *Cabin* (Bob Giraldo Productions; Marschalk Co.)

Kraft Inc. □ *Diner* (Pfeiffer Story; J. Walter Thompson USA).

Wendy's International □ *Step Aside* (Sedelmaier Productions; Dancer Fitzgerald Sample).

Hunt-Wesson Foods □ *Heard* (N. Lee Lacy & Associates; Ket-chum Advertising).

Revlon Inc. □ *We've Got Your Color* (Film Consortium; 50th Floor Workshop).

Timex Corp. □ *Great Watch, Mother's Day, and Father's Day* Campaign (R. Greenberg Associates; Grey Advertising).

Lowe's Inc. □ *Nationwide Cats* (Swanson Productions; J. V. Ier Thompson).

Kaypro □ *Complete Computer and Options* (Sedelmaier Productions; Della Femina, Travisano & Partners).

Pioneer Electronics □ *Rossini* (Directors Consortium; Ch. Day Inc.).

Marriott Corp. □ *Edgewatchers and Before/After* (Pfeiffer Story; Smith, Burke, Azzam).

Universal Pictures □ *E.T.—The Extraterrestrial* (Fiamir Films).

Mastercard International □ *Starved/Bored* (N. Lee Lacy & Associates; Wm. Esty Co.)

Sentry Insurance □ *Best Worst, Falling Object and Speed Auto Campaign* (N. Lee Lacy & Associates; Frankenbe Laughlin & Constable Inc.).

D.O.C. Optics Corp. □ *Angel Eyes* (Magic Lantern; W.B. Do & Co.).

MCI Telecommunications □ *Parents* (Bob Giraldo Productic Ally & Gargano).

Alaska Airlines □ *Mankind* (Sedelmaier Productions; CF Day/Livingston Advertising).

ITT Corp. □ *Clean Room* (Dennis, Guy & Hirsch; Needh, Harper & Steers).

Massachusetts State Lottery □ *Working For Me* (Sedelm. Productions; Hill, Holiday, Connors, Cosmopoulos Inc.).

Brooklyn Bridge □ *It's Your Bridge (:30) and It's Your Bri (:30)* (Sunlight Pictures; Ogilvy & Mather).

WYNY Radio □ *The Thinker* (Jim Johnston Films; D'Arcy-M Manus & Masius).

Production Category Winners—Under \$10,000

Art/Animation

CBS Sports □ *1983 U.S. Open Show Titles* (Charisma Productions Ltd.; Charisma Communications Ltd.).

Production Category Winners—Over \$10,000

Copywriting

Wausau Insurance Cos. □ *Where's Wausau?* (Bob Giraldo Productions; Cramer Krasselt Co.).

Direction

IBM □ *Hats* (Hagmann, Impastato, Stephens & Kearns; L. Geller, Federico Einstein Inc.).

Editing

GM Corp./Chevrolet □ *Never Before* (Robert Abel & Associates; Campbell-Ewald Co.).

Ford Motor Co. □ *Fun Again* (Ford Motor Co.; J. Walter Thompson).

Humor

The Stroh Brewery □ *Cabin, Relief Pitcher and Alex, the* (Bob Giraldo Productions, Fred Levinson Productions, Le Pytka Productions; Marshchalk Co.).

Overall Production

Rainier Bank □ *Veterinarian* (Independent Directors; Co Weber).

GM Corp./Chevrolet □ *Never Before* (Robert Abel & Associates; Campbell-Ewald Co.).

Photography

GM Corp./Chevrolet □ *Never Before* (Robert Abel & Associates; Campbell-Ewald Co.).

Product Demonstration

GM Corp./Chevrolet □ *Never Before* (Robert Abel & Associates; Campbell-Ewald Co.).

Set Design

IBM □ *Hats* (Hagmann, Impastato, Stephens & Kearns; L. Geller, Federico Einstein Inc.).

Editing

GM Corp./Chevrolet □ *Never Before* (Robert Abel & Associates; Campbell-Ewald Co.).

Special Effects

GM Corp./Chevrolet □ *Never Before* (Robert Abel & Associates; Campbell-Ewald Co.).

Levi Strauss & Co. □ *One Way* (Robert Abel & Associates; Foote, Cone & Belding).

Talent

IBM □ *Hats* (Hagmann, Impastato, Stephens & Kearns; L. Geller, Federico Einstein Inc.).

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A blue octagonal bomb with a lit fuse is the central focus. The word "EXPLOSIVES" is written in large, bold, red 3D block letters across the middle of the bomb. The letters are slightly tilted and have a shattering or exploding effect, with small red fragments around them. The background is dark and smoky, with a bright light emanating from the top of the bomb where the fuse is lit.

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Lifetime: cable service aims for power through partnership

Consolidation of Cable Health Network and Daytime gives service 12 million homes at launch, numbers that interest advertisers, says service; by 1985, joint venture expects to be profitable

First, there was Daytime; then there was the Cable Health Network.

Now there is neither, but in their place has arisen the cable network, Lifetime, combining what executives involved believe are the most popular program elements from the two previous advertiser-supported services which could not survive on a stand-alone basis.

And that consolidation of resources, among Hearst Corp. and ABC, which operated Daytime, and Viacom, the principal backer behind CHN, is what Lifetime executives point to first in explaining why they think two essentially unchanged program concepts can work in merged form. "We've combined the resources of three very large companies who are very much behind us," said Arthur Cooper, vice president, chief financial officer and acting head of Lifetime, until a president and chief operating officer is named. "We have a staff of very seasoned veterans," he added, most of whom came from Daytime and CHN ranks. Also, Cooper contends, "we have a concept we know can work," based on the positive response Lifetime has received from advertisers and cable operators.

Lifetime went into business Feb. 1 with just over 16 million homes in its cable household universe, and, helped largely by the signing of the Cox Cable system in San Diego with about 225,000 subscribers, the network has already expanded its reach to more than 16.5 million homes.

"We're on target with the number of affiliates we wanted [as well as] with our business plan," said Cooper. But he refused to back up the latter contention with any advertising sales or sales projection figures. The only projection the network is willing to disclose at this time is that it will be profitable by the end of 1985.

Lifetime executives cite several reasons why operators have been attracted to the new service, perhaps the most obvious being that it's offered free, although, Cooper admits, that could change if business doesn't develop according to the current plan. The decision to impose carriage fees, he said, would depend "on a lot of things," with advertising sales certainly one consideration.

In one sense, notes Don Andersson, Lifetime's vice president, affiliate relations, the merger was of particular benefit to Daytime. That service, geared primarily to women, was only on four hours a day, and generally

transmitted on a channel with one or more other services. "The affiliates like the merger," says Andersson, because in its previous life "you couldn't identify [Daytime] with enough promotion to make it a really targeted vehicle. Now it has a set place on the dial within the framework of an overall network."

One other positive attribute of the network is its ability to approach advertisers with a household universe of more than 16 million already in tow. "It's a lot tougher to convince advertisers of your value when you only have two million [households]," said David Moore, Lifetime vice president, advertising.

Moore said the network has succeeded in holding on to all the advertisers who had previously bought time on either Daytime or CHN and that his staff was adding "a couple of new advertisers every week," with a current total of more than 75. On average, a spot on Lifetime costs about \$500.

The Lifetime advertising sales strategy uses a two-pronged approach, explained Moore. "Any time anybody buys cable television, they're supplementing network television [buys]," he said. But there is a second and perhaps just as important reason for buying cable: "The ability to target a select audience that has been determined by the advertiser as most likely to buy his product." Thus, in addition to the standard cost-per-thousand sales pitch that all advertisers are accustomed to, and most comfortable with, Lifetime also uses in many instances a "cost-per-user" pitch, which attempts to show the advertiser he can reach those who are most likely to buy his products for less cost by purchasing time for particular Lifetime programs.

As an example, Moore cited the Lifetime program, *What Every Baby Knows*, which

draws an audience 80% composed of young mothers. The CPM for such a program might be a bit higher than network television, said Moore, but the cost-per-user (CPU) is significantly lower, perhaps \$6.50, compared with the \$20 (daytime) to \$50 (prime time) CPU's for network television.

As for programming on Lifetime, the network's vice president in charge of that department, Mary Alice Dwyer-Dobbin, says, "What we tried to do with the program schedule itself was to put in programs directed toward the largest type of audience available during the daypart." Thus, daytime programming is directed largely to the homemaker; early-morning and early-evening program fare is aimed at working women, and prime time material is targeted predominantly to couples.

About half of the network's program content is produced in-house, with the other half being produced by, among others, companies such as Tomorrow Entertainment (which produces the syndicated *Body Human* and *Life Line* programs and, for Lifetime, *What Every Baby Knows*) and King Features (which produces Lifetime's *Good Housekeeping: A Better Way*).

Among the more unusual programs on the network are several hours of weekly fare targeted to health care professionals such as doctors, nurses and physical therapists. That programming, originally developed at CHN, is transmitted over the main network to cable systems as well as directly to hospitals via satellite master antenna television systems.

Because Lifetime has a 16-million-household universe, it is eligible for measurement by Nielsen, and will be measured from its launch date. Its first report, covering February and March (succeeding reports will be quarterly) should be ready some time in the second quarter. Those ratings should, in part at least, fuel or dispel the belief that the Daytime and CHN program concepts can thrive in the cable marketplace as a single Lifetime network. □

November local TV sweeps: too close to call between ABC, CBS

In market-by-market reports, ABC says its affiliates delivered most homes; CBS says it was winner; each network uses slightly different data

The prime time race for first place in the November 1983 local TV sweeps measurements proved to be so close—once again—that different networks computed the outcome differently ("Closed Circuit," Jan. 23).

ABC's tally of the Arbitron Co.'s market-by-market reports puts ABC affiliates in first place—barely. CBS's Arbitron tally puts

CBS affiliates first—even more barely.

By ABC's count, ABC affiliates delivered 15,355,000 homes per average quarter hour, CBS affiliates delivered 15,179,000 and NBC affiliates delivered 12,738,000.

By CBS's count, CBS affiliates delivered 15,180,000, ABC affiliates 15,112,000 and NBC affiliates 12,343,000.

Researchers at both networks were counting only "pure" network programming, meaning that they excluded all local programs that appeared in prime time. But their methodologies differed somewhat.

The main known difference was in the treatment of prime time programs that ex-

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tended past prime time (11 p.m. NYT) or were delayed locally and shown in other dayparts. ABC includes the ratings for these runovers and DB's (delayed broadcasts); CBS does not.

In addition, CBS excluded the 10:30-11 p.m. segment of the special *Viewpoint* discussion program that ABC presented immediately following *The Day After*, its high-rated television movie about nuclear holocaust (BROADCASTING, Nov. 28, 1983). CBS researchers said they excluded *Viewpoint* because it was a network-sustaining program, a category normally not rated. (Even if they had counted it, they said, CBS affiliates still would have won the sweeps "by a little bit" in the CBS calculation of the results.)

ABC researchers said they counted *Viewpoint* because, although network sustainers are not usually rated, sustainers on the sta-

tions are.

ABC's calculations showed ABC affiliates in first place in 61 markets, more than in November 1982; CBS affiliates first in 72, down from 91 a year earlier, and NBC affiliates first in 14, unchanged from November 1982 (figures include ties). ABC also said its count showed 133 ABC affiliates increased their household delivery over November 1982 levels, as compared with gains by 42 CBS affiliates and 65 NBC affiliates.

CBS's calculations, using a split-point system for ties, showed that in the 146 markets where all three networks have affiliates, the CBS affiliate was in first place in 71.5 markets, the ABC affiliate first in 62.5 and the NBC affiliate first in 12. CBS also showed year-to-year gains for CBS affiliates in 57 markets, for ABC affiliates in 144 markets and for NBC affiliates in 66 markets.

The closeness of the outcome surprised

researchers because in national ratings for the sweeps period, CBS led by more than a rating point. It was not the closest sweeps results of 1983, however. In the May measurements, the race was so tight that all three networks calculated the order of finish differently (BROADCASTING, July 4, 1983).

The chart beginning on page 178 was developed by BROADCASTING from compilations of Arbitron market-by-market reports by CBS and ABC researchers, as indicated. Household numbers are in thousands (add 000) per average quarter hour, covering only the networks' prime time schedules. Bold-face numbers indicate market winners. A dash (—) indicates no primary affiliate in the market. An asterisk indicates a new station in the market, or an affiliation change between November 1982 and November 1983 sweeps. The 1983 sweep period was Nov. 2-29. □

ABC's regular series lift it to victory

With exceptionally strong performances by several of its regular series, ABC-TV was the runaway winner of the prime time ratings for the week ended Feb. 5, the 19th week of the 1983-84 season. ABC's average Nielsen rating/share, 19.6/30, was 3.4 rating points ahead of second-place CBS, whose 16.2/25 was a bare two-tenths of a rating point ahead of NBC's 16.0/24. It was ABC's fifth weekly win of the season, against 14 for CBS.

ABC won Wednesday, Saturday and Sunday nights and was second on all of the others. NBC won Monday and Tuesday and was second on the nights that ABC won. CBS won Thursday and Friday and was third the rest of the time.

ABC won each prime time half-hour on Wednesday and again on Saturday. On Wednesday, ABC's *Dynasty* produced a 25.4/38 to rank third for the week, while *Hotel* (23.3/40) took eighth place and *Fall Guy* (22.0/33) ranked 10th. On Saturday, a two-hour special presentation of *Love Boat* (21.4/35) ranked 12th for the week.

On Friday, although CBS won it, ABC's *Webster* (21.1/33) and *Matt Houston* (18.3/31) produced their highest ratings of the season, and *Benson* (19.6/32) came in with its second highest. CBS won the night with strong time-period wins for both *Dallas* (26.7/41) and *Falcon Crest* (21.7/37). NBC's new *Legmen*, *Master* and *The New Show* weren't in it, averaging 7.9/13.

CBS's regular lineup also produced that network's Thursday win, with *Magnum P.I.* earning 23.6/34, *Simon & Simon* 22.7/33 and *Knot's Landing* 20.1/33. During the first two hours, a repeat of the ABC movie, "Grease," generated 19.7/28, well ahead of NBC's regular lineup, but in the final hour NBC's *Hill Street Blues*, with 19.1/31, easily

outdistanced ABC's *20/20* for second-place. *20/20* had a 15.5/25.

Sunday, which goes to CBS more often than not, went to ABC on the strength of period-winning performances of *Hardcastle & McCormick* (20.1/28) and a special movie presentation of *My Mother's Secret Life* (25.1/36). CBS's *Four Seasons*, which in a special one-hour premiere the week before had scored a 22.3/31, dropped to 17.5/25 in its first appearance in its half-hour format, losing more than seven rating points of the 25.0/37 delivered to it by *60 Minutes*. And a CBS special movie presentation, the award-winning "Chariots of Fire," lost much of the lead-in that *Four Seasons* delivered, ending with an average of 11.8/17. The theatrical blockbuster, "On Golden Pond" (25.2/37), which ranked fourth for the week, helped NBC to a second-place finish on Sunday.

The week covered the first five days of the February local sweeps period. For those days the Nielsen national averages were: ABC 20.3, CBS 16.3 and NBC 14.4.

For the season to date, the averages now are CBS 18.1, ABC 17.2 and NBC 15.1.

Outside of prime time, *CBS Evening News* continued to lead in the news race with a 14.3 average for the week, followed by *NBC Nightly News* at 11.4 and ABC's *World News Tonight* at 11.2. In daytime programming for the week ended Jan. 29 (the latest for which ratings were available) CBS led with 7.7 to ABC's 7.3 and NBC's 5.5. In early morning the latest ratings, for Jan. 23-27, showed ABC's *Good Morning America* ahead for its 104th consecutive week, with a 5.5/24, and with NBC's *Today* gaining again over *CBS Morning News*. *Today* had a 4.3/19 for the week and *CBS Morning News* a 3.7/16. □

Rank □ Show □ Network □ Rating/Share

1.	Dallas	CBS	26.7/41
2.	A Team	NBC	25.5/37
3.	Dynasty	ABC	25.4/38
4.	On Golden Pond	NBC	25.2/37
5.	My Mother's Secret Life	ABC	25.1/36
6.	60 Minutes	CBS	25.0/37
7.	Magnum, P.I.	CBS	23.6/34
8.	Hotel	ABC	23.3/40
9.	Simon & Simon	CBS	22.7/33
10.	Fall Guy	ABC	22.0/33
11.	Falcon Crest	CBS	21.7/37
12.	Love Boat	ABC	21.4/35
13.	Webster	ABC	21.1/33
14.	Knots Landing	CBS	20.1/33
15.	Riptide	NBC	20.1/30
16.	Hardcastle & McCormick	ABC	20.1/28
17.	Three's Company	ABC	19.9/29
18.	Most Beautiful Girl	NBC	19.8/29
19.	Grease	ABC	19.7/28
20.	AfterMASH	CBS	19.7/27
21.	Benson	ABC	19.6/32
22.	Knight Rider	NBC	19.5/27

Rank □ Show □ Network □ Rating/Share

23.	Newhart	CBS	19.4/27
24.	Hill Street Blues	NBC	19.1/31
25.	When She Says No	ABC	19.1/28
26.	TV Bloopers	NBC	19.1/27
27.	Scarecrow & Mrs. King	CBS	18.8/28
28.	Real People	NBC	18.4/28
29.	Facts of Life	NBC	18.4/27
30.	Matt Houston	ABC	18.3/31
31.	Hart to Hart	ABC	18.2/30
32.	Oh Madeline	ABC	18.2/27
33.	T.J. Hooker	ABC	17.7/30
34.	Four Seasons	CBS	17.5/25
35.	Roulets, Bleeps, Blunders	ABC	17.0/25
36.	Diff'rent Strokes	NBC	16.8/28
37.	Remington Steele	NBC	16.8/28
38.	Silver Spoons	NBC	16.4/27
39.	Night Court	NBC	16.1/24
40.	Ripley's Believe It Or Not	ABC	16.0/24
41.	Dukes of Hazzard	CBS	15.9/25
42.	Happy Days	ABC	15.8/22
43.	20/20	ABC	15.5/25
44.	Mike Hammer	CBS	15.2/26

Rank □ Show □ Network □ Rating/Share

45.	That's Incredible	ABC	15.0/21
46.	Master of Ballantrae	CBS	14.8/22
47.	Airwolf	CBS	14.5/24
48.	Gimme A Break	NBC	14.1/21
49.	Blue Thunder	ABC	13.3/21
50.	St. Elsewhere	NBC	13.1/22
51.	Cheers	NBC	13.1/19
52.	Emerald Point, N.A.S.	CBS	12.3/19
53.	Chariots of Fire	CBS	11.8/17
54.	Family Ties	NBC	11.6/17
55.	We Got It Made	NBC	11.4/19
56.	Mama's Family	NBC	11.3/18
57.	Buffalo Bill	NBC	11.2/16
58.	Hollywood's Mysteries	NBC	10.4/18
59.	The Final Conflict	CBS	10.2/16
60.	Master	NBC	9.4/15
61.	Empire	CBS	9.0/14
62.	Whiz Kids	CBS	7.7/13
63.	Legmen	NBC	7.5/12
64.	New Show	NBC	6.8/12
65.	First Camera	NBC	5.7/8

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November 1983: WCCO-TV's *10 PM Report* received a 40 share in the Arbitron book.*

(We also received 40s in May 1983,** November 1982,*** and October 1982.***)

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And the result? Figure it this way: 40 plus 40 plus 40 plus 40 equals another WCCO-TV success.

WCCO-TV NEWS

Minneapolis/St. Paul

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*Source: ARB November 1983 Monday-Sunday ADI Share subject to limitations.

**ARB May 1983 Monday-Sunday ADI Share subject to limitations.

***ARB October 1982 and November 1982 Monday-Friday Metro Share subject to limitations.

The November Sweeps: Abilene-Fort Wayne

ADI (rank)	ABC's computations 1983 households (000)			CBS's computations 1983 households (000)		
	ABC	CBS	NBC	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	16	20	26	16	20	26
Albany, Ga. (150)	10	—	52	10	—	51
Albany-Schenectady-Troy, N.Y. (51)	91	100	72	94	103	71
Albuquerque, N.M. (62)	75	50	58	77	50	57
Alexandria, La. (163)	—	—	34	—	—	34
Alexandria, Minn. (178)	—	40	—	—	40	—
Alpena, Mich. (208)	—	8	—	—	8	—
Amarillo, Tex. (115)	44	31	26	43	33	26
Anniston, Ala. (192)	—	18	—	—	19	—
Ardmore-Ada, Okla. (172)	11	24	—	11	25	—
Atlanta (16)	212	233	150	215	236	149
Augusta, Ga. (103)	51	47	23	51	47	23
Austin, Tex. (82)	52	58	35	52	59	35
Bakersfield, Calif. (147)	29	22	20	27	22	20
Baltimore (21)	198	173	148	202	174	147
Bangor, Me. (156)	21	29	21	21	28	21
Baton Rouge (91)	80	69	31	79	68	31
Beaumont-Port Arthur, Tex. (120)	42	51	34	42	52	34
Bend, Ore. (203)	—	—	4	—	5	—
Billings-Harding, Mont. (169)	14	20	6	14	20	6
Biloxi-Gulfport-Pascagoula, Miss. (179)	39	—	—	40	—	—
Binghamton, N.Y. (134)	15	48	20	16	52	20
Birmingham, Ala. (48)	139	45	98	140	46	97
Bluefield-Beckley-Oak Hill, W.Va. (131)	33	—	27	34	—	27
Boise, Idaho (137)	25	26	25	27	26	25
Boston (6)	328	268	273	307	270	267
Bowling Green, Ky. (187)	24	—	—	25	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (87)	32	58	71	33	58	71
Buffalo, N.Y. (33)	116	116	89	116	115	86
Burlington, Vt. (93)	18	51	27	19	54	27
Casper-Riverton, Wyo. (180)	18	12	2	18	11	2
Cedar Rapids-Waterloo, Iowa (76)	67	52	53	61	52	52
Charleston, S.C. (111)	40	52	30	40	53	30
Charleston-Huntington, W.Va. (43)	85	106	112	86	108	111
Charlotte, N.C. (32)	113	137	48	115	145	47
Chattanooga (79)	65	66	49	66	63	49
Cheyenne, Wyo. (189)	—	23	—	—	23	—
Chicago (3)	537	450	505	539	453	500
Chico-Redding, Calif. (138)	33	32	—	31	33	—
Cincinnati (28)	129	139	104	128	141	104
Clarksburg-Weston, W.Va. (162)	—	27	22	—	27	21
Cleveland (11)	301	227	223	294	228	222
Colorado Springs-Pueblo (105)	46	41	32	47	40	32
Columbia, S.C. (90)	40	35	64	41	39	64
Columbia-Jefferson City, Mo. (141)	28	35	19	28	35	19
Columbus, Ga. (113)	54	48	16	54	49	16
Columbus, Ohio (35)	123	136	105	123	140	105
Columbus-Tupelo, Miss. (136) *	11	32	43	11	33	42
Corpus Christi, Tex. (125)	40	27	24	38	27	24
Dallas-Fort Worth (9)	296	275	188	292	276	188
Davenport, Iowa-Rock Island-Moline, Ill. (75)	64	65	57	65	64	56
Dayton, Ohio (49)	88	123	70	90	122	69
Denver (19)	162	141	142	168	142	140
Des Moines (67)	65	80	62	67	81	61
Detroit (7)	393	322	301	396	329	287
Dothan, Ala. (160)	15	46	—	15	46	—
Duluth, Minn.-Superior, Wis. (114)	39	35	26	39	35	26
El Centro, Calif.-Yuma, Calif. (177)	6	—	9	4	—	10
El Paso, Tex. (103)	31	29	33	32	30	33
Elmira, N.Y. (165)	13	—	11	14	—	11
Erie, Pa. (146)	26	24	30	27	25	30
Eugene, Ore. (126)	37	35	16	35	35	16
Eureka, Calif. (181)	11	11	—	10	12	—
Evansville, Ind. (88)	56	44	36	58	45	36
Fargo, N.D. (101) *	40	41	31	39	41	31
Farmington, N.M. (202)	—	—	4	—	—	—
Flint-Saginaw-Bay City, Mich. (56)	93	46	87	96	48	86
Florence, S.C. (149)	25	65	—	25	67	—
Fort Myers-Naples, Fla. (112)	21	40	27	21	39	27
Fort Smith, Ark. (148)	16	39	14	16	40	14
Fort Wayne, Ind. (95)	51	42	39	51	43	39

* Asterisk denotes affiliate switch or new station.

Chart continues on page 182.

ART CARNEY

STARRING IN O. HENRY'S



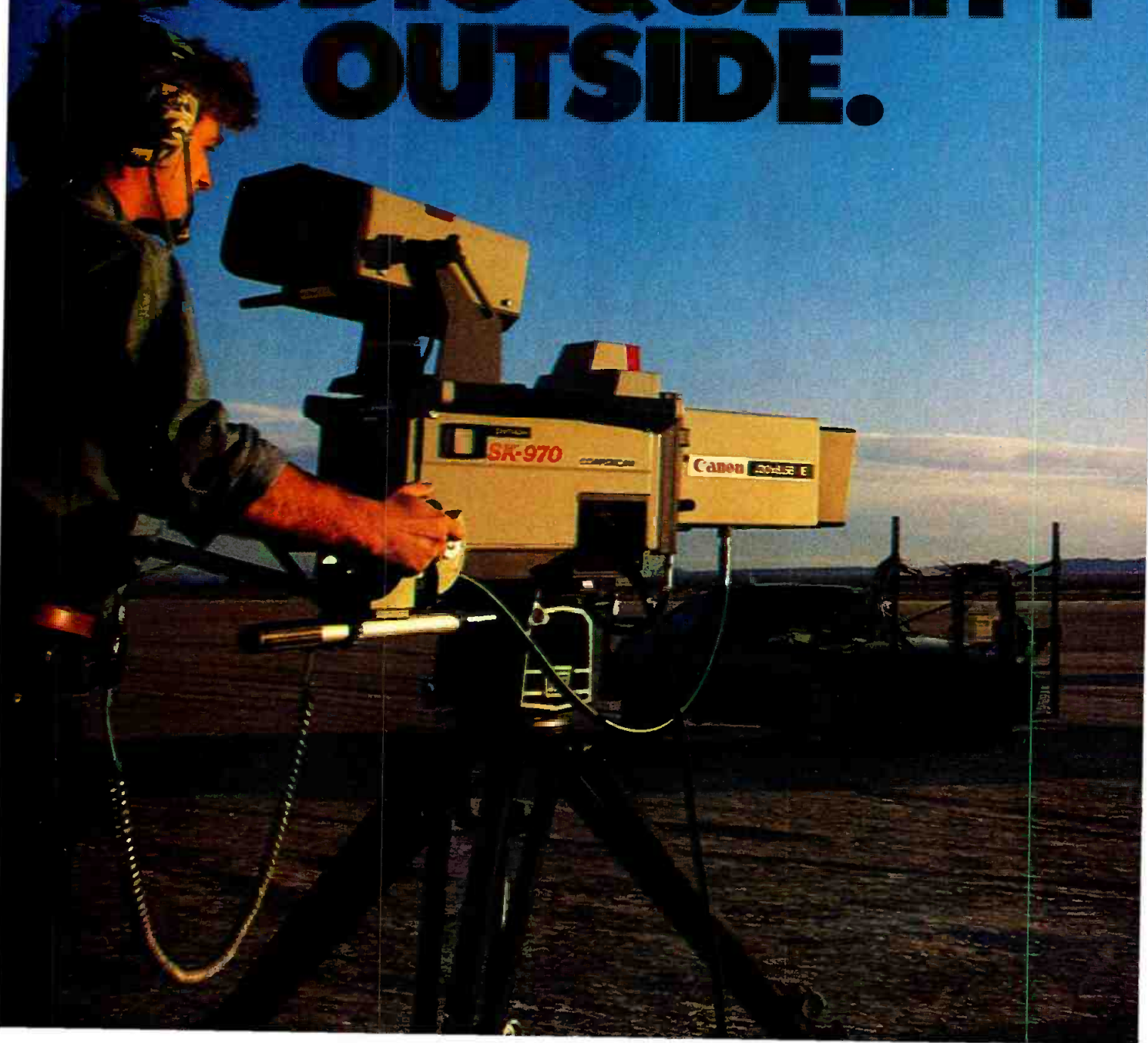
The poster features a large, detailed illustration of Art Carney as an elderly man with glasses and a mustache, looking down with a gentle expression. To his right, a woman with dark, curly hair is shown in profile, looking down. In the foreground, a young child with curly hair is lying down, looking up. The background shows a woman in a long, light-colored dress and a blue plaid shawl standing near a horse-drawn carriage. The scene is set in a winter environment with snow on the ground and a warm, golden light. The title 'THE LAST LEAF' is written in a large, stylized font across the middle, with a large, dark leaf graphic positioned below it. The background is decorated with vertical stripes and small, stylized bird motifs.

THE LAST LEAF

NOW AVAILABLE FOR EASTER
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A PRESENTATION OF THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS
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**HITACHI PUT
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You're shooting the big one. A national political convention. The World Series. Or the most ambitious car commercial ever taped on location.

Until now, either you run the risk of ruining your best studio cameras in the field. Or go with your best field cameras and risk falling short of the quality you're looking for.

Well, agonize no longer. Hitachi's new Computacam™ is here. The first video camera with an on-board computer that sets up automatically in just 2 minutes—including the green channel. And that delivers big camera studio performance at virtually any location. Because the computer in Computacam gives you total control.

POWERHOUSE COMPUTER IN A 55-POUND PACKAGE.

With the Hitachi Computacam SK-970, you don't set up cameras one by one using an external computer—which can waste all kinds of expensive time on a multi-camera shoot. And which means you can lose automatic set up on *all* your

cameras if the external computer should ever go down.

Your least experienced cameraman can balance all your Computacam cameras perfectly with the push of a button. Each camera has a built-in diascope. And each computer has data files that correct for everything from light to lenses. These files even "remember" conditions if you should ever have to reshoot. Yet all these electronics come in one small, incredibly rugged package.

Most important, the computer in Computacam is the *only* one that can store data to correct for registration errors caused by lens zooming and focusing. And it's the *only* computer that dynamically compensates for temperature so you'll know your picture's centered in either a blazing desert or a blinding snowstorm.

PLUMBICONS AND OTHER PLUMS FOR PERFECTIONISTS.

For all its finesse in the field, don't forget you're also getting a *great* studio camera in Computacam SK-970. That comes with either a Plumbicon or a Saticon®

high-performance pickup tube that provides up to 700 lines of horizontal resolution. This means picture quality that can open up whole new markets for you.

Computacam is the beginning of a whole new family of cameras. We already have an EFP shoulder-mount version—the SK-97—that also has an on-board computer and the same technical features you get in the SK-970.

What will it cost you to have the camera for all places and all seasons? Put it this way. Even with a 7-inch viewfinder and a wide array of lenses, it's a whole lot cheaper than the finest motor car. And you'll be getting the same order of performance.

Only Hitachi has Computacam. And it's not excessive to say it's the next generation of video cameras.

For more information, contact Hitachi Denshi America, Ltd., Broadcast and Professional Division, 175 Crossways Park West, Woodbury, NY 11797. (516) 921-7200. Offices also in Chicago, Cincinnati, Dallas, Denver, Seattle, Los Angeles and Washington, D.C.



The November Sweeps: Fresno-Panama City

ADI (rank)	ABC's computations 1983 households (000)			CBS's computations 1983 households (000)		
	ABC	CBS	NBC	ABC	CBS	NBC
Fresno, Calif. (65)	51	62	45	48	64	44
Gainesville, Fla. (170)	21	—	—	22	—	—
Glendive, Mont. (209)	—	2	—	—	2	—
Grand Junction, Colo. (185)	8	21	—	8	19	—
Grand Rapids-Kalamazoo, Mich. (38)	109	92	83	75	94	82
Great Falls, Mont. (176)	13	15	—	13	16	—
Green Bay, Wis. (69) *	76	65	64	77	66	62
Greensboro-Winston Salem-High Point, N.C. (50)	88	121	73	90	120	72
Greenville-New Bern, N.C. (98)	32	60	49	32	62	49
Greenville-Asheville-Spartanburg, S.C. (36)	104	123	111	104	127	109
Greenwood-Greenville, Miss. (174)	32	13	—	32	13	—
Harrisburg-Lancaster-Lebanon-York, Pa. (46)	68	77	101	69	78	101
Harrisonburg, Va. (196)	25	—	—	26	—	—
Hartford-New Haven, Conn. (22)	148	172	82	152	177	82
Helena, Mont. (205)	—	—	4	—	—	4
Houston (10)	297	227	185	298	229	185
Huntsville-Decatur-Florence, Ala. (92)	53	59	42	54	58	35
Idaho Falls-Pocatello (157)	13	21	16	14	21	16
Indianapolis (24)	156	156	127	158	157	124
Jackson, Miss. (84)	35	61	59	36	60	59
Jackson, Tenn. (183)	39	—	—	40	—	—
Jacksonville, Fla. (64)	63	91	43	64	92	43
Johnstown-Altoona, Pa. (80)	1	59	76	1	61	76
Jonesboro, Ark. (173)	33	—	—	33	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	34	41	26	34	42	25
Kansas City, Mo. (27)	139	137	109	143	137	108
Knoxville, Tenn. (58)	85	106	43	87	104	42
La Crosse-Eau Claire, Wis. (129)	21	39	38	21	39	38
Lafayette, Ind. (191)	—	11	—	—	11	—
Lafayette, La. (109)	51	64	—	51	67	—
Lake Charles, La. (168)	—	—	37	—	—	37
Lansing, Mich. (98)	—	67	38	—	69	38
Laredo, Tex. (198)	—	4	4	—	4	6
Las Vegas (102)	40	34	30	37	34	30
Laurel-Hattiesburg, Miss. (164)	—	—	29	—	—	28
Lexington, Ky. (77)	45	77	45	47	77	44
Lima, Ohio (193)	—	—	15	—	—	15
Lincoln-Hastings-Kearney, Neb. (89)	39	56	14	39	55	13
Little Rock, Ark. (53)	102	84	76	105	86	72
Los Angeles (2)	690	525	557	661	540	544
Louisville, Ky. (44)	69	110	90	70	111	95
Lubbock, Tex. (131)	27	31	22	26	31	21
Macon, Ga. (140)	20	46	16	21	46	15
Madison, Wis. (106)	40	50	34	41	51	33
Mankato, Minn. (197)	—	16	—	—	16	—
Marquette, Mich. (184)	—	20	—	—	20	—
McAllen-Brownsville, Tex. (120)	31	26	13	32	26	13
Medford, Ore. * (152)	—	25	28	—	25	29
Memphis (38)	98	140	102	99	138	102
Meridian, Miss. (171)	30	11	5	30	11	5
Miami (13)	201	195	148	201	194	147
Milwaukee (29)	137	121	105	139	121	104
Minneapolis-St. Paul (14)	213	224	144	212	231	138
Minot-Bismarck-Dickinson, N.D. (142)	—	32	37	—	32	34
Missoula-Butte, Mont. (153)	29	—	22	32	—	23
Mobile, Ala.-Pensacola, Fla. (61)	75	92	54	75	93	53
Monroe, La.-El Dorado, Ark. (114)	14	73	24	14	74	24
Montgomery, Ala. (119)	25	24	57	25	25	56
Nashville (31)	106	166	122	105	160	120
New Orleans (34)	122	149	93	115	149	90
New York (1)	1,113	964	1,067	1,126	976	1,062
Norfolk-Portsmouth, Va. (47)	87	101	80	88	103	80
North Platte, Neb. (207)	—	—	6	—	—	6
Odessa-Midland, Tex. (144)	28	31	22	28	31	22
Oklahoma City (40)	91	103	74	90	100	72
Omaha (71)	77	70	54	76	69	53
Orlando-Daytona Beach, Fla. (30)	131	118	115	134	121	114
Ottumwa, Iowa-Kirkville, Mo. (204)	24	—	—	25	—	—
Paducah, Ky.-Cape Girardeau, Mo. (72)	39	82	59	40	82	58
Palm Springs, Calif. (186)	9	—	5	8	—	5
Panama City, Fla. (175)	22	—	20	23	—	20

* Asterisk denotes affiliate switch or new station.

Chart continues on page 186.



SFM entertainment

At SFM, we've put together some of the brightest events that highlight a television season. From the 1983 Mobil Showcase Network presentation of "THE LIFE AND ADVENTURES OF NICHOLAS NICKLEBY" to the "AMERICA'S CUP RACE OF THE CENTURY" to the "THIRD ANNUAL HEISMAN TROPHY AWARD" program to the "WALT DISNEYWORLD VERY MERRY CHRISTMAS PARADE" . . . We've brought entertainment back to the family, positioned prestigious programming for that special audience, successfully created ad-hoc networks, and, in turn, opened the doors to a new world of television programming. Recognized as a leader in the broadcast industry, SFM carries on its tradition of excellence with diverse and exciting first-rate presentations. For 1984 . . . SFM presents, for the seventh consecutive year, **THE SFM HOLIDAY NETWORK**, a package of all-family features, which takes viewers into a world of action-packed adventure, powerful drama and passionate romance. All-star presentations from Hollywood's finest studios. The most extraordinary movie package ever assembled with clearance in over 175 markets covering all 50 states. But, that's not all . . . After a successful initial season, Walt Disney Productions continues its commitment to junior athletics by providing further

adventures with **SPORT GOOFY** and the world's finest junior tennis players. SFM continues the ad-hoc network special programming concept with "ROSE PETAL PLACE," a half-hour animated special; The 1984 **MOBIL SHOWCASE NETWORK** featuring the International Emmy-award winning specials, Laurence Olivier's "KING LEAR", "A VOYAGE ROUND MY FATHER", and the acclaimed "TWO BY FORSYTH"; "RAINBOW BRITE", a half-hour animated special and the one hour "VIDEO SHOCK" a look at the world of tomorrow that is with us today. Always seeking to provide truly special high-quality programming to attract the maximum audience — SFM will present the CBC six-hour mini-series — "EMPIRE, INC." — an international best-seller in the tradition of "Dynasty" and "Dallas". And more . . . "THE INDOMITABLE TEDDY ROOSEVELT" narrated by George C. Scott, "DAYAN'S ISRAEL", "THE MARCH OF TIME", "CRUSADE IN THE PACIFIC", "THE ORIGINS GAME", a NEW special from Walt Disney Productions . . . and much, much more. Come and visit us. —

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SFM entertainment

"The British are coming"

When Colin Welland picked up his Oscar for *Chariots of Fire* in 1982 he told the audience that 'the British are coming'.

His prediction came true.

Last year, *Gandhi*, in which Goldcrest had a major investment, scooped no less than 8 Oscars.

And this year we've proven ourselves successful producers for the international market of television programmes as well as film.

Indeed, the following Goldcrest programmes have already been sold to American broadcasters.

The Far Pavilions, a \$12 m. three by two hour mini-series set in India at the time of the British Raj, stars Ben Cross, Amy Irving, Omar Sharif, Sir John Gielgud, Christopher Lee and Rossano Brazzi and will be showing on HBO.

Robin Hood, the first major series about the famous outlaw for a quarter of a century, has been secured by Showtime.

Made for American Playhouse, *Concealed Enemies* is a dramatised mini-series about the celebrated Alger Hiss case starring Peter Riegert as Richard Nixon, John Harkins as Whittaker Chambers and Edward Herrmann as Alger Hiss.

We expect to have equal success in the United States with the following projects and new developments.

The Monte Carlo Casino Story is the extraordinary tale of two families who made Monte Carlo what it is today. Mini-series. A Goldcrest/Antenne 2 co-production in association with Action Take One Ltd.

The Devil's Alternative, a major mini-series to be adapted from Frederick Forsyth's best selling novel, is currently in development.

A Christmas Carol is a brilliant new hour long version of Dickens' famous story. Available in September for Christmas 1984, a pilot extract is available for screening at NATPE.

The World - A Television History, an ambitious twenty-six part series, guides us through the atlas of world history from earliest times to today. The first programmes are available for screening at NATPE.

The Matterhorn Flyers is an exciting thirteen-part series based on the true-life adventures of helicopter rescue pilots in the Alps. A Goldcrest/Blackbox co-production in development.

The Body Machine, a film encyclopaedia of the functions of the human body is presented by Professor Christiaan Barnard. Twenty-six half-hour episodes. The first programmes are available for screening at NATPE.

American Visions, a series in eight parts on the art and architecture of America presented by Time magazine art critic Robert Hughes, is in development. A Goldcrest/BBC and American Visions co-production.

If you're interested in becoming involved in any of these exciting new projects, come and see us at NATPE.

GOLDCREST



Some have
already arrived



Far Pavilions



Robin Hood



Concealed Enemies

The rest are
on their way.



Monte Carlo Casino Story



Christmas Carol



Matterhorn Flyers

The November Sweeps: Parkersburg-Zanesville

ADI (rank)	ABC's computations 1983 households (000)			CBS's computations 1983 households (000)		
	ABC	CBS	NBC	ABC	CBS	NBC
Parkersburg, W.Va. (194)	—	—	9	—	—	9
Peoria, Ill. (100)	42	43	37	43	42	35
Philadelphia (4)	558	416	416	559	426	411
Phoenix (25)	121	129	103	125	124	97
Pittsburgh (12)	299	251	162	301	254	159
Portland, Ore. (23)	142	128	101	140	128	99
Portland-Poland Spring, Me. (78)	61	46	50	64	48	49
Presque Isle, Me. (200)	—	8	—	—	9	—
Providence, R.I.-New Bedford, Mass. (41)	110	79	117	114	84	112
Quincy, Ill.-Hannibal, Mo. (152)	—	35	30	—	35	30
Raleigh-Durham, N.C. (37)	125	102	36	129	103	36
Rapid City, S.D. (161)	15	—	25	15	—	25
Reno (124)	32	21	19	30	21	19
Richmond, Va. (57)	70	81	65	69	90	59
Roanoke-Lynchburg, Va. (68)	55	89	59	56	88	59
Rochester, Minn.-Mason City, Iowa (139)	29	24	25	30	26	25
Rochester, N.Y. (70)	70	58	53	70	56	49
Rockford, Ill. (109)	38	35	26	39	35	26
Roswell, N.M. (188) *	—	18	5	3	17	—
Sacramento-Stockton, Calif. (20)	162	129	138	153	132	134
St. Joseph, Mo. (190)	20	—	—	20	—	—
St. Louis (18)	199	209	160	204	214	158
Salinas-Monterey-San Jose, Calif. (108)	47	23	23	46	24	22
Salisbury, Md. (166)	10	21	—	11	21	—
Salt Lake City (42)	94	103	83	97	104	80
San Angelo, Tex. (195)	—	13	—	—	13	—
San Antonio, Tex. (45)	94	102	62	92	103	62
San Diego (26)	118	109	73	108	112	71
San Francisco (5)	327	289	261	305	298	251
Santa Barbara-Santa Maria, Calif. (116)	29	23	16	27	23	15
Savannah, Ga. (107)	33	56	23	34	58	23
Seattle-Bellingham-Tacoma (15)	206	146	162	205	153	156
Selma, Ala. (206)	—	9	—	—	7	—
Shreveport, La.-Texarkana, Tex. (55)	90	100	56	89	99	56
Sioux City, Iowa (135)	37	14	34	37	14	33
Sioux Falls-Mitchell, S.D. (95)	40	73	20	41	72	20
South Bend-Elkhart, Ind. (80)	50	59	59	51	61	59
Spokane, Wash. (74)	61	52	49	57	53	48
Springfield, Mass. (96)	43	—	42	45	—	41
Springfield, Mo. (82)	24	56	59	24	56	58
Springfield-Decatur-Champaign, Ill. (73)	56	72	49	57	74	49
Syracuse, N.Y. (66)	57	77	67	59	77	66
Tallahassee, Fla. (128)	13	57	5	13	58	5
Tampa-St. Petersburg-Sarasota (17)	206	203	134	186	208	131
Terre Haute, Ind. (126)	17	44	39	15	44	39
Toledo, Ohio (60)	72	86	74	73	87	74
Topeka, Kan. (145) *	10	37	22	10	37	22
Traverse City-Cadillac, Mich. (132)	19	48	29	19	50	28
Tucson, Ariz. (85)	50	46	42	51	45	42
Tulsa, Okla. (55)	105	89	61	104	88	59
Tuscaloosa, Ala. (188)	—	12	—	—	12	—
Twin Falls, Idaho (203)	—	—	10	—	—	11
Tyler, Tex. (159)	53	—	—	53	—	—
Utica, N.Y. (158)	16	—	24	16	—	24
Victoria, Tex. (202)	5	—	5	5	—	5
Waco-Temple, Tex. (97) *	—	44	40	—	46	39
Washington-Hagerstown, Md. (8)	266	254	229	265	266	211
Watertown-Carthage, N.Y. (167)	—	20	—	—	20	—
Wausau-Rhineland, Wis. (132)	29	48	11	29	47	11
West Palm Beach-Ft. Pierce, Fla. (63)	53	24	57	49	24	56
Wheeling, W.Va.-Steubenville, Ohio (123)	—	55	44	—	56	42
Wichita-Hutchinson, Kan. (58)	74	76	64	73	77	62
Wichita Falls-Lawton (130)	32	28	22	31	29	22
Wilkes Barre-Scranton, Pa. (52)	103	61	83	105	63	82
Wilmington, N.C. (150)	30	—	48	31	—	47
Yakima, Wash. (122)	26	38	22	24	38	21
Youngstown, Ohio (83)	50	65	51	50	65	50
Zanesville, Ohio (198)	—	—	9	—	—	9

* Asterisk denotes affiliate switch or new station.

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The Fifth Estate's freedom fighter

Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, is a determined man when it comes to the First Amendment. Indeed, if there were 268 more like him the going would be easy for S. 1917, the Freedom of Expression Act of 1983—Packwood's bill to free all the Fifth Estate media from content regulation, including the equal time and fairness doctrines. Unfortunately, the odds still favor the status quo, as is evident from this "At Large" interview with BROADCASTING editors. But Packwood is a patient man, too, and he's convinced of eventual success, even if it takes a decade.

Will you, in general terms, tell us about your bill?

Very simple. It repeals the statutes. The whole thing, apart from the preambles, consists of practically one page. It attempts to wipe off the books all of the statutes on which the content doctrines rest.

The bill clearly has a good spectrum of support, all across the board. Not just broadcasting interest but nonbroadcasting interest, academic interest, newspaper interest. The opposition will come from the far right and the far left, which hold similar views about the purpose of the media. Both of them think the media should be used to further their social purposes. They'll take their chances as to who is in control of the government.

But isn't there a lot of opposition in Congress?

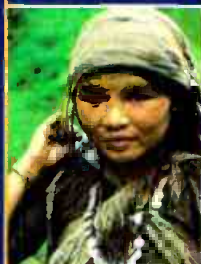
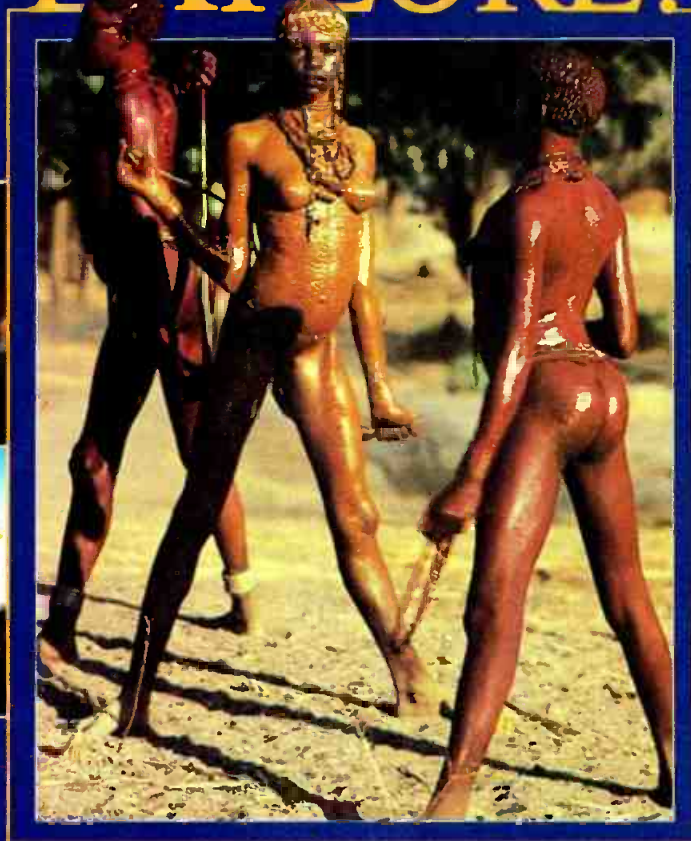
No. But I should emphasize that I haven't talked to anybody in

Congress. Oh, an occasional casual hallway conversation, but I have not as yet made any effort to lobby any of the members of the Congress. I'll just take it a step at a time. First the Commerce Committee, then the Senate. And if we get that far, then we'll see what happens in the House.

You would be getting pretty far if you got it past the Senate. The conventional wisdom has it that they don't trust broadcasters. They don't want to trust them with the freedom that this bill would give them. How do you answer that?

I can understand why an incumbent might not trust broadcasters. The present rules, by and large, protect incumbents. If a broadcaster is subject to equal time then he covers us in news because we are newsworthy. And the other candidates may not get much coverage at all. But the broadcaster is not going to schedule any debates—or he

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wouldn't have until the recent FCC decision, which is being challenged anyway. But he is not going to put on half-a-dozen candidates for office, let alone more than that.

But I don't think it's a mistrust of broadcasters *per se*. By and large, we get our fair share of time. But the present laws cut off reasonable access for our challengers.

Why wouldn't Congress want to keep it that way?

It may. I haven't talked to the members. I don't know.

How about the support within your own committee?

I haven't talked to anybody. I would judge from what Senator [Barry] Goldwater [R-Ariz.] said several weeks ago that he's with me. But I've not talked with any Republicans or any Democrats. I just take it a step at a time. These hearings are first designed to lay a record as to what the bill does, which groups support it, which groups oppose it. And when I am done with that record, then I'll go from there.

What do you suppose the chances are of support from the White House? The President has talked often about how he feels broadcasters are entitled to First Amendment rights.

Well, both the National Telecommunications and Information Administration and the FCC support it. I have not asked them to testify; they will be submitting statements. But I am assuming that what those two would mean is that you have support from the White House. But I don't expect them to carry the water on this; I don't expect them to lobby it. I'll have to get it through. It is encouraging to have their support rather than their opposition, but I doubt if they are going to go to the mat on this.

Every time I talk to someone in the White House about things of this sort, I always ask why the President doesn't come out and fight for this legislation because he has so often talked about this area.

My hunch would be that on their scale of priorities it isn't that high.

Would you ask for White House support?

Well, I am assuming that NTIA is speaking on behalf of the administration.

It is, but it would take some legislative arm of the White House to come out and do some lobbying. They're not going to do any lobbying, I don't think.

No. And I don't expect them to. When I have finished the hearings, when I have talked to the members—I'll take it a step at a time—I will ask for their support. But if I thought in order to get this passed, I had to get the White House to put it on a high enough priority that they would lobby it through, I just don't expect they are going to do that. I think they are going to look at Lebanon and Central America and the deficit and legislative vetoes and they are going to say that this is not that high—and this is my guess—on their scale of priorities.

Your impression of Senator Goldwater and his support was different than mine. Because when he talked about the press being dishonest and inaccurate, I didn't get the impression that he really felt broadcasters will be responsible.

I don't think he was talking about just broadcasters, but about the generic freedom of the press. But then he said that it doesn't seem to really improve things by having the government determine who is fair.

How about the Freedom of Expression Foundation?

It cannot lobby; it is not a lobbying organization. They are just excellent on research. The papers they have turned in so far are excellent.

Is it also a fund-raising organization?

No. Only for its own purposes, its own maintenance.

Getting back to the purposes of the bill. You said it repeals content

regulation. It doesn't repeal the bottom line of the Communications Act, which is to operate in the public interest.

Yes it does. Well, it redefines it. They won't be able to enforce under the public interest standards certain categories. They won't be able to censor. It does it by excluding. It does not repeal the terms public interest, but it leaves them with very little with which to weigh it against.

In other words, you couldn't say that somebody has to be fair in order to serve the public interest.

That's true. In fact, it specifically says that such conduct is out of bounds.

That pretty much takes care of public interest.

Well, no. For example, this does not prohibit—if I understand it correctly—saying that they would encourage children's programming. It eliminates the content, the response time, the fairness, the requirement of how you must cover events and who you must give time to

All right. But I'm not sure what would be left of the public interest en of production. And how do you respond to the charge that broadcasters are given a monopoly to operate on the public airways for three five, seven years and that in return for this they ought to do some thing in the public interest, whatever it is? Right now it's equal time fairness and other things.

I look at it from the standpoint of what best serves the public interest. And what best serves the public are not restrictions on what the broadcast media report or editorialize about or comment on—cover or don't cover. The public interest is not best served by the government telling broadcasters to whom they must give response time, or what they must cover.

So you would accept the situation of a broadcaster who was completely one-sided in his coverage of an election or gave time to one candidate and not another?

I would treat them the same as newspapers. My hunch is that if you had that in 1% of the cases I'd be surprised. Just as I would be very surprised if you find that in the print press very much.

But nevertheless you would accept it. That's the price you would pay for giving broadcasters the freedom you think they are entitled to.

I would give them the same privileges as print.

FCC Commissioner Mimi Dawson, I think you know, is proposing an omnibus rulemaking that would eliminate all content regulation that the commission is authorized to repeal. I think her feeling is that Congress probably won't be able to act on this thing. Do you think the commission should go ahead with this, or wait for you?

I'm perfectly happy to have the commission go as far as it can go legally. I don't know what the limits of its legal powers are, but whatever they do they clearly are going to get sued. As they get sued on most other things. I am delighted to have them move as far as the can move. I was happy with their decision on equal time a few weeks ago.

Have you completely dropped the idea of a constitutional amendment?

There is almost no support for it. The broadcasters think it's an impossible accomplishment, and the print media are justifiably afraid of going backward rather than forward.

Do you think the print media should get behind this bill?

They are behind it. When you have the newspaper publishers and newspaper editors, and Sigma Delta Chi and the teachers of journalism, you by and large have the print media.

Is it more a matter of principle now, or is it because they now use electronic means to transmit material?

Yes, although the Supreme Court faced that in the *Tornillo* case and

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Miami Herald. If it were just transmission of material for purposes of printing, I don't think they would be too worried. Most newspapers today are not involved in broadcast—most of them don't own broadcasting. So for most of them it's simply a matter of principle. They think that liberty ought to be extended to all forms of communication.

What I was driving at is the fact that the *Wall Street Journal*, for instance, transmits a lot of its copy to printing plants by electronic means, which technically puts them under the control of the FCC.

Technically, although my hunch would be that even on that kind of transmission today the court would not call that broadcasting. However, if you transmit to a satellite and then into a home, I think they would call it broadcasting. But I think they would probably say, "So long as your purpose of transmission is in-house publication and that's the reason for the transmission, that doesn't count as broad-

"The public interest is not best served by the government telling broadcasters to whom they must give response time, or what they must cover."

casting." That's just my guess as to how they would come down.

But in any case, print media are giving a lot of support.

Oh yes. In fact their support initially has been stronger than that of the broadcasters. They have really come out very, very strongly, even though their direct interest is probably less than the broadcasters'. But from a standpoint of an ultimate fear I think they grasp the fact that you all may be in the same boat together. And that one day they are going to be truly electronic. And then you are going to run the risk of what the court may do.

Why do you think that initially there was less support from the broadcasters?

I'm not sure. I can't put my finger on it. Some of them like the protection they are given. They don't have to cover. They can decide that they don't want to give you time and so they don't have to give me time. And they can say: "The government would compel that and I don't want to do that." But that's minor; I don't want to give that major significance. But I cannot put my finger on it.

I have noticed some of this with broadcasters. The FCC is moving in the right direction. And things seem to be going OK with the FCC so there is no need for any statutes. That's a very short-sighted view. That's this FCC. Who knows what another FCC may do? I find it very hard to get people—not just broadcasters—concerned about long-term issues if there appears to be no immediate urgency.

How about cable? How has the support been from cable?

Good. It's been good from cable.

You have mentioned a publisher in Illinois who has been broadcasting editorials on his cable system.

Yes. My hunch is he's not the only one that is doing it, but he's the one I talked with.

Is that something the Freedom of Expression Foundation would be keeping track of?

To the extent you can find out. I found this out by reading a *Wall Street Journal* article on a plane. My hunch is a fair number of newspapers have some portion of their newspaper on cable and in some cases editorials and in some cases endorsements. But unless

you run across it you just don't know it's happening.

That's another thing. When you talk about electronic transmission of signals, that's one thing. There is also the use of teletext. Newspapers are using teletext, and that could put them under the jurisdiction of the FCC. I don't think the FCC would want to use it, but certainly legally, they could do it.

At some stage you are going to be faced with exactly that issue. It is going to go to the court on that issue. It is the electronic transmission of what is in essence, print, but you now transmit it electronically. Is that protected or not protected? I don't know where the court will come out.

You don't want to wait?

Trying to undo a court decision is very difficult. And if they ever make the decision that that is subject to regulation, there is a certain presumption of validity to Supreme Court decisions. And I would rather avoid the decision if I can. By simply taking away the basis upon which the decision might rest.

My emphasis now is on laying the groundwork on the issue and having all the facts in. For example, take the testimony our committee heard from Robert Powers, the chief scientist of the FCC. His statement was extraordinary over and over, about there being no technical scarcity.

I have been saying it, but he's got the credentials to say it. Very few people can argue with his background in physical knowledge. And when he says there is no technical scarcity, if indeed that's true—and I have no reason to believe it isn't if he says it—it undercuts the very basis for the regulation. Because it has always been premised on scarcity. And, ipso facto, if it's scarce, therefore it must be used in the public interest.

Now I can make two arguments on that. One, it isn't scarce and he says it isn't scarce. And even if it is scarce the public interest is better served by the view I take than the present view we have. Even if it is scarce, the public is better served by allowing diverse voices—than don't worry about freedom of response—than it is by the present doctrines.

But there's another argument I have heard made in support of the status quo. Not necessarily that there is a limit to the spectrum but that only one person in Washington, say, can operate on channel 1. Once you give that channel to somebody, that's it. Nobody else can have it.

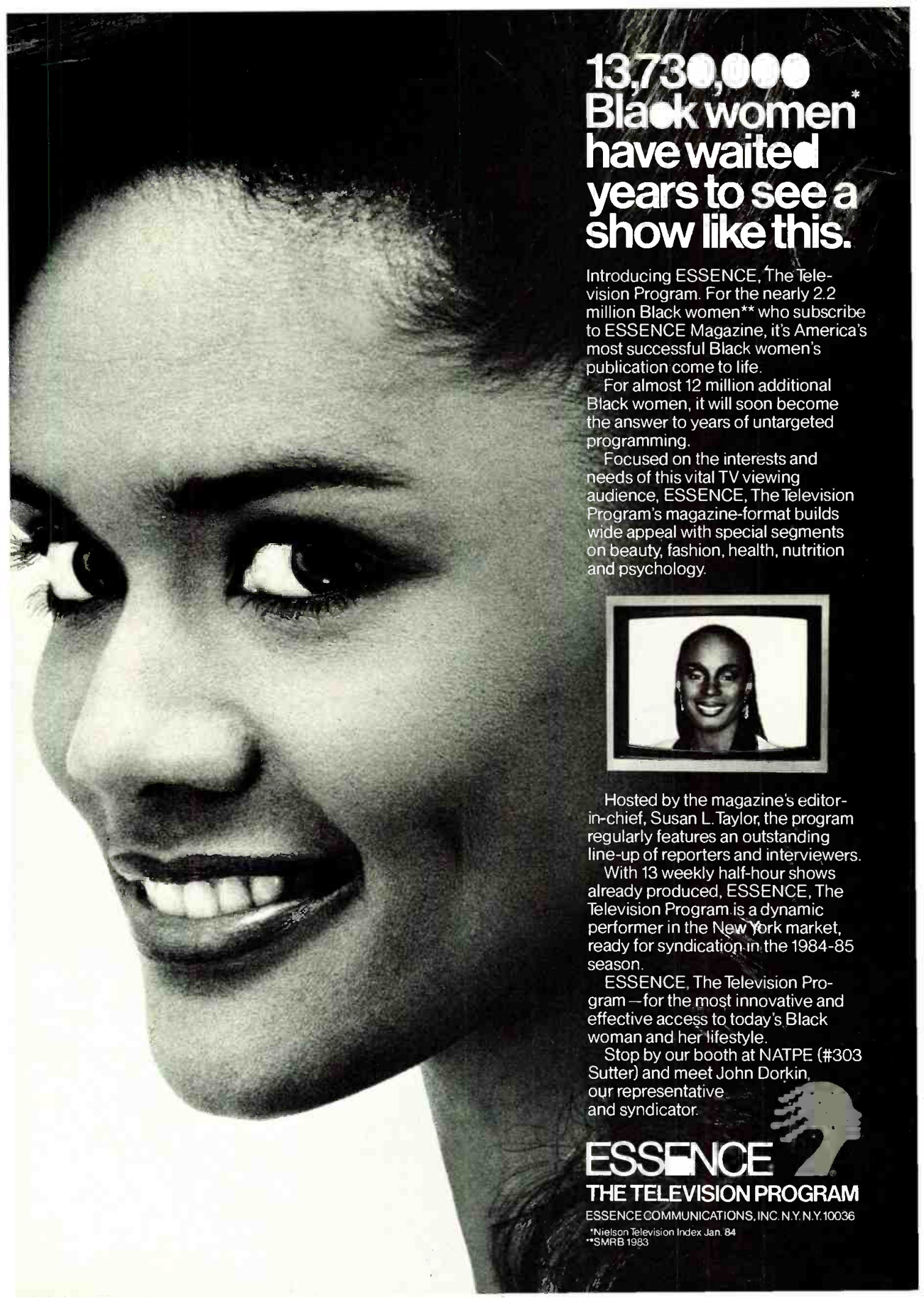
With only one person to operate on channel 5 and one person on channel 4 and one person on channel 7 and the UHF channels, there is usually a fair diversity. Whereas you have only one major newspaper here.

According to Powers, that's because of a financial limitation, not physical one. You can have as many television stations in Washington, D.C.—counting over-the-air, satellite, cable—as the market will sustain. Indeed, that will be the limiting factor—the market, not the technical scarcity. Anybody can own a newspaper who has the money. But the evidence is overwhelming that it costs infinitely less to buy or start a radio station or television station than it does to buy or start a newspaper. And if you are talking about scarcity, it's newspapers that are scarce, not broadcast properties.

And the evidence that he had on radio and television station eighteen hundred changed hands last year. About 700 were people purchasing a minority interest; that's approved routinely. About 1,100 were changes in majority ownership. Only 10% of those were contested. So you've got a thousand changes of majority ownership going uncontested. If a thousand people—different people—were able to buy radio and television properties last year, how many bought newspapers last year, major daily newspapers? I bet you could count them on both hands.

Are you expecting the opposition to have any newer arguments based on scarcity?

I don't know if they will try to rebut the scarcity argument or whether they will say that's simply irrelevant whether it's scarce or not, and



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that the broadcast media ought to be used in the public interest as the government determines it.

Among your witnesses were several who said the media are being controlled by white, middle-class males. What do you do about and how do you address that?

I took their position to be in favor of relatively strong affirmative action hiring and ownership policies and that, indeed, if stations are owned by blacks or if they are owned by women, they will start to



reflect that in their programing. They were saying that if white male adults own or manage radio stations we are going to get white, male, adult programing. They want to find some way to make sure you don't have further concentration in ownership among white adult males.

What do you think about that?

Well, I don't have to get to that here. We are not giving up on affirmative action and we are not giving up on minority ownership and not giving up on concentration of ownership. None of those will be touched by this bill.

There is another angle which is not part of your hearing because it's not part of the legislation, but I would be surprised if somebody didn't bring it up. It's the question of multiple ownership. If you take off content regulation and the commission proceeds to lift restrictions on ownership, some people will take these two together and may see a greater danger. If one person owns 30 or 40 radio stations and television stations and has no restrictions on how he uses them, some people in Congress might say that's a good argument for not giving one or the other.

Well, one, you still have the normal antitrust laws. I am not even addressing the ownership rules here. And I would be very surprised if in creating new ownership rules under the present antitrust law you would be allowed to own two television stations, two radio stations and a newspaper in one market. I think you could really sue that market under the antitrust laws and probably succeed.

Your question also presumes that—as opposed to newspapers by and large—the owner is going to make every one of his stations or her stations do the same thing. That is not the pattern we found in print ownership. Newhouse owns papers, Gannett owns papers. There are as varied as night and day. They go from right to left. It's pretty much a matter of local editorial policy being determined locally.

That will be your answer to this.

Well, my answer is that this doesn't relate to media concentration. The FCC wants to change it and Congress doesn't. Congress can't. But I don't think that ought to be confused with content. I think there are two different issues.

What would you tell broadcasters and cable operators to do in support of this bill? Obviously, if you want to get a bill like this through Congress they are the ones who are going to have to be lobbying their congressmen for it.

Start with the Commerce Committee. I wish every state association would come here with 30 members and would call upon the members who's on the committee and say, "Look, here are the editorials from our town in favor and here are the editorials from our state in favor. In addition, we've brought with us five people who own cable. We all think this is a good idea if we are going to give people fair treatment."

I wish that. I wish they'd come and I wish they would camp in members' offices.

And the same with the print media?

Well, actually, I don't think this is the burden of the print media to carry. They have been very generous in endorsements, and in the testimony, and they will do their job. But the bulk of lobbying is going to have to be done by the broadcast media. And that really depends upon how high a priority they place upon it. If they lobby it we will pass it in the Senate. I don't know about the House.

I figure this is a five- to 10-year effort. Sometimes you chip away at it, you get a bit here and bit there. At the end of 10 years you've got 80% of what you started with. But the bulk of the effort in convincing members of the Senate to vote for it is being put heavily on local broadcasters, hopefully being coordinated by the NAB.

Do you expect the same kind of support from the National Cable Television Association in terms of grass-roots support of their members?

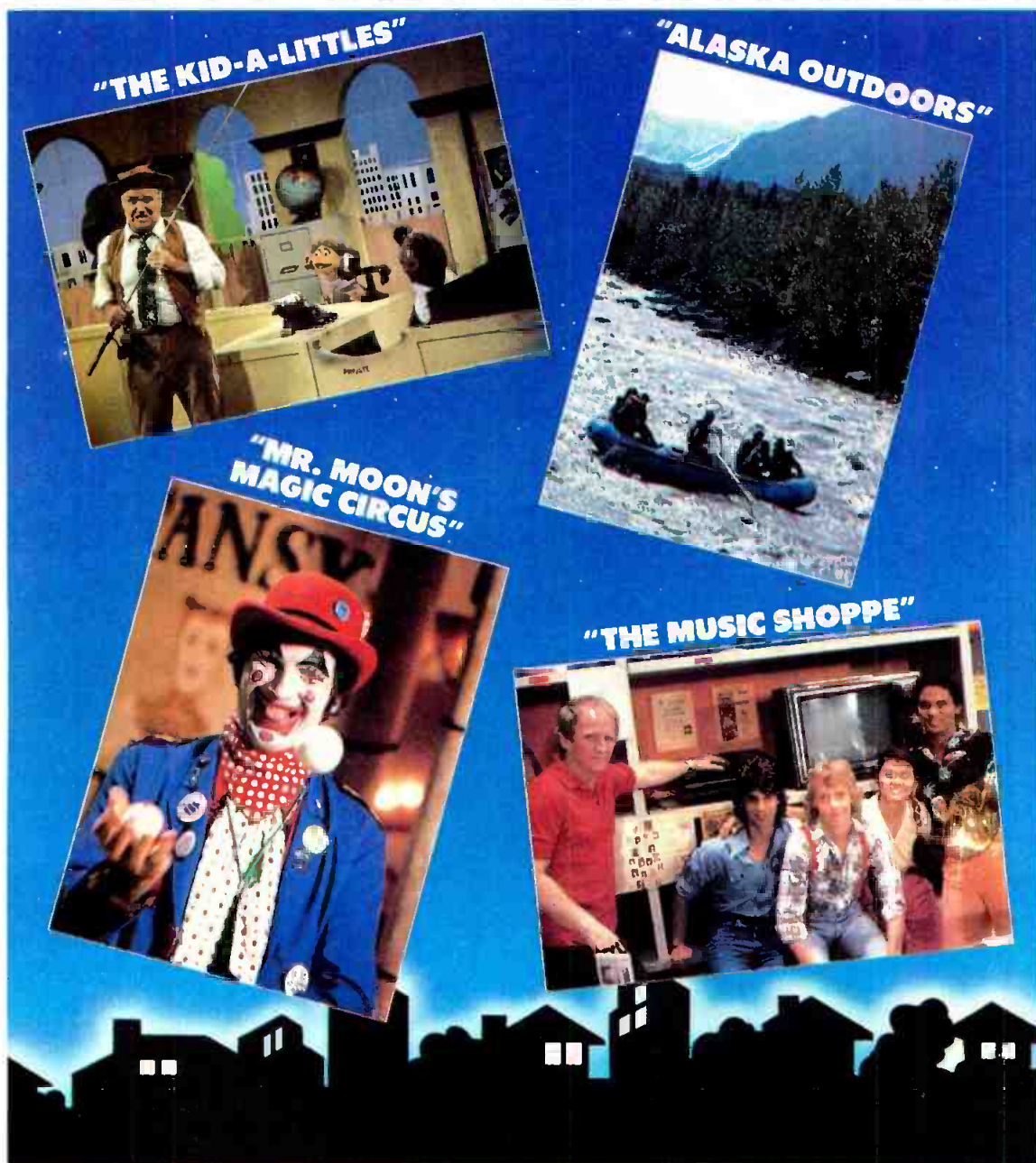
Yes. As well as the National Radio Broadcasters Association plus the Radio-Television News Directors Association and other leading broadcast groups.

Do you think the bulk of the fight will take place in the House?

I don't know that. I just thought I'd take a step at a time and get it here, get by committee, get by the Senate if I can. There's no point in crossing bridges that you may never get to or you are not going to get to immediately. It's got to go here first.

In this business you learn to move by inches and you think in terms of years. I seldom ever have seen a 100% legislative victory, where you get just about everything you wanted in the Senate, everything you wanted in conference. So you inch along. You have to compromise. I would be willing to get part of what I want. But there is no point of even thinking about that. There is no point of worrying about things that may not even come to pass, or may not even come to pass this Congress. If they do, I'll be ready for the conference. If they don't, I'll introduce it again in the next Congress. You just plod away until you get your portion of what you hope to achieve.

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Broad support for repeal of 315

Senator Packwood holds hearings to gauge sentiment for elimination of equal-time section of Communications Act; cable representatives say rules are unconstitutional; broadcasters say they prevent in-depth coverage of candidates; AFL-CIO fights change

Broadcasters, cable operators and representatives from leading news organizations asked Congress to repeal the fairness doctrine and political broadcasting restraints during a Senate Commerce Committee hearing last week. It was the third in a series of hearings by Commerce Committee Chairman Bob Packwood (R-Ore.) (BROADCASTING, Feb. 6).

The testimony was overwhelmingly supportive of Packwood's bill (S. 1917), which would repeal Section 315 of the Communications Act. That section guarantees political candidates equal opportunities to use broadcast facilities, assures them of paying the lowest unit rate for broadcast 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.

Witnesses testifying on behalf of the cable industry said the rules were unconstitutional and intruded into the First Amendment rights of cable operators.

George Shapiro, an attorney with Arent, Fox, Kintner, Plotkin & Kahn, Washington, and co-author of "Cablespeech: The Case for First Amendment Protection," maintained the rules are "considerably more intrusive on cable systems than on broadcasting because



Fritts



Myhren



Powe



Shapiro

of the multichannel capability of cable television."

He predicted a grim future for cable if the fairness doctrine and Sections 312 and 315 are applied to each separate cable channel. "Cable systems would be required to carry on each nonbroadcast channel political advertising and public interest programming. This would prevent cable operators from meeting consumer demand for entertainment and informational programming on channels which contain no advertisements or editorializing, or for other types of specialized programming," Shapiro said.

In addition, he said, cable operators would be forced to monitor the programming on all channels to insure the rules were being followed. "The need to establish monitoring and logging procedures would impose a staggering cost and incredible administrative difficulties on cable operators because of the number of channels on modern cable systems."

Other representatives from cable were equally alarmed at the prospects of continued restrictions. "In the media generally, and the cable television industry particularly, the number of limits on free speech is staggering," said Trygve Myhren, chairman of the second largest MSO, American Television

and Communications Corp. "Access obligations, must-carry rules, adult programming restrictions and the fairness and political rule are only a few examples." Myhren talked about the changing nature of the industry and how the role of the cable operator as programmer and editor has increased.

"He has significant editorial control and functions very much like a newspaper editor. In short, the cable operator is a full First Amendment speaker entitled to the panoply of constitutional protections traditionally afforded the print media," Myhren said.

Cable operators, like their colleagues in the broadcasting industry, feel the rules inhibit public debate. Myhren said the expenses and administrative problems incurred by the issues "create perverse incentives to avoid discussions of controversial or political rules." He also maintained that the nature of cable itself, with multiple channels, "naturally achieves balance and diversity." The argument of scarcity is "nonsense in the context of cable television," Myhren said.

Barry Wilson, vice president of operations for United Cable Television, praised Packwood's bill and stressed the need for the legislation.

The lines of distinction between the print and broadcast media are "blurring," said James Batten, president of Knight-Ridder Newspapers. He discussed Knight-Ridder videotex service, Viewtron, and how the print media's interests in that field have escalated. "Last year the American Newspaper Publishers Association and the Newspaper Advertising Bureau surveyed 1,735 newspaper publishers in the United States and Canada. Of the 1,067 responding, 66% reported they are already participating in—or seriously considering—various telecommunications ventures. Among them are videotex low-power television, multichannel MDS local electronic information services and text-on-cable TV ventures," Batten said.

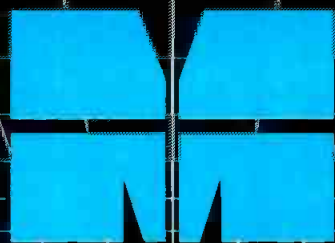
He noted that while Knight-Ridder doesn't think of Viewtron as an "electronic newspaper," there is no question "that embedded in this data base is a vast amount of material that, taken together, amounts to the equivalent of an electronic newspaper." He predicted the company would soon be using cable television lines to distribute Viewtron. "If we add cable to our delivery system, does that mean that Viewtron suddenly would be

Congressional rerun. Senator Jeremiah Denton (R-Ala.), author of the Public Campaign Integrity Act of 1983 (S. 2168), has introduced another measure (S. 2241) that supersedes the earlier version. It is called the Broadcasters Protection Act of 1984 and would allow broadcasters to refuse to air pornographic political advertisements despite the no-censorship provision of Section 315, the equal-time law (BROADCASTING, Nov. 28, 1983). Two weeks ago, Denton revised the earlier legislation in an attempt to "definitively clarify the obligations of broadcasters to legally qualified candidates for public office."

The original bill was introduced after *Hustler* publisher Larry Flynt was reported to be intending to use clips from X-rated films in television commercials supporting his candidacy for the Republican presidential nomination (BROADCASTING, Nov. 21, 1983). Since then, Flynt withdrew his name, but Denton decided to rework the bill anyway, an aide said.

Denton's bill would amend Section 315 of the Communications Act to read: "However, such licensee shall be under no obligation under this section to broadcast any material the broadcast of which he reasonably believes would violate any criminal law of the United States. The fact that the licensee acted pursuant to a reasonable belief shall be a defense to any revocation action by the commission pursuant to the provisions of Section 312 (a)(7) and shall not be used adversely against the licensee in a comparative licensing process, either to renew or license or to obtain an initial license."

The bill is also backed by the FCC. "Enactment of the Broadcasters Protection Act would therefore be helpful to this commission should we be faced with a candidate who tries to use the political broadcasting laws as a shield for violation the Federal Criminal Code," FCC Chairman Mark Fowler said in a letter to Denton.



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covered by the fairness doctrine and the equal-time rule?" he asked. "Such a prospect," he answered, "boggles the mind."

Batten's testimony was supported by William Small, president of UPI. The wire service, he noted, is in the process of distributing all its news by satellite. And, Small argued, the "scarcity of frequencies argument is absurd in a time when there are over five times as many radio and television stations as there are daily newspapers." In addition, he said, libel laws adequately protect those who might feel "maligned in any freeing of broadcasters."

"Perhaps the greatest protection lies in the good common sense of the American people. They are quick to characterize the bias they perceive in those who provide information and measure them accordingly, a fact that certainly will also serve to remind those in the mass media that mass audiences want to hear all sides of important issues," Small testified.

Packwood's bill was vigorously endorsed by broadcasters and advertisers. Howard Bell, president of the American Advertising Federation, spoke favorably of the legislation. "Legislation is needed now," Bell said. "The doctrine is unfair to advertisers in that it denies them the right to speak out on issues which affect them in the medium which reaches almost every United States household. It is unfair in that even their institutional ads, which merely present their companies in a favorable light, must be closely screened, edited and amended by broadcasters to make certain that advocacy of one side of an issue is not implied," Bell said.

Eddie Fritts, president of the National Association of Broadcasters, said the rules were a "regulatory straight jacket." He said the rules hamper broadcasters from providing in-depth coverage of candidates. And he charged that while broadcasters have been the victims of "these restrictions," the public "suffers most from the bottleneck on information that these laws and regulations impose."

Other organizations that endorsed the legislation during the hearing included the National Radio Broadcasters Association, American Women in Radio and Television and the Radio-Television News Directors Association.

While a majority of the witnesses favored repeal of the rules, there were some who argued to the contrary. "Over the years trade unions have found that the fairness doctrine, although feeble, is the best hope of assuring that commercial television and radio stations air labor's side on controversial issues of the day, most particularly collective bargaining disputes and other matters concerning workers' rights," testified Laurence Gold, special counsel to the AFL-CIO.

Gold was joined by a spokesman from the LaRouche Campaign (Lyndon LaRouche is a candidate for the Democratic presidential nomination), who complained about two "defamatory broadcasts" by NBC. "Despite the obvious newsworthiness of Mr. LaRouche's policies and his political campaign, two of the three major television networks have deliberately and totally blacked out his campaign from their newscasts," said Susan Kokinda, Washington representative for the LaRouche campaign. □

3,395 LPTV applications put on cut-off list

Opening the floodgates for yet another massive round of low-power television filings, the FCC last week put out a single cut-off list containing 3,395 applications.

Hopeful LPTV'er's will have until March 8 to submit competing applications.

Barbara Kreisman, chief of the FCC's LPTV branch, said the move was a step toward realizing the bureau's goal of eliminating its backlog by the end of this year. (The FCC still has about 1,700 of its older applications pending. An additional 850 applications already have been cut off, and those have drawn about 2,000 competing applications.)

Kreisman said she was not sure when the bureau would be able to start holding lottery contests for the applications listed on the cut-off—and those filed in competition. "If we only get 1,000 [competing applications], we'll start soon; if we get 100,000, obviously we won't get around to that soon."

Kreisman said hopeful competitors should insure their applications are consistent and include a "reasonable assurance" of having a transmitter site. Applications that don't will be denied, she said.

She also said she thought the massive cut-off list would benefit people who sincerely want to put an LPTV station on the air. "Maybe it hurts firms who just file on top of lists," she said. "Maybe they can't do as many this way."

The 314-page list is organized chronologically by service designated—that is, VHF translator applications, the first category addressed, are listed by the date they were filed; VHF LPTV's are listed second; UHF translators are listed third, and UHF LPTV's last.

In a notice, the FCC said the list includes tier two and three applications that were filed before the FCC adopted its LPTV order. □

Washington Watch

Indian giver. FCC has modified its earlier decision which granted 82 applications for Public Broadcasting Service national narrowcast network in Instructional Television Fixed Service (ITFS) (BROADCASTING, Jan. 16). Because it received "timely filed mutually exclusive applications," FCC modified its Dec. 30, 1983, decision by rescinding its grant of PBS applications for ITFS stations in Indianapolis, Denver, Houston and Philadelphia and returning them to pending status. Commission said that prior to release date of its decision, Jan. 9, ITFS applications were filed by University of Colorado for channels in Denver; and by Hispanic Information and Telecommunications Network for channels in Houston, Philadelphia and Indianapolis. Commissioner Henry Rivera issued separate statement supporting modification, saying that in his view, "all of PBS's ITFS authorizations were improperly granted." □

Prove it. FCC has placed burden of resolving interference to Atlanta land-mobile operations on WVEU-TV Atlanta (ch. 69). Under original order (BROADCASTING, June 27, 1983), station was supposed to pay for changing frequencies of adjacent-channel land-mobile operators to eliminate interference, but problem hasn't been resolved. FCC told station to report on progress 30 days after release of new order. If, 90 days after release of order, station hasn't paid for moves or hasn't been bargaining with land-mobile operators in good faith, station's program test authority will be canceled, FCC said. □

Got it. FCC Administrative Law Judge Edward Kuhlmann has granted application of Ponce-Nicasio Broadcasting for new UHF station on ch. 29 in Sacramento, Calif., denying competing applications of Capital Hispanic Broadcasters Inc., Do Decca Ecktron Corp., Delta Broadcasting Co., Alden Communications Corp. and Channel 29 Investors. Ponce-Nicasio, which has no other media interests, had preferred proposal for integrating ownership into management, judge said. Ponce-Nicasio is limited partnership whose general partner is Ponce-Nicasio Broadcasting Inc. Three limited partners and stockholders in Ponce-Nicasio Broadcasting are Carmen Briggs, Mary Ann Alonzo and Yolanda Nava, all of Hispanic descent. Briggs, 70% owner, is accountant and office manager with Capital Consultants. Nava, 15% owner, is host of Sunday afternoon public affairs program, *Sunday*, which airs on KNBC-TV Los Angeles. Alonzo, who owns remaining 15%, is assignment editor for KGO-TV San Francisco. □

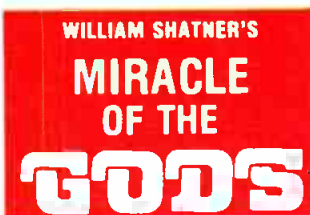
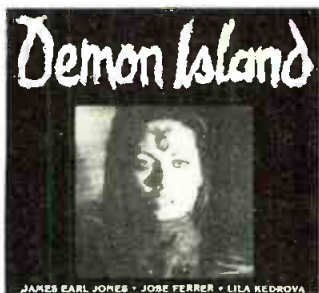
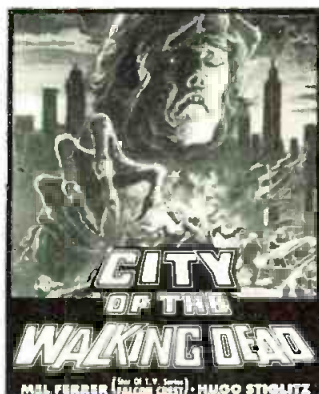
NAB and translator abuse. National Association of Broadcasters last week repeated its request that FCC reject FM translator applications that do not meet current FCC rules. In letter to FCC, association added it was aware of "several" FM translators that are now violating rules limiting programming origination to 30 seconds per hour and commission policy restricting airing of advertising matter to licensees that are legitimate "community groups." NAB said there is concern that several translators are receiving programs via microwave or satellite feeds—sources prohibited under existing regulations. NAB asked FCC to alert public and translator licensees to its rules. Commission also could propose that Congress amend Communications Act to "revise and/or clarify" its policy on program origination by unattended translators, association said.

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Ceremonies held at Columbia University, broadcast by PBS

Thirteen news and public affairs programs received Alfred I. duPont/Columbia University awards in broadcast journalism Wednesday night (Feb. 8) in ceremonies held at Columbia in New York and broadcast by the Public Broadcasting Service. Eighteen other programs received citations, and prizes totaling \$17,500 went to two independent TV producers.

"Overall, the quality of broadcast news remains remarkably high," Osborn Elliott, dean of Columbia's Graduate School of Journalism and chairman of the awards jurors, told the awards audience. He wondered whether journalism's critics are "going overboard" and whether journalists have been doing "too much hand-wringing and soul-searching for misdeeds, both real and imagined. Particularly when so much of the criticism comes from self-serving sources."

Elliott wondered, too, "whether the public's faith in a free press is not greater than it is sometimes made to seem by orchestrated outbursts from the fringes. It is interesting to note that—contrary to popular impression—the public thinks that the press should have been covering the early days of the Grenada invasion—by a margin of 65 to 32. And that, in retrospect, the American public approves of the full, open and unblinking coverage of the Vietnam war by 53% to 36%. These figures are from the Harris poll."

Journalists should not stop trying to improve, he said, but neither should they "increase their efforts to please the public by softening the news and making it more 'entertaining'—as, I am afraid, some of them have been tempted to do."

The award for best independent documentary production went to Jon Alpert, producer

FOIA drive. Several national media groups have launched an all-out campaign to block congressional efforts to weaken the Freedom of Information Act. On Capitol Hill, representatives of the Society of Professional Journalists, Sigma Delta Chi, the Newspaper Guild, the American Federation of Television and Radio Artists and the Radio-Television News Directors Association presented petitions signed by 6,652 journalists and news industry employees to their congressional allies, Senator Patrick Leahy (D-Vt.) and Representative Glenn English (D-Okla.). (The petitions asked Congress to preserve and strengthen the act.) Leahy and English are considered the media champions on this issue and are leading the fight to protect the act.

Leahy was responsible for working out a compromise on the Senate bill, S. 774, which amends the FOIA, but not as drastically as it was first intended. The bill, which severely narrows public access to government information, is expected to go to the floor this month. It is a "vast improvement" over what Senator Orrin Hatch (R-Utah) and the Reagan administration originally proposed, but it is by no means a "good bill," said a SPJ/SDX spokesman. The FOIA allows individuals and organizations to have access to government records.

English also introduced legislation (H.R. 4696) last week that would amend the Privacy Act of 1974 to clarify its relationship with the FOIA. The bill is aimed at blocking Justice Department interpretation of the act that would restrict FOIA access even more.

"Recent judicial decisions and changes in regulations proposed by the Reagan administration have so confused the situation that it is now advisable to enact legislation in order to make sure that the original intent of the Congress will be followed," English said when he introduced the legislation.

of *American Survival*, and to NBC News, which presented the program on the *Today* show. Alpert also received a \$10,000 prize. The citation winner for independent production was Meg Switzgale, producer of *In Our Water*, and WGBH(TV) Boston, which carried the documentary on its *Frontline* series. Switzgale received a \$7,500 prize.

David Brinkley, ABC News correspondent, was host for the ceremonies. Presenting the awards were Hodding Carter, anchor and chief correspondent for PBS's *Inside Story*; Linda Ellerbee, NBC News correspondent and former co-anchor of NBC News *Overnight*; Geraldo Rivera, ABC News correspondent; Diane Sawyer, CBS News correspondent and co-anchor of *CBS Morning News* and *CBS Early Morning News*; and Susan Stamberg, co-host of National Public Radio's *All Things Considered*.

Winners of the awards, the 42d annual presentation honoring excellence in broadcast journalism, were chosen from 1,100

submissions by radio and TV news directors and producers across the U.S.

Awards

National Public Radio □ *The Most Dangerous Game: Nuclear Face-Off in Europe.*

John Camp and WBRZ-TV Baton Rouge □ for investigative reporting.

KCTS-TV Seattle and Face to Face Productions □ *Rape: Face to Face.*

WSMV-TV Nashville □ *Innocent Shame: The Legacy of Child Sexual Abuse.*

WTCN-TV Minneapolis □ *Herpes Is Forever.*

KRON-TV San Francisco □ *The War Within.*

WBBM-TV Chicago □ *Killing Crime: A Police Cop-Out.*

WMAQ-TV Chicago □ *Unit 5: The Chicago Police Investigations.*

Richard Threlkeld □ *Status Reports* on ABC's "World News Tonight."

CBS-TV □ "60 Minutes": *Good Cop, Bad Cop; Honor Thy Children, and Go Park It in Tokyo.*

Terry Drinkwater □ *Cancer Reports* on "The CBS Evening News."

NBC News □ *News Overnight.*

Jon Alpert and NBC News □ *American Survival.*

Citations

KMOX(AM) St. Louis □ *Cities Afloat.*

WFBG-AM-FM Altoona, Pa. □ *First Amendment Issue.*

WMAL(AM) Washington □ *They Served With Honor.*

WRAL(FM) Raleigh, N.C. □ *Five Faces of Poverty.*

KYTV(TV) Springfield, Mo. □ *Dioxin: A Special Report.*

WHA-TV Madison, Wis. □ *A Battle for Minds.*

WLEX-TV Lexington, Ky. □ *These Troubled Waters.*

KPRC-TV Houston □ *Nursing Homes.*

KSL-TV Salt Lake City □ *The Flood of '83.*

WCCO-TV Minneapolis □ *Project Children.*

WFSB(TV) Hartford, Conn. □ *Babies Shouldn't Die.*

Wille Monroe and KYW-TV Philadelphia □ *I-Team.*

WBBM-TV Chicago □ *The Last Campaign of Lady Jane.*

Herb Denenberg and WCAU-TV Philadelphia □ *Denenbe Dump.*

WDIV(TV) Detroit □ *A Gift for Serena.*

ABC-TV □ *Closeup: Oh, Tell the World What Happened.*

NBC News □ *NBC Reports: Bataan: The Forgotten Hell.*

Meg Switzgale and WGBH-TV Boston □ *Frontline: In Water.*

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Reagan's re-election plans change status of weekly radio talks

Networks drop Saturday speeches to avoid equal-time problems; Mutual airs them on paid basis

President Reagan's announced intention to seek re-election has changed the political landscape in a number of ways—one of them involving his five-minute radio broadcasts at noon on Saturday. The broadcasts are continuing—but because of equal-time problems, on a paid basis, and on only one network. And the change means no more free response time for the Democrats.

The President, whose broadcasts had been carried as a public service by a number of radio networks for the most of the past two years, was heard only on the Mutual broadcasting network on Feb. 4, delivering what in effect was a paid political announcement. How much Mutual charged could not be determined last week.

The arrangements were made and the cost was borne by the Reagan-Bush campaign committee. A committee spokesman said that concern over possible requests for equal time by obscure candidates, such as Harold

News shifts. A series of CBS News executive changes were announced last week by President Edward M. Joyce.

John L. Lane, vice president and director of news coverage, becomes London bureau manager.

David Buksbaum, vice president, operations, becomes vice president, news coverage and operations.

Robert Chandler, senior vice president, documentaries and operations, becomes senior vice president, administration, in charge of resources development, marketing services, personnel and archives and also serving as liaison with CBS Broadcast International in developing additional markets for CBS News products.

Eric Ober, vice president and general manager of CBS-owned WBBM-TV Chicago, joins CBS News as vice president, public affairs broadcasts.

Sanford Socolow, London bureau manager, becomes Tel Aviv bureau manager succeeding Warren Lewis, who will be reassigned in the U.S.

Joyce said these changes will give CBS News "added strength not only in the U.S. in a challenging election year but also in covering the fast-moving events abroad." They are effective immediately, he said, but "will be gradually phased in to allow for an orderly transition and to complete projects currently under way." He added that no further major changes are planned.

Stassen, who have announced their candidacy for the Republican presidential nomination prompted the committee to put the broadcasts on a paid basis.

As for the Democrats, who had been granted free time to respond to the President, the offer of free response time no longer applies. Instead, they will rely on news coverage of the reactions of the candidates for the presidential nomination. A Democratic spokesman said he thought the President's broadcasts would offer the Democratic

hopefuls the opportunity to offer comments that would be picked up on the network news shows in the evening and in the newspapers the next morning.

"You don't need paid political announcements," said Chris Williams, a member of the staff of House Speaker Thomas P. (Tip) O'Neill Jr. (D-Mass.). "The real opportunity is in the bounce."

However, there was little such pickup following the President's first paid Saturday broadcast. □

The Media

Recent spate of FM applications affiliating with new "networks"

Commission has received about 200 filings for educational frequencies, many by church-owned schools, that propose broadcasting programming from new groups: Voice and American Heritage Radio Network, which will so help with filing and purchase and installation of equipment

In the last six months, an unusually large number of applications for new, noncommercial FM stations has been filed at the FCC. Most of the applicants plan to affiliate with one of two nascent networks: Voice network, based in Lewisville, Tex., or the American Heritage Radio Network of El Cerrito, Calif.

Each network already has a satellite transmitter and is planning 24-hour programming. Each is also helping applicants with their filings, serving as the supplier of equipment and offering construction services. Voice anticipates that 1,000 of its affiliates will file for new stations over the next two years.

The FCC reported it received 158 FM-educational applications for the three months ending Jan. 1. This compares with 100 for the same period the previous year. Since then, BROADCASTING's own records show that an additional 56 educational FM applications have been filed so far in 1984, and that more than two-thirds of all recent

educational FM applications plan to affiliate with either Voice or American Heritage. Almost all of the applications are for 300 to 600-w facilities in small and medium markets.

Voice, the network designated by 145 of the applicants, is the nonprofit division of Accelerated Christian Education (ACE), a corporation begun 13 years ago by Dr. Donald Howard. ACE provides educational programs and materials, including uniforms and furniture, to more than 5,000 private schools, almost all of them church affiliated. Jack Stadtlander, in charge of development

for Voice, said, "We predict [that] out of the 5,000 schools, we should have at least 1,000 stations affiliated with the network in about another two years. . . . A lot of private individuals are looking at it too. . . ."

Stadtlander added that some of the impetus for filing may come from the churches with which the schools are affiliated: "Most of the pastors and preachers that are out there are on radio right now with 15-minute Bible studies. They have their church service on the local radio station Sunday morning. Some of them have [that] time donated and some have to pay for it, but their outreach is

How to 'talk back.' At a time when Congress is being asked to deregulate broadcasting—including, in a Senate bill (S.1917), repeal of the equal time rule and the fairness doctrine—a book has been published to encourage members of the public to exercise their "rights" to air time through exploitation of the fairness doctrine and related FCC policies.

"Talking Back" is published by the Public Media Center, of San Francisco, a public interest advertising agency, which Herbert Chao Gunther, executive director, describes in a forward to the book as "a different kind of advertising agency." It is not, he says, "in the business of selling soap." Instead, it tries to "help others communicate ideas as vividly as possible."

And the subtitle of the book explains its purpose succinctly: "Public Media Center's Guide to Broadcasting and the Fairness Doctrine for People Who Are Mad as Hell and Aren't Going to Take it Anymore." The center describes the 158-page book as "the single most readable and useful guide to making broadcasters serve the public interest, convenience and necessity." It contains case histories of actions of grass-roots organizations it says have used their "broadcast rights" to "win millions of dollars worth of free air time in face of massive corporate-backed advertising blitzes."

The book is available only by mail order, from the center, at 25 Scotland Street, San Francisco 94133, for \$12, plus \$2 for first-class mail.

limited to those 15 minutes or half hour. . . . So most of the pastors wanted to have their own radio stations so they could do their own preaching and teaching, and above all, to meet the needs of the community; the elderly, the shut-ins and the needy; to spread the gospel."

Voice, in addition to arranging for a single law firm and a single engineer to handle all the application preparations, has made arrangements to buy, in bulk, the station equipment needed by many of the applicants. Stadlander said: "We will come in and build a 130-to-190-foot tower, install a 10-to-13-foot satellite dish, all the downlinking equipment, all the automatic equipment to switch between network and local programming, the FM exciter and the trans-

mitter which is a 300 w transmitter which gets you 5.6 to 15 miles. The secondary signal gets 20 to 25 miles." The equipment package, which does not include a studio console for originating local programming, and installation cost \$32,000. And there is an optional five-year leasing plan. The programming will be provided for \$300 a month.

Voice programming will be almost all music. A sample tape of the network explains its philosophy. "First we wanted to glorify the Lord; in all music selections the lyrics must be Biblically sound, the tune must not have a rock beat and the performance must be to the glory of Christ. Next we want to give it a very professional, beautiful Christian music sound, with few interruptions.

"Each hour begins with five minutes of

network news, with the rest of the hour being beautiful Christian music, along with brief scripture readings or character sketches and an occasional one-to-three minute segment concerning family life, the church or the school." There is also opportunity for the licensee to provide "local announcement and donor acknowledgements as well as your local preaching ministry."

Voice was to have used a transponder on the now inoperable Westar VI, but will instead keep its transponder on Westar II which it can reportedly continue using for another four years.

American Heritage was described by Charles Bartlet, its executive director, as "Christian outfit" which began "early last year." Its president, Charles B. Moore, was briefly "Christian morality chairman" of the San Diego Evangelical Association, a group of 280 charismatic and Baptist churches.

It is not entirely clear what ties, if any, exist between the American Heritage applicants, of whom there are at least 50. Bartlet says the network had been "contacting business leaders in different parts of the country." A trustee of one of the applicants said the application was organized through a church group. Bartlet said the network, like Voice, will help the stations "all the way through."

F. Joseph (Buzz) Brinig, Fairfax, Va., based counsel for the American Heritage applicants, said the network has "talent under contract already." A program schedule for the 24-hour programming service shows typical weekday will have 18 hours "seminars," under such headings as "homework," "current events," "family relationship," "music related" and "serious learner." It also includes an hour-long call-in show using an 800 phone number. Saturday schedule shows a two-hour *Great Moments in Sports* program, and an hour-long *National Quiz Teams* show, and Sunday has eight hours of religious programming. Brinig said "The one thing we decided is to stay away from rock 'n' roll."

The arrival of so many applications has not been greeted with equanimity at the FCC. Allen Myers, a communications industry specialist at the commission's Washington branch, said, "I have my own personal feelings about somebody like Voice gobbling about 300 frequencies" but emphasized that his view does not reflect official policy. He said that "normally we would not be involved with the network" but that questions were raised by a religious broadcaster, asking how the same rules that prohibit religious broadcasters from setting up a station on a noncommercial frequency, allow affiliates of Voice to do so. Myers said the same could also apply to American Heritage, although he has yet to look closely at the applications. E. Brandt Gustavson, who is both president of National Religious Broadcasters and vice president and administrator of development for the Moody Bible Institute, which itself offers satellite programming to both commercial and noncommercial stations, said he was not aware of objections of that nature, but added, "I can understand the concern of others. . . if [the new network] are going to establish themselves within the contours of commercial stations."

Myers said that each applicant would

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treated individually and that as long as each applicant satisfied the regulations, the fact that they are "clones" would not count against them. He also said that there were no

rules regarding how much local programming the licensee had to offer, as long as they maintained a "main studio" in the community of license. □

Changing Hands

PROPOSED

WFBT-TV Minneapolis □ Sold by Jonathan E. Byrd and others to Beverly Hills Hotel Corp. for \$12 million cash plus other consideration. **Seller** is principally owned by Byrd, Daniel N. Koker and Robert J. Basar, none of whom have other broadcast interests. **Buyer** is majority owned by Ivan Boesky and family. Boesky is New York-based financier, who also owns Beverly Hills hotel, Beverly Hills, Calif., and recently purchased 85% of KGMC(TV) Oklahoma City for approximately \$7 million ("In Brief," Dec. 12, 1983). WFBT-TV is independent on channel 29 with 1,811 kw visual, 181 kw aural and antenna 1,440 feet above average terrain. *Broker: Gammon & Ninowski.*

WTAQ(AM) La Grange, Ill. □ Sold by S and S Broadcasting Co. to WTAQ Inc. for \$1.6 million, including consultancy agreement and real estate. **Seller** is owned by Charles F. Sebastian and family, who have no other broadcast interests. **Buyer** is equally owned by William H. Wardle, station's general manager, and Ralph J. Faucher, sales manager and sports director. Neither has other broadcast interests. WTAQ is on 1300 khz with 5 kw day and 500 w night.

KAYO(AM)-KJMD(FM) Aberdeen, Wash. □ Sold by Radio Station KAYO to KAYO Broadcasting for \$485,000, including \$64,000 cash and \$350,000 seller's note. **Seller** is owned by John R. DiMeo and his wife, Catherine, and Don L. Downing and his wife, Mary T. They also are majority owners of KTOL(AM)(CP) Lacey, Wash. **Buyer** is group of 11 investors. Majority owners are executives of Art Moore Inc., Bellevue, Wash.-based broadcast representative firm, including Earle M. Baker, chairman and CEO; Gregory J. Smith, president; Sandra K. Runnion, vice president and Seattle manager, and Darrell S. Rutter, vice president and Portland (Ore.) manager. They recently headed group buying KAST(AM)-KBKN-FM Astoria, Ore. ("Changing Hands," Jan. 30). KAYO is on 1450 khz with 1 kw day and 250 w night. KJMD is on 99.3 mhz with 3 kw and antenna 16.5 feet below average terrain.

WRBA(AM) Normal, Ill. □ Sold by All American Radio Inc. to W. Russell Withers Jr. for \$376,000, including \$173,700 seller's note. **Seller** is owned by Robert L. Bivans (52%) and his son, Robert A. Bivans (48%). They bought station two years ago for \$207,000 ("For the Record," March 8, 1982) and have no other broadcast interests. **Buyer** is Mount

Vernon, Ill.-based group owner who also owns: WMIX-AM-FM Mount Vernon; WDTV(TV) Weston, W. Va.; KOKX-AM-FM Keokuk, Iowa; KEWI(AM)-KGMO(FM) Cape Girardeau, Mo., and WMLA(FM) Le Roy, Ill. WRBA is on 1440 khz with 1 kw day and 500 w night.

KTAP(FM) Crete, Neb. □ Sold by KTAP Radio Inc. to Saline County Radio Inc. for \$375,000 cash. **Seller** is owned by James J. Jaworski and his wife, Jacqueline M. They have no other broadcast interests. **Buyer** is owned by Melville L. Gleason and his wife Louise. They are previous owners of several Nebraska radio stations, including KAWL-AM-FM York, Neb., which they sold three years ago ("Changing Hands," April 20 1981). Melville Gleason is selling minority interest in York, Neb., cable system. KTAP is on 103.9 mhz with 3 kw and antenna 22 feet above average terrain.

KZON(AM) Santa Maria, Calif. □ Sold by De Oro Broadcasting Co Inc. to Mouyeos Broadcasting Corp. for assumption of liabilities, primarily \$360,000 previous seller's note. **Seller** is majority owned by Abel De Luna, who bought station four years ago for \$550,000 from Leo Kesselman ("Changing Hands," May 5, 1980). Kesselman own half of buyer. **Buyer** is also half owned by James Mouyeos, salesman at KSLY(AM)-KUN(FM) San Luis Obispo, Calif. Kesselman also has minority interests in KTJA(FM) Beaverton, Ore., and KBOQ(FM) Marina, Calif. KZON(AM) is 500 w daytimer on 1600 khz

KMAV-AM-FM Mayville, N.D. □ Sold by Francis J. Phelan and his wife, Margaret, and Austin G. Kramer to Richard R. Flacksbart and Larry Gilworth for \$280,000, comprising \$75,000 cash and \$205,000 seller's note. **Sellers** have no other broadcast interests. **Buyers** are equal owners. Flacksbart is former general manager at KCOG(AM) KMGO(FM) Centerville, Iowa. Gilworth is Unionville, Mo., owner of chain of furniture stores. KMAV is 2.5 kw daytimer on 152 khz. KMAV-FM is on 101.7 mhz with 3 kw and antenna 122 feet above average terrain. It has permit to change frequency to 105. mhz.

WBME(AM) Belfast, Me. □ Sold by Set Broadcasting Corp. to Marine Broadcasting Corp. for \$255,000, including \$70,000 cash. **Seller**, which is group of eight stockholders headed by Stephen B. Anthon president, bought station four years ago for \$160,000 ("For the Record," April 21 1980). It also owns WMYD(AM) Wickford R.I. **Buyer** is owned by Douglas Brown and family. Brown is former principal of Belfast junior high school and is currently WBME sports announcer and salesman. WBME is on 1230 khz with 1 kw day and 250 w night

KTX(XAM) Whitefish, Mont. □ Sold by B. Mountain Broadcasting Co. to North Valley Radio Inc. for consideration that includes assumption of outstanding notes, equaling \$212,000. **Seller** is majority owned by Jol Morrison, who has no other broadcast interests. **Buyer** is owned by Holter trust, W.L. Holter, trustee; his son, Ross Holter, and Robert A. Howard. W.L. Holter also owns KMMR(FM) Malta and KLTZ(AM) Glasgow both Montana. He owns 90% of KLAN(AM) Glasgow and 80% of KPRK(AM) Livingston

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KIXK-FM	Denton (Dallas), Texas	\$9,000,000
WPET/WRQK	Greensboro, North Carolina	\$7,600,000
KNNN-FM	Phoenix, Arizona	\$3,980,000
WSNE-FM	Providence, Rhode Island	\$3,600,000
WTBC/WUOA	Tuscaloosa, Alabama	\$1,250,000
KZEL-FM	Eugene, Oregon	\$1,050,000
WLFF-AM	Cayce (Columbia), South Carolina	\$ 335,000
WWHB-FM	Hampton Bays, New York	\$ 825,000
WTGI-FM	Hammond, Louisiana	\$1,800,000
WISP/WQDW	Kinston, North Carolina	\$1,800,000
WKEZ-FM	Yorktown, Virginia	\$1,200,000

* All subject to FCC approval.

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2/13/84

and KBLL-AM-FM Helena, all Montana. Howard is general manager of KBLL-AM-FM. Ross Holter is former account executive at CYLT(AM)-KZOQ(FM) Missoula, Mont. KTXS is on 1450 khz with 1 kw day and 250 w night.

(DTA-FM (CP) Delta, Colo. □ Sold by Delta Radio Co. to Donrey Inc. for \$210,000. Seller is owned by Jimmie D. Gover and his wife, Ruth M. They are former owners of radio station KDTA(AM), which they sold for \$400,000 ("Changing Hands," Aug. 16, 1982). They also are one-third owners of KNDN(AM) Farmington and KWKY-FM Aztec Farmington, N.M. KDTA-FM has permit for 5.3 mhz, 3 kw and antenna 37 feet above average terrain. **Buyer** is Fort Smith, Ark.-based company founded by Donald W. Reynolds, who is 92% owner. Remainder of company is owned by employees' trust. It is newspaper publisher, MSO, group owner of four AM's, two FM's and one TV; and has outdoor advertising subsidiary. **Broker:** William A. Exline.

Other station sales proposed include: WPIL(AM) Flomaton, Ala.; WEIB(FM) (CP) Marco, Fla.; WTMC(AM) Ocala, Fla. ("Changing Hands," Jan. 23); WWTO-TV (CP) La Salle, Ill.; WIVQ(FM) Peru, Ill.; WAKY(AM)-WVEZ(FM) Louisville and WRKA(FM) St. Matthews (Louisville), Ky., ("Changing Hands," Nov. 7, 1983); WVLY(AM) Water Valley, Miss.; KOYN(AM) Billings, Mont.; VJBT(AM) Brockport, N.Y.; WWKO(AM) Fair Bluff, N.C.; WMYB(AM) Myrtle, S.C.; WKXV(AM) Knoxville, Tenn., and KBUS(AM) Mexia, Tex. (see "For the Record," page 16).

VLKK(AM)-WLWU(FM) Erie, Pa. □ Sale by VERC Inc. to Penn-West Broadcasting Inc. for \$1.5 million ("Changing Hands," April 1) withdrawn by mutual consent after delay in FCC approval. Petition to deny had been filed.

WEAM(AM) Arlington, Va. □ Sale by WEAM to Cardinal Broadcast Associates for \$1 million aborted by withdrawal of buyer. Sale had received FCC approval ("Changing Hands," Nov. 7, 1983). Station is still for sale.

APPROVED BY FCC

WTTV(TV) Bloomington (Indianapolis), Ind. □ Sold by Teleco Indiana Inc. to TEL-AM Corp. for \$73 million. **Seller** is headed by Harold Berry, chairman, and owned by dozens of investors, including Northwestern Mutual Life Insurance Co. (40%). It bought station six years ago for \$26 million ("In Brief," April 17, 1978), and has no other broadcast interests. **Buyer** is headed by Deales Harrison, former chairman of Pacific Southern Broadcasting. Majority owners will be various institutional investors. Other owners include Harrison, Elmer C. Snow, station's current president and general manager, who will retain those positions, and Unmore Partners Ltd., owned primarily by 17 employees of Drexel Burnham Lambert, New York-based investment firm. WTTV is dependent on channel 4 with 55 kw visual, 1 kw aural, and antenna 1,200 feet above average terrain.

KBD-TV Detroit □ Sold by Field Enterprises Cox Communications for \$70 million. **Seller** is being liquidated. Assets of com-

pany are either being distributed between its two owners, Marshall Field V, and half-brother, Frederick W., or being sold. WKBD-TV sale completes divestiture of seller's cable and five broadcast properties which began year and a half ago (BROADCASTING, July 28, 1982). It also recently sold cable systems in San Bernardino and Riverside counties, Calif., for \$20.5 million ("Changing Hands," Dec. 12, 1983). It returned license of WKBS-TV Burlington, N.J. (Philadelphia), to FCC, keeping plant and selling off some production equipment (BROADCASTING July 25, 1983). Other stations sold were WFLD-TV Chicago; WLVI-TV Cambridge, Mass., and KBHK-TV San Francisco. **Buyer** is publicly traded Atlanta-based MSO, group owner and auto auctioneer, headed by William A. Schwartz, president

and chief operating officer. It recently sold its Detroit area cable systems in keeping with FCC crossownership rules ("Changing Hands," Jan. 2). It also owns five AM's, seven FM's and six TV's. WKBD-TV is independent on channel 50 with 2,340 kw visual, 209 kw aural and antenna 960 feet above average terrain.

KMEN(AM) San Bernardino and KGGI(FM) Riverside, both California □ Sold by Lincoln and Sylvia Dellar to Commonwealth Broadcasting Co. for \$5 million, including real estate and \$750,000 noncompete agreement. **Sellers**, husband and wife, also own KPRL(AM)-KDDB(FM) Paso Robles, Calif. **Buyer** is owned by general partners: Claude C. Turner, Michael T. Thorsnes, Vincent J. Bartolotta, John F. McGuire and Michael D.

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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.

ENGINEERING ADVISORY COMMITTEE □ Ever since the cat's whisker was state of the art, broadcast engineers have been essential to broadcasting. The NAB's Engineering Advisory Committee is a bedrock in the association's structure. It's goals: greater technical quality and the preservation of service often threatened with deterioration in the new world of technology.

Committee chairman for almost a decade has been Robert W. Flanders, vice president/director of engineering for McGraw-Hill Broadcasting Co., Indianapolis. He defines a broad mission: "Our charge is to look at anything and everything that is happening in broadcasting and to advise the NAB board on corrective action it could take."

Flanders particularly stressed the objective of a newly formed subcommittee that is examining ways to improve AM broadcasting. He pointed out that the new group is in addition to the AM stereo subcommittee which has suffered disappointments in seeking a single stereo standard. The subcommittee to improve AM broadcasting is currently studying methods to improve antenna technology. "We're also looking for means to implement a uniform 5 khz response filter for the transmitter that will cut down interference



Flanders

and improve station operations," Flanders said.

An improvement in the quality of sound in radio sets is also sought. "Most AM radios built today don't cost much and have very little frequency response," Flanders said. The subcommittee is considering "whether it's possible for stations to improve their pre-emphasized frequency response so as to help sound in those receivers."

To facilitate in-station operations, another new engineering subcommittee was established with the formidable title of Subcommittee to Develop User Performance Objectives for Multi-Event Recorder Playback Systems. MERPS (its shortened title) plans to suggest specifications for manufacturers of cart ma-

chines that hold numerous tape cartridges of short duration to be used in a juke-box manner. "The two-inch videotape is about obsolete," Flanders noted, "and there really isn't a device on the market to handle new facilities, whether they be one-inch or half-inch tape machines. Our subcommittee is about to issue its recommendations."

Flanders, winner of NAB's Engineering Achievement Award in 1979, thinks of the human resource: "I'm keenly interested in the education and enhancement of the engineer and the work the NAB has done in that area."

Committee members, in addition to Flanders, are William E. Garrison, vice president, engineering and government relations, Multimedia Broadcasting Co., Greenville, S.C.; Ron Graiff, vice president, engineering, LIN Broadcasting Corp., New York; Warren P. Happel, director, engineering, Scripps-Howard Broadcasting Co., Cleveland; John E. Hyde, president-general manager, KOHL, Inc., Faribault, Minn.; Martin H. Meaney, director, allocations engineering, NBC Television Network, New York; Charles T. Morgan, director, engineering, Susquehanna Broadcasting Co., York, Pa.; Robert A. O'Connor, director, transmission engineering, CBS Television Network, New York; Jerry Plemmons, vice president-engineering, Outlet Broadcasting, Providence, R.I.; Laverne Pointer, vice president, broadcast engineering, broadcast operations and engineering, ABC, New York, and William J. Wisniewski, VP, engineering, MBS, Arlington, Va.

Padilla. Turner (professional name: Dex Allen) is general sales manager at KSON-AM-FM San Diego and has 20% interest in KKBZ-AM-FM Santa Paula, Calif. Others are partners in San Diego law firm bearing their names. KMEN is on 1290 khz with 5 kw full time. KGGI is on 99.1 mhz with 4.1 kw and antenna 1,534 feet above average terrain.

KWFM(FM) Tucson, Ariz. □ Sold by Sandusky Newspapers Inc. to Behan Broadcasting for \$4.2 million, including \$1.2-million non-compete agreement. Seller is Los Angeles-based group of four AM's, seven FM's and owner of daily newspapers in Ohio, Michigan and Tennessee. It is headed by Dudley A. White, chairman. Buyer, based in Tucson, is headed by Dennis Behan, president.

It also owns KCEY(AM)-KMIX(FM) Turlock-Modesto, Calif.; KLMR(AM)-KSEC(FM) Lamar, Colo., and KCEE(AM) Tucson. KWFM is on 92.9 mhz with 48 kw and antenna 35 feet above average terrain.

CABLE

Cable system serving Oakland and Piedmont, both California □ Sold by Focus Cable of Oakland to Cable Oakland for over \$15 million. Seller is owned by Group W (80%) and group of local investors (20%), headed by Harold Farrow, Oakland-based attorney. Sale is one required in Group W's acquisition of Teleprompter and some cable systems co-located with Group W Broadcast properties. Group W is third-ranked MSO with

1,939,000 subscribers and is part of Westinghouse broadcast-cable subsidiary. Buy is partnership of TCI (44%), Lenfest Communications (44%) and J. Patrick O'Connor, Roger Wilson and Robert Seefeld (12% jointly). O'Connor is former regional manager for HBO. Wilson is former engineer at Broadband Communications and former chief engineer at Teleprompter. Seefeld is founder of Cabletron, direct marketing company for cable operators, and is partner in Telecable of Montgomery county (Pa.). Lenfest Communications Inc., based in Hurlington Valley, Pa., is owned by H.F. (Gerry) Lenfest (80%) and TCI (20%). Including its other systems, all of which are in Pennsylvania, Lenfest's subscribers now total 88,000. It also recently bought WCOJ(AM) Coatesville, Pa. ("Changing Hands," July 1/1983). Oakland and Piedmont system passes 125,000 of 137,000 homes, serving 23,000 subscribers with 35 channels and 613 miles of plant.

Cable system serving Minerva, Malvern and other communities, all Ohio □ Sold by MB Cable TV Inc. to Tele-Media Corp. for between \$9 million and \$10 million. Seller owned by Jim Rich, who has no other cable interests. Buyer, State College, Pa.-based MSO, is owned by Robert E. Tudek, president and Evert I. Mundy, executive vice president. With 272,000 subscribers, it is 22d-ranked MSO. It also owns other systems in Ohio, none adjacent. System, now complete, passes 20,000 homes, serving 14,000 subscribers with 12 channels and 300 miles of plant. Broker: Daniels & Associates Inc.

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TELECASTINGS

Ratings research

A research package to help programmers decide which syndicated programs to buy and where to schedule them is being offered by Arbitron Ratings Co. at NATPE International's convention in San Francisco this week. Called "NATPE Programmers' Package," it includes analyses of syndicated and network program audiences and material for a variety of custom research studies. A new JD (Arbitron Information on Demand) Daypart Report is said to deliver audience estimates for up to 15 TV stations and cable services in any daypart requested. There is also a ranking of the top 50 programs in each of 10 different Cluster Plus (life-style) groups, along with other applications to assist programmers in matching programs to audience potential. The fee: \$1,000 per station. The package was put together specifically for the NATPE convention; depending on its acceptance, it may become an on-going offering.

Older views

Older viewers are watching more television and enjoying it more than they did 15 years ago, if results of a Long Beach, Calif., study give any indication. University of Southern California researcher Richard H. Davis questioned 274 adults aged 55 and older last year in a follow-up to a 1969 survey of 174 persons in the same area. During the interval, the percentage of respondents viewing more than five hours a day rose from 17% to 25%, while satisfaction with the medium's role as companion and entertainment source also grew. There was more approval of television's portrayal of older persons in programs, but continuing dissatisfaction with perceived stereotyping in commercials. Viewing favorites were: CBS-TV's *60 Minutes*, documentaries and feature films.

Making it work

The Labor Institute of Public Affairs, a production unit of the AFL-CIO, is distributing its new *America Works* specials this month on an ad hoc first-run syndication network of at least 36 stations covering 60% of U.S. homes. The series, public affairs programs designed to build labor's presence on television, follow 12 half-hours distributed under the *America Works* banner last summer. Production is being handled by Fox/Lorber associates in association with All American Television. The AFL-CIO has recently completed a 10-week cable programming experiment, CableLine, and expects to announce future plans for program production at this year's National Cable Television Association convention. A spokesman indicated that budgets are also being finalized for future broadcast, home video and teleconferencing projects.

Checking out

Actress Bette Davis, who starred in the pilot episode of ABC-TV's *Hotel* last fall, has decided not to return to the one-hour series. According to a statement issued by Davis, the actress feels her return "would alter the emphasis from the ensemble-type acting the program has developed, focusing too much on myself." The 76-year-old Davis was hospitalized for breast cancer and a stroke last summer. She is reportedly discussing a new television project with Aaron Spelling Productions, producer of *Hotel*. Davis has not yet had a continuing television series role.

New unit

New York-based Satori Entertainment Corp., has formed Satori Television as a new division that will sell feature film packages for television syndication and network broadcast. The initial packages offered are *Dimension*, 13 general interest films; *Children*, 13 family-oriented features, and *Shock*

Theater, 8 thriller/horror movies. Western Horizons President Jerome Kurtz has joined Satori Television in the same capacity.

TV for the Cape

Residents of Dennis and nearby Hyannis on Cape Cod, Mass., can now get the local news—locally. On Jan. 16, W58AO or TV58, went on the air, becoming Cape Cod's only television facility and New England's first low-power TV outlet, according to station representatives. Operating with 14.6 kw on ch. 58, the station is owned by Cape Cod Broadcasting Co., which also owns WQRC(FM) Barnstable, Mass.

According to Donald Moore, president of Cape Cod Broadcasting, after the FCC began licensing LPTV, he received inquiries about renting space on the WQRC tower. "I realized that someone would soon start up a low-power broadcast station," he said, "and I thought, 'Why shouldn't it be me?'" Three years later, the station became operational, offering local programs on cooking, senior citizens' issues and local news. National

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programming is supplied by satellite networks including the Cable News Network and Biznet.

Picked up

NBC-TV last week announced its first prime time series renewals for the 1984-85 season. The network has ordered "a full season" of new episodes of *Cheers*, the half-hour comedy from Charles/Burrows/Charles Productions, and *The A Team*, the one-hour action/adventure series from Stephen J. Cannell Productions. NBC is expected to complete its agreements on new series pilot production by the end of next week.

'Mississippi' dries up

CBS has canceled *Mississippi*, a weekly drama series on Tuesday at 8 p.m., effective March 6. A replacement has not been named, but the leading candidate is said to be CBS News's *The American Parade*. The period is dominated by NBC's *A Team*. When *Mississippi* goes off the air, a CBS spokesman said, 17 shows will have been produced. CBS chose not to exercise the option it had for four more. The spokesman added that the series could reappear as a summer replacement program elsewhere in the schedule.

Bird lovers

According to a survey conducted by ASI Market Research on behalf of Television Videotape Satellite Communications, 82% of television executives questioned nationwide plan to increase their use of programming delivered via satellite. The survey found

CBS's revamped schedule. CBS-TV announced last week the addition of four prime time program series to its schedule beginning next month, while two other programs go on hiatus and two others are assigned new times.

Cagney & Lacey, a one-hour drama canceled by the network last spring but renewed last September, joins CBS's lineup Monday, March 19, at 10-11 p.m. NYT. Original episodes of *Mama Malone*, ordered by CBS in 1982 but never aired, will be telecast beginning Wednesday, March 7, at 8:30-9 p.m. NYT. Two other situation comedies, *The Suzanne Pleshette Show* and *Kate & Allie*, will premiere Sunday, March 4, at 8-8:30 p.m. NYT and Monday, March 19, at 9-9:30 p.m. NYT, respectively.

Two current series, *AfterMASH* and *Emerald Point N.A.S.*, will have their last original broadcasts on March 12 and are scheduled to return in reruns.

In addition, *The Four Seasons* and *One Day At a Time* swap time slots, with *The Four Seasons* airing at 8:30-9 p.m. beginning Sunday, March 4, while *One Day At a Time* is broadcast at 8-8:30 p.m.

The Suzanne Pleshette Show stars Pleshette as Maggie Briggs, a New York newspaper feature writer described as "single, independent" and "living in a world of people who are her exact opposite." The sitcom is from Lorimar Productions.

Kate & Allie co-stars Susan Saint James and Jane Curtin as "two divorced women with children who pool their resources and talents to make a home with each other in New York City." The series, videotaped before a live audience, is from Alan Landsburg Productions.

92% of the respondents among the 404 station executives participating already receive some programming by satellite, while 33% receive up to half of all their programming by that means. Eight percent reported more than half of their programs arrive by satellite.

Texas meter

Houston is the latest market to be equipped with Arbitron Ratings Television Meter Service, which produces television ratings overnight. Service began there on Feb. 1. Other markets metered by Arbitron are New York, Chicago, Los Angeles, San Francisco, Philadelphia, Washington, Detroit, Dallas-Fort Worth and Miami.

In the marketplace

Group W Productions and its animated Filmation division are offering 90 episodes of *Fat Albert and the Cosby Kids* for syndication next fall. The package includes 50 first run and 40 off-network segments of the half hour series. Domestic sales of the program based on comedian Bill Cosby's Philadelphia childhood, are being handled by Group W. The program is produced and syndicated overseas by Filmation.

□

Michael Zinberg, executive producer and president of American Flyer Films & Television, has signed an exclusive development agreement with 20th Century-Fox Television for "all forms of television programming including series, mini-series and movies for television." Among Zinberg's production, writing and directing credits are *Th Yellow Rose*, *The Mary Tyler Moore Show* and *Lou Grant*.

□

Entertainer Kenny Rogers has signed a long term agreement with CBS Entertainment covering "all forms of television entertainment" including mini-series, variety specials and motion pictures-for-television. Confirmed for future production are a 198 Christmas special and a new *Kenny Rogers as the Gambler* mini-series, to begin shooting in 1985.

□

Don Kirshner, the Hollywood-based independent producer, has agreed to "a major association" with MGM/UA Television to develop prime time syndicated television series, mini-series, movies for television and specials. Kirshner has also signed a contract with MGM/UA Home Video as a producer and spokesman. His first project for the television division is *Don Kirshner's Crazy Nights*, a first-run syndicated comedy hour targeted at late-night audiences.

□

Bob Stolfi, West Coast production director for D.L. Taffner/Limited, has entered into nonexclusive agreement with the firm that will allow him to produce new projects under his own yet-unamed company. Taffner will continue to employ Stolfi as executive in charge of production for the syndicated *T Close for Comfort* and other projects now in development.



Report card. On Jan. 23, at 8-11 p.m., WJLA-TV Washington aired the first program in what will be a year-long campaign examining education. The three-hour, prime time production, *Focus 7: Grading the Schoolhouse*, examined illiteracy in America, then focused on the extent of the problem in the Washington area. Throughout the year, the station will provide "extensive prime time public affairs programming" exploring different facets of education, along with public service announcements and community affairs projects. In honor of WJLA-TV's efforts, Washington Mayor Marion Barry (center) presented station president and general manager, Thomas B. Cookerly (l), and VP and station manager, Dow Smith, with a proclamation declaring Literacy Week in the District of Columbia.

\$1,200,000

Charter
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SEMO Communication,
Inc. & Associated
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and construction

\$1,150,000

KOUS-TV, Inc.
Northern Plains
Broadcasting Group, Inc.
TV Station Acquisition
& refinancing

\$1,175,000

County Cablevision
Development Co.
County Cablevision
Development Co. II.
Cable TV Construction

\$1,000,000

V R Corporation of
Tennessee
Cable TV Refinance
& construction

\$2,500,000

Multivision Group
Cable TV Acquisition
& construction

\$1,500,000

Aries
Communications, Inc.
Radio Station
Acquisition

\$1,700,000

Marin Broadcasting
Company, Inc.
Radio Station
Acquisition

\$900,000

Atlantic
Metrovision Corp.
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Broadcasters show profit margin drop in last five years

Study, by New York investment banking company, shows that although typical company with radio and TV properties had increase in revenue and income, profit margins declined 19.3%

Pre-tax operating profit margins among "typical" publicly traded broadcasting companies shrunk nearly 20% between 1978 and 1982, according to a new study issued by Veronis, Suhler & Associates, a New York investment banking firm ("In Brief," Jan. 30).

According to the report, the typical radio and television broadcasting company had 13% revenue growth, 7% income growth and a 19.3% decline in profit margins over the five-year period ended 1982, the latest year for which public information was available.

Those companies had average pre-tax operating margins in 1982 of 17.3%, a drop of nearly 20% from their 21.4% 1978 level, the VS&A report said.

The VS&A report was compiled from information reported by 46 public companies that either are strictly broadcasters or that break out broadcasting revenues and operating income as a separate line of business. In addition, the report also compares broadcasting revenue levels and operating profit margins with other sectors of the communications industry, including cable and pay television, newspapers, advertising, entertainment programming and distribution services, book publishing and business information services, among others.

However, VS&A pointed out, the 17% operating profit margins for broadcasters compare favorably to other businesses in the communications sector, the average of which VS&A said is 14%. Operating profit margins among 25 companies in cable and pay television, VS&A reported, is 16%, while operating profit margins averaged from 22 newspaper companies were 15% in 1982, the same as averaged from 20 entertainment programming and distribution companies. Only business service information companies, at 18%, had higher operating profit margins than broadcasting companies, VS&A said.

John S. Suhler, a principal in VS&A and former president of CBS/Publishing Group, said the report was prepared to help give clients an overview about various sectors of the communications industry they may be either considering to enter or divest. Suhler said that no estimates were used in compiling the report, which is based on publicly

Go ahead. Metromedia's special committee of independent directors as well as the company's board of directors unanimously approved the proposed \$1.45-billion leveraged buyout by the company's senior management (BROADCASTING, Dec. 12, 1983). Metromedia said that the investment banking firms of Lehman Brothers Kuhn Loeb Inc. and Bear, Stearns & Co., which the special committee had retained to advise it on the financial aspects of the deal, judged senior management's proposal to be fair to the stockholders. Metromedia said it will file preliminary proxy material shortly with the Securities and Exchange Commission and will hold a stockholder's meeting in April.

available information.

The report shows that highest 1982 pre-tax margins on broadcasting operations were recorded by Capital Cities Communications (53%), Gross Telecasting (51%) and Dun & Bradstreet (47%). Highest 1978-1982 compound annual growth rates in revenues were reported by Viacom (78%), American Family (70%) and Gulf United (61%), and highest 1978-82 compound annual growth rates in operating income were led by Gulf United (62%), Turner Broadcasting (50%) and General Cinema (35%).

The VS&A report also noted that the top 10 broadcast margin leaders all have margins of 34% or better. However, margins at ABC and CBS are slightly under the broadcasting segment average of 17% for 1982, while RCA, which owns NBC, comes in at 6%.

"A decline in the prospects for broadcast-ers has been widely heralded," the report said, "... [but] this scenario has not panned out. Although viewership research shows that broadcast viewing share is definitely de-

clining, particularly when a household subscribes to a pay television service, the drop has not been as precipitous as projected."

VS&A also pointed out that although pre-tax profit margins have declined over the past five years, the decline is not as great as in other industries in the communication sector and still far above most industries altogether. Part of the decline VS&A attribute to increasing costs, especially those in the programming business. Also, "the increasing strength of independent stations... has also cut into network strength, both at the network and affiliate level. Local broadcasters also have to shoulder increasing expense for on-air talent and syndicated programming," VS&A said.

Suhler said the report has been sent to 45 chief executive officers across the country and a spring edition is currently being prepared that will incorporate 1983 results as well as a five-year review of return on assets and margin trends by company and industry segment. The information is not free, however: The study costs \$500.

Bottom Line

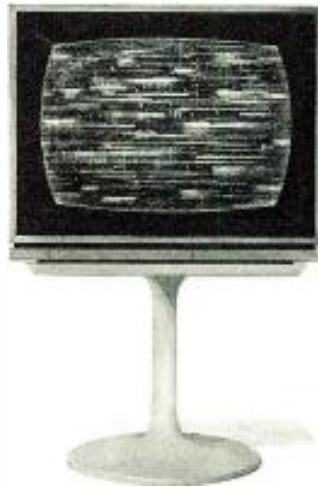
Swap. Viacom International, New York-based program distributor, MSO and station owner, announced that effective March 9, it will redeem all of its outstanding shares of \$2.10 cumulative convertible preferred stock at redemption price of \$28.40 per share. Viacom said holders of convertible preferred shares can either redeem them or exchange each share for 1.242 shares of common stock. □

Buy-back. ABC's board of directors authorized purchase on open market of up to two million shares of common stock. Purchased shares will be held as treasury stock to be issued under ABC's employee benefit plans and for other corporate purposes. Purchases will be made according to SEC's current recommended price and volume restrictions and at discretion of ABC management. As of Jan. 1, 1984, ABC had 29,329,891 shares of common stock outstanding, excluding treasury notes. □

A-R up. Adams-Russell Inc., Waltham, Mass.-based MSO and manufacturer of microwave and digital components and equipment, reported that sales for its fiscal first-quarter ending Jan. 1, 1984, increased 33% over same period last year to \$25,306,000. Earnings rose 21% to \$1,662,000, or 27 cents per share. Company said cable revenues grew 47% and division reported operating profit for quarter as compared to loss in first quarter year ago. John J. Lynch, president, said cable division should grow at 20% annual rate for next five years and that Adams-Russell has set its sights on becoming \$200-million company by 1986. □

Disney divvy. Walt Disney Productions reported revenues increased to \$302.2 million for 1983-84 fiscal first quarter ending Dec. 31, 1983, compared with \$270.1 million for first fiscal quarter of 1982-83. Net income dropped from \$17.2 million, or 51 cents per share, to \$9 million or 26 cents per share, for same period. Net income decline was primarily attributed to continuing losses at The Disney Channel pay cable service, higher interest rates, and lower Disney World attendance as result of cold weather.

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	Closing Wed Feb 8	Closing Wed Feb 1	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	55 3/4	58 1/2	- 2	3/4 -	4.70	10 1,635
N Capital Cities	128 3/4	134 3/4	- 6	-	4.45	15 1,726
N CBS	62 1/4	65 1/8	- 2	7/8 -	4.41	10 1,847
N Cox	41	42 1/2	- 1	1/2 -	3.52	16 1,161
A Gross Telecast	61 1/2	62 1/2	- 1	-	1.60	14 49
A Gulf Broadcasting	6 3/4					
O LIN	20 1/8	19 5/8	+	1/2 +	2.54	20 422
N Metromedia	36 1/4	36 1/8	+	1/8 +	.34	31 1,014
O Price Commun.	5 7/8	6	-	1/8 -	2.08	4 66
O Scripps-Howard	25 1/2	26 3/4	- 1	1/4 -	4.67	14 263
N Storer	32 1/4	36 1/8	- 3	7/8 -	10.72	19 529
O SunGroup Inc.	5 3/4	5 3/4				3 4
N Taft	52	54 3/8	- 2	3/8 -	4.36	13 473
O United Television	13 1/4	13 5/8	-	3/8 -	2.75	17 155

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	18 3/8	20 1/4	- 1	7/8 -	9.25	17 111
A Affiliated Pubs.	39 3/4	41 1/2	- 1	3/4 -	4.21	15 322
N American Family	15 3/4	17 3/4	- 2	-	11.26	9 258
O Assoc. Commun.	14	14 1/2	-	1/2 -	3.44	0 67
N A.H. Belo	37 1/4	38 1/8	-	7/8 -	2.29	11 425
N John Blair	28 1/8	29 3/8	- 1	1/4 -	4.25	12 222
N Chris-Craft	27 5/8	28 3/4	- 1	1/8 -	3.91	33 175
N Cowles	25 3/4	25 3/4				25 102
N Gannett Co.	34 1/2	38	- 3	1/2 -	9.21	21 4,141
N General Tire	34 1/2	35 1/2	- 1	-	2.81	13 726
O Gray Commun.	60 1/2	60 1/2				13 30
N Harte-Hanks	20 1/2	20 1/2				12 450
N Insilco Corp.	17 1/8	17 7/8	-	3/4 -	4.19	9 290
N Jefferson-Pilot	36 1/2	36 1/2				8 776
O Josephson Intl.	11 3/4	12 3/4	- 1	-	7.84	8 58
N Knight-Ridder	22 3/4	23	-	1/4 -	1.08	13 1,487
N Lee Enterprises	21 3/8	23 3/4	- 2	3/8 -	10.00	13 287
N Liberty	21 5/8	23	- 1	3/8 -	5.97	12 217
N McGraw-Hill	34 1/2	38 5/8	- 4	1/8 -	10.67	14 1,729
A Media General	55 3/4	54 1/2	+	1/4 +	2.29	11 388
N Meredith	39 1/2	39 1/4	+	1/4 +	.63	11 372
O Multimedia	32 1/2	35 1/2	- 3	-	8.45	15 541
A New York Times	22 3/8	25 1/2	- 3	1/8 -	12.25	5 873
O Park Commun.	19 1/2	20 1/4	-	3/4 -	3.70	16 179
A Post Corp.	59	59 7/8	-	7/8 -	1.46	22 108
N Rollins	18 1/2	19 1/2	- 1	-	5.12	23 479
N Schering-Plough	36 3/8	36 5/8	-	1/4 -	.68	10 1,837
T Selkirk	14	14 1/4	-	1/4 -	1.75	30 114
O Stauffer Commun.	50	50				13 50
A Tech Operations	37 1/4	40	- 2	3/4 -	6.87	16 34
N Times Mirror	35	37	- 2	-	5.40	13 4,807
N Tribune	26 7/8	27 1/2	-	5/8 -	2.27	12 1,101
O Turner Bcstg.	23	23 1/2	-	1/2 -	2.12	66 469
A Washington Post	66 1/4	70	- 3	3/4 -	5.35	15 939
N Wometco	42	42				25 595

SERVICE						
O BBDO Inc.	36 3/4	38 1/2	- 1	3/4 -	4.54	13 236
O Compact Video	4 3/8	4 5/8	-	1/4 -	5.40	11 17
N Comsat	29 3/4	31 3/4	- 2	-	6.29	10 536
O Doyle Dane B.	16 1/4	16 3/4	-	1/2 -	2.98	13 99
N Foote Cone & B	46 1/4	47	-	3/4 -	1.59	12 134
O Grey Advertising	117	117				9 69
N Interpublic Group	52 1/4	50 1/4	+	2	3.98	12 279
N JWT Group	35 3/4	35 1/2	+	1/4 +	.70	13 212
A MovieLab	8	7 7/8	+	1/8 +	1.58	8 13
O A.C. Nielsen	32 3/4	33 3/4	- 1	-	2.96	15 735
O Ogilvy & Mather	47	47 1/4	-	1/4 -	.52	14 211
O Sat. Syn Syst.	8 3/4	9 1/4	-	1/2 -	5.40	19 50
O Telemation	6 1/2	6 3/4	-	1/4 -	3.70	7 7
O TPC Commun	1 1/8	1 1/6	-			1 2
A United Video	8 5/8	9 1/2	-	7/8 -	9.21	11 17
N Western Union	31 3/4	34 1/8	- 2	3/8 -	6.95	14 764

	Closing Wed Feb 8	Closing Wed Feb 1	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O Barris Indus	4 3/8	4 7/8	-	1/2 -	10.25	23 2
N Coca-Cola	50 1/2	50 1/8	+	3/8 +	.74	12 6,871
N Disney	52 1/2	55 1/2	- 3	-	5.40	19 1,871
N Dow Jones & Co.	41	41				23 2,621
O Four Star	6 3/4	7	-	1/4 -	3.57	7 7
N Getty Oil Corp.	125 1/4	123 1/2	+	1 3/4 +	1.41	23 9,911
N Gulf + Western	29 1/8	31 5/8	- 2	1/2 -	7.90	9 2,251
O Robert Halm	1 3/16	1 3/8	-	1/4 -	18.18	38 1
O Lorimar	21	23 3/4	- 2	3/4 -	11.57	12 10
N MCA	37 5/8	40 3/4	- 3	1/8 -	7.66	12 1,811
N MGM/UA Ent.	13 1/2	14 5/8	- 1	1/8 -	7.69	10 35
N Orion	12 1/2	14 1/4	- 1	3/4 -	12.28	14 11
O Reeves Commun.	10 1/4	10 3/4	-	1/2 -	4.65	17 12
O Telepictures	13 1/4	14 3/8	- 1	1/8 -	7.82	22 8
O Video Corp.	11 5/8	12 1/2	-	7/8 -	7.00	21 7
N Warner	27	28 3/8	- 1	3/8 -	4.84	3 1,761
A Wrather	39 1/4	39 3/4	-	1/2 -	1.25	43 8

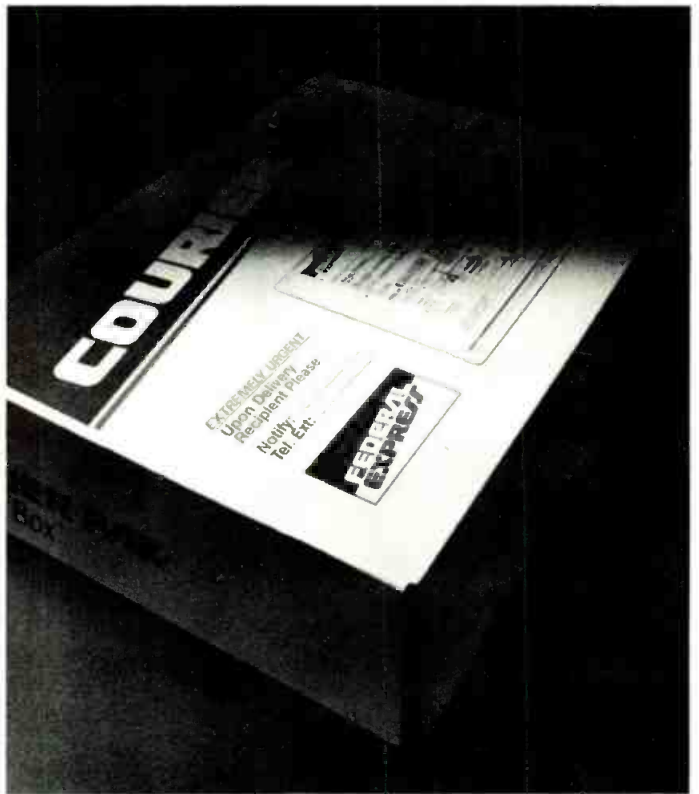
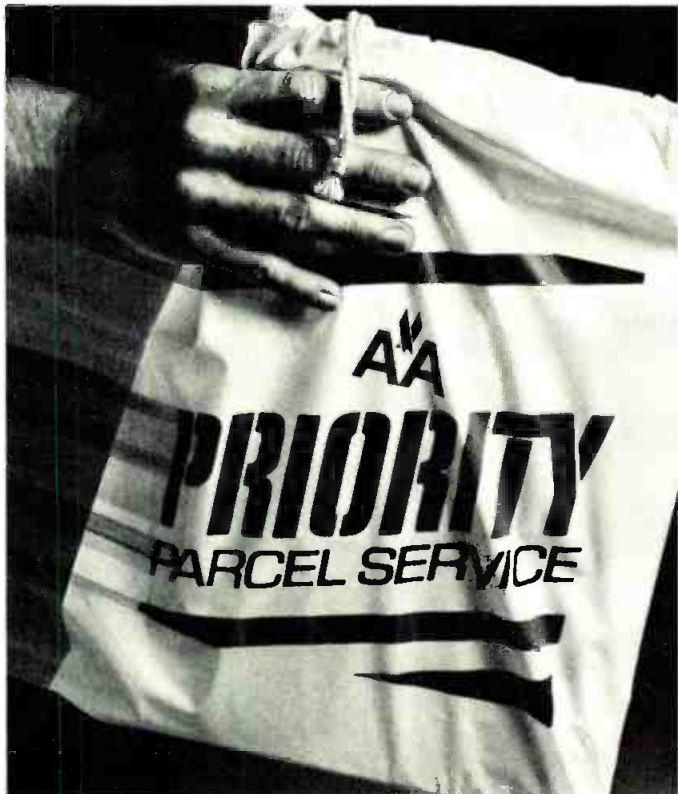
CABLE						
A Acton Corp.	7	7 1/2	-	1/2 -	6.66	24 5
O AEL	27 1/2	28	-	1/2 -	1.78	21 5
O AM Cable TV	4 1/2	3 7/8	+	5/8 +	16.12	23 5
N American Express	28 1/8	30 1/4	- 2	1/8 -	7.02	5 5,681
N Anixter Brothers	21	22	- 1	-	4.54	29 38
O Burnup & Sims	6	6				6 5
O Cardiff Commun.	1 1/8	1 1/8				113 1
O Comcast	19 1/4	20	-	3/4 -	3.75	18 15
N Gen. Instrument	31 3/4	33 1/2	- 1	3/4 -	5.22	24 1,001
N Heritage Commun.	13 5/8	16 3/8	- 2	3/4 -	16.79	28 10
T Maclean Hunter X	17 3/4	17 1/2	+	1/4 +	1.42	25 68
A Pico Products	9 3/4	10 1/8	-	3/8 -	3.70	31 7
O Rogers	8 3/4	9 1/4	-	1/2 -	5.40	8 15
O TCA Cable TV	12 1/2	13	-	1/2 -	3.84	23 1
O Tele-Commun.	18 3/4	19	-	1/4 -	1.31	19 8
N Time Inc.	40 1/4	44 7/8	- 4	5/8 -	10.30	16 2,361
O Tocom	2 7/8	3 1/8	-	1/4 -	8.00	2 1
N United Cable TV	26 3/4	28	- 1	1/4 -	4.46	17 29
N Viacom	26 1/2	28 3/4	- 2	1/4 -	7.82	16 33

ELECTRONICS/MANUFACTURING						
N Arvin Industries	24 3/4	25	-	1/4 -	1.00	10 18
O C-Cor Electronics	9 3/8	10 3/4	- 1	3/8 -	12.79	9 1
O Cable TV Indus.	3 3/4	3 3/4				19 1
A Cetec	8 5/8	9 5/8	- 1	-	10.38	17 1
O Chyron	14 1/4	15 1/4	- 1	-	6.55	20 1
A Cohu	7 1/4	8 5/8	- 1	3/8 -	15.94	16 1
N Conrac	15 1/2	15 7/8	-	3/8 -	2.36	13 1
N Eastman Kodak	69 3/8	71 1/2	- 2	1/8 -	2.97	17 11,411
O Elec Mls & Comm.	11	11 1/2	-	1/2 -	4.34	33 1
N General Electric	53 3/8	55	- 1	5/8 -	2.95	12 24,211
O Geot-Telemet	1 1/2	1 7/8	-	3/8 -	20.00	21 1
N Harris Corp.	35 1/8	38 3/4	- 3	5/8 -	9.35	20 1,311
N M/A Com. Inc.	16 5/8	17 1/4	-	5/8 -	3.62	23 7
O Microdyne	8 1/8	9 1/2	- 1	3/8 -	14.47	26 1
N 3M	77 1/4	77	+	1/4 +	.32	14 9,011
N Motorola	113 1/2	117 1/2	- 4	-	3.40	19 4,411
N N.A. Phillips	66 1/4	70 3/4	- 4	1/2 -	6.36	11 9
N Oak Industries	5 1/8	5 1/2	-	3/8 -	6.81	1 1
A Orrox Corp.	4 1/8	4 1/2	-	3/8 -	8.33	4 1
N RCA	30 7/8	32 5/8	- 1	3/4 -	5.36	15 2,511
N Rockwell Intl.	26 3/8	29	- 2	5/8 -	9.05	10 4,011
A RSC Industries	5 7/8	6 1/8	-	1/4 -	4.08	73 1
N Sci-Atlanta	11 7/8	13	- 1	1/8 -	8.65	594 2
N Signal Cos.	28	29 5/8	- 1	5/8 -	5.48	28 2
N Sony Corp.	15 1/2	16 5/8	- 1	1/8 -	6.76	28 3,511
N Tektronix	64 3/4	66 3/4	- 2	-	2.99	25 1,211
A Texscan	14 7/8	15 1/8	-	1/4 -	1.65	17 1
N Varian Assoc.	43	46	- 3	-	6.52	21 9
N Westinghouse	48 5/8	51 5/8	- 3	-	5.81	9 4,211
N Zenith	29 1/8	32 5/8	- 3	1/2 -	10.72	12 6
Standard & Poor's 400	175.01	183.03	-		8.02	- 4.

Notes: T-Toronto, A-American, N-New York and O-Over The Counter. Bid prices supplied by Shearson/AE, Wash. Common A Stock price used unless other noted. P/E ratios based on S&P's estimated earnings. If no estimate available, earnings figures for last 12 months are used. "0" in P/E ratio is deficit. Footnotes: * Began trading Feb. 6 on when issued basis. ** Addition: Englewood, Colo.-based MSO (NASDAQ CRDF), headed by Stanley M. Searle, president and CEO, had revenue, for nine months ending Sept. 30, of \$7,154,973, compared to \$6,204,700 compar-

able period during previous year. In December it announced sale of its publishing division for \$7 million, leaving it with ownership of KDRF-FM Spearman, Tex., a cable systems with 16,000 subscribers. Sale proceeds "will be used to acquire additional cable properties," according to company. Publishing division had a counted for over 3/4 of previous revenue. In October, Cardiff bought back 475,000 shares of stock, saying that price was "undervalued", and has allocated funds for additional repurchases. It now has 4.6 million shares outstanding, 2.5 million in flo-

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As compiled by BROADCASTING, Jan. 30 through Feb. 3, 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.

Ownership changes

Applications

■ WPIL(AM) Flomaton, Ala. (990 khz; 500 w-D; CP: 2.5 w-D)—Seeks assignment of license from Godwin Broadcasting Corp. to Gulf Communications of Alabama Inc. for \$175,000, comprising seller's note of \$75,000 and assumption of debt of \$100,000. Seller is owned by Charles R. Godwin and family, who have no other broadcast interests. It bought station recently for \$150,000 ("For the Record," Oct. 10, 1983). Buyer is owned by Jerry Wayne Spencer (51%) and Linda M. Masiarczyk (49%). Spencer is account executive at WCDA(AM)-WJLQ(FM) Pensacola, Fla.

■ KZON(AM) Santa Maria, Calif. (1600 khz, 500 kw-D)—Seeks assignment of license from De Oro Broadcasting Co. to Mouyeos Broadcasting Corp. for assumption of liabilities, primarily \$360,000 previous seller's note. Seller is majority owned by Abel DeLuna, who bought station four years ago for \$550,000 from Leo Kesselman ("Changing Hands," May 5, 1980). Kesselman owns half of buyer. Buyer is also half owned by James Mouyeos, who is salesman at KSLY(AM)-KUNA(FM) San Luis Obispo, Calif. Kesselman also has minority interests in KTJA(FM) Beaverton, Ore., and KBOQ(FM) Marina, Calif.

■ WEIB(FM)[CP] Marco, Fla. (101.1 mhz)—Seeks assignment of permit from Delton Broadcasting Co. to Alpine Broadcasting Corp. for \$95,000. Sale also is concurrent with 10-year lease of transmitter site for \$120,000. Seller is headed by Frank E. Mackle Jr. Buyer is owned by Norm Alpert. Neither has other broadcast interests. Filed Feb. 2.

■ WTMG(AM) Ocala, Fla. (1290 khz, 5 kw-D)—Seeks assignment of license from WTMG Inc. to Jerry F. Gause and J. Elwyn Leak for \$725,000, including \$700,000 note. Seller is owned by Charles W. Jackson Jr. and his son, Charles A. Jackson, who have no other broadcast interests. They bought station four years ago for \$1.1 million ("Changing Hands," March 3, 1980). Buyer is owned by Jerry F. Gause, who owns jewelry store in Ocala and J. Elwyn Leak, Ocala-based attorney (45% each), and Don B. Duffy (10%). They have no other broadcast interests. Filed Feb. 1.

■ WTAQ(AM) La Grange, Ill. (1300 khz, 5 kw-D, 500 w-N)—Seeks assignment of license from S and S Broadcasting Co. to WTAQ Inc. for \$1.6 million, including consultancy agreement and real estate. Seller is owned by Charles F. Sebastian and family, who have no other broadcast interests. Buyer is equally owned by William H. Wardle, station's general manager, and Ralph J. Faucher, sales manager and sports director. Neither has other broadcast interests. Filed Feb. 2.

■ WWTO-TV(CP) La Salle, Ill. (ch. 35; 93.3 kw vis., 9.3 kw aur.; HAAT: 410 ft.; granted May 19, 1983)—Seeks assignment of license from Word TV Inc. to Tri-State Christian TV for \$27,000. Seller is equally owned by Henry Dietrich Jr., Ken Von Behren, Earl Kennell and William Stuart (25% each). None has other broadcast interests. Buyer is nonprofit corporation headed by Garth Counce. It also recently bought WAQP(TV)[CP] Saginaw, Mich., for \$50,000 ("For the Record," Jan. 2) and has bought, subject to FCC approval, WDDD-TV Marion, Ill., for \$1.2 million ("For the Record," Sept. 12, 1983). Filed Jan. 25.

■ WRBA(AM) Normal, Ill. (1440 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from All American Radio Inc. to W. Russell Withers Jr. for \$376,000, including non-complete agreement and \$173,700 seller's note. Seller is owned by Robert L. Bivans (52%) and his son, Robert A. Bivans (48%). They bought station two years ago for \$207,000 ("For the Record," March 8, 1982) and have no other broadcast interests. Buyer is Mount Vernon, Ill.-based group owner who also owns: WDTV(TV) Weston, W. Va.; KOKX-AM-FM Keokuk, Iowa; KEWI(AM)-KGMO(FM) Cape Girardeau, Mo., and WMIX-AM-FM Mount Vernon and WMLA(FM) Le Roy, both Illinois. Filed Feb. 2.

■ WIVQ(FM) Peru, Ill. (100.9 mhz; 3 kw, HAAT: 145 ft.; CP: 0.998 kw, ant. 464 ft.)—Seeks assignment of license from Radio Illinois Ltd. to Middle Illinois Broadcasting Inc. for \$152,000, comprising \$45,000 cash, \$26,000 seller's note and assumption of \$81,000 note. Seller is headed by Robert Dana McVay, president. Certain shareholders also own majority of WKNX(AM) Saginaw, Mich., and WKTN(FM) Kenton, Ohio. They are also selling 51% interest, subject to FCC approval, in WBUK(AM) Portage, Mich. ("For the Record," Jan. 30). Buyer is equally owned by A. Dale Hendrix Jr. and John D. Mitchell Sr. Hendrix is general manager and 20% owner of WALR-FM Union City, Tenn. Mitchell is Shreveport, La.-based media broker and 29% owner of KNES-FM(CP) Fairfield, Tex. ("For the Record," Aug. 22, 1983). Filed Jan. 25.

■ WAKY(AM)-WVEZ(FM) Louisville, Ky. (790 khz, 5 kw-D, 1 kw-N; FM: 106.9 mhz, 24.5 kw, HAAT: 670 ft.)—Seeks assignment of license from Multimedia Inc. to Capitol Broadcasting Corp. for \$3.6 million, comprising \$1.8 million cash and \$1.8 million seller's note. Capitol is spinning off WAKY and studio facilities of WVEZ to Communications Investment and Capitol Group (see below). Seller is Cincinnati-based newspaper publisher, MSO, production company and group owner. Broadcast division is headed by James T. Lynagh, vice president. It also owns six AM's, six FM's and five TV's, including KAAY(AM)-KLQP(FM) Little Rock, Ark., which it recently sold for \$4.25 million ("Changing Hands," Aug. 1). Buyer is Mobile, Ala.-based group owner of two AM's and four FM's. Voting stock is owned by Kenneth S. Johnson, president (88.9%), and Allen Paul Howard (11.1%). Preferred nonvoting stock is owned by Johnson, Howard and five others. It recently sold WKDY(AM) Spartanburg, S.C., for \$600,000 ("Changing Hands," Aug. 1, 1983), and WCRT(AM) Birmingham, Ala., for \$287,500 ("Changing Hands," April 18, 1983). It is selling the frequency and transmitter site of WRKA(FM) St. Matthews (Louisville), Ky., and the studio facilities of WVEZ(FM) to comply with FCC duopoly rules. Filed Jan. 31.

■ WAKY(AM) Louisville and WRKA(FM) St. Matthews (Louisville), Ky. (790 khz, 5 kw-D, 1 kw-N; FM: 103.1 mhz, 3 kw, HAAT: 283 ft.)—Seeks assignment of license Capitol Broadcasting Corp. to Communications Investment and Capitol Group Inc. for \$2.5 million, comprising \$2,050,000 cash and \$450,000 note. Allocation of station is \$700,000 for AM and \$1.8 million for FM. Capitol is keeping frequency and transmitter of WVEZ(FM), and studio facilities of WRKA(FM) and has filed app. to move studio to Louisville. Buyer replaces previously announced Marion Communications, but involves same principals with different ownership configuration. It is group of 10 investors headed by Earnest L. Palmer, president (52%). It will use studio facilities of co-located WVEZ(FM) which seller is buying from Multimedia (see above). Filed Jan. 31.

■ WBME(AM) Belfast, Me. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Seth Broadcasting Corp. to Marine Broadcasting Corp. for \$255,000, including \$70,000 cash. Sale also includes real estate. Seller is group of eight owners headed by Stephen B. Anthony, president. It bought station four years ago for \$160,000 ("For the Record," April 28, 1980) and also owns WMYD(AM) Wickford, R.I. Buyer is owned by Douglas Brown and family. Brown is former principal of Belfast Jr. High and is currently WBME sports announcer and sales person. Filed Feb. 2.

■ WVLY(AM) Water Valley, Miss. (1320 khz, 500 w-D)—Seeks assignment of license from Tri Lakes Broadcasting Inc. to Joseph D. Lowe for \$125,000, comprising \$15,000 cash and \$110,000 seller's note. This app. duplicates previously submitted app. (filed May 31, 1983), which was dismissed, Nov. 8, 1983, by commission "for failure to prosecute" ("For the Record," Dec. 5, 1983). Seller is owned

by Jim D. Martin (51%) and his parents, Jim G. (25%) and Lila C. (24%) Martin. Buyer has no other broadcast interests. Filed Feb. 3.

■ KOYN(AM) Billings, Mont. (910 khz, 1 kw-D)—Seeks transfer of control of R&R Broadcasting from Robert J. Robinson, Michael J. Robinson and others (100% before 48% after) to Leland Wall and William Palmer (none before 52% after) for payment of debts not to exceed \$170,000. Buyers also have option to buy rest of shares during next three years for escalating price beginning at \$165,000. Buyers have no other broadcast interests. Filed Dec. 6.

■ KTXS(AM) Whitefish, Mont. (1450 khz, 1 kw-D, 25 w-N)—Seeks assignment of license from Big Mountain Broadcasting Co. to North Valley Radio Inc. for consideration including assumption of notes worth \$212,000. Seller is 70% owned by J. John Morrison, who has no other broadcast interests. He bought 90% of station three years ago for \$30,000 ("For the Record," July 27, 1981). Buyer is owned by Ross Holter (20%), Robert A. Howard (20%) and Holter trust, W.L. Holter, trustee (60%). W.L. Holter also owns KMMR(FM) Malta and KLTZ(AM) Glasgow, both Montana. He owns 90% of KLAN(AM) Glasgow and 80% of KPRK(AM) Livingston and KBLL-FM-FM Helena, a Montana. Howard is general manager of KBLL-AM-FM. Filed Feb. 3.

■ KTAP(FM) Crete, Neb. (103.9 mhz, 3 kw, HAAT: 22 ft.)—Seeks assignment of license from KTAP Radio Inc. to Saline County Radio Inc. for \$375,000 cash. Seller is owned by James J. Jaworski and his wife, Jacqueline M. The bought 80% of station five years ago for \$230,000 and has no other broadcast interests. Buyer is owned by Melville I. Gleason and his wife, Louise. They are previous owners of several Nebraska radio stations, including KAWL-AM-FM York, which they sold three years ago ("Changing Hands" April 20, 1981). Melville Gleason also as minority interest in York, Neb., cable system, which he is selling. Filed Feb. 1.

■ WJBT(AM) Brockport, N.Y. (1590 khz, 1 kw-U)—Seeks assignment of license from Fourscore Broadcasters Inc. to Sweden Broadcasting Inc. for \$175,000. Seller has chapter 11 pending before U.S. bankruptcy court, from which it needs approval for assignment of license. It is owned by group of seven Washington investors, headed by Thomas Powers, president. Buyer is owned by David V. Mance and Thomas P. Wamp (42.5% each) and David Slak (15%). Mance and Wamp also own WDNV(AM) Dansville N.Y. Filed Jan. 26.

■ WWKO(AM) Fair Bluff, N.C. (1480 khz, 1 kw-D)—Seeks assignment of license from WWKO Radio Inc. A.R.T. Broadcasting and Associates Inc. for \$150,000 cash. Seller is equally owned by Theodore J. Gray Jr., Richard I. Marshall and Michael G. Orr. Gray and Marshall were previous licensees, who bought station three years ago for \$165,000 ("For the Record," June 8, 1981). Orr purchased station from them, and subsequently sold it to Joseph I. Cussack ("For the Record," June 20, 1983). Gray, Marshall and Orr recently retook control of station ("For the Record" Dec. 5, 1983). Gray also owns WFLB(AM) Fayetteville N.C., where Marshall is sales manager. Orr also owns WCRE(AM) Cheraw, S.C. Buyer is equally owned by Ali B. Alverson, Raymond A. Stripling and Tassilo A. Cios. Stripling is chief engineer for radio department at Appalachian State College, of which Alverson is recent graduate. None have other broadcast interests. Filed Feb. 3.

■ KMAV-AM-FM Mayville, N.D. (1520 khz, 2.5 kw-1 101.7 mhz, 3 kw, HAAT: 122 ft.; CP to change freq. to 105 mhz)—Seeks transfer of control of KMAV Inc. from Francis J. Phelan and his wife, Margaret (62% before; none after) and Austin G. Kramer (38% before; none after) to Richard R. Flacksbarth and Larry Gilworth for \$280,000, comprising \$75,000 cash and \$205,000 seller's note. Sellers have no other broadcast interests. Buyers are equal owners. Flacksbarth is former general manager at KCOG(AM) KMOG(FM) Centerville, Iowa. Gilworth is Unionville Mo., businessman, who owns chain of furniture stores. Filed Feb. 2.

■ WMYB(AM) [formerly WQOK(AM)] Myrtle Beach S.C. (1450 khz, 1 kw-D, 250 w-N)—Seeks transfer of negative control of Phidian Communications Inc. from Nancy I. Flaherty and Dr. Michael T. McKee (22.2% each before none after), and Daniel F. Giddons (11.1% before; none after) to W.C. Calton and Kenneth Miller Bryant (none before; 25% each after) for \$18,001. Giddons shares will

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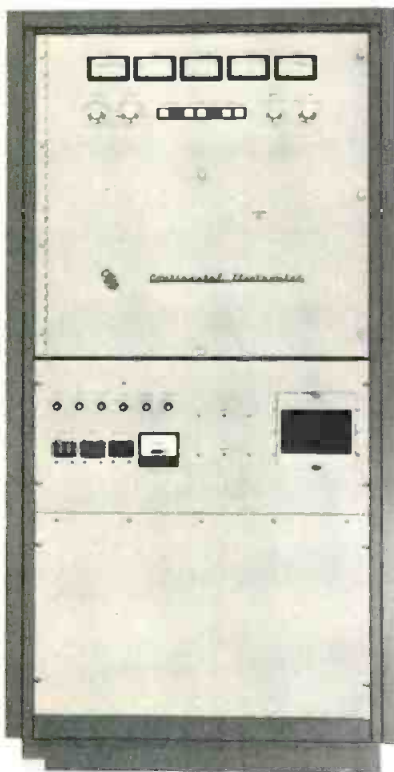
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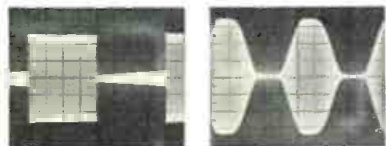
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retired. Six other owners have other half of outstanding shares. Ph.Dian bought station for \$318,750 ("For the Record," Feb. 7, 1983).

■ **WKXV(AM)** Knoxville, Tenn. (900 khz, 1 kw-D)—Seeks transfer of control of Knoxville R.A. Tel Inc. from Henry T. Ogle (100% before; 49.3% after) to Ted H. Lowe (none before; 50.7% after). Consideration is reduction in liability on note, dated June 1983, for \$140,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 25.

■ **KBUS(AM)** Mexia, Tex. (1590 khz, 500 w-D)—Seeks transfer of control of Limestone Broadcasting Inc. from G.E.T. Corp. (100% before; none after) to Summit Broadcasting Associates (none before; 100% after) for \$53,000 plus assumption of \$96,000 note. Seller is group of investors headed by B.W. Wallis, president. Five also own 70% of KTBB(AM)-KNUE(FM) Tyler, Tex. Buyer is equally owned by Mexia-area businessmen: Billy Jeff Booth, Thomas C. Platt, Calvin D. Prowell, Tyler W. Cagle and Frank D. Connell. It also is permittee of co-located KYCX(FM). Filed Jan. 26.

■ **KAYO(AM)-KJMD(FM)** Aberdeen, Wash. (1450 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 3 kw, HAAT: minus 16.5 ft.)—Seeks assignment of license from Radio Station KAYO to KAYO Broadcasting for \$485,000, including \$64,000 cash and \$350,000 seller's note. Seller is owned by John R. DiMeo and his wife, Catherine, and Don L. Downing and his wife, Mary T. They also are majority owners of KTOL(AM)[CP] Lacey, Wash. Buyer is group of 11 investors. Majority owners are executives of Art Moore Inc., Bellevue, Wash.-based broadcast representative firm, including Earle M. Baker, chairman and CEO (25%); Gregory J. Smith, president (25%); Sandra K. Runnion, vice president and Seattle manager (25%), and Darrell S. Rutter, vice president and Portland (Ore.) manager (10%). They are also majority owners in group which recently bought KAST(AM)-KBKN-FM Astoria, Ore. ("For the Record," Jan. 30). Filed Feb. 3.

Actions

■ **KWFM(FM)** Tucson, Ariz. (92.9 mhz, 48 kw, HAAT: 35 ft.)—Granted assignment of license from Sandusky Newspapers Inc. to Sun-Com Limited Partnership and Behan Broadcasting for \$4.2 million, including \$1.2 million non-complete agreement. Seller is Los Angeles-based group of four AM's, seven FM's and owner of daily newspapers in Ohio, Michigan and Tennessee. It is headed by Dudley A. White, chairman. Buyer, based in Tucson, is headed by Dennis Behan, president, who owns (39%) of general partner, Behan Broadcasting. Sun-Com Limited Partnership is in process of being formed. Buyer also owns KLMR(AM)-KSEC(FM) Lamar, Colo., and co-located KCEE(AM) Tucson. It recently sold KCEY(AM)-KMIX(FM) Turlock-Modesto, Calif. ("Changing Hands," Sept. 12, 1983). Action Jan. 30.

■ **KNTF(FM)** Ontario, Calif. (93.5 mhz, 3 kw, HAAT: 165 ft.)—Granted assignment of license from Best Communications Inc. to California Radio Partners for \$1.1 million plus potential, additional consideration when station is resold. Seller is owned by Jack L. Siegal who recently sold KWG(AM) Stockton and KWGF(FM) Tracy, both California, for \$1,218,000. He also has sold KCKC(AM) San Bernardino, Calif., for \$2,421,075. Buyer is owned by Pierce O'Donnell (60%), Channing P. Johnson and Paul M. Wolff (20% each). O'Donnell is Los Angeles trial lawyer; Wolff is Washington trial lawyer. Johnson has interest in cable system serving south-central Los Angeles, and in Response Broadcasting, applicant for 60 LPTV's. Action Jan. 27.

■ **KMEN(AM)** San Bernardino and KGGI(FM) Riverside, both California (1290 khz, 5 kw-U; FM 99.1 mhz, 4.1 kw, HAAT: 1,534 ft.)—Granted assignment of license from Lincoln and Sylvia Dellar to Commonwealth Broadcasting Co. for \$5 million, including real estate and \$750,000 non-complete agreement. Sellers, husband and wife, also own KPRL(AM)-KDDB(FM) Paso Robles, Calif. Buyer is owned by general partners: Claude C. Turner, Michael T. Thorsnes, Vincent J. Bartolotta, John F. McGuire and Michael D. Padilla. Turner (professional name: Dex Allen) is general sales manager at KSON-AM-FM San Diego. He also has 20% interest in KKBZ-AM-FM Santa Paula, Calif., and owns one third of applicant for new FM's at Glendale and Yuma, both Arizona. Others are partners in San Diego law firm bearing their names. Granted Jan. 27.

■ **WGML(AM)** Hinesville, Ga. (990 khz, 250 w-D)—Granted assignment of license from Liberty Broadcasting Inc. to Kelwyn John Kovars for \$175,000, including \$150,000 note. Seller is owned by E.D. Steele Jr., who also owns LPTV at Hilton Head, S.C., and is general manager of Tybee Island, Ga., cable system. Action Jan. 27.

■ **WTTV(TV)** Bloomington (Indianapolis), Ind. (ch. 4, 55 kw vis., 11 kw aud., HAAT: 1,200 ft., ant. height above ground: 1,170 ft.)—Granted assignment of license from Te-

lico Indiana Inc. to TEL-AM Corp. for \$73 million. Seller headed by Harold Berry, chairman, and owned by dozens investors, including Northwestern Mutual Life Insurance Co. (40%). Seller has no other broadcast interests. Buyer headed by De Sales Harrison, former chairman of Pacific Southern Broadcasting (11.1%); Elmer C. Snow, station current president (he will retain that position); various institutional investors (55.6%), and Dunmore Partners Lu headed by general partners Edward G. Victor and Richard Sandler and also owned by 27 employees of New York-based investment firm, Drexel Burnham Lambert. Action Jan. 2.

■ **WILP(AM)** Paris, Ky. (1440 khz, 1 kw-D)—Grant assignment of license from Fairfield Broadcasting Co. of to Mega Broadcasting Corp. for \$125,000. Seller is owned by Stephen C. Trivers and wife, Irene B. (70%), and Willis J. Wertz (30%). It also owns co-located WNCW(FM) WQLR(FM) Kalamazoo, Mich., and WEZV(FM) F Wayne, Ind. Buyer is equally owned by Michael McSorl John Crawford and John Bush. None have other broadcast interests. Action Jan. 27.

■ **WKBD-TV** Detroit (ch. 50; 2,340 kw vis., 209 kw at HAAT: 960 ft.)—Granted assignment of license from Fair Enterprises to Cox Communications for \$70 million. Seller is being liquidated. Assets of company, are either being distributed between its two owners, Marshall Field V, a half-brother, Frederick W., or being sold. WKBD-TV's complete divestiture of seller's cable and five broadcast properties which began year and a half ago (BROADCASTING, July 28, 1982). It also recently sold cable systems San Bernardino and Riverside counties for \$20.5 million ("Changing Hands," Dec. 12, 1983). It returned license WKBS-TV Burlington, N.J. (Philadelphia), to FCC, in usual move, keeping plant and selling off some product equipment and programing contracts (BROADCASTING, July 25, 1983). Other stations sold were WFLD-TV Chicago; WLVI-TV Cambridge, Mass., and KBHK-TV San Francisco. Buyer is Atlanta-based MSO, group owner and a auctioneer, headed by William A. Schwartz, president and chief operating officer. It recently sold its Detroit area cable systems in keeping with FCC crossownership rules ("Changing Hands," Jan. 2). It also owns five AM's, seven FM's; six TV's. Action Jan. 30.

■ **KOYN(AM)** Billings, Mont. (910 khz, 1 kw-D) Granted transfer of control of R&R Broadcasting from R. J. Robinson. Michael J. Robinson and others (10% before; 48% after) to Leland Wall and William Palmer (none before; 52% after) for payment of debts not to exceed \$170,000. Buyers also have option to buy rest of shares during next three years for escalating price beginning \$165,000. Buyers have no other broadcast interests. Action Jan. 26.

In contest

■ **Flagstaff, Ariz.**—ALJ, Joseph Stirmer, granted Broadcast Data Corp.'s motion to dismiss app.'s of Kravetz Me and Telecommunications Systems for failure to prosecute granted Broadcast Data's app. for new MDS service at Flagstaff, and terminated proceeding. (CC 83-744-46). MO adopted Jan. 25.

■ **Monte Vista, Colo.**—ALJ, Frederic J. Coufal, granted San Luis Valley Broadcasting Inc.'s motion for summary decision and resolved air hazard issue in its favor; by separate action, granted San Luis Valley and DLB's joint petition for settlement agreement and denied DLB's app.; granted app. of San Luis Valley for new FM at Monte Vista, terminated proceeding. (MM 83-1032-33). Order adopted Jan. 23.

■ **Boise, Garden City and Eagle, Idaho**—ALJ, Walter Miller, granted Affiliated Broadcast Systems, William Clayton and K-106 Inc.'s joint agreement, and dismissed their app.'s; granted app. of Contemporary Media Corp. for new FM at Boise, and terminated proceeding. (MM 83-645). MO&O adopted Jan. 24.

■ **Christiansted, St. Croix, Virgin Islands**—Review by denied petition by Joseph Bahr, licensee of WVIF-FM, I deriksted, St. Croix, for reconsideration of ALJ, Edw Kulman's action granting app. of Virgin Islands Broadcasting Corp. for new FM station on ch. 262 (100.3 mhz Christiansted. (MM 83-932-33). Order adopted Jan. 24.

■ **United States Satellite Systems Inc.**—Commission g USSSI until June 30, six-month extension, to complete arrangements for financing and constructing its proposed space stations or relinquish its FCC-assigned orbital positions. (FCC 83-602). Order adopted Dec. 22, 1983.

Legal activity

■ **WQTW(AM)** Latrobe, Pa.—Robert H. Slone, who

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with a 27 rating and a 45 share,
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**Covering all of
NORTHEASTERN & CENTRAL Pa.**



* Source: NSI Nov. '83, Early News M-F average Rating and Total HH. Subject qualifications in local reports.

appointed trustee for previous licensee, Regency Broadcasting Corp., under chapter 11 of U.S. Bankruptcy Act, has been appointed trustee under chapter 7. Station has been off air since Aug. 5, 1983. App. says "efforts to resolve the corporation's affairs under chapter 11 have proven unsuccessful." U.S. Bankruptcy Court for Western District of Pa.; case no. 83-207. Filed Jan. 20.

■ **Mediacom Inc. and Radio Corp. of Indiana** have filed notices with U.S. Court of Appeals, D.C. circuit, appealing FCC order (FCC 83-594) affirming Review Board's decision granting app. of Peoples Broadcasting Corp. for new FM at Indianapolis, and denying competing app.'s. (Case no. 84-1018 and 84-1011). (BC 78-243-247).

Et cetera

■ **Chief, fairness/political programing branch**, granted request of Avery Productions that appearance of presidential candidate, Reverend Jesse Jackson, in its documentary, "Amos 'N' Andy-Anatomy of a Controversy," be ruled exempt from "equal opportunities" requirement of Communications Act. Staff ruling adopted Feb. 3.

■ **Direct Broadcast Satellite Systems app.'s** for modification of CP were filed by: CBS Inc., Direct Broadcast Satellite Corp., Graphic Scanning Corp., RCA American Communications Inc., Satellite Television Corp., United States Satellite Broadcasting Co., Video Satellite Systems Inc. and Western Union Telegraph Co. Following applicants have amended their pending DBS app.'s: National Christian Network Inc., Satellite Development Trust and Satellite Syndicated Systems Inc. New app.'s for DBS systems were filed on Jan. 12, 1983, by: Advanced Communications Corp., Hughes Communications Galaxy Inc., National Exchange Inc. and Space Communications Services.

■ **RKO General's broadcast stations**—Commission has ordered that applicants for all of RKO's stations be made parties to KJH-TV proceeding and directed them to devise voluntary plan for representative counsel. It directed that two-phase proceeding be utilized, with each phase to be concluded by issuance of partial supplemental initial decision. First phase will address only those issues arising out of Boston proceeding (RKO's disqualification as licensee of then-WNAC-TV) and bearing on RKO's basic and comparative qualifications with any appeal being filed directly with commission. After time for filing appeals has passed, judge and parties concerned will then start second phase of hearing—consideration of matters involving Fidelity's (Fidelity Television Inc., competing applicant KJH-TV frequency) qualifications and choice to be made between applicants for KJH-TV. Commission will begin processing 171 app.'s for other RKO stations. (Dockets 16679-80). MO&O adopted Jan. 25.

■ **Notice of results of Jan. 27 public lotteries for CP's for LPTV or TV translator stations.** Absent petition to deny tentative selectee and upon determining that selectees are otherwise qualified, grant of CP will be made Feb. 29. Aberdeen, Wash., ch. 55, Response Broadcasting; Eastsound & Ferndale, Wash., ch. 18, Response Broadcasting; Aberdeen, Wash., ch. 27, Response Broadcasting; Lihue, Hawaii, ch. 24, Atlantic and Caribbean Communications; Quincy, Wash., ch. 21, Quincy Valley T-V; Honolulu, ch. 50, American Christian Television; Malta, Mont., ch. 15, Phillips County TV Translator; Raleigh, N.C., ch. 68, Applied Communications Technologies; Jack's Cabin, Colo., ch. 65, He's The One Broadcasting; Twin Falls, Idaho, ch. 49, Orion Broadcast Group; Scipio, Utah, ch. 19, Mountain TV Network; Kansas City, Kan. and Mo., J-Pax Broadcasters; Biloxi, Miss., ch. 2, Clearvision Communications; Clovis, N.M., ch. 9, Southwest Community TV; Maryville, Mo., ch. 20, Frank Merenghi; Devils Lake, N.D., ch. 22, North American Communications; Louisville, Ky., ch. 66, J-Pax Broadcasters; Charleston, S.C., ch. 69, Barbara Smith; St. Thomas, V.I., ch. 50, Island Television; Yakutat, Alaska, ch. 9, State of Alaska; Akhiok, Alaska, ch. 9, State of Alaska; Lihue, Hawaii, ch. 29, Mountain TV Network; Chinle, Ariz., ch. 51, Navajo Community College; Baile, Ariz., ch. 40, Navajo Community College; Hanalei, Hawaii, ch. 10, He's The One Broadcasting; Oshkosh, Wis., ch. 8, Taft Broadcasting; Twin Falls, Idaho, ch. 38, Orion Broadcast Group; Victoria, Tex., ch. 44, William E. Powell; St. Louis, ch. 56, Christian Board of Education; Fallon, Nev., ch. 59, He's The One Broadcasting; Ukiah, Calif., ch. 49, He's The One Broadcasting; Shiprock, N.M., ch. 48, Navajo Community College; Farmington, N.M., ch. 55, N&K LPTV; Iola, Kansas, ch. 30, Washburn University of Topeka.

■ **Roderick K. Porter**, chief of policy and rules division of FCC Mass Media Bureau, has been named deputy chief of bureau. From 1972 to 76, Porter was attorney, advisor to complaints and compliance division of Broadcast Bureau, and later senior trial attorney in bureau. He was legal assistant to Chairman Richard E. Wiley from 1976 to 1977, at which time he went to private practice. He returned to FCC

as chief of policy and rules division.

■ **John Kamp**, staff attorney in policy and rules division of FCC Mass Media Bureau, has been named legal assistant to bureau chief. He joined commission in 1980.

■ **Commission has expanded use of notification and verification of equipment authorization procedures** by designating the specific categories of equipment to be authorized under these procedures. Commission noted that in addition to carefully selecting equipment for verification and notification, any change in authorization procedure would be accompanied by major increase in testing and sampling of equipment. The following are some of changes in equipment authorization: Rule part 15, receivers from 30 to 890 mhz *excluding* superregenerative receivers, TV and FM broadcast receivers and scanners; formerly certification, now notification. Rule part 15, TV and FM broadcast receivers; formerly certification, now verification. Rule parts 21, 74 and 78, fixed point-to-point microwave transmitters; formerly type acceptance, now notification. Rule part 73, AM antenna phase monitors; formerly type approval, now notification. Rule part 73, broadcast transmitters; formerly type acceptance now notification. Rule part 94, all microwave transmitters; formerly type acceptance, now notification.

■ **Oversight of radio and TV broadcast rules**—Chief, Mass Media Bureau, amended sections 0.61 and 0.283 and parts 73 and 74 of rules effective Jan. 27. Order adopted Jan. 24.

■ **Commission denied National Association of Broadcasters request for review of Freedom of Information Act ruling** by chief, Office of Plans and Policy, which withheld 31 of 36 documents requested by NAB concerning proposal in gen. docket 83-805, that FM station CP's certify technical or engineering data as being correct. MO&O adopted Jan. 25.

■ **Low power TV and TV translator service**—Chief, Mass Media Bureau, extended dates for filing comments and replies in response to rulemaking notice from Jan. 30 and Feb. 14 to Feb. 13 and Feb. 28, respectively. (MM 83-1350). Order adopted Jan. 26.

Call letters

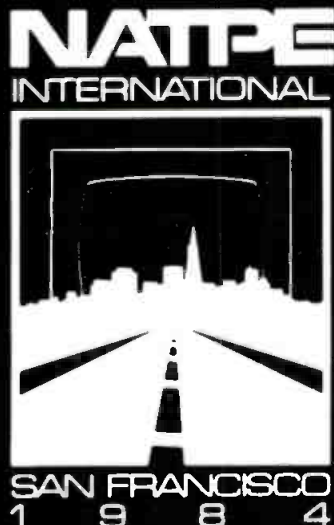
Changing signs. The FCC will now assign effective dates to modification of call signs. Requests for the relinquished call sign will now be accepted only if they have been filed and dated *on or after* those effective dates. Where license assignments or transfers are involved, requests for a new call sign will not be accepted until commission has accepted assignment or transfer application, and will not be granted until FCC has been notified that the sale has closed, and until the new licensee has received a telegram from the FCC authorizing the use of the new call sign.

Applications

Call	Sought by
New AM	
KRSV	Western Wyoming Radio, Afton, Wyo.
Existing AM's	
KLPZ	KZUL Parker, Ariz.
KICR	KREH Oakdale, Calif.
KORY	KROI Sparks, Nev.
WASB	WJBT Brockport, N.Y.
KYKN	KBDF Eugene, Ore.
WKV	WXAM Charlottesville, Va.
WVKV	WZTQ Hurricane, W.Va.
Existing FM's	
WDLT	WJQY Chickasaw, Ala.
KLZI	KNNN Phoenix
KROI	KORY Manteca, Calif.
KICR-FM	KGBM-FM Oakdale, La.
WMLQ	WNSR Rogers City, Mich.
KCKN	KRIZ Roswell, N.M.
KWHT	KFMT Pendleton, Ore.
Existing TV	
KCBS-TV	KNXT Los Angeles

Grants

Call	Assigned to
New AM's	
KTNN	The Navajo Nation, Window Rock, Ariz.
KLIM	Robad Broadcasting Co., Limon, Colo.
WVNE	Worcester County Christian Communication Inc., Leicester, Mass.
KKLL	Don and Gail Stubblefield, Webb City, Mo.
KIBG	Wyoming Christian Wireless Inc., St. Stephens, Wyo.
New FM's	
KCTT-FM	Adams Broadcasting Co., Yellville, Ark.
KGMN	New West Broadcasting Systems Inc., Kingman, Ariz.
*KWHF	Pastor Bill Ministries Inc., Parker, Ariz.
KGMJ	High Country Broadcasting Inc., Eagle, Colo.
*WFRG	Family Stations Inc., Columbus, Ga.
KHUI	Ke-Nui Corp., Kahuili, Hawaii
KLAL	Dwaine F. Meyer, Lamoni, Iowa
WFAL	Schooner Broadcasting Inc., Falmouth, Mass.
WLKV-FM	Tamarack Broadcasting Inc., Lakeview, Mich.
KDDR-FM	Kingsley H. Murphy Jr., Oakes, N.D.
KTCE	Lilly Amador, Anson, Tex.
KZRO	Spanish Aural Services Co., Seabrook, Tex.
KLXQ	Southwest Mediacast Inc., Uvalde, Tex.
KRSV-FM	Western Wyoming Radio, Afton, Wyo.
New TV's	
WRES	Glorious Church of God in Christ Inc., Cocoa, Fla.
WHBR	The Harbour Broadcasting Corp., Pensacola, Fla.
KSHQ	Mauna Kea Bdcg. Co., Kailua-Kona, Hawaii
WEKT	Hometown Television Inc., Paintsville, Ky.
*KUSM	Montana State University, Bozeman, Mont.
KSBN	Dakota Broadcasting Co. Inc., Scottsbluff, Neb.
*WNEQ-TV	Western New York Public Bdcg. Assoc., Buffalo, N.Y.
WPSC-TV	Rhema Television Corp., Akron, Ohio
KIAB-TV	International American Bdcg. Co. Inc., Garland, Tex.
WKRW-TV	Midwest Broadcast Associates Ltd. and Frances M. Kavenik, Kenosha, Wis.
Existing AM's	
KEYZ	KNWZ Anaheim, Calif. 2-2-
KZUN	KFIV Modesto, Calif. 3-1-
WRRC	WRC Washington 3-5-
WZOR	WKEM Immokalee, Fla. 1-30-
WIZY	WCLS Columbus, Ga. 2-1-
WWAM	WQCN Savannah, Ga. 2-1-
WABX	WLFF Cayce, S.C. 3-8-
WSSL	WGVF Greenville, S.C. 1-31-
WNQM	WLUY Nashville 2-2-
KFMX	KBBL Lubbock, Tex. 2-1-
WBCS	WMKE Milwaukee 2-1-
Existing FM's	
KSCK	KEWT Sacramento, Calif. 2-1-
WCLS	WABX Detroit 2-1-
KTCZ-FM	KTCR-FM Minneapolis 2-3-
WWKZ	WOKM New Albany, Miss. 2-2-
KZKX	KSRD Seward, Neb. 2-23-
KBXR	KWEY-FM Weatherford, Okla. 3-1-
KKCW	KTJA Beaverton, Ore. 1-27-
WSSL-FM	WSSL Grey Court, S.C. 1-31-
WQOK	WMAK-FM Hendersonville, Tenn. 1-31-
WZKS	WKOS Murfreesboro, Tenn. 2-13-
KDLV	KINE-FM Kingsville, Tex. 3-15-
KFMX-FM	KFMX Lubbock, Tex. 2-1-
KSSD	KSUB-FM Cedar City, Utah 3-1-
KRGQ-FM	KRGQ-FM Roy, Utah 2-2-
WKHK	WPA-FM Petersburg, Va. 3-1-
KHIT-FM	KSXT Walla Walla, Wash. 1-31-



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New stations

Applications

AM's

- Lake Mary, Fla.—FLA Ltd. seeks 1460 khz, 1 kw-D, 5 kw-N. Address: 30 Longleaf Parkway, Amherst, N.Y. 14226. Principal is owned by general partner, Q-Tech Associates (30%), and limited partner, First Columbia Co. Inc. (70%). Q-Tech is owned by Alfred E. Anson and James E. Greeley, who is Washington communications attorney and applicant for two LPTV's in Virginia. Filed Jan. 24.
- Lake Placid, Fla.—Women in Florida Broadcasting Inc. seeks 730 khz, 250 kw-D. Address: 4755 White Willow Lane, Orlando, Fla. 32808. Principal is owned by Sharon A. Seifert and Carol J. Lamons (30% each), and Beverly J. Johnston (15%), with remainder of ownership unknown. All three are sisters, who have no other broadcast interests.
- Eldon, Mo.—Southwest Communications Inc. seeks 750 khz, 1 kw-D. Address: 209 E. Second St., Eldon, Mo. 65026. Principal is owned by Dennis McDaniel, who is licensee of co-located KLDN(FM) and is permittee of new FM at Centralia, Mo. Filed Jan. 24.
- Highlands, N.C.—CBI Inc. seeks 110 khz, 10 kw-D. Address: Rt. 1, Box 278-C, Highlands, N.C. 28741. Principal's ownership is divided into class A voting stock (16,250 shares) and class B stock (15,000 shares). Class A Stock is equally owned by Vicki E. Bagley and John J. Seehof III (50% each). Class B Stock is equally owned by Ervin Jackson Jr., Elizabeth W. Lowry and Allen W. Martin and his wife, Ruth F. (33% each). None have other broadcast interests. Filed Jan. 24.
- Hope Valley, R.I.—Fantasy Broadcasting seeks 1180 khz, 1 kw-D, 500 kw-CH. Address: R.F.D. #1, Box 439, West Kingston, R.I. 02892. Principal is owned by Richard Vittorioso, who is announcer at WKRI(AM) West Warwick, R.I. Filed Jan. 24.
- Reston, Va.—Reston Community Broadcasting seeks 700 khz, 1 kw-D. Address: 11607 Vantage Hill 21B, Reston, Va. 22090. Counsel: Fisher, Wayland, Cooper and Leader. Principal is owned by David J. Matthews, who has no other broadcast interests. Filed Jan. 27.

FM's

- *St. Paul, Alaska—Pribilof School District Board of Education seeks 91.9 mhz, 15.1 kw, HAAT: 38 ft. Address: Tolstoy St., St. Paul, Alaska 99660. Counsel: Neal Goldberg. Principal is headed by John R. Mercurief, president, who is also public works director, city of St. Paul. Filed Jan. 23.
- *Garberville, Calif.—Redwood Community Radio Inc. seeks 89.7 mhz, 200 w, HAAT: 2,507 ft. Address: P.O. Box 135, Redway, Calif. 95560. Principal is nonprofit corporation headed by James Durchslag, president.
- *Idaho Falls, Idaho—Idaho Educational Broadcasting Foundation seeks 91.9 mhz, 600 w, HAAT: minus 291 ft. Address: P.O. Box 384 Lewiston, Idaho 83501. Counsel: Putbren & Hunsaker (Virginia). Principal is charitable trust headed by Richard C. Moore, minister. It also has app.'s for new noncommercial FM's at Payette, Pocatello, Sandpoint, and Boise, all Idaho. Filed Jan. 25.
- *Chicago—Open Media Corp. seeks 90.5, 29.96 kw, HAAT: 430 ft. Address: 1813 W. Cortland, Chicago, Ill. 60622. Principal is headed by Mitchell A. Lieber, president, who is former public affairs director of co-located WNIB(FM). It will remove its app. from mutually exclusive status with renewal app. of WMBI-FM Chicago.
- Albany, Minn.—Stearns County Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT: 233 ft. Address: Box W, Albany, Minn. 56307. Principal is group of nine Minnesota investors headed by Norman Skalicky, president. It also owns KASM-(AM) Albany.
- *Butte, Mont.—Montana Educational Broadcasting Foundation seeks 90.5 mhz, 100 w, HAAT: 1,850 ft. Address: 5326 East Side Highway, Florence, Mont. 59833. Counsel: Putbren & Hunsaker. Principal is charitable trust headed by trustees including John Ward, potter. It also has app.'s for new FM's at Bozeman, Great Falls, Kalispell and Missoula, all Montana. Filed Jan. 25.
- *Omaha—United Methodist Community Center seeks 88.7 mhz, 100 w, HAAT: 141.3 ft. Address: 2001 North 35th St., Omaha, Neb. 68111. Principal is headed by Rev. Walter E. Bailey, president, who is pastor, St. Paul United Methodist Church.
- *Oilton, Okla.—Oilton Educational Broadcasting Foundation seeks 88.7 mhz, 200 w, HAAT: 79 ft. Address: P.O. Box F, Oilton, Okla. 74052. Counsel: Stuart B. Mitchell & Associates. Principal is educational trust, headed by trustees

including Bill Ryan, pastor. Filed Jan. 30.

- *Stillwater, Okla.—Oklahoma Educational Broadcasting Foundation seeks 89.7 mhz, 550 w, HAAT: 387 ft. Address: 617 Manvel, Chandler, Okla. 74384. Counsel: Putbren & Hunsaker. Principal is headed by Chandler trustees, including Gary K. Schroeder, businessman. It also has app.'s for new noncommercial FM's at Bartlesville, Miami, Muskogee and Shawnee, all Oklahoma. Filed Jan. 25.
- *Roseburg, Ore.—Patricia Ann Silva Educational Broadcasting Foundation seeks 91.9 mhz, 100 w, HAAT: 1,194 ft. Address: 3732 Zion Place, Santa Maria, Calif. 93455. Counsel: Putbren & Hunsaker. Principal is headed by James O. Holder, pastor. It also has app.'s for new noncommercial FM's at Astoria, Coos Bay, Grants Pass, and Newport, all Oregon. Filed Jan. 25.
- Cabo Rojo, P.R.—Olga Iris Fernandez seeks 102.3 mhz, 3 kw, HAAT: 67.4 ft. Address: P.O. Box 316, URB Fas 17, Coamo, P.R. 00640. Principal is also applicant for new FM at Boqueron, P.R. Her husband, José David Soler, and his father, brother and sister own WCPR(AM) Coamo, P.R. Filed Jan. 26.
- *Vermillion, S.D.—University of South Dakota seeks 91.1 mhz, 100 w, HAAT: 76 ft. Address: Slagle Hall-136 Clark St., Vermillion 57069. Principal is governed by board of regents of state of South Dakota. W. Leonard Lee is director of mass communications. Filed Jan. 31.
- *Temple, Tex.—Waco Educational Broadcasting Foundation seeks 90.3 mhz, 550 kw, HAAT: 535 ft. Address: 1208 N. Robinson Dr., Waco, Tex. 76706. Counsel: Putbren & Hunsaker. Principal is charitable trust headed by trustees including R.L. Whitworth, minister. It has also filed app.'s for new noncommercial FM's at Abilene, Brownwood and Bryan, all Texas. Filed Jan. 25.
- *Everett, Wash.—Nathan Educational Broadcasting Foundation seeks 90.7 mhz, 600 w, HAAT: 155 ft. Address: 753 Bloching Circle, Clayton, Calif. 94517. Counsel: Putbren & Hunsaker. Principal is headed by Leonard D. Silva, minister. It also has app.'s for new noncommercial FM's at Yakima, Wash. (see below), and Bellingham, Longview and Olympian, all Washington. Filed Jan. 25.
- *Yakima, Wash.—Nathan Educational Broadcasting Foundation seeks 91.1 mhz, 300 w, HAAT: 705 ft. Principal is also applicant for new FM at Everett, Wash. (see above). Filed Jan. 25.
- *Casper, Wyo.—Casper Educational Broadcasting Foundation seeks 91.1 mhz, 363 w, HAAT: minus 363 ft. Address: 5211 South Elm, Casper 82601. Counsel: Stuart Mitchell & Associates. Principal is charitable trust headed by trustees, including Cecil T.L. Spear. Filed Jan. 30.

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	196	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	12,358	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

TV's

- Albany, Ga.—Harold Yancey Edwards seeks ch. 5 ERP: 3,000 kw vis., 300 kw aur., HAAT: 452.6 ft.; ar height above ground: 423.7 ft. Address: 204 N. Edward Enterprise, Ala. 36330. Principal has no other broadcast interests. Filed Dec. 30.
- Paducah, Ky.—Johnny G. Box seeks ch. 49; ERP: 4.9; kw vis., 495 kw aur., HAAT: 284.5 ft.; ant. height above ground: 272 ft. Address: P.O. Box 1135, Paducah, K 42001. Principal has no other broadcast interests. Filed Jan. 25.
- Lewiston, Me.—Lewiston Broadcasting seeks ch. 3 HAAT: 295 ft.; ant. height above ground: 294 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by William Gault (51%) and Gary Shanley (49%). They are applicants for new TV's at Alpine, Tex. Shanley is also applicant for new TV at Sante Fe, N.M.
- Wilson, N.C.—Bland Communications seeks ch. 3 ERP: 5,000 kw vis., 500 kw aur., HAAT: 950 ft.; ant. height above ground: 1,243 ft. Address: 210 Beacon St., Wilson, N.C. 27893. Principal is owned by Laura M. Bland (75%) and her husband, Michael (25%), who have no other broadcast interests. Filed Jan. 17.
- Lake Dallas, Tex.—Gordon McLendon seeks ch. 5 ERP: 5,000 kw vis., 500 kw aur., HAAT: 1438 ft.; ar height above ground: 1,243 ft. Address: P.O. Box 126 Lake Dallas, Tex. 75065. Counsel: Cohn & Marks. Principal is former owner, with his father, of McLendon Corp., group owner. McLendon Corp. sold its last station KNUS(FM) Dallas, Tex., in 1979. Filed Jan. 25.

Actions

AM

- Lovelock, Nev.—88 Broadcasting Co. granted 880 khz, 1 kw-D, 250 w-N. Address: P.O. Box 550, Fair Oaks, Cal 95628. Principal, at time of March 5, 1982 app., was owned by John L. Gardner, who was president of Fair Oaks, Calif. telecommunications company and who owned 50% of applicant for new AM's at Riverbank and Rancho Cordova, bc California. Action Jan. 17.

FM's

- College, Alaska—Empire Communications app. dismissed for 103.9 mhz, 3 kw, HAAT: 62 ft. Action Jan. 1.
- College, Alaska—Student Media Inc. granted 103 mhz, 3 kw, HAAT: 0 ft. Address: P.O. Box 61052, Fairbanks, Alaska 99706-1052. Principal is nonprofit corporation, headed by John S. DiBene, president. It has no other broadcast interests. Action Jan. 17.
- St. Johns, Ariz.—Bold Productions Inc. app. dismissed for 95.7 mhz, 100 kw, HAAT: 464 ft. Action Jan. 27.
- St. Johns, Ariz.—Plateau Communications Inc. granted 95.7 mhz, 22.11 kw, HAAT: 1,776 ft. Address: P.O. Box 810, St. Johns 81596. Principal: Milford G. Richey is president and one-third owner. Richey owns and operates Arizona cable systems. Action Jan. 26.
- Marathon, Fla.—Paul L. Crogan granted 106.3 mhz kw, HAAT: 190 ft. Address: 1208 Simonton Street, K West, Fla. 33040. Principal has no other broadcast interests. Action Jan. 24.
- *Wichita, Kan.—Wichita Educational Broadcasting Foundation app. returned for 88.3 mhz, 100 kw, HAAT: 3 ft. Action Jan. 22.
- Grantsville, Md.—He's Alive Inc. seeks 90.3 mhz, kw, HAAT: 600 ft. Address: 1000 Springs Road, Grantsville Md. 21536. Principal is nonprofit corporation, headed by Dwayne Johnson, president. It has no other broadcast interests. Action Jan. 26.
- Leesville, S.C.—Leesville Broadcasting Co. app. returned for 95.3 mhz, 3 kw, HAAT: 283 ft. Action Jan. 2.
- Elkton, Va.—Robert James Lacey app. returned for 98 mhz, 3 kw, HAAT: 298.5 ft. Action Jan. 22.

TV's

- Douglas, Ariz.—TV 3 Partners app. dismissed for ch. ERP: 100 kw vis., 20 kw aur., HAAT: 2,296 ft. Action Jan. 26.

Allocations

Applications

- Citronelle, Ala.—Barbara Kay Turner proposed assignment of FM ch. 272A to Citronelle; its first FM assignme

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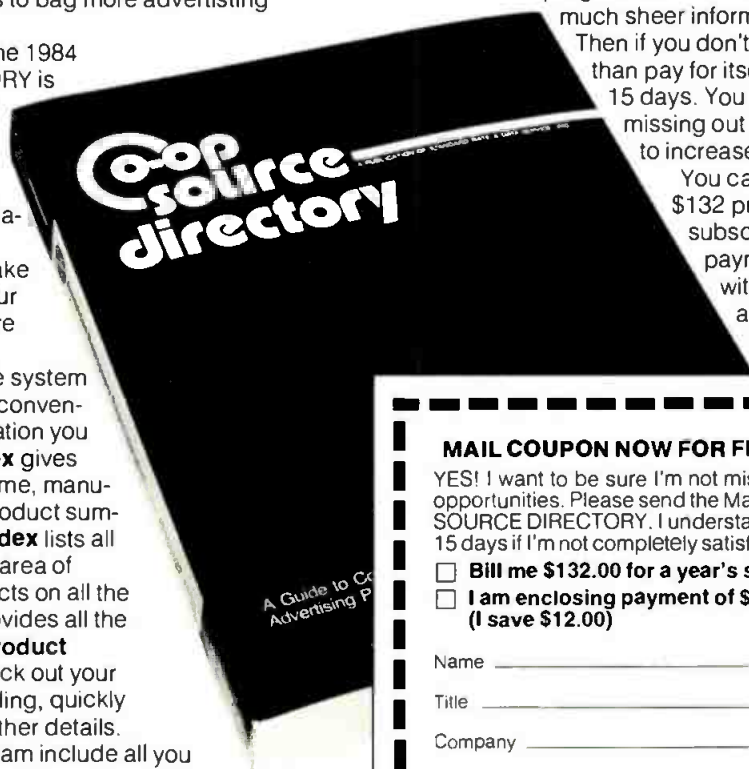
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Comments due March 22; reply comments, April 6. Address: P.O. Box 731, Citronelle, Ala. 36522. (MM 84-35). Adopted Jan. 20.

■ L'Anse, Mich.—David C. Schaberg proposed assignment of FM ch. 288A; its first FM assignment. Site restriction and Canadian concurrence are both necessary. Comments due March 22; reply comments, April 6. Address: P.O. Box 11101, Lansing, Mich. 48901. (MM 84-34). Adopted Jan. 20.

■ Grove, Okla.—A.M.O. Broadcasting Co. proposed assignment of UHF ch. 45 + to Grove; its first local television service. Comments due March 22; reply comments, April 6. Address of counsel: Donald L. Crosby, P.O. Drawer 1441, St. Petersburg, Fla. 33731. (MM 84-33). Adopted Jan. 20.

■ Arecibo, Cayey, San Juan and Utuado, all Puerto Rico—Commission, on its own motion, proposed deletion of UHF ch. 80, 76, *74, and *70 from Arecibo, Cayey, San Juan and Utuado, respectively, and substituting ch. *62 to San Juan, and ch. 60 either to Arecibo as commercial channel or to Utuado as reserved noncommercial channel. Concerning ch. 76 in Cayey, there is no channel available for substitution there. Comments due March 22; reply comments, April 6. (MM 84-32). Adopted Jan. 17.

Actions

■ Silverton, Colo.—Granted class C FM ch. 297 (107.3 mhz); its third FM broadcast service. Petitioner: Patsy Jensen. (MM 83-738). Report and order adopted Jan. 13.

■ Wamego, Kan.—Granted FM ch. 237A (95.3 mhz); its first FM assignment. Petitioner: Cheryl A. Stallard. (MM 83-492). Report and order adopted Jan. 20.

■ Baraga, Mich.—Granted FM ch. 282 (104.3 mhz); its first FM assignment. Petitioner: Keweenaw Bay Tribal Center. (MM 83-480). Report and order adopted Jan. 6.

■ Ortonville, Minn.—Chief, policy and rules division, denied petition of Tri-State Broadcasting Co. for reconsideration of report and order assigning class C FM ch. 268 (101.5 mhz) to Ortonville; its second FM allocation. (BC 81-737). MO&O adopted Jan. 17.

■ Roswell, N.M.—Granted class C. FM ch. 263; its third commercial FM assignment. Mexican concurrence obtained. Petitioner: Mountain Top Radio. (MM 83-512). Report and order adopted Jan. 20.

■ Nashville—Granted UHF ch. 58; its eighth television broadcast service. Petitioner: David Allen Crabtree. (MM 83-470). Report and order adopted Jan. 20.

Facilities changes

AM applications

Tendered

■ KMLO (1000 khz) Vista, Calif.—Seeks CP to increase power to 1 kw-N and make changes in ant. sys. Ann. Jan. 31.

■ WIMG (1300 khz) Trenton, N.J.—Seeks CP to increase power to 5 kw-DN and make changes to ant. sys. Ann. Jan. 31.

Accepted

■ WKLM (980 khz) Leland, N.C.—Seeks MP (BP-791031AA, as mod.) to make changes in ant. sys. and change TL. Ann. Jan. 31.

FM applications

Tendered

■ KKQT (98.3 mhz) Rexburg, Idaho—Seeks mod. of CP (811218AX, as mod.) to change TL; change HAAT to 300 ft., and make changes in ant. sys. Ann. Jan. 31.

■ *WJSL (90.3 mhz) Houghton, N.Y.—Seeks CP to change TL; change ERP to 9.5 kw; change HAAT to 216 ft., and make changes in ant. sys. Ann. Jan. 31.

■ *WXDU (88.7 mhz) Durham, N.C.—Seeks CP to increase ERP to 1.62 kw and to rotate DA. Ann. Jan. 31.

■ *WAMP-FM (88.3 mhz) Toledo, Ohio—Seeks CP to increase ERP to 1 kw and change HAAT to 200 ft. Ann. Jan. 31.

Accepted

■ KCRP (105.5 mhz) Rosamond, Calif.—Seeks mod. CP (BPH-791218AC) to change TL; change ERP to 3 l and change HAAT to 300 ft. Ann. Jan. 31.

■ *WPKN (89.5 mhz) Bridgeport, Conn.—Seeks CP change dir. ant. and change HAAT to 482 ft. Ann. Jan. 31.

■ WGLO (95.3 mhz) Pekin, Ill.—Seeks CP to change ERP to 2.24 kw and HAAT to 340 ft. Ann. Jan. 31.

■ KWLB-FM (97.7 mhz) Marksfield, La.—Seeks CF change HAAT to 328 ft. Ann. Jan. 31.

■ WBLE (95.9 mhz) Batesville, Miss.—Seeks CP to place ant.; change ERP to 3 kw, and change HAAT to 300 Ann. Jan. 31.

■ KMCM-FM (92.7 mhz) Miles City, Mont.—Seeks m of CP (BPH-801107AE) to change TL; change freq. to 9. mhz; change ERP to 100 kw, and change HAAT to 856 Ann. Jan. 31.

■ KATS (94.5 mhz) Yakima, Wash.—Seeks CP to change ERP to 100 kw and to replace ant.; install aux. ant. with E 10.7 kw. Ann. Jan. 31.

TV applications

Accepted

■ *WEDN (ch. 53) Norwich, Conn.—Seeks MP change ERP to 812.83 kw vis., 81.28 kw aux., and ch. ant. sys. and trans. Ann. Jan. 31.

■ *WJCT (ch. 7) Jacksonville, Fla.—Seeks MP to change ERP to 316 kw vis. and HAAT to 915 ft. Ann. Jan. 31.

■ WDKY-TV (ch. 56) Danville, Ky.—Seeks MP (BPH-820723KF) to change ERP to 2,493.4 kw vis., 249.3 aux., and HAAT to 853 ft. Ann. Jan. 31.

■ WTGS (ch. 28) Hardeeville, S.C.—Seeks MP (BPH-810126KE) to change ERP to 2,667 kw vis., 266.7 kw aux. and change HAAT to 799 ft. Ann. Jan. 31.

AM action

■ WDTB (1180 khz) Dimondale, Mich.—Granted app. for CP to change freq. to 1180 khz. Action Jan. 18.

FM actions

■ WSCA (100.9 mhz) Union Springs, Ala.—Granted app. for request to change name of licensee to C S Broadcast Inc. of Union Springs. Action Jan. 19.

■ KKYS (107.5 mhz) Hanford, Calif.—Granted app. mod. of CP to increase ERP to 18.5 kw; decrease HAAT 790 ft.; change TL, tower construction and TPO. Act Jan. 25.

■ KRTH (101.1 mhz) Los Angeles—Granted app. for to make changes in ant. sys.; install aux. sys.; decrease E to 37.5 kw, and increase HAAT to 3,133 ft. Action Jan. 25.

■ WIQI (100.7 mhz) Tampa, Fla.—Returned app. mod. of CP (BPH-810218AT) to change TL; change HA to 1,423 ft., and make changes in ant. sys. Action Jan. 25.

■ WRMM (99.7 mhz) Atlanta—Granted app. for CF install aux. sys.; change ERP to 100 kw, and change HA to 732 ft. Action Jan. 20.

■ KBRA (97.9 mhz) Wichita, Kan.—Granted app. for to increase ERP to 100 kw. Action Jan. 26.

■ WFPG-FM (96.9 mhz) Atlantic City—Granted app. CP to change HAAT to 360 ft. Action Jan. 26.

■ WFMV (106.3 mhz) Blairstown, N.J.—Granted CF change ERP to 0.34 kw and change TPO. Action Jan. 26.

■ KZAM (95.3 mhz) Creswell, Ore.—Denied app. mod. of CP to change SL. Requests waiver of sec 73.1125(B)(2). Action Jan. 18.

■ WQKX (94.1 mhz) Selinsgrove, Pa.—Granted app. CP to change ERP to 16.1 kw and HAAT to 875 ft. Ac Jan. 26.

■ KFMK (97.9 mhz) Houston—Granted app. for CF install aux. sys. ant. Action Jan. 25.

■ KISW (99.9 mhz) Seattle—Granted app. for CF change ant. and change HAAT to 1,311 ft. Action Jan. 25.

■ WJZQ (95.1 mhz) Kenosha, Wis.—Granted app. mod. of CP (BPH-830201AG) to increase ERP to 16.6 and decrease HAAT to 385 ft. Action Jan. 25.

TV action

■ KSBI (ch. 52) Oklahoma City—Granted app. for modification. Action Jan. 24.

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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.

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.

Experienced account executive wanted to sell 100,000 watt radio station in beautiful south Florida. Serious career-minded individual with consistent P.M.A. A must. Station appeal 18-49 adults in a rapidly growing market. Full resume to Box J-47.

Florida (West Central) single station market, 5 KW-ND, 60,000+ area population, good county growth potential. New owner means new account list for minimal or female of same nature. Want to build solid sales department where everyone (sales) earns at least \$20,000. The business is here to be had. If you want it, hurry! Call Bob, 813-784-4440, or write Box K-51.

Michigan combo needs experienced sales help now. You make the commitment, we'll make some guarantees and offer a solid list. If you're a street fighter with the desire to solve the client's problem and make enough money to solve your own, too, we want you. Resume and track record to Pat Moody, WSJM/WIRX, Box 107, St. Joseph, MI 49085.

WMRZ-AM, Moline, Illinois (Davenport, Iowa metro) needs one strong direct salesperson to cover metro area of 400,000 people. If you're in a smaller market and are looking to move up or you're looking to join a company who promotes, join Mid America Media, a people-oriented group owner of 9 radio stations and 2 cable television plants. Resumes to John Haggard, Vice President/General Manager, 1801 - 6th Avenue, Moline, IL 61265. EOE/MF.

Reward yourself! If you have a successful radio sales and/or management background, why not move up to a position that gives you a real opportunity to earn what you're worth? We offer qualified candidates a chance to earn \$40,000 during their first year, \$60,000 or more each year thereafter. You will be establishing and working directly with client stations to assist them in developing the full radio co-op advertising potential for their markets. Most areas of the country will require limited overnight travel. For full details, call Bob Manley, 806-372-2329.

Sales Manager or individual with sales manager potential for Cleveland area station. Send resume WBKC, Box 266, Chardon, OH 44024. EOE.

HELP WANTED ANNOUNCERS

Sunbelt top 50 market AM seeking strong morning drive personality. We're an EOE/MF. Resume to Box 22.

Are you an experienced pro who'd like to be a part of Florida's fastest growing market? WGUL, a music your life station, needs a broadcaster who knows music, how to produce selling commercials, do telephone shows, remotes, and all the rest. We want a telegenic player who knows how to work, while enjoying life the suncoast. Salary commensurate with experience. Send tape and resume to Les Forester, WGUL AM-FM 7212 US 19, New Port Richey, FL 33552, or call 813-849-2285. An EOE.

Producer/announcer. Public radio stations KUNI and KHKE need a versatile producer/announcer to coordinate, prepare and deliver news, conduct news-related interviews, develop ideas for and prepare news-related features, develop ideas for and gather audio activities, produce material for magazine programs, handle remote and field-recording assignments, and, occasionally, serve as on-air host for fundraising and music programs. High level audio production skills are required, along with a clear, authoritative, mature delivery. Individuals must have good basic news judgment and the ability to direct others in the preparation and delivery of news. Position requires a Bachelor's degree in communicative arts with emphasis in broadcast or broad liberal arts background and good general knowledge of current issues. A minimum of three years experience in professional broadcasting is required. Previous experience in public broadcasting is highly desirable. Salary range — \$14,647 to \$16,205. Send letter of application, resume, recent audition tape, and at least three references to: Dr. Gerald Bisbey, Coordinator, Professional Staff Placement, 221 Gilchrist Hall, University of Northern Iowa, Cedar Falls, IA 50614. EOE.

Florida Gulf Coast - \$10,000. A/C 6-9 AM air staff production, remotes. Tape/resume to DRBC, Inc., P.O. Box 6020, Clearwater, FL 33518.

We're an FM station that covers more than 30 counties in southern Wisconsin. We're looking for the perfect morning personality to inform and entertain all the people. If you're really good, and looking to join a company that puts quality air sound first, send me your tape and resume. Don't call me. I'll call you. Dean Steward, WLVE-FM, 4610 University Ave., Madison, WI 53705.

Announcers, broadcasting, radio, TV, engineering. Many openings. Tape & resume: Mr. Anthony, 303-898-0337.

HELP WANTED TECHNICAL

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 & remotes. If you can run a clean technical operation send resume and references to John Bassett, WCC WCGY, 33 Franklin St., Lawrence, MA 01840. EOE.

Engineer/air talent combo needed by FM station. Medium market university city, Southeast. Send resume Box K-47.

Florida (West Central) small-medium market 5 KW-ND wants chief who is stable, creative builder of some announcing with satellite programming, \$10,000 to start. If interested, send resume to Box K-52.

HELP WANTED NEWS

Small market award winning news team seeks new person. Send tape, resume and references to WS Box 239, Ogdensburg, NY 13669. EOE.

all market AM/FM in Arizona needs energetic on-air talent. Possibility of some sales and production duties. Send tape and resume to Noreen Scott, KATO, avar "L", Safford, AZ 85546.

England metro market station has opening for experienced news director. Must be capable of maintaining station's strong news image. Send to: Station Manager Pauline Yates, WCAP, Lowell, MA 01852. JE.

arch extended. Radio news writer/producer for University news services. Bachelor's degree, demonstrable ability to produce electronic news required. Salary \$4,000, depending on qualifications. Send resume, writing samples, audition tape, names of three references to Information Services, Utah State University, Jan, UT 84322, by February 29.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

major market radio station looking for experienced entry formal-program director. Send resume to Box 62. EOE,M-F.

XC Radio is seeking program-promotion director \$50,000 watt AM modern country station covering ntsville, Alabama, and the mid south. Choice of morning or afternoon drive. Good money for good person. Send resume and tape to WIXC, 454 Butler and 3rd Road, Hazel Green, AL 35750. EOE.

pywriter-production director. Experience in production required, writing helpful. Base salary from \$30/week plus bonus. Only apply if you can write and produce creative copy. Send tape to Steve Walrath, tLO, P.O. Box 509, Antigo, WI 54409. EOE.

erations director for upbeat commercial FM classification in top ten market. Experience in operations/production/programming, knowledge of classical music. Ability to manage/instruct others. May pull air shift. ch work/satisfaction. \$28-32K + excellent benefits. E. Send resume/salary history to Box K-74.

west station seeks take charge PD to motivate staff and offer positive direction. Exciting challenge. id resume and written track record to Box K-91.

SITUATIONS WANTED MANAGEMENT

M medium market AM-FM. Built monthly sales of \$100,000 by 500% without numbers. Formed and led sales staff, packaged, promoted, sold, hustled success. Ready for new challenge. Let's talk now for v or now for later. Box J-196.

all/medium mkt. 13 yrs. management (9 yrs. same job). Excellent track record station growth. Sales, fit, cost oriented. Motivational leadership. Creative, fessional administrator. Full credentials, references. hurry. Prefer SE. Box K-45.

rs. GM, 4 yrs. sales manager, 4 yrs. agency, last 2 unrelated field. Desire return to GM position. De-e, FCC 1st. Taylor, 214-660-2494.

SITUATIONS WANTED ANNOUNCERS

male broadcaster seeking position in Indiana. re Columbia School of Broadcasting training. Call n Bull, 317-643-7956.

wear 2 hats. 9 years computer operator; now a red broadcaster with writing skills. Seeking entry position. All markets. Salary negotiable. Guy nilton, 212-297-4334.

way telephone talk host, major market experience. Will respond to all inquiries. 414-276-2443.

erlenced announcer looking to get back into business after sabbatical. Must be Mid-west. 303-597-1.

show host: well traveled international attorney, ellent academic background, technical savvy, mutual, university affiliations, some TV/radio experience. Seeks weekend talkshow in Metro D.C. area. -362-6440.

nk of me as quality blue chip stock, not as a speculative issue. Two years commercial experience in small ket. Want to move up. Adult top 40, MOR. Want to creative, not just push buttons. Call Dave, 201-0749.

phone engineer with years of experience as assistant, announcer, farm news, and most phases of o. Want permanent position in or near Iowa. Currently employed. Phone 319-634-3852.

Seven years big band, country and contemporary experience. 33 Richmond Place, Akron, OH 44303.

Ready, willing and available for re-location. Announcer/salesperson prefers night air, AC, oldies, MOR formats. Mid-Atlantic area but will relocate where needed. John, 3135 Belgreen Road, Phila. 19154. 215-637-7883.

Mature announcer, strong on news and commercials, would like a position with an FM easy listening station, central or south Florida. Good references and tape on request. Box K-42.

Professional sound, articulate, business oriented. Will relocate. George Belmore, 2690 S. 13, Milwaukee, WI 53215. 414-647-9709.

Major market talk pro tired of snow. Give your station talk show that has world satellite experience plus strong local issues and promotion history. This pro covers hard news but balances with the light and fanciful. This pro writes own commentaries but adlibs better than most writers write. All replies confidential. Box K-48.

Ability to attract large, loyal audience. Can do it with or without music. Energetic, community minded, quick-witted, innovative, phone skills, substance, with great voice. Major market experience. Call Bruce, PAC Studios, 216-261-4871.

This gal's got it all! Great disc jockey, creative writing, commercials, news. Major market knowledge. Trained. Looking for first on-air job. Chicago-land area. Pat, 312-736-1426.

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.

Insane announcer, dependable, hard working, good pipes, stable. Call for resume/tape CHR. Prefer within 50 miles of Chicago. (Crazy) Tony Imburgia, 312-442-1198.

Broadcast school graduate. Excellent DJ, talented, flexible, hardworking, music knowledgeable. Hear audition tape. Randy, 312-774-8511.

Announcer/sportscaster. Seven years experience, know rock format. Southern Rockies. West Coast leave messages. 303-651-1167.

SITUATIONS WANTED TECHNICAL

Excellent audio/RF engineer (12 years experience) available soon in NYC metro. Box K-40.

Challenge and reward sought by competent medium market chief. AM/FM, audio/digital; plus programming, production, news experience. Northeast preferred, all considered. Box K-43.

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.

Top newscaster in #1 ADI seeks major market position as newsreporter. Willing to relocate for opportunity. Box J-167.

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.

Experienced news anchor seeks Minneapolis area market. Good organizer & voice. Angelo, 212-338-8328 after 6 PM EST.

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.

Experienced news pro. Reporter, anchor, writer, producer, talk-show host. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

Newscaster looking for position in Midwest. 6 years experience. Solid anchor-writer-reporter. Award winner. Journalism degree. Jeff 815-663-9173.

Experienced professional: news, announcer, PBP. Conversational. 201-763-5587 after 4 EST.

Is your all-news, news/talk, or information-oriented station lacking credibility, creativity, energy, and positioning? Major market experienced ND available. Capable administrator, programmer, journalist. Box K-69.

Available April. Sports director, 16-years experience. Award winner. Excellent reporting interview, commentary skills and PBP of college and professional sports. Box K-86.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

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.

Dare to show you care by what you air. Radio syndicator seeks an automated radio station willing to test market on four or six consecutive Sundays: the "Hug Your Radio"™ Show. Package includes custom jingles, promotional material, and give-a-ways. Works best with soft AC, modern country, or love songs only formats. Perfect for small markets. Box K-49.

TELEVISION

HELP WANTED MANAGEMENT

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.

Development - vice president. Major market public television station is seeking an experienced, take charge executive to manage all aspects of the development function including fundraising, promotion, underwriting, membership and auction. Exciting and demanding position offering competitive salary and excellent fringes. Please send resume to Jim Carufel, Senior Vice President, KTCA-TV, 1640 Como Avenue, St. Paul, MN 55108. No phone calls.

TV program manager: progressive public station in north Florida seeking excellent programmer to plan and administer complete television schedule. Strong creative ability and the know how to develop locally originated programs. Must be capable manager. College degree, major broadcasting, five years of experience in programming, two years as supervisor. Send resume and references to Personnel, Florida State University, Suwanne Arcade, Tallahassee, FL 32306.

Design director - major market Midwest indy. High visibility. Replies in confidence. M/F, EOE. Resume to Box K-55.

General sales manager: UHF independent Midwest top 70 market seeks aggressive professional who can lead, teach and motivate. Local sales management with independent a must. National sales a plus. We are a growing station with a bright future. Send resume and letter detailing your special qualifications and income history to Box K-62. All replies confidential. EEO employer.

Development membership manager. Full charge manager responsible for administering Twin Cities public television membership program. Duties include fundraising, direct marketing, on-air campaigns, computer records, research, staff and budget supervision, etc. Perfect opportunity for energetic sharp professional with at least five years related experience. Salary to \$30,000. Send resume to Jim Carufel, KTCA-TV, Channel 2, 1640 Como Avenue, St. Paul, MN 55108.

Opportunity for self-starter to join young, growing indy in the 30th ADI. Two to three years television experience in Florida preferred. Chance to move into management for the right person. Contact: Skip Painton, Sales Manager, WMOD-TV, 1011 Wymore Road, Orlando, FL 32789, or call 305-628-4043.

HELP WANTED SALES

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.

Local sales manager. Opportunity is knocking: Immediate need to direct, train, grow and lead a sales team of seven. WNCT-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.

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.

Sales manager. WXOW-TV is looking for a sales manager to work with local advertising sales staff. Experience in sales management and motivation a must. Previous broadcast experience desired. EOE. Send resume to: David Peschau, WXOW-TV, P.O. Box 128, La Crosse, WI 54602-0128.

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.

Mtce. Eng. Will repair: LDK-6 cameras, VPRs 2, 3, & 80, ACR-25, VR 2000, Harris 9100 microprocessor, remote control AM/FM/TV, 16 Ikegami cameras 77-83s, 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.

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.

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.

TV maintenance supervisor: for installation and repair of studio, remote and transmitter equipment. Requires current FCC general class license and minimum three years experience in electronic repair and troubleshooting, preferably in broadcasting. Supervisory experience and degree in electrical technology highly desirable. Send resume: Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

Chief engineer - Video Tape Associates, a post production company with facilities in Atlanta, Georgia & Hollywood, Florida, has immediate opening for chief engineer at its Hollywood, Florida location. Excellent digital skills are necessary, as you will always be working with the latest equipment. Salary will be commensurate with experience and ability. Contact Michael Orsburn, Vice President, 305-920-0800. Video Tape Associates, 2040 Sherman Street, Hollywood, FL 33020.

Chief engineer required for VHF network affiliate located in mid-size Northeast market. You would be required to supervise the maintenance of our modern studio facility, a new transmitter plant and several translators. You would be responsible for planning, budgeting, and coordinating improvements of the facilities. Applicants should have an FCC general class license, and five years television experience, some of which should be in studio design. Equal opportunity employer. Reply to: P.O. Box 4035, Albany, NY 12204.

Broadcast maintenance engineer for TV, AM, FM and production facility. Experience in the installation, maintenance and repair of the following is required: all broadcast format videotape recorders, broadcast switching and terminal equipment, digitally controlled studio cameras, digital video processing equipment. A thorough knowledge of digital logic is required. Also desirable are SBE certification, an FCC license and AM, FM and TV transmitter maintenance experience. Area is a hunting and fishing paradise, just thirty miles from the beaches of the Gulf of Mexico. EOE. Send resume or inquiries to Box K-58.

Chief engineer for statewide public TV production center which produces legislative coverage, documentaries and operates a satellite uplink. Requires 10 years of progressive responsibility in broadcast engineering including operation, construction, design, supervision, management and administration of state-of-the-art television operation. B.S. degree in electrical engineering or similar relevant course work may be substituted on a year-for-year basis for experience requirements. Send resume with salary history to John Thomas, Florida Public Television, P.O. Box 20066, Tallahassee, FL 32316, by February 17, 1984. EOE.

Facility manager for non-profit media arts center providing low-cost post-production services to independent producers. Should be knowledgeable with CMX edge editing, Grass Valley 1600 switcher, BVU 800/820 and 5850's. Must be good with clients and have strong managerial skills. \$20,000 - \$25,000, plus fringe. Send resume, salary history, and references to: BAWC, 1111 17th St., San Francisco, CA 94107.

Maintenance engineer. Repair and maintenance of television equipment, including 1" Ampex VTR, Sony BVU, Ikegami portable field cameras. 1 year experience plus FCC general class license required. PBS affiliate. Competitive salary and excellent benefits. Send resume to: WXXI, Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

Assistant chief engineer. CBS affiliate. TV maintenance experience required. Resume: Chief Engineer, KLBK-TV, Box 1559, Lubbock, TX 79408. 806-745-2345.

VTR operator skilled in pre and post production for production oriented ABC affiliate in the South. If you are interested in joining a highly motivated number 1 team, send resume to Box K-82. EOE.

HELP WANTED NEWS

News anchor-producer. Must have one year on-air experience, strong writing, producing skills. Good attitude a must. Send tape and resume to Karen Carlson, News Director, KESQ-TV, ABC, P.O. Box 4200, Palm Springs, CA 92263.

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.

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.

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.

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.

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 person for evening newscasts. Prefer 1 year experience. Send resume/salary expectations to Box K-25. EOE.

Sports director-if you're a weekend sportsca ready to move up to 5 days or in small market and ready for big chair, you may be the one we want. Top market looking for a dynamic, locally-oriented sports caster. No beginners, please. Resume and salary history to Box K-26. EOE.

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 EC

News anchor - KCRA-TV, #1 news leader in top market, seeks a co-anchor to team with our male anchor for prime early/late newscasts. Must have previous anchor experience, strong on-air ability, good writing/reporting skills. Submit resume, tape and salary requirement to: Pete Langlois, News Director, KCRA-TV, 310 Tenth Street, Sacramento, CA 95811 0794. No calls please. EOE.

Co-anchor for 6 and 11pm news. Must be good with 2 years experience preferred. Rush resume, tape and salary requirements to: Mike Dotson, P.O. Box WC Gainesville, FL 32602. No phone calls. EOE.

Looking for the best newspeople? Contact Steve Iricelli, Primo People, Inc., Box 116, Old Greenwich, 06870. 203-637-0044.

Producer: If you're a small or medium-market news producer ready to move up to the first and third markets, this may be your chance. New Jersey Night News, the nation's only statewide television newscast has an opening for an associate producer, with credentials to fill in for, and eventually replace, show producer. Send a letter and resume-no tape-outlining your qualifications to Mark Helms, News Director, New Jersey Network, 1573 Parkside Avenue, CN777, Trenton, NJ 08625. EOE.

Producer - for hour-long 6 p.m. newscast. Live experience, excellent writing skills and ability to tie the story together are a must. Top 50, Southeast market leader. Resume to Box K-54. EOE.

Feature reporter for weekly magazine program. Strong reporting and field producing background. Writing, editing and some on-air experience preferred. News and public affairs (2 vacancies). Strong reporting and field producing background with economic, political, and agricultural emphasis. Solid writing skills essential. Videotape post production, remote and dio directing experience necessary. On-air experience preferred. Salary: \$16,203 starting; plus full benefits package. Required: broadcast journalist, telecommunication arts, cinema or related four year degree, experience in television program planning or production. Comparable qualifying experience may be substituted for the degree. For official application blank, contact: Personnel Department, Iowa Public Television, P.O. Box 1758, Des Moines, IA 50306. 515-281-4144. Application blanks accepted through Feb. 24, 1984. EOE. M/F.

TV journalist. WENH-TV/public affairs. New Hampshire public television is looking for an experienced and imaginative news reporter to join staff of our television news magazine. Minimum qualifications: degree in public relations, journalism or related field and two years news reporting experience, 3 years preferred. Suitable voice and presence for broadcast recent experience covering New Hampshire issues and events. Salary range: \$12,890 to \$20,000; Starting salary normally not to exceed \$14,440. Forward resume and audio or videotape to: Alan Foster, NH Box 1100, University of New Hampshire, Durham 03824. The University is an affirmative action/equal opportunity employer.

Reporter. Golden opportunity in golden fast-growing market. Want live-wire, able to shoot and edit, if necessary. Two years experience minimum. EOE. Resume to Box K-63.

Anchors and meteorologists needed for several recently available positions. Rush tape & resume to B Williams, Broadcast Consultants, Box 1158, Burlington, CT 06013. No fee!

nt. Small explosive market, paradise locale. Want starter with strong reporting skills, two years anchoring/reporting experience minimum. EOE. Resume to Box K-66.

5 and 10pm anchor to join our female co-anchor. Luchon skills, initiative, strong writing, convincing and work within teamwork concept. 3-5 yrs. Resume (no tapes or phone calls) to Max Smith, s Dir., WREX-TV, Box 530, Rockford, IL 61105. /AA.

ted; solid reporter with co-anchor potential for vest medium market affiliate. If you're fast but not by, aggressive but not abrasive, inquisitive but not a, let's talk. EOE. Resume to Box K-70.

gnment editor - experienced, take charge person BC affiliate on southwest Florida coast. Growing newsroom with live news capability; needs solid, live, organized coordinator. Resumes to: Gary Ar-News Director, WEVU, Box 06260, Ft. Myers, FL 6. An equal opportunity employer.

eral assignment reporter. KOB-TV in sunny Albuquerque. Must have two years experience or more pred. Send tape & resume to News Director, P.O. Box , Albuquerque, NM 87103. EOE, M/F.

Anchor for small market ABC affiliate. On air experience required. EOE. Resume to Box K-72.

5 director for small Northwest market. Requires years commercial experience. At least one year be in a supervisory capacity. Fourteen-person department. Salary in the low to mid twenties. Contact Doyle, 503-342-4961. Opening is immediate.

ior/reporter. Growing news organization looking aggressive, talented journalist who can shoot, write, and co-anchor. Strong on-air presence and professional skills essential. Excellent benefits, and good le to work with. If you feel qualified, come to our Southeast market and grow with us. Resume and to Mike Golden, WLBM, Box 5840, Meridian, MS 1, or call 601-485-3030.

director/anchor. Our ratings are sagging, m-s down. So we are offering a great opportunity for person who has the creativity, on-air ability, professional skills and flair it will take to win in our competitive market. We are located in a fine town West, in a wonderful scenic area, with outstanding recreation and family living. Salary \$30,000. Reply if confident. EOE. Resume to Box K-83.

rologist - strong presenter needed for week-at-top 30 station, Southeast. Fully equipped of Computer-graphic experience preferred. Resume to Box K-90. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

s-on director - medium Mid-western market. / local production station. Experience with high-production equipment a must. Send resume with history to Box J-191. An EOE.

c TV promotion. Vermont ETV seeks assistant information director to edit program guide, write es, create promotional campaigns in a variety of 1. 6-month probationary period. Call Employment , University of Vermont, 802-656-3494.

ction manager—top 60 VHF, SE, seeks aggressive hands-on leader, organizer and teacher who s news, commercial, and program production. um 3 years experience. Send resume and salary ements to Box K-1. EEO.

am director: we have an immediate opening for dram director who will assume the responsibilities station's program schedule, perform market and am research, maintain CBS network and program er relationships and insure compliance with FCC and regulations. Must have 3 years experience in or commensurate position. Send resume to s Williamson, Vice President, General Manager, -TV, P.O. Box 8037, Spokane, WA 99203. An

tant promotion manager - major market net-affiliate looking for energetic self-starter with on experience. Duties include creating, editing producing all on-air promotion. Experience in writ-dio and print copy a plus. Two years experience motion minimum. Send resumes only to: Cyndie lds, Promotion Manager, WTSP-TV, P.O. Box J, St. Petersburg, FL 33733. 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.

Promotion assistant. SW major market independent looking for sharp self-starter with previous agency or TV/radio promotion experience. Responsibilities include copywriting, traffic of promos, media placement and coordination of special promotions. Enthusiasm and organization are essential. Creative contributions will be requisite. Please send resume and salary requirements to: KTXH-TV, 8950 Kirby Drive, Houston, TX 77054. No phone calls, please. EOE.

Producer/director/writer for Western Kentucky University television center. Excellent opportunity for well-rounded production professional to produce and direct information, instructional programing, and sports productions fed live to major markets. WKU's Television Center's productions have been broadcast by the Kentucky Educational Television network, commercial stations, cable systems, and PBS. Broadcast quality facilities include a 4-camera truck, well-equipped studio, type-C 1" editing bay, and excellent ENG/EFP facilities. Applicants should hold Bachelor's degree (Master's preferred) and have substantial experience directing live for public television or similar broadcast or production facilities. Twelve month appointment with faculty status, competitive salary, excellent benefits. Send resume, 3/4" tape, and three letters of recommendation to: Educational Television, c/o Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. AA/EOE.

Start-up television station seeks resumes and tapes for all positions, including, but not limited, to: maintenance engineer, sales, news director, traffic director, production manager, etc. Target sign on, Fall 1984. P.O. Box 1006, Tuscaloosa, AL 35403. Minorities and women encouraged to apply. EOE.

Production manager for Northeast television station. Strong emphasis on news, live sports, documentary and entertainment production. We a need creative team leader with a minimum of five years' experience in production management. Excellent management and training skills a must. Send resume (no tapes) to Box K-60. EOE.

Production manager - responsible for the activities of both the production and art departments. Schedules crew and facilities, evaluates programs for content and technical quality; serves as liaison with programing and engineering personnel; establishes and maintains budgets and schedules personnel; may serve as producer/director on complex productions. Degree in communication arts or related field, 4 years experience, two in a supervisory/management capacity. Salary commensurate with experience. Send resume to: WVPT, Port Republic Road, Harrisonburg, VA 22801. An equal opportunity employer.

Northeast medium market seeks talent to co-host with established male talent. PM Magazine experience or equivalent, plus producing skills a must. Forward resume and salary requirements to Box K-68. EOE.

Audience promotion director - large market, Florida VHF seeks creative promotion pro to handle all mediums of audience promotion. Strong production and copywriting skills a must. Hands-on, off-line experience required. Send resume to Box K-73. EOE.

TV producer/director. Produce and direct a variety of formats for university and affiliated public television station. Emphasis on carrying a project from idea to completion, including writing, shooting, editing. Must have at least two years' production experience. Send resume to: Joel L. Hartman, Bradley University, Center for Learning Resources, Peoria, IL 61625. 309-676-7611, x235. An AA/EOE.

Secondary market with big ideas looking for take charge director of 6 & 10 PM newscasts. Must have 2 yrs. experience in news with remote capabilities, DVE, 1". Send resume to Box K-89.

SITUATIONS WANTED MANAGEMENT

You need our general manager, Bill Mc Donald. 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.

General manager. Tremendous track record. Vince Lombardi type. Over achieve goals by meticulous planning and aggressive execution. Currently employed. Box J-174.

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

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.

Working talkshow hostess; news, heavy commercials. Seeking medium/major market. Tape, resume, photo on request. Serious offers from stable stations only Box J-128.

Sharp, enthusiastic sports director in top 100 seeks winning team in top 40. Comfortable, energetic delivery. Strong writer, great production. 26, Degree. Five years television experience. Box K-53.

Broadcast meteorologist looking for long term position. Eager, ambitious, experienced, excellent communicator. For details, call collect or write Marc P. Mailhot (Marc Ross), 137 Westbrook Gardens, Westbrook, ME 04092. 207-854-2001; 207-856-6097.

ENG photographer/editor/videotape operator seeks fulltime position. Call Charles Rakestraw, 615-272-4625.

Attention New York City area stations: the "zany weekend weatherman" is here! Interested? Let's talk. Box K-65.

Black male with radio news experience seeking switch to television. Familiar with some aspects of television news work. Box K-71.

Attractive American Indian female seeks position in top twenty market. Five years experience in all aspects of TV news (anchor/reporter/producer). Desires on-air position that presents a challenge. Box K-80.

Experienced and talented news reporter seeking full-time job. Television preferred, will take radio. If interested, contact Regina, 201-374-5240.

TV meteorologist eager and enthusiastic for a small or medium market. Experience in both radio and television. Call Mark Stern now. 312-465-1814. or write: 6509 Talman, Chicago, IL 60645.

Talented, creative, very energetic female has paid her dues in small market and wants to move to major market. Six solid years of experience (anchor/reporter/producer/editor and photo.). Warm, friendly on air presentation. Box K-81.

Versatile reporter/anchor: flair for people-oriented stories, excellent writer, great production skills, 8 years broadcast experience, desire medium and large markets. Box K-84.

Producer, Cable News Network. 10 years experience. Looking for position, top 30 market. Box K-87.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

ENG photographer, editor, videotape operator seeks full-time position. Seven years TV-radio experience. Charles Rakestraw, 615-272-4625.

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.

Chyron IV operator seeking fulltime position. Have completed 1-week training, at Chyron. Experience includes CCM and logo compose. Reply Box K-29.

18 years experience, independent television specialist; programing, sales, systems. Looking for independent start-up challenge. Box K-61.

Four years experience as commercial producer/director in medium market. I'm looking for new challenges in a major market TV station or ad agency. My strong points are handling clients and producing spots that work. Write Box K-85.

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.

CABLE

SITUATIONS WANTED: PROGRAMMING, PRODUCTION, OTHERS

Production. Experienced Emerson graduate seeks promotable position. Strong background in talk, network, community affairs. Victor 201-379-9582

Multi-talented, mature communicator looking for "local origination" cable director position. B.S. in communications. Currently producing grass-roots programming. Administrative, production, technical and on-camera skills. Can produce amazing results with limited budget and facilities. Call Bruce, PAC Television, 216-261-4871. U-matic tape available on request.

ALLIED FIELDS

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

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. Title 9/AA/EOE.

Assistant/associate professor for 9-month tenure track position anticipated for Fall, 1984 to teach writing for TV-radio, EFP, ENG, and basic production in television and/or radio. Ph. D. plus professional and teaching experience preferred, M.A. plus professional and teaching experience required. Established and recognized program, with well equipped facilities. Salary commensurate with qualifications. Minorities and women are encouraged to apply. Send letter of application, resume/vita and current references by February 27, 1984, to Broadcasting Search Committee, Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. An affirmative action/equal opportunity employer.

Ithaca College School of communications. Department of television-radio. Announcement of two faculty positions. Two tenure eligible faculty openings in the television-radio department beginning August 15, 1984. Both positions eligible for election to three-year term as chair in 1985. Ph. D. or near in communications essential. Successful teaching experience required. Professional experience desirable. For chair, administrative experience desirable with ability and interest in developing and integrating a professional curriculum with a strong liberal arts context. Salary and rank commensurate with experience and qualifications. Position 1 requires primary teaching and research strengths in media history, criticism, aesthetics and ethics; with secondary strengths in communications management, media economics, telecommunications law, research and new technologies. Position 2 requires primary teaching and research strengths in media economics, communications management, new technologies, research and telecommunications law with secondary strengths in media history, criticism, ethics and aesthetics. Applications should include a resume, statement of interest, and the names of three references, and will be accepted until February 29, 1984 or until the positions are filled. Address application for position 1 to: Dr. Ben Crane, School of Communications, Ithaca College, Ithaca, NY 14850. 607-274-3242. Address application for position 2 to: Dr. Kathleen Mahoney, School of Communications, Ithaca College, Ithaca, NY 14850. 607-274-3242. Ithaca College is an AA/EOE.

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.

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.

Ithaca College School of communications. Department of television-radio. Announcement of faculty position. Tenure eligible faculty opening in the television-radio department beginning August 15, 1984. Ph. D. or near desirable. Master's with successful teaching and significant professional and/or managerial experience in broadcast journalism will be considered. Salary and rank open, depending upon experience and qualifications. The position requires primary teaching strengths in audio and video production, broadcast journalism, media writing and other related areas. In addition, the position will function on a one course release time basis per semester as director of news and public affairs programming and production for the school's three student-operated broadcast facilities. Applications should include a resume, statement of interest, and the names of three references and will be accepted until February 29, 1984 or until the position is filled. Address applications and inquiries to: Dr. James Treble, Chair, Search Committee, Department of Television-Radio, School of Communications, Ithaca College, Ithaca, NY 14850. 607-274-3242. Ithaca College is an AA/EOE.

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.

Communications school, Grand Valley State College, seeks faculty member/director. Appointment as associate or full professor. Ideal candidate has liberal arts background and PR, broadcasting, film/video/audio, journalism, photography, speech communications, theatre/dance. Search opened December 16, 1983, and continues until position is filled. Send letter and resume to Dean Forrest Armstrong, Grand Valley State College, Allendale, MI 49401. AA/EOE.

Communications: Video/film. Assistant professor to teach elementary to advanced production plus broader aspects of communications in multi-disciplinary school. Video production skills primary, knowledge of new information technologies advantageous. Ideal candidate has liberal arts background, college-level teaching and significant professional experience, and appropriate advanced degree. Evaluation of candidates began January 9, 1984, and continues until position is filled. Send letter, resume and references to Dean Forrest H. Armstrong, Grand Valley State College, Allendale, MI 49401.

WANTED TO BUY EQUIPMENT

Wanted: TP-66 projectors. WGNO-TV, Randy Davis, 504-581-2600.

Wanted 250, 500, 1,000 and 5,000 watt AM-FM mitters. Guarantee Radio Supply Corp., 1314 It Street, Laredo, TX 78040. Manuel Flores 512-3331.

Good useable broadcast equipment needed types for AM-FM-TV. Cash available! Call Ray I Custom Electronics Co., 813-685-2938.

Instant cash-highest prices. We desperately UHF transmitters, transmission lines, studio ment. Call Bill Kitchen, Quality Media, 404-324

Used videotape. 2 inch and 1 inch. Cash brands, in lengths of 60 and 90 minutes. Will ship. Carpel Video, Inc. Call collect, 202 8059.

Wanted: BVH-1100. Call Paul, 301-654-9193.

Dictaphone Metrotech 4000 logger/recorder condition, for spare parts. Larry, 412-543-985

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent cor Guaranteed. Financing available. Transcom, 379-6585.

Quality broadcast equipment: AM-FM-TV, ne used, buy and sell. Antennas, transmitters, switchers, film chains, audio, etc. Trade with reliable people. Call Ray LaRue, Custom Elec Co., 813-685-2938.

Transmitters-UHF-VHF-FM—new and used Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV static and cost effectively. Quality Media, 404-324-

AM Harris MW-1A, mint. Also, Gates BC5P2 5K 2.5KW, Bauer 707 1KW, Gates 250 GY. Call M. C 215-379-6585.

FM Collins 830 G2 20KW w/Z2: also Harris 5H 15, CCA 10KW w/40 E. All are excellent. M. C 215-379-6585.

TK-28 film islands. 2 avail., low price. Call Bill K 404-324-1271.

Videocassettes. 3/4" Sony \$4.99. Broadcast qu matic, 100% guaranteed! Chyron evaluated, cessed, delabeled, deguessed. All lengths an available. Free, fast delivery. Carpel Video, Inc collect, 202-296-8059.

For sale or trade. 2 Otari MX505QXH 4SH 10" reel 4 channel tape recorder. \$1500/record 303-753-0043. Bob.

Video cameras - Ikegami HL79A with 14:1 Fujin and remote camera control unit. \$16,000 or be Ikegami HL79A with 17:1 Fujinon lens and Ikeg. 79A multicore base station. \$17,000 or best offer tact: National Video Industries, Inc., 15 West 1 New York, NY 10011. 212-691-1300.

LPTV permit holders: One week free technical assistance with purchase of new or used UHF trans including delivery, installation, FCC license application, TVRO alignment, sign on, etc. 713-47 anytime.

Computer - RDS III, model 3, floppy disc system of handling traffic, A.R., general ledger counts payable, payroll, sales projections, averaging, etc. Capacity to operate both AM and FM business accounting. Complete system with instruments printer, cabinets and software. Ass lease position - 18 payments of \$478 per month successfully at WPFM/3WQ for two years. Cont Broadbus, 904-234-8858.

RCA TK76A with Canon 10x1 lens pistol grip control, AC power supply battery belt, 8 case - ly owned, never used for news - \$7,500. Edit s Sony - 2 VO 2860's with RM440 - \$4,000. Cal Edel, 212-689-1040.

Used FM Optimod 8000A or AM Optimod 901 tory inspected. 800-527-5959 or 214-934-2

IVC 7000 cameras: (2) cameras including (2) ieux 15x14E, 14mm-210mm lens with extenc RTH/IVC Varitrol 10x15 lens, (3) 50 ft cables, (cables, complete manuals, good complement parts and modules. Call Michael Wall, 916-92

complete TK-76 ENG package, IKE HL-77, Film Isds, Quad tape machines, Sony 3/4" VCR's, Leitch s, Color bar generator, 3M 3300 switcher, D-3016 aracter generator. Media Concepts, 919-977-00, to buy or list.

COMEDY

Sample of radio's most popular humor service. (quest on station letter head). O'Liners, 1237 Armat, 6C, Los Angeles, CA 90025.

sp-ins, giggles, weird sounds, music tracks, tons of io fun! Free audio sample. 213-434-0203.

RADIO PROGRAMING

ka Music Unlimited now available on a barter ba-exclusively in your market. Send coverage map & card to 323 Harrington Dr., North Syracuse, NY 12.

MISCELLANEOUS

benefits can result from your gift! Private university n-profit) with an excellent academic broadcast/cor-ate television program and 3/4" production facility id like to upgrade to 1" format videotape recorders r computer assisted editing capabilities and broad-t level character and graphics generation equip-rt. Contact Vic Nelson, Pacific Lutheran University vision, Tacoma, WA 98447. Phone 206-535-7267.

ns and information for small market management l investors - sales, promotion, programming, engi-ning, FCC, management. 8 pages every week. Sub-ers coast-to-coast. \$99 per year. Bonus: "99 \$ale\$ l Promotion Idea\$." Small Market Radio Newsletter, 19th Street, Otsego, MI 49078. 616-694-9357.

terhead, business cards, etc. Quality thermo-phed printing at quick copy prices. Fast turnar-d. \$3.50 (refundable) gets catalog, cassette, ns, more. BC, 2811 Welcome, Durham, NC 27705.

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 ncrease sales and productivity. Background should include re-ail and general sales manage-ment from major market radio station(s). In-depth knowledge of broadcast research is impera-ive. NYC location. Send resume and salary history n strict confidence to:

BOX K-28

THE BEST WANTS THE BEST!

Major Midwest powerhouse is accepting tapes for an enter-taining personality who knows how to have fun! If you are ready to perform on a major market state-of-the-art facility, we're ready to listen to you. Tapes and resumes only to P.O. Box 41459, Chicago, IL 60641. An equal opportunity em-ployer.

MORNING SHOW ENTERTAINER

After 4 years, our morning personality is leaving. It'll be tough to fill his shoes. Can YOU do it? Entertaining/humor essential. Top notch production a must. No time and temp types, please. Four years mini-mum experience. Live and work on beau-tiful coastal Florida. Tape, resume and salary requirements to Bill James, WOVV, P.O. Box 3032, Ft. Pierce, FL 33448. EOE-M/F.

Help Wanted Programing, Production, Others

CHIEF ENGINEER

Broadcast. National radio network. Re-sponsibilities include maintenance of stu-dios and field equipment. Familiarity with digital equipment and ability to coordi-nate design activities a must. At least 5 years' experience. SW Connecticut loca-tion. Send resume to Box K-10.

Help Wanted Management

GENERAL MANAGER

Seeking a challenge? Growing AM/FM in top 50 eastern VA market seeks person with multi-year GM experience. Knowl-edge of budgeting, cost control, plan-ning, sales & news with solid track record for results and community involvement preferred. Send resume and salary histo-ry to Box J-197. Equal opportunity em-ployer, M-F.

Help Wanted Management Continued

WEST COAST VP REGIONAL MANAGER

Growing established broadcast company seeks highly skilled pro-fessional excelling in radio sales management. Key position de-mands an individual who can moti-vate, expand and reinforce client re-lations and possess supervisory and projection skills. Minimum 3 years national broadcast sales manage-ment required. For prompt consid-eration, please submit resume and sal-ary history to Box K-77.

Situations Wanted Management

RADIO IS MY BUSINESS

through sales, station management, group management, and sole own-ership. All stations showed im-proved gross, net and position. My own stations sold for almost 2/3 more than purchase price. If you need a bottom-line GM, with keen sales orientation, excels in people management, with impeccable cre-dentials, and willing to make total commitment to the right station, call 219-356-9558.

FORMER OWNER/ OPERATOR

Available as general manager. Top industry references. Box K-79.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday, February 20, 1984, the deadline for classified advertising for the February 27 issue will be:

FRIDAY, FEBRUARY 17, 1984

Situations Wanted Announcers

AL MICHAELS

CLONE

Available for baseball '84 PBP! Radio-TV. Currently West Coast top 20 TV sports anchor. Write Box K-78.

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 Management

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

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.

Help Wanted Programing, Production, Others



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

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.

NEWSCAST DIRECTOR

WJKS-TV, a Media General station in Jacksonville, Florida, has an immediate opening for a qualified individual with a minimum of 3 years experience directing state-of-the-art newscasts. Applicants must have experience with DVE, Chyron IV graphics, and 1" tape. Salary commensurate with ability. Send tape & resume to Gene McDonald, Production Manager, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. EOE. M/F.

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

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

SPECIAL PROJECTS PRODUCER

Top ten market network affiliate is looking for an aggressive producer for programming department special projects. A proven track record with strong production skills is a must. Ability to produce diverse programming is essential. Send resume to Box K-76. An equal opportunity employer.

THIS PUBLICATION IS AVAILABLE IN MICROFORM
University Microfilms International

300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

Help Wanted Technical

NEW YORK CITY PUBLIC BROADCASTER OFFERS TWO POSITIONS SALARY \$35,000-\$45,000 COMMENSURATE WITH EXPERIENCE TV TECHNICAL OPERATIONS MANAGER

Manage broadcast and recording operations, production services and technical maintenance. Responsibilities include directing supervisors in staffing and on-air performance in broadcast operations; directing production manager in all aspects of studio production, ENG and EFP; directing staff in maintaining TV facilities and equipment plus assisting in final stages of installations. Must be maintenance-oriented and have hands-on experience. Min. 3 yrs. exper. as a TVops mgr. BSEE pref.

TV SYSTEMS ENGINEER

Responsible for project concepts and design, providing detailed engineering for systems and equipment, including supervision of personnel during installation. Must be able to recommend new facility equipment; prepare project budgets. BSEE required +3 yrs. exper. in TV project management, TV systems design and equipment installation. An equal opportunity employer. Please send resume & cover letter to:

WENDY WOOD
WNYC
1 CENTRE STREET
NEW YORK, NY 10007

WTVF NASHVILLE

Audio/video maintenance technician needed to repair various technical equipment. General class FCC license and experience required. Send resume to: Bill Nunley, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. An equal opportunity employer, M/F.

Help Wanted News

PRODUCER—ANCHOR

Experience in all phases of television news production essential. Key position on nightly Long Island news program for cable distribution. Excellent news writing skills, on-air experience, ability to supervise reporters and producers necessary. SALARY COMPETITIVE. Rush tapes and resume to: A. O'Brien, Executive Producer, "Long Island News Tonight," New York Institute of Technology, Old Westbury, NY 11568. An EOE.

ASSISTANT NEWS DIRECTOR

Excellent opportunity for executive producer of news to join an aggressive news operation. 5 or more years management experience in top 20 markets. News program producing, graphic expertise (Chyron IV, DVE) and ability to interact effectively with large staff. B.S. degree in journalism or commensurate experience necessary. Unlimited opportunity for growth, along with competitive salary and benefit package. Resumes only. An EOE. Write Box K-75.

Help Wanted News Continued

METEOROLOGIST

KSTP-TV is seeking a broadcast meteorologist with a minimum of a BS degree in meteorology and 3 years professional on-air experience required. AMS seal preferred. Duties to include on-air weathercasts and working with best equipped and staffed weather operation in the country. Send tape and resume to:

Dennis W. Feltgen
Director of Meteorology
KSTP Weather Services
3415 University Avenue
St. Paul, MN 55114
Equal opportunity employer, M/F.

Situations Wanted News

SMALL/MEDIUM MARKET SPORTS ANCHOR/ REPORTER

Experienced writer-reporter-producer in network affiliate, top 30 market sports department. Talented anchor, reporter, ENG photographer, and producer. Degree in journalism from Univ. of Wisconsin. Desire small or medium market position. Tape available. Will relocate.

CALL DAVE SIMON,
513-745-3389 9 AM-5 PM EST

Situations Wanted Programing, Production Others

SATELLITE NEWS CHANNEL DIED ON OCTOBER 27, 1983

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RESCUE TEAM

Mgmt team (45 yrs. exp.) to turn around your struggling TV property. Will consider piece of equity in lieu of \$\$\$. All currently employed, top positions, large markets. Strictest confidence. Box K-46.

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Radio Programming



IF YOU'RE A FEBRUARY SUBSCRIBER TO NEWSMAKER INTERVIEWS

You can have live phone-in interviews with Desi Arnaz Jr., James Coco, Harvey Fierstein (creator of "La Cage Aux Folles"), Wayland Flowers, Stacy Keach, Shari Lewis, Ann Miller, & 33 other fascinating newsmakers. Included are 2 diverse subjects—"Treatment of Comatose Victims" & "The Adult Film Industry," with 4 experts in each field offering varied perspectives. For complimentary copy of current or back issues, write or call:

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nationally syndicated western swing & cowboy music show. Exciting format for country stations & public radio outlets that want to appeal to the more diversified country music audience of today. Show is winner of "Wrangler" award from Nat. Cowboy Hall of Fame. Format available weekly in various time slots. For more info, contact:

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Media interviews & personal management representation are welcome.

Introducing

The Baseball America Report

A new radio feature that will take an inside look at baseball, from the major leagues to the minor leagues and the colleges. Designed for morning and afternoon drive time Monday thru Friday.

For demo and details:
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In the past year, hundreds and hundreds of radio stations, from every state in the union, in every size market, contacted NATIONAL with job orders. So far, this year, we are even busier. To help fill these openings, NATIONAL is in constant need of announcers, news people, programmers and salespeople. NATIONAL, the nation's leading radio placement service, places from coast to coast. If you are seriously seeking a "move up", don't wait, contact NATIONAL now. For complete information, including brochure and registration form, enclose \$1 postage and handling to:

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TALENT COORDINATORS**
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WANT TO OWN A STATION?

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886.

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**Paul Hale, 1619 N. Royer St.
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FM OR AM-FM COMBINATION

Successful, multiple broadcaster seeks class C and/or FM station in markets (in city of license) 100,000 population and above. Buyer will strictly respect confidentiality. Cash or terms. Call toll-free, 800-334-1022, or write Box J-88.

WANTED

Radio station owners looking to acquire radio group. Excellent financial references. Prefer medium size markets. Reply Box J-155.

TV STATION

Well-established group TV station operator seeks VHF station, top 100 market. Fair price for station with reasonable cash flow multiples. Will treat your call or letter in strictest confidence. Cash or terms. Call toll-free, 800-334-1022, or write Box J-87.

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in Chicago, Dallas or Seattle areas interested in affiliating with newly formed national company. Write in confidence; all replies will be acknowledged. Suite 515, 1511 K St., NW, Washington, DC 20005.

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to own a low power television station in thousands of communities. Costs \$25K to \$100K to build. Applications filed: \$100 to \$500. TV World, 602-299-1944.

For Sale Stations

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Class A with owned real estate. The \$210,000 total price makes this an attractive situation for a buyer who knows sales. Terms available.

**8 DRISCOLL DR., ST. ALBANS, VT 05478.
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901/767-7980

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Wilkins and Associates Media Brokers

SC	AM	\$250,000	25%
MO	FM	\$375,000	15%
NJ	AM	\$800,000	30%
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IN	AM/FM	\$500,000	20%
OR	AM	\$35,000	downpayment
CO	FM	\$30,000	downpayment
MI	FM	\$60,000	downpayment
FL	CL C FM		

**P. O. Box 1714
Spartanburg, SC 29304 803/585-4638**

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.

For Sale Stations Continued

WALKER MEDIA & MANAGEMENT, INC.

Fulltime AM, Sunbelt. Owner retiring. \$300,000, liberal terms.

John F. Hurlbut
P.O. Box 1845
Holmes Beach, FL 33509
813-778-3617

MAJOR MARKET IN TENNESSEE

5,000 watt daytime. \$800,000—20% downpayment. Terms to qualified buyers only. Write Box K-50.

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- **SUPER COMBO** in growing Texas city. Valuable real estate. Priced at \$1.2 million.
- **SINGLE STATION MARKET** in Texas. Priced at 2x gross. \$410,000, terms. Some real estate included.
- **ONLY COMBO IN GROWING** Oklahoma city. Real estate included at 2x gross. \$485,000, cash.
- **FULLTIME AM** in sunny Florida Coastal city. \$300,000, terms.
- **SPRUCE UP FULLTIME AM.** Measured Texas mkt. \$300,000, cheap.
- **GULF COAST CLASS A FM.** Top 100 mkt. \$900,000.
- **W. TEXAS COMBO** with real estate. \$850,000, terms.

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(512) 327-9570

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Bob Marshall, President

Powerful full-time AM station with highly successful format located in medium-sized Southeastern market. \$450,000.

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WALKER MEDIA & MANAGEMENT, INC.

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John F. Hurlbut
P.O. Box 1845

Colmes Beach, FL 33509
813-778-3617

Horton & Associates

MEDIA BROKERS/APPRAISERS

MIDWEST FM

Small market FM in Indiana county seat. Asking \$350,000 with minimum \$100,000 down. Contact Jack Aldworth (312) 943-1764.

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607-733-7138

OWNER RETIRING

Midwest university town AM-FM with excellent cash flow in very stable market. Billing over \$700,000 annually. Outstanding staff, reputation, and potential. Call Don C. Dailey, 417-865-7700. DW Investors, Inc., Brokers.

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500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

For Sale Stations Continued

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with seven figure cash flow will acquire immediately profitable Eastern seaboard or off-shore TV, radio, cable, or advertising related properties. Top prices paid with reasonable allocation, non-compete, consulting, etc. Absolutely need in-place management, depreciable assets and growth. Write Box J-165.

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TEXAS GROWTH MARKETS

Owner wants to retire and sell group. Buyer must be able to handle \$6.5 million cash deal. Inquiries will be answered only to respondents who furnish financial references. Cash flow & potential growth more than justifies price. Will qualify for leveraged financing with reasonable equity position. Write Box K-56.

1000 WATT AM DAYTIMER

located in the ADI of large east Tennessee city. Excellent investment opportunity. All new equipment. Loan assumptions possible. Box K-57.

NORTH DAKOTA AM

Radio station in single station market. Owners retiring. Priced to sell. Reply Box K-67.

FLORIDA

CP for dominant class II fulltime signal in one of America's fastest growing markets and one of Florida's most attractive metro areas. Price does not include real estate for relocation, but does include option for long term attractive lease for acreage necessary to build new plant. Estimated cost of construction is under \$300,000. Station will have best fulltime signal in this attractive metro area. Write Box K-92

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816-259-2544

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11311 N. Central Expressway • Dallas, Tex

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday, February 20, 1984, the deadline for classified advertising for the February 27 issue will be:

FRIDAY, FEBRUARY 17, 1984

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.

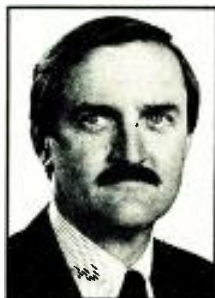
Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

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

Spagnoletti, general sales manager, 7-owned KABC-TV Los Angeles, named and general manager, co-owned KGO-TV Francisco, succeeding **James Osborn**, ed to newly created position of area VP, 7 Owned Television Stations, San Francisco. **Dominic Battaglia**, production cost roller, KGO-TV, named associate director nancial controls, ABC Owned Television ions there.



Spagnoletti

Cummings

Cummings, VP and assistant to presi- , CBS Owned Television Stations, named and general manager of CBS-owned M-TV Chicago, succeeding **Eric Ober**, joins CBS News as VP, public affairs dcasts (see story, page 201). **Ken Hall**, sales, CBS Owned Television Stations, York, named station manager, WBBM-TV.

Kobren, station manager, KDBC-TV El , named president and general manager, eding **Edward Steigheol**, who remains ultant to station.

ed presidents of respective local opera- of Metroplex Communications stations: **Sherard**, WPKX-FM Woodbridge, Va.; **Ross**, WHYI(FM) Fort Lauderdale, Fla.; **Aderhold**, WFYV(FM) Atlantic Beach, and **Joe Pinch**, WMGG(FM) Clearwater,

Teeson, general manager, KLAQ(AM)- (FM) Denver, joins KLIR-FM there as VP, ral manager.

Port Gould, general manager, WMET(FM) ago, named VP of parent, Doubleday dcasting.

ge Stokes, VP and station manager, (AM) Houston, named VP and general ager, succeeding **Cleve Griffin**, retired.

es Connor, VP and general manager, H(FM) Philadelphia, joins WEAT-AM-FM Palm Beach, Fla., as general manager.

Cassidy, general sales manager, KOLD- ucson, Ariz., named station manager.

Boen, general sales manager, KDWB-AM- minneapolis-St. Paul, named station man-

is Alexander, program manager, K(FM) Cortland, N.Y., joins WKWK-FM eling, W. Va., as operations manager.

Steve Bridge, program director, KWPC(AM)- KFMH(FM) Muscatine, Iowa, named VP, operations.

Rod Thole, senior VP, operations, Heritage Communications, Des Moines, Iowa, named executive VP.

Appointments, NBC, New York: **Edward Madlson**, administrator, financial controls, broadcast operations communications, operations and technical services, to manager, facilities accounting, operations and technical services; **Amy Forman**, broadcast control manager, operations and technical services, to manager, broadcast routine, operations and technical services; **Kathryn Scheets**, senior research analyst, sales research, television stations, to manager, TV station research; **Benjamin Sherman**, senior financial analyst, finance and administration, NBC Enterprises, to manager, contract administration; **Karen Kenyon**, manager, operations services, to manager, guest relations, responsible for staff of reinstated NBC tours and page staff, and **Walter Marter**, manager, technical projects, satellite television system project, to director, operations and technical services systems.

Conrad Hall, VP, human resources, Landmark Communications, Norfolk, Va., named executive VP.

Henry Schafer, director, audience and sales research, ABC, New York, named director, network research, ABC marketing and research services.

Brenda Young, staff attorney, noncommercial KCET(TV) Los Angeles, joins KTLA(TV) there as director of business affairs and legal counsel.

Marketing

Ronald Moss, chairman of board and general counsel, Kenyon & Eckhardt, New York, will resign in April to "pursue a variety of other interests."

David Hume, president, Hume Smith Mickelberry, Miami, named chairman and member of executive committee. **Robert Sindelar**, executive VP, director of marketing services, succeeds Hume as president and chief operating officer. **Robert Wright**, senior VP and creative director, named executive VP. Name of agency has been changed to Hume, Smith & Wright Advertising.

Elected executive VP's, BBDO: **Jim Berline**, general manager, Detroit; **Dick Bonnette** and **Gary De Paolo**, senior management representatives, New York, and **Bill Weigold**, general manager, Minneapolis. Berline, De Paolo and Weigold were also named to board of directors, along with **Gary Miesmer**, senior VP and creative director, and **Joe Crowley**, senior VP and management supervisor. Elected senior VP's, BBDO: **Hugh Gibney**, management supervisor, Detroit; **Bill Kelly**, **Arnold Ross** and

Bob Spofford, management supervisors, New York, and **Roger Mosconi**, creative director, New York.

Thomas Aydelotte and **Steven Dammers**, VP's, management supervisors, Grey Advertising, New York, named senior VP's. **Dave**



Aydelotte



Dammers

Ault, senior VP, management supervisor, Grey-Twin Cities, Minneapolis, named executive VP. **John Steinmetz**, graphic services manager, Grey Advertising, New York, named VP.

Appointments, D'Arcy MacManus Masius: **Joey Reiman**, VP, creative group head, New York, to senior VP, executive creative director, Atlanta office; **J. Dolan Walsh**, VP, manager, St. Louis, to senior VP; **Jeff Guerrant**,

BROADCAST MARKETING CREATIVE SERVICES AND PRODUCTION

CREATIVE CAMPAIGN CONCEPTS
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914-763-8686

account executive, BBDO, Chicago, to account supervisor there; **Timothy Strell**, from Bozell & Jacobs, Chicago, to senior account executive, St. Louis; **Kate Caldwell**, research supervisor, Chicago, to associate research director, and **Andrea Dichter**, account manager, Earle Palmer Brown, Bethesda, Md., to field account executive, Chicago.

Nancy Tschirhart, management supervisor, Benton & Bowles, New York, named senior VP.

Tony Dale, **Martin Gertler** and **Oliver Payne**, account supervisors, Dancer Fitzgerald Sample, New York, named VP's.

Cherrie Keel, associate media director, Long, Haymes & Carr, Winston-Salem, N.C., named VP.

Kimi De Murga, from own desk blotter business, Just 'round Campus, Chapel Hill, N.C., joins Cunningham & Walsh, New York, as senior media planner.

Appointments, SSC&B, New York: **William Jones**, from Riggs Inc., graphic design facility based in Germany, and **Richard Ostroff**, from Doyle Dane Bernbach, New York, to art directors; **Helen Blohm**, from Rosenfeld, Sirowitz & Lawson, New York, to account supervisor; **Maria Scauri**, from Jeffrey Martin Inc., Union, N.J., and **Christine James**, from BBDO, New York, to account executives, and **Dirk Content**, freelance artist, to illustrator.

Appointments, Petry, New York: **George Blinn**, senior VP, director of New York sales, to senior VP, director of sales; **Ed Karlik**, senior VP, director of regional sales, to senior VP, director of corporate planning; **Jerry Linahan**, VP and group sales manager, and **Steve Eisenberg**, group sales manager, to VP's, directors of New York sales; **William Wiehe**, director of manpower development, Petry, New York, to group sales manager, roadrunners team, and **Paul Morrissey**, from raiders team, Petry, Chicago, to group sales manager, eagles team.

George Brewer, art director, Quinn & Johnson/BBDO, Boston, named VP, senior art director.

David Morris, group sales manager, T team, TeleRep, Los Angeles, named VP, West Coast manager. **Maybeth Brown**, account executive, succeeds Morris.

John Arthur, payroll supervisor, and **James Murphy**, general accounting manager, N W Ayer, New York, named assistant treasurers.

Gisele Dolan, account executive, Petry Television, Minneapolis, joins Katz Independent Television there in same capacity.

David Carter, freelance artist, Cincinnati, joins Sive Associates there as graphic artist.

Eric Randolph, VP, marketing, Goldweb International Co., New York, joins Mingo-Jones Advertising there as senior account executive.

Betty Morgan, office manager, Christal, St. Louis, assumes additional duties as director, agri-marketing sales.

Scott Powers, independent marketing consultant, New York, joins Foote, Cone & Belding there as account executive.

Maureen McGeown, sales trainee, Harrington, Righter & Parsons, New York, named

account executive.

Dan Monahan, account executive, Avery-Knodel Television, New York, named assistant sales manager, CBS team.

J. Andrea Alstrup, media manager, Johnson & Johnson, New Brunswick, N.J., named media director.

Appointments, Seltel, New York: **Nadine Tekula**, research manager, white research team, to programing manager; **Steve Fagan**, senior research analyst, red team, to red team manager, and **Karen Rothstein**, analyst, raiders research team, to research manager, rebels team.

Andrea D'Amico, account executive, WJUTV Linden, N.J., named New York sales manager for Netspan, Hispanic advertising network formed by station with KSCI(TV) San Bernardino, Calif., and WBBS-TV Chicago.

Elleen McKnight, from Leo Burnett, Chicago, joins Tatham-Laird & Kudner there as media supervisor.

Richard Sandretti, from Wisconsin Natural Gas, Racine, Wis., joins Palmquist Creative Services, Racine-based marketing communications firm, in newly created position of manager of client services.

Lynn Schneider, sales manager, KWPC(AM)-KFMH(FM) Muscatine, Iowa, named VP, sales.

Catherine Rubenstein, general sales manager, KPKE(FM) Denver, joins KLIR-FM there in same capacity.

Mike Haines, from Pitluk Group Advertising Agency, San Antonio, Tex., joins KMOL-TV there in newly created position of sales marketing manager.

R.W. (Skip) Schmidt, general sales manager, KDEN(AM) Denver, joins KRBO-AM-FM there in newly created position of director of agency services.

Michael Raymond, station manager, WMKE(AM) Milwaukee, joins WRKR-AM-FM Racine, Wis., as general sales manager.

Charles Hill, general manager, WOKX(AM)-WGLD-FM High Point, N.C., joins WDBO(AM) Orlando, Fla., as local sales manager.

Jean Medd, account executive, WLZZ(AM)-WZUU(FM) Milwaukee, named national sales manager.

John D. Hughes, VP, local sales manager, KTTV(TV) Los Angeles, joins KTLA(TV) there as local sales manager.

David Freeman, general manager, WBBY(FM) Westerville, Ohio, joins WJW(AM) Cleveland as local sales manager.

Kathy Pace, from Clinipad Corp., Guilford, Conn., joins KSBY-TV San Luis Obispo, Calif., as account executive.

Susan Ottenheimer, from WNRS(AM) Saline, Mich.-WQBF(FM) Ann Arbor, Mich., joins WCBM(AM) Baltimore as account executive.

Vincent Malcolm, account executive, WWRL(AM) New York, joins WYNY(FM) there in same capacity.

Mary Menna, promotion director, WCOZ(FM) Boston, joins WBZ(AM) there as account executive.

Named account executives, WEEI(AM) Bos-

ton: **Gregory Almieda**, from WILD(AM) Boston; **Theresa Merrill Anovick**, from Cable sion, Creskill, N.J., and **Christopher Paqu** from WINE(AM)-WRKI(FM) Danbury, Conn.

Armando De La Fuente, from KAMA(AM) Paso, joins KINT-TV there as account executive.

Sam Trivillino, from WBUT(AM)-WLER-FM Bler, Pa., joins WPNT(FM) Pittsburgh as account executive.

Joyce Thompson Isaacs, producer and host of *Joyce and Mel Show*, KTVV(TV) Austin, Tex., named account executive.

Programing

Appointments in reorganization of Paramount Television Domestic Distribution, Los Angeles, into self-contained unit: **Robert Jacquemin**, senior VP, sales, named executive VP sales and marketing; **Greg Meidel**, VP, Sout



Jacquemin



Goldman

west division manager, to senior VP, general sales manager; **Steve Goldman**, VP and Eastern sales manager, New York, to senior sales and client relations; **Ed Wilson**, general sales manager, KATV(TV) Little Rock, Ark., succeeds Meidel, relocating to Dallas; **He Ricketts**, director, sales and administration to executive director; **Leonard Kalchelm**, business affairs-administration, to senior and **Phil Murphy**, director, operations, to executive director.

John Janas, president and chief executive officer, Seashell Inc., Atlanta-based financial concern involved in television and media related activities, joins The Weather Channel there as president. **John Wynne**, president broadcast and video enterprises division Landmark Communications, and as president of Weather Channel, become chairman of board.

Earle (Kim) LeMasters, VP, program development and production, CBS Entertainment Los Angeles, joins Walt Disney Pictures Burbank, Calif., as VP, worldwide motion picture production.

Charles Gerber, VP, MCA TV Enterprises Universal City, Calif., named senior VP.

John Levoff, president, television division Neufeld-Davis Productions, Los Angeles, joins MGM/UA Television Production, Culver City, Calif., as VP, current programming.

Michael Rose, director of business affairs Embassy Television, Los Angeles, named VP, business affairs.

Kenneth Williams, assistant treasurer, Columbia Pictures Industries, New York, named treasurer.

Todd Leavitt, VP, legal and business affairs CBS/Fox Video, New York, named se

programming and business affairs.

bara Bellaflora, national accounts manager, Home Box Office, New York, named to newly created post of director, network planning.

In Silverman, syndication coordinator, Den West Television, Los Angeles, named director of sales administration. **Bette Alof**, East Coast sales representative, Golden t, named East Coast sales manager.

ointments, Viacom Enterprises, New York. **Milton Strasser**, Northeast division manager, to mid-Atlantic division manager, succeeding **Frank Flanagan**, named Southern division manager, relocating to Atlanta. **Joseph DiSalvo**, from Oak Media, to Northeast account executive.

ford Bertizzi, affiliate representative, W Satellite Communications, Washington, named affiliate marketing manager, Team Sports, Washington, regional cable sports network owned by GWSC. **lela Harris**, assistant sales manager, Washington Redskins professional football team, joins Home Team Sports as marketing director.

Villiams, administrative assistant to executive producer, United Media Productions, New York, named associate producer.

Kate Rodman, syndication coordinator, B Productions, Boston-based producer Boston Symphony and New York Philharmonic radio broadcasts, named assistant VP.

Doyle, executive VP, ProServ Television, Washington, resigns.

ael Klein, manager, film acquisition, Boy Channel, Los Angeles, named director of film acquisition.

Presutti, from Opus 1 Sound Systems, Hkpeesie, N.Y., joins U.S. Cablevision, Beacon, N.Y., as program production advisor.

r Muldavin, sales representative, Computer, New York-based syndicated weather service, named broadcast sales supervisor.

Van Stone, program director, KWSS(FM) y, Calif., assumes additional duties as programming, for parent, Western Cities Broadcasting.

Hall, producer, *The Great Sounds*, Uniations, New York, named associate producer; United Stations' *Solid Gold Country*. **Siegfried**, from WHN(AM) New York and sum of Broadcasting there, joins United ns as technical producer, *Solid Gold try*.

ointments, *Woman to Woman*, Golden Television, Hollywood: **Patricia Bolter**, action manager, to coordinating productionally **Newell**, studio producer, to special ts coordinator, and **Mary Bednarek**, re- coordinator, to senior associate producer.

Coleman, district representative, affiliations, ABC-TV, New York, joins Katz s there as director of clearance and relations.

Shilling, assistant program manager, Broadcasting's KWGN-TV Denver, co-owned WANX-TV Atlanta as program ger. **Roger Hunter**, air switcher and an-

nouncer, WANX-TV, named director.

Patterson Denny, producer-director, noncommercial WTTW(TV) Chicago, named associate director of program production.

Neal Newman, program director, WXXW(FM) Allentown, Pa., named programming manager of WAEB(AM)-WXXW(FM).

Velma Cella, KCIK(TV) El Paso, joins KINT-TV there as program director.

Richard Adkins, assistant director, design graphics, KABC-TV Los Angeles, named director, design graphics.

Edward (Buzz) Schwartz, publisher, *Personal Investing*, Los Angeles-based monthly financial newsletter, joins KIEV(AM) Glendale, Calif., as host, *Watch Your Money*, succeeding late Sid Barlowe (see "Deaths" below).

Pat Collins, reporter, WJLA-TV Washington, joins *Entertainment Tonight* there as correspondent.

Alan Williams, sports director, WAAY-TV Huntsville, Ala., joins WATE-TV Knoxville, Tenn., as sports director and anchor.

Kathryn Kinley, actress, joins USA Cable Network, Glen Rock, N.J., as anchor-host of *Radio 1990*.

News and Public Affairs

Mark Harrington, senior producer, *The CBS Evening News*, New York, named senior broadcast producer, *CBS Evening News*.

Kathleen Maloney, news anchor, WABC(AM) New York, named news director.

Glenn Bracken, from WAFF(TV) Huntsville, Ala., joins WHNT-TV there as news director.

Appointments, KHSL-TV Chico, Calif.: **Michael Kronley**, reporter, KCRA-TV Sacramento, Calif., to news director-anchor; **Margo Myers**, from KREM-TV Spokane, Wash., to reporter, and **Diane Rutschko**, from KRCR-TV Redding, Calif., to weather anchor.

Ellse Kiyas, reporter, WKXL-AM-FM Concord, N.H., named news director.

Sandy Jackson, afternoon anchor, WLTW-FM New York, named news director.

Max Page, news operations manager, WXIA-TV Atlanta, joins Washington television bureau, Gannett News Service, as special projects producer.

Carla Joan Saret, assistant professor of communications, Queens College, New York, joins NBC, New York, as manager, station news research.

Cheryll Davis, part-time reporter, WBLX(FM) Mobile, Ala., named director of news and public affairs.

David Roberts, assignment editor, WJBK-TV Detroit, joins KFSN-TV Fresno, Calif., as executive producer.

Mariann Krushofski, assignment editor, WNEP-TV Scranton, Pa., joins WPVI-TV Philadelphia as assistant assignment editor.

Julie Emry, from KAMR-TV Amarillo, Tex., joins WLVI-TV Boston as 10 p.m. co-anchor.

Pat Lalama, from WTVN-TV Columbus, Ohio, joins WBZ-TV Boston as weekend anchor.

Don Scott, reporter, WJZ-TV Baltimore,

named 6:30 a.m. anchor.

Darryl David, business specialist, KIRO-TV Seattle, assumes additional responsibilities as noon news co-anchor.

Renee Zavala, from WBAL-TV Baltimore, joins KSBY-TV San Luis Obispo, Calif., as anchor-reporter.

Brian Foote, from WHAS-TV Louisville, Ky., joins WHBF-TV Rock Island, Ill., as reporter-anchor.

Bonnie Krasik, anchor-reporter, WTOV-TV Steubenville, Ohio, joins WLEX-TV Lexington, Ky., as weekend anchor and reporter.

Valerie Gibson, reporter, KTIV(TV) Sioux City, Iowa, joins WKZO-TV Kalamazoo, Mich., in same capacity.

Bob MacKenzie, anchor-reporter, KTVU(TV) San Francisco, joins KGO-TV there as feature reporter.

Andy Parks, traffic reporter, WBAL(AM) Baltimore, joins WMAL(AM) Washington in same capacity.

Brenda Singletary, from WXIA-TV Atlanta, joins WANX-TV there as manager of community affairs.

Jim Rosenfield, weekend anchor-reporter, WTVD(TV) Raleigh-Durham, N.C., joins KTRK-TV Houston as reporter.

Jacqueline Boulden, reporter, Maryland Public Television, Owings Mills, joins WCPX-TV Orlando, Fla., as reporter.

Lorenzo Townsend, from KIRO-TV Seattle, joins KING-TV there as news photographer.

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Technology

Donald Pohl, managing editor, *Video Magazine*, New York, joins NBC Teletext there as director, teletext operations.

Ed Grower, sales VP, Reeves Teletape, New York, joins VCA Teletronics there as director of production sales.

Timothy Price, VP, sales and marketing, Warner Amex Cable Communications, Cincinnati, joins MCI Airsignal, Washington, as VP, marketing, for international telecommunications subsidiary of MCI.

Jerry Cohen, product manager, professional video products, Sharp Electronics, Paramis, N.J., joins Sony Broadcast Products Co., Teaneck, N.J., as product manager, broadcast cameras. **Bill Harlow**, Southwest regional manager, Sony Video Communications, Dallas, named to newly created position of project manager, videotex-teletext, Sony Video Communications, Park Ridge, N.J.

Harish Jain, from Contel Information Systems, Great Neck, N.Y., joins Artel Communications Corp., Worcester, Mass., as VP, strategic marketing.

David Baylor, director of operations and engineering, Public Broadcasting Service, Washington, elected VP.

Tim Thompson, video products test-quality supervisor, EECO Inc., Santa Ana, Calif., named product specialist, video products marketing, video products division.

Robert Stengel, director of governmental affairs, Continental Cablevision, Boston, named director of corporate services.

Beverly Johantgen, program director, Videonet, Los Angeles-based closed circuit television firm, joins Videostar, satellite network services firm there, as sales manager, Western region.

James Butler, director of engineering, Double-day Broadcasting, New York, named VP.

John Hall III, supervisor of technical operations, Taft Broadcasting's WKRC-TV Cincinnati, joins co-owned WDAF-TV Kansas City, Mo., as chief engineer.

John Valenta, engineering supervisor, WFYR(FM) Chicago, joins WXF(FM) there as chief engineer.

Howard Smith, engineer, WANX-TV Atlanta, named chief engineer.

Alfred Durand, from KGNS-TV Laredo, Tex., joins KINT-TV El Paso as chief engineer.

Robert Warren, chief engineer, WRBV(TV) Vineland, N.J., joins WPVI-TV Philadelphia as broadcast technician.

Promotion and PR

Maggie Begley, manager, press and publicity, WMAQ-TV Chicago, joins Alan Landsberg Productions, Los Angeles, as director of public relations. **Lissa Eichenberger**, administrator, national press services, NBC, New York, joins NBC-owned WMAQ-TV, succeeding Begley.

Morgan Lambert, national accounts manager, United Video, Tulsa, Okla., named VP, corporate relations.

Sharon Streger, manager, creative services, Vestron Video, Stamford, Conn., named director, creative services.

Nancy Foley, art director, KATU(TV) Portland, Ore., named promotion and design director.

Veronica Pollard, independent publicist, Los Angeles, joins ABC Motion Pictures there as director, publicity.

Deborah Jean Kahn, from Tandem Inc., Pittsburgh, joins Total Communications Systems, New Kensington, Pa., as advertising, promotion, marketing and merchandising manager. **Laura Ann Cable**, administrative assistant, TCS, named promotion assistant. Total has radio, broadcast and cable ownership interests, and is involved in programming and syndication.

Gene Davis, president, Gene Davis & Associates, New York-based creative marketing services firm, joins Essence Communications, television program producer there, as director of corporate and creative services.

Sharon Fraser, public relations account executive, Stockton West Burkhart, Cincinnati, joins Sive Associates there as public relations writer-account executive.

Steven Smith, assistant director of advertising and promotion, KLOS(FM) Los Angeles, named director of advertising and promotion.

Cathy Cason, producer, KRBE-AM-FM Houston, named promotion director.

Charles Warfield Jr., director of promotion and public relations, WTVX(TV) Fort Pierce, Fla., joins WBLS(FM) New York as promotion director.

Bruce Binenfeld, assistant promotion manager, WCIX-TV Miami, joins WBSP(TV) Ocala, Fla., as promotion manager.

Everett Pettiecord, production assistant, KWWL-TV Cedar Rapids, Iowa, named writer-producer.

Allied Fields

Allan Ginsberg, who resigned as VP and general manager, WTTG(TV) Washington last April (BROADCASTING, April 11, 1983), has formed own Washington-based broadcast consultant, Ginsberg & Associates.

Maureen Peratino, chief of news media division, Office of Public Affairs, FCC, Washington, named acting deputy director of OPA, succeeding **Janis Langley**, who leaves to join Bell Atlantic as staff manager, media relations.



Miles

Janet Miles, regional manager, NAB, named director, television membership. **LaRue (Bud) Courson**, VP, administrative services, National Association of Broadcasters, Washington, retires effective April 1.

Attorneys Edward Shipper, Barbara Harris, Robert Fletcher, Virginia White-Mahaffey and Richard Riley Jr. have become associated with communications law firm of Hamel &

Park, Washington.

Robert Smith, director of administration, deotex Association of America, Ross Va., named to newly created position of executive director.

Valerie Pinson, independent consultant, **Patrick Koch and Lois Richardson**, members of government relations staff, National C Television Association, Washington, named directors, government relations, NCTA.

Daytime Broadcasters Association has elected members to serve two-year terms on board. District 1: **Ken Carter**, WROL(AM) ton and WACE(AM) Springfield, Mass.; District 2: **Godfrey Herwig**, WYBG(AM), Mass.; District 3: **Gary Bowers**, WCLC Morgantown, W.Va.; District 4: **James Mayes**, WSR(AM) Durham, N.C., and **Liam Saunders**, WPAL(AM) Charleston, S.C.; District 5: **E.W. Ble**, WSST(AM) Largo, Fla.; District 6: **R.W. (Dick) Egle**, KLEB(AM) Greenwood, La.; District 7: **David Palmer**, WAM Athens, Ohio.; District 8: **Richard J. Merville**, WSMA(AM) Marine City, Mich.; District 9: **J.R. (Ray) Livesay**, WLB Mattoon, Ill.; District 10: **Glenn Olson**, B(AM) Creston and KQWC(AM) Webster, Iowa.; District 11: **Gerry Robbins**, WCM Pine City, Minn., and **John Goeman**, M(AM) Madison, S.D.; District 12: **Kay M. Kloe**(AM) Goodland, Kan.; District 13: **gene Sudduth**, KPRE(AM) Paris, Tex.; District 14: **Bob Greenlee**, KADE(AM) Boulder, Colo.; Districts 15 and 16: **Harry Pappas**, KGE Tulare, Calif.; District 17: **Gary C. KGRL**(AM) Bend, Ore.

Marlene Hunt Moss, account executive, WRC(AM) Washington, joins National Positioning Institute there as marketing specialist.

Joe D. Buys, president, Clear Communications, Lansing, Mich., joins Arbitron Station Sales, Chicago, as central division manager.

Ray Fosild, from KSMM(AM) Shakopee, Minn., joins Minnesota Broadcasters Association there as executive director.

Terez Klely, sales manager, Lexington Broadcast Services, New York, joins National Film Associates there as Northeast sales manager.

Rob Fisher, director of radio sales, Qplex, division of John Blair, New York, Scarborough Research Corp., New York, television and radio audience and market survey firm, there as director of broadcast client services.

Mary Mendola, head of special projects, Television Bureau of Advertising, New York. **William Ferrell**, director of Midwest Television, Chicago, named VP's.

Deaths

Sid Barlowe, 59, host, *Watch Your Mouth*, KIEV(AM) Glendale, Calif., died Jan. 26 of cancer at UCLA Medical Center, Los Angeles. He is survived by his wife, Shirley, sons and two daughters.

Sylvia Sternstein, 66, retired attorney, Washington, died of cancer Jan. 26 at Beth Israel Hospital, N.Y. She is survived by her husband, Herman, and two daughters.

NATPE's Marinoff: Changing with the times

The days of the program director as simply program director are over. The new techniques and the fact that our industry has become so broad-based have forced producers to become involved with the whole station's operations, from engineering to marketing. A programmer content simply to search and schedule programs is really out sighted. . . Our business is changing." With that, Stan Marinoff, who for the past year has manned the helm of broadcasting's leading professional organization of television programmers, characterizes what he believes is a central concern for so many of his peers convening this week in San Francisco for the 21st annual NATPE International Conference. It has been a busy year for the association, which not only weathered divisive controversy over its attempt to move its usual program marketplace to an earlier date and from hotel suites to an exhibition floor, but also expanded its activities as well, including plans to launch two new annual NATPE-sponsored industry conferences and stepping up its lobbying and member-service efforts.

For Marinoff, who compares the job of NATPE president to that of running a corporation—"the politics, the decisions, the financing"—it has also been a year in which ABC affiliate he programs, WISN-TV Milwaukee, realized a five-year ambition to launch a locally produced afternoon entertainment-information show, *More*, which went on the air five days a week early in January.

A quiet but articulate voice for his profession, Marinoff got his start while still in college, when he convinced the local NBC affiliate in Philadelphia, now KYW-TV, to let him work part time as a "gofer" for the station's news department. He was attending Temple University, aiming toward a career in journalism, but while there, his discovery of the newer electronic medium made him switch his major to communications. After college, Marinoff went to work as a cameraman for a local independent, WPHL-Philadelphia, where he worked his way over the next six years to become manager of the station's production operations. When the chance to produce at a network affiliate came along, Marinoff moved to Pittsburgh's KDKA-TV, where he produced specials, a half-hour weekly talk show and local coverage of Pirates' baseball and Steelers' football games.

While at KDKA-TV, Marinoff decided his next move would be one that put him in charge of program operations. WYTV-TV Youngstown, Ohio, an ABC affiliate languishing in third place and having trouble attracting a programmer, provided that opportunity and, in 1975, Marinoff moved, skipping



Stan Marinoff—director of broadcast operations, WISN-TV Milwaukee, and president, NATPE International; b. Sept. 29, 1940, Philadelphia; BS, communications, June, 1962, and MA, speech and drama, June 1965, Temple University, Philadelphia; cameraman, producer-director, production-operations manager, WPHL-TV Philadelphia, 1965-1971; producer-director, KDKA-TV Pittsburgh, 1971-75; program director, WYTV-TV Youngstown, Ohio, 1975-79; present position, since 1979; m. Susan Szymkowiak, Jan. 22, 1978; daughters, Sheri, 15, and Jodi, 14.

ping the usual intermediary steps of executive producer or assistant program director and taking charge of the station's programming department.

Four years later, WYTV was number one in its market and Marinoff moved on as director of broadcast operations for WISN-TV Milwaukee—then a solid third in its market—where he says he was the "last link" in general manager Mickey Hooten's plan to assemble a new management team to turn the station around.

With Marinoff's help, the plan worked, and WISN-TV remains in first place in its market today, although Marinoff describes the competition in Milwaukee as "a real dog fight" since the growth of independents and the advent of cable.

Marinoff's involvement with NATPE International began during his years at WYTV, when his accomplishments there got him elected to the association's board of directors. His proudest moment as president came in November, when NATPE announced it would launch a second annual conference in 1985, dedicated to the craft of local programming and production.

Part of the job of programming the TV station of today is "being innovative with local programming," said Marinoff, who believes that, for network affiliates, localism is the answer not only to controlling program costs and content, but to standing apart from the array of other channels brought into the home by cable, DBS and other new media.

When NATPE moved to create its new conference, to be called the Local Programming and Production Conference, it was making a move to get back to its roots, says Marinoff. NATPE's annual conference "has gotten so big—it now attracts between 6,000 and 7,000 attendees and deals with major issues such as government regulation and the problems of new technologies—that we've lost track of who and what we are," he says.

The new conference, which will be held each year, beginning in April 1985, and may include an exhibit hall for sellers of production equipment, will be geared to the production manager, the executive producer, the program producer and the program director, said Marinoff, and its main purpose will be to foster the exchange of ideas, demonstration of new production techniques and the nuts and bolts of programming.

"NATPE has often been criticized as an organization that does nothing but sponsor a single, annual convention," says Marinoff. "We are now lobbying the government more actively than we ever did in the past and we are taking stands on issues that affect our industry." Last year, says Marinoff, NATPE convinced *TV Guide* to stop discriminating against syndicated TV programs in its use of bold-faced listings. And more recently, it quietly convinced Arbitron to eliminate a new section of its ratings report that provided a weekly average of the performance of syndicated shows, which many programmers feel distracts media buyers from the more exact average of a program's performance in each time period in which it airs.

The *TV Guide* and Arbitron cases were not earth-shaking accomplishments, says Marinoff, "but they performed a service we think is valuable to our members." Other services instituted in the past year by NATPE include the *Video Programmer*, a video version of the association's printed magazine, offering, among other things, information on new local programs, regulatory changes, marketing and promotions. It is distributed quarterly by satellite or on tape to member stations. That and a new pocket listing of stations and their key personnel, issued twice annually to program distributors, have helped make NATPE "a 12-month-a-year organization," says Marinoff.

Programming WISN-TV and being active in NATPE have left little leisure time in the past few years, says Marinoff. He remains happily married despite the hours he keeps, he says, in part because his wife is in broadcasting. He met the former Susan Szymkowiak while both were working at KDKA-TV. She is now administrative assistant to the general manager of WBCS-AM-FM Milwaukee.

When not working, the Marinoffs enjoy long walks, reading—some of it industry-related—and watching old movies.

Marinoff's next goal? "Managing a station," he says, "and eventually owning one."

From ratings standpoint, ABC's winter Olympics got off to poor start last Tuesday (Feb. 7) when first three hours of coverage (8 p.m. to 11 p.m.), featuring hockey game that U.S. team lost to Canada, could muster national average of only 11.2 rating and 17 audience share, **soundly beaten by NBC's regular lineup of A Team, Riptide and Remington Steele**, which averaged 23.9/36. **CBS came in second** (with one-hour *Mississippi* and made-for-TV movie, *The Sky's No Limit*) with 12.9/20. ABC officials reasoned that poor performance was due to knowledge of outcome of game which was played 10 hours before taped version was broadcast. First-day coverage was down 43% from first-day coverage at Lake Placid, N.Y., games four years ago, when ABC also provided coverage, and scored 20.5/31 at 9:30-11 p.m. Ratings for network's second day of coverage this year (Wednesday, Feb. 8) rebounded significantly, however, at least in six major overnight markets (only ratings available at press time). Coverage (9 p.m.-11 p.m.), featuring opening ceremonies and men's downhill skiing trials, averaged 19.0/29 in those six markets—New York (19.7/28), Chicago (17.8/27), Los Angeles (16.8/28), San Francisco (19.5/34), Detroit (16.6/24) and Philadelphia (23.9/35). ABC's six-market average beat both NBC, which averaged 18.0/26 for *Facts of Life*, *Night Court* and *St. Elsewhere*, and CBS, which averaged 12.8/18 for made-for-TV movie, *Good Sport*.

U.S. district judge refused last week to overturn \$325,000 jury award to Christine Craft, who claimed Metromedia defrauded her by hiring her as co-anchor at **KMBC-TV** Kansas City, Mo., with promise not to alter her appearance. Denial of Metromedia motion, including motion for new trial, was by same judge, Joseph E. Stevens, who after first trial had thrown out \$500,000 jury award to Craft and ordered second trial, from which \$325,000 award emerged. Metromedia spokesman said judge's latest rulings would be appealed.

House Subcommittee on Oversight and Investigations last week asked FCC to explain proposed changes in regulation stemming from fairness doctrine, equal time and reasonable access provisions in **Communications Act**. In letter to FCC Chairman Mark Fowler, subcommittee has requested that commission provide it with "all books, records, correspondence, memoranda, paper or other documents discussing or relating to the authority to amend or desirability of amending" current FCC regulations implementing fairness doctrine, equal time and reasonable access provisions of act. Subcommittee noted FCC has proposed to re-examine application of fairness doctrine and political cablecasting requirements for cable; it also noted FCC has proposed to repeal personal attack and political editorial rules. Subcommittee asked that documents be supplied by Feb. 22. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) is also chairman of subcommittee.

Public Broadcasting Service said last week it is **unable to raise \$10 million needed for its 1984 election coverage** (BROADCASTING, Jan. 9), but that it is **working on "a series of alternative proposals"** to full-scale coverage originally planned. PBS President Lawrence K. Grossman had originally set Feb. 1 deadline to raise funds, with most of election coverage being provided by PBS's *MacNeil/Lehrer NewsHour*. According to PBS spokesman, Grossman met last Monday with Les Crystal, executive producer of *MacNeil/Lehrer NewsHour*, and Al Vecchione, executive vice president and general manager of MacNeil-Lehrer-Gannett Productions, to determine within next few weeks what kind of coverage would be provided. **Options** for considerably scaled down coverage include **nightly convention wrap-ups, debates and "in depth studio interviews" with candidates**. PBS has already raised \$1.1 million for project, but some of those pledges were contingent one full sum being received.

Three **ABC-TV prime time schedule changes** announced for March: **a.k.a. Pablo**, half-hour comedy created by Norman Lear, goes into Tuesday 8:30-9 p.m. NYT period on March 6, replacing *Happy Days*, which goes on hiatus but will return, ABC said, in spring; **Two Marriages**, which had short run on ABC last summer, goes into

Thursday 8-9 p.m. period on March 8 replacing *Automan*, moves to Monday at 8-9 p.m. on March 5 replacing *That's Incredible*, which ABC said will go on hiatus but return later.

Showtime/Movie Channel has concluded negotiations with 16 banks for up to \$150 million in loans and credits that will be used for **acquiring programming and conducting marketing** for pay cable vice. "Revolving credit/term loan agreement" was announced meeting with Los Angeles financial analysts last week by Tom Elkes, president and chief executive officer of Viacom International, 50% owner of recently combined channels. Showtime Channel President Mike Weinblatt said in written statement credit agreement will provide "the financial resources necessary to expand its already strong position in the pay television marketplace and provide funds for additional programming and marketing." Showtime/Movie Channel signed exclusive motion picture deal with Paramount Pictures last December and has been negotiating with Universal Pictures for similar pay television exclusive arrangement. Elkes indicated new credit line could be used to support such agreements. Banks involved in \$150 million credit line include Hanover Trust, Bank of America, Bank of New York, Bank of America, Chemical Bank, Continental Illinois, First Boston, First National Bank of Chicago, Morgan Guarantee Trust and Mellon.

Forty-one percent of **TV stations** reported they expected **audience on first-run syndicated programs** to increase and 40% reported they expected it to hold level, according to new **study released by Katz Communications** and based on poll of client stations. **Seven kinds of first-run programming** stations would like to see in sitcoms and "info-tainment" polled highest (20% each), while and reality shows were least desirable with only 2% of stations wanting to see more of it. Fully 63% of stations thought the plus-barter programming did not reduce their programming while 26% thought it did. Only 13% of stations said they expected their commercial inventory to accommodate cash-plus-barbaring, while 85% said they did not. Among affiliates, 51% reported they preempt their network in prime time on regular basis compared to 63% who said they did not. Only 17% projected would do more prime time preemptions in 1984 over 1983, 63% who projected no increases of preemptions.

Tribune Entertainment decided last week to release its new series, **Nadia**, directly into **first-run television syndication** and up initial run as feature film. Based on story of Olympic medalist, Nadia Comaneci, and produced by Tribune in association with Dave Bell Associates, Los Angeles, and Yugo: Jadran Films, mini-series is being distributed for cash, in package of four runs over three years and will be available for air in summer, prior to start of summer Olympics.

Paramount Television Domestic Distribution has sold its new hour comedy game show strip, Anything for Money, to 10 stations nationwide including some CBS and NBC owned stations giving show "firm go" for **fall 1984 debut**. Program, which is produced by Paramount in conjunction with Bernstein/Hovav Productions and Impact Studios, will be hosted by comedian Travolta. Additionally, Paramount Television Domestic Distribution is offering half-hour strip version of popular one-hour music/variety series, **Solid Gold**, now being readied for June. Program has already been **sold to 32 stations**, clearing 18 of markets, according to Randy Reiss, president, Paramount Television Domestic Distribution. Show will include live performance and current music videos along with new troupe of dancers has not yet been named. *Solid Gold* is produced by Paramount association with Brad Lachman Productions. Last week **Paramount withdrew from syndication In Style**, half-hour strip, series would return later, possibly as midseason replacement (see page 107).

Los Angeles Olympic Organizing Committee last Tuesday formally signed **agreement with Organization of International and Television covering 1984 summer Olympics broadcast rights** with Soviet Union, Cuba, Nicaragua, East Germany, Hungary,

zechoslovakia, Poland, Bulgaria, Mongolia, Laos, North Korea, Afghanistan, Vietnam, Cambodia and South Yemen. Signing million agreement had been delayed since last September, following shooting down of Korean airliner by Soviets. Broadcast contract, plus agreement reported between Soviet Union and ABC by Soviets will pay \$1 million for technical facilities, is seen as other sign that USSR will fully participate in Los Angeles.

□

World Productions, undergoing major expansion after successful first-run game show, **Wheel of Fortune**, is **forming subsidiary to acquisition and sale of barter programming**. Hired to head new subsidiary is **Richard P. Levy**, who until recently managed Chicago of TeleRep Inc.'s Television Program Enterprises.

□

Representatives from nation's cities and cable television industry bargaining table last week for first round of **negotiations on legislation** (H.R. 4103) that now rests before House Energy and Commerce Committee. First session was devoted to discussing ground rules for talks. Negotiating team for cities opposed legislation are: Mayor Richard Fulton, Nashville; Mayor Richard L. Daley, Chicago; Mayor Paul Zeltner, Lakewood, Calif.; councilman Carol Bellamy, New York; councilman Tom Volgy, Tucson; councilwoman Minette Trösch, Charlotte, N.C. Cable includes: National Cable Television Association President James Wheeler; James Mooney, executive vice president, and Charles Walsh, Fleischman & Walsh, Washington.

□

Media Entertainment Inc. last week **asked FCC to rule that its new program is a "bona fide news interview" program**, move that would make it **exempt from equal-time obligations**. In request for advisory ruling filed last week, Multimedia said *Donahue* was fully scheduled program providing "stimulating discussion on timely, newsworthy issues" and was as entitled to exemption as *Good Morning, America*. Show's host, Phil Donahue, presided in person to commissioners last Thursday (Feb. 9). FCC's Telecommunications Division denied show that exemption by 4-3 vote Feb. 10, 1980.

□

Media Inc., Greenville, S.C., group owner of five TV's and 12 radio stations, newspaper publisher and MSO, reported **1983 revenues increased 21%** over 1982 levels to \$28,974,000, or \$2.15 per share. **Revenues rose 20%** over 1982 to \$271,538,000, with broadcasting accounting for \$126,381,000 (47%), newspapers \$100,000 (33%) and cable \$54,498,000 (20%). For **fourth quarter** Dec. 31, 1983, profits rose to \$11,090,000, 22% above comparable period in 1982, while revenues gained 21% to \$75,837,000. Media also announced quarterly dividend will increase 15% to 13 cents per share to 15 cents per share, payable Feb. 15, 1984 to shareholders of record Feb. 1, 1984.

□

FCC upholds decision dismissing Faith Center Inc.'s renewal application for KVOF-TV San Francisco. Renewal was dismissed after Faith Center failed to cooperate during prehearing of comparative hearing for its facilities. Commission said Faith Center could continue operating station for 90 days to negotiate matters; if Faith Center seeks reconsideration or judicial review, it can operate until 90 days after reconsideration or judicial review has been completed.

□

FCC use report released by FCC last week reveals that as of last year, there was **little room left for commercial newcomers in UHF band**. In top 50 markets, there were still 11 open UHF's (and unapplied for) VHF's, and 17 open UHF's, but all of UHF's were more than 55 miles from ADI title cities, as were those UHF's. In next 50 markets, there were still three open UHF's and 22 open UHF's, but two of those VHF's were more than 55 miles from title cities, as were seven UHF's. In next 100 markets, there were still 13 open VHF's and 40 open UHF's, but all of UHF's were more than 55 miles from title cities, as were 11 of UHF's.



Grace in Grand Rapids. Hand shaking accompanies the signing of the contract of the \$8.1-million purchase of WOOD-AM-FM Grand Rapids, Mich., by Grace Broadcasting Inc. from WOOD Broadcasting ("Changing Hands," Feb. 6). The participants (l-r): Willard Schroeder, chairman of the seller, WOOD Broadcasting; Michael O. Lareau, WOOD-AM-FM president and general manager, who remains in that position, and Harvey Grace, chairman of the buyer, Grace Broadcasting Inc., Grand Rapids.

Study, circulated last week among members of House of Representatives, shows that **consumers won't be "forced to pay significantly more to subscribe to cable television if local officials give up their authority to regulate the rates."** Study, conducted by **National Cable Television Association**, found "no factual basis for key arguments presented by some mayors and other local officials in opposition to the basic rate provisions of cable legislation now being considered by the U.S. Congress." NCTA study is referring to cable deregulation bill (H.R. 4103) pending in House Energy and Commerce Committee that would curtail cities authority to regulate rates cable systems charge subscribers.

□

National Association of Broadcasters last week announced **formation of new committee, Ad Hoc Representative Advisory Committee**, composed of executives from leading radio and TV station representative firms. Members are: James Greenwald, president, Katz Communications; Frank Boyle, chairman, Eastman Radio; Wally Schwartz, president and chief operating officer, Blair TV; Jack Mulderrig, president and chief executive officer, Seltel; Ralph Guild, president, McGavren-Guild; Al Masini, president and general manager, TeleRep, and Jack Masla, president, Jack Masla & Co. Committee was created, said Martin Beck, Beck-Ross Communications, Rockville Center, N.Y., and NAB radio board chairman, to provide "valuable input in examining business trends."

□

NBC announced that **Johnny Carson has signed new agreement** to continue as host of NBC-TV's *Tonight Show* for unspecified period of time beyond expiration of his current pact next September. Carson has been on NBC-TV since Oct. 1, 1962.

□

John Arrowsmith, Southern bureau chief, **ABC News**, based in Atlanta, relocates to Washington as senior producer, *World News Tonight*, succeeding **Dick Rosenbaum**, named director of special events and political coverage. ABC Radio News, Washington. **Leo Meidlinger**, operations producer, *World News Tonight*, appointed broadcast producer, remaining based in Washington.

□

David O. Ives, president, **WGBH Educational Foundation**, licensee of noncommercial WGBH-TV Boston, **has resigned**, but remains as fund-raiser and vice chairman of board of trustees. **Henry P. Becton**, vice president and general manager of WGBH-TV, **succeeds Ives** as president and general manager.

Editorials

Missing person

For the first time in three years, the television programming community is in annual assembly without a hovering threat of perceived disaster in Washington. If Mark Fowler was the disembodied but heavy presence at NATPE International's program fairs of 1982 (when repeal of the FCC's prime time access rule was on the FCC's agenda) and 1983 (when repeal or liberalization of the financial interest and syndication rules was under active consideration), he was the man who wasn't there in 1984 when delegates gathered at San Francisco's Moscone Center and, you should forgive the expression, its Fairmont hotel.

The prime time access rule was saved between 1982 and 1983 assemblies by the unanimous lobbying of the program industry and broadcasting, less the three television networks. The financial interest and syndication rules have been saved, for the time being at least, by the neutralization of the FCC's authority. The disembodied but shining presence at this year's NATPE is Ronald Reagan, whose intervention has, for all practical purposes, called a halt to the Washington blood-letting over financial interest and syndication rules.

A year ago, the guess here was that a compromise would be achieved in the embittered struggle over repeal or modification of those rules. That prospect has been dulled considerably by events that followed. Guessing the next moves will be left to others for a while.

It is a dispute between rival economic blocs, of which one has the momentary upper hand in political maneuvering. The dispute is unlikely to be settled unless one side or the other can prove that the outcome really matters to the public.

Foolish figures

It is a strange collection of comments that the FCC has received on its proposal to lift or loosen its limits on broadcast station ownerships (BROADCASTING, Jan. 23, 30). For every CBS and NBC making the case for outright repeal of the multiple ownership rules there is an ABC or Metromedia making the same case as persuasively but proposing to arrive at repeal by stages. Clearly there are those who think a political accommodation with defenders of the status quo is necessary.

ABC, for example, suggested that the limits be lifted in ratio to the increase in total stations since the limits were imposed. Thus multiple ownerships could be increased from the present seven AM's and seven FM's to from 35 to 43 radio stations of either or both kinds and the present seven TV's (no more than five of them VHF's) to 14 to 23 TV's, never mind their place in the spectrum. By 1990, according to ABC's formula, all limits would disappear. The National Radio Broadcasters Association had roughly the same idea about radio—limited, however, to 18 AM's and 18 FM's. Metromedia, saying limits on radio ought to be eliminated now, thought it would be "reasonable and sustainable" (the emphasis Metromedia's) to raise television limits to 14 now and eliminate limits on Jan. 1, 1989.

The regrettable implication in all suggestions of updated formulas is that the seven-seven-seven rules made some kind of sense at the time of their adoption. History has it otherwise. The figures were sucked out of FCC members' thumbs and had no relationship to market size, station powers or percentages of total outlets in each service.

If the present FCC opts for the adoption of new numbers based

on the old, it will be giving tacit confirmation to a predecessor's addled thinking that there was magic in the number seven and, in a sense, it will be arguing against eventual repeal. Nor is there any reason to believe that the "public interest" volunteers who live on governmental regulation would be deterred from the appeals that will be taken to Capitol Hill and the courts whatever the FCC does about multiple ownership.

In the comments there is another division of opinion over the application of the rules to television networks. The Association of Independent Television Stations and the Hollywood producers who are allied against the networks on repeal of the financial interest and syndication rules say the networks ought to be checked at present station ownerships. Others, with broader vision, disagree.

Metromedia dissented from the independents to denounce the present rules for having "the perverse effect of assuring that no group owner became strong enough to establish an independent voice separate and distinct from the networks." A rule discriminating against networks in station ownership, Metromedia reasoned soundly, would inhibit the development of new networks that are needed to enhance program diversity.

Nowhere in the Communications Act is the FCC instructed to adopt multiple ownership rules. Presumably the writers of the act were aware that antitrust laws would prevent the formation of ownerships with excessive market power. Antitrust laws are still on the books. They're all the public needs to protect its interests

In the picture

The military commission appointed after the Grenada operation to recommend ways for the military to accommodate the First Amendment in future expeditions got off to a promising start last week. It made it clear that senior officers now see the Grenada exclusion of the news media as a mistake. The problem remaining is how to apply the principle of inclusion.

The tensions that will always attend media coverage of the military—in garrison or combat—were honestly reflected at the commission's hearings last week. They will no doubt be reflected in whatever the commission ultimately recommends.

But at least the military has acknowledged that the Fourth and Fifth Estates belong with the landing parties. That is what admirers of the democratic process wanted to hear.



Drawn for BROADCASTING by Jack Schmitt

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