

The Fifth Estate

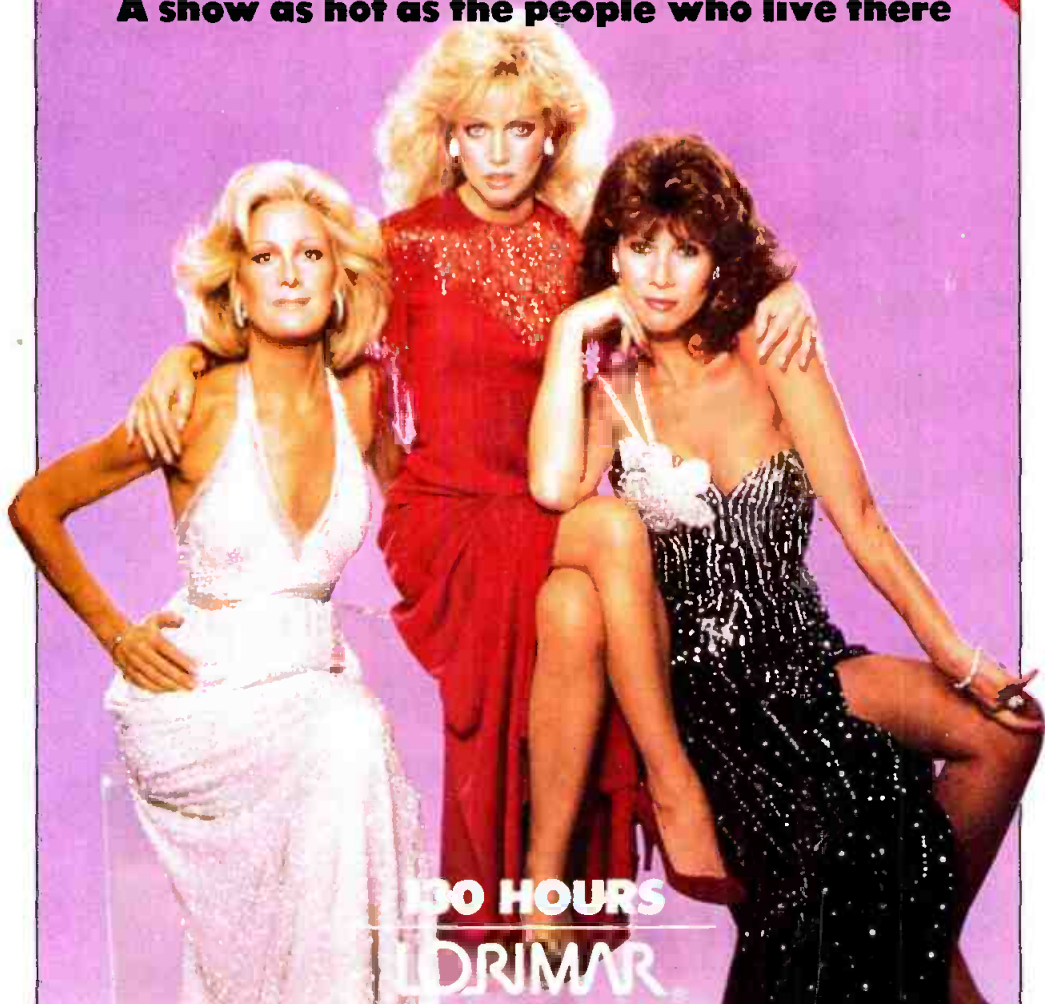
RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 14

**KNOTS
LANDING**

**FALL
1985**

A show as hot as the people who live there



**100 HOURS
LORIMAR**

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US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 36112

54th Year 1985
IN THE PROGRAMING MARKETPLACE
NATPE takes over
from INTV

RETURN

*First the mini-series
The One-Hour Prim*

He married her.
He two-timed her.
He scorned her.
He tried to murder her...

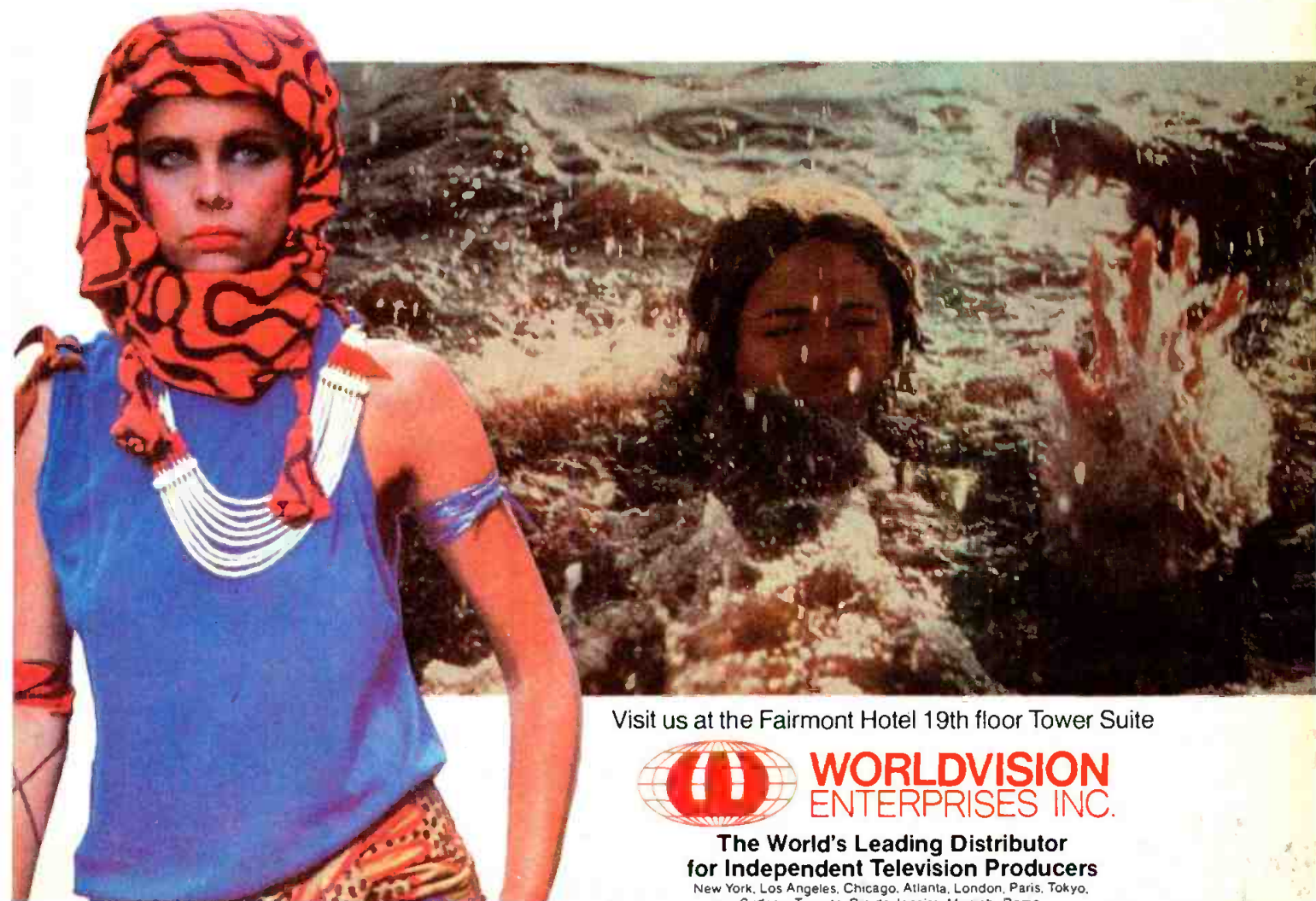
And she exacted
her revenge!



TO EDEN

*Primetime Hit! Now...
Time Dramatic Series.*

FIRST RUN
for local stations
Available Fall 1985



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Sunday will never be the same

THE FUNTASTIC WORLD

PRE SOLD TO TRIBUNE, MET

Starting September 1985, a brand new 90-minute concept
THE PAW-PAWS, THE FUNTASTIC TREASURE HUNT and
GALTAR AND THE GOLDEN LANCE, presented by HANNA-BARBERA'S
most famous characters will make SUNDAY — *FUN-DAY*
You can be sure that Sunday will never be the same in your market



An all-new exciting innovation...

OF HANNA-BARBERA MEDIA, CHRIS CRAFT, TAFT

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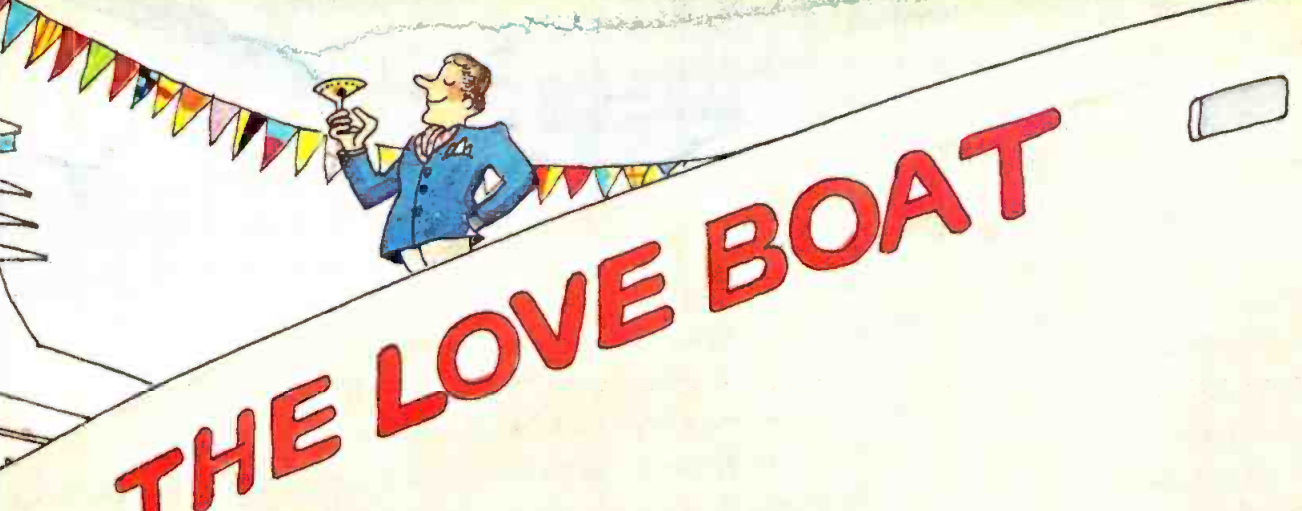
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**“Some guys
have all
the fun...”**



THE LOVE BOAT

These stations have the leading one hour strip.
Sold in 95 markets.

NEW YORK	WPIX	PHOENIX	KPHO	WEST PALM BEACH	WFLX	CHARLESTON, SC	WCBO
LOS ANGELES	KTLA	SAN DIEGO	KGTV	FRESNO	KSEE	MONTGOMERY	WSFA
CHICAGO	WGN	CINCINNATI	WXIX	JACKSONVILLE	WJXT	FT. MYERS	WBBH
PHILADELPHIA	WPHL	MILWAUKEE	WVTV	GREEN BAY	WLUX	COLUMBUS, GA	WRBL
SAN FRANCISCO	KPIX	KANSAS CITY	WDAF	ROCHESTER	WOKR	YAKIMA	KIMA
BOSTON	WBZ	ORLANDO	WESH	DES MOINES	WHO	HARLINGEN	KGBT
DETROIT	WDIV	CHARLOTTE	WPCQ	OMAHA	KETV	EUGENE	KVAL
WASHINGTON, D.C.	WTTG	NEW ORLEANS	WDSU	SPOKANE	KREM	CORPUS CHRISTI	KRIS
DALLAS	KTXA	BUFFALO	WKBW	DAVENPORT/MOLINE	WOC	RENO	KCRL
CLEVELAND	WCLQ	GRAND RAPIDS	WOTV	CAPE GIRARDEAU	KFVS	BOISE	KBCI
HOUSTON	KTXH	OKLAHOMA CITY	KTVY	HONOLULU	KHON	LUBBOCK	KCBO
PITTSBURGH	WPXI	SALT LAKE CITY	KSL	SOUTH BEND	WNOU	MACON	WMAZ
MIAMI	WPLG	LOUISVILLE	WHAS	AUSTIN	KTVV	CHICO/REDDING	KHSL
SEATTLE	KSTW	SAN ANTONIO	KMOL	SPRINGFIELD, MO	KOLR	BAKERSFIELD	KGET
MINNEAPOLIS	KMSP	NORFOLK	WAVY	JACKSON, MS	WLBT	ALBANY, GA	WALB
ATLANTA	WXIA	HARRIS/LANCASTER	WGAL	TUCSON	KGUN	MEDFORD	KDRV
TAMPA	WTOG	ALB./SCHEN./TROY	WRGB	HUNTSVILLE	WAFF	GAINESVILLE	WBSP
ST. LOUIS	KPLR	SHREVEPORT	KTAL	FT. WAYNE	WKJG	ROSWELL	KBIM
DENVER	KOA	TULSA	KOTV	BURLINGTON/PLAT.	WVNY	SAN ANGELO	KIDY
SACRAMENTO	KTXL	RICHMOND	WXEX	LANSING	WJIM	ALPENA	WBKB
INDIANAPOLIS	WISH	SYRACUSE	WTVH	LAS VEGAS	KTNV	MT. VERNON, IL	WCEE
BALTIMORE	WJZ	KNOXVILLE	WATE	SAVANNAH	WSAV	GLENWOOD SPRINGS	KCWS
HARTFORD/N.H.	WFSE	TOLEDO	WTOL	SAN JOSE	KICU	MANCHESTER, NH	WGOT
PORTLAND, OR	KPTV	ALBUQUERQUE	KOAT	ROCKFORD	WREX		

Source: ADI and DMA HH rating ARBITRON and NSI May 1984

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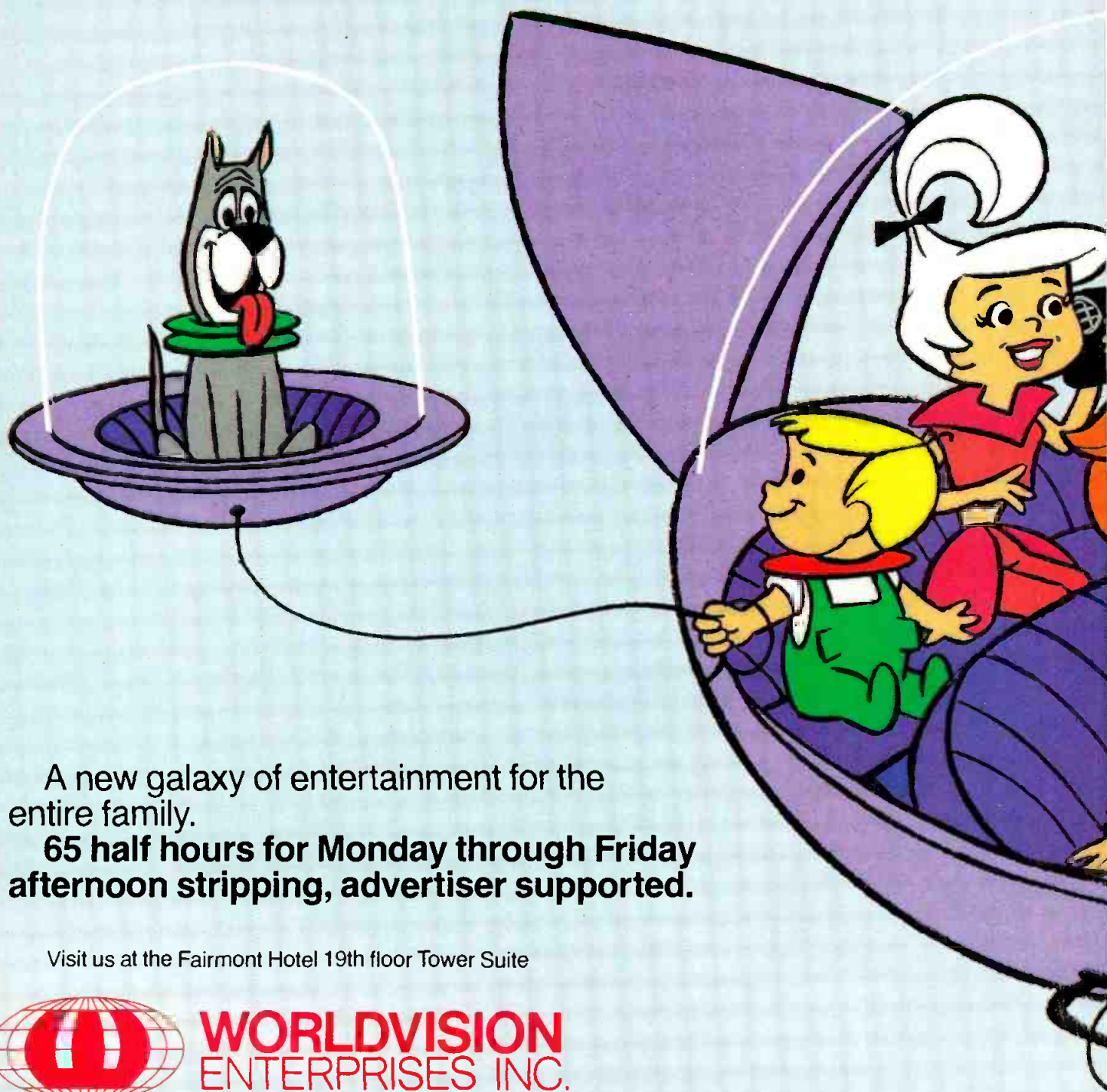
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Animated programming...

THE JETSONS

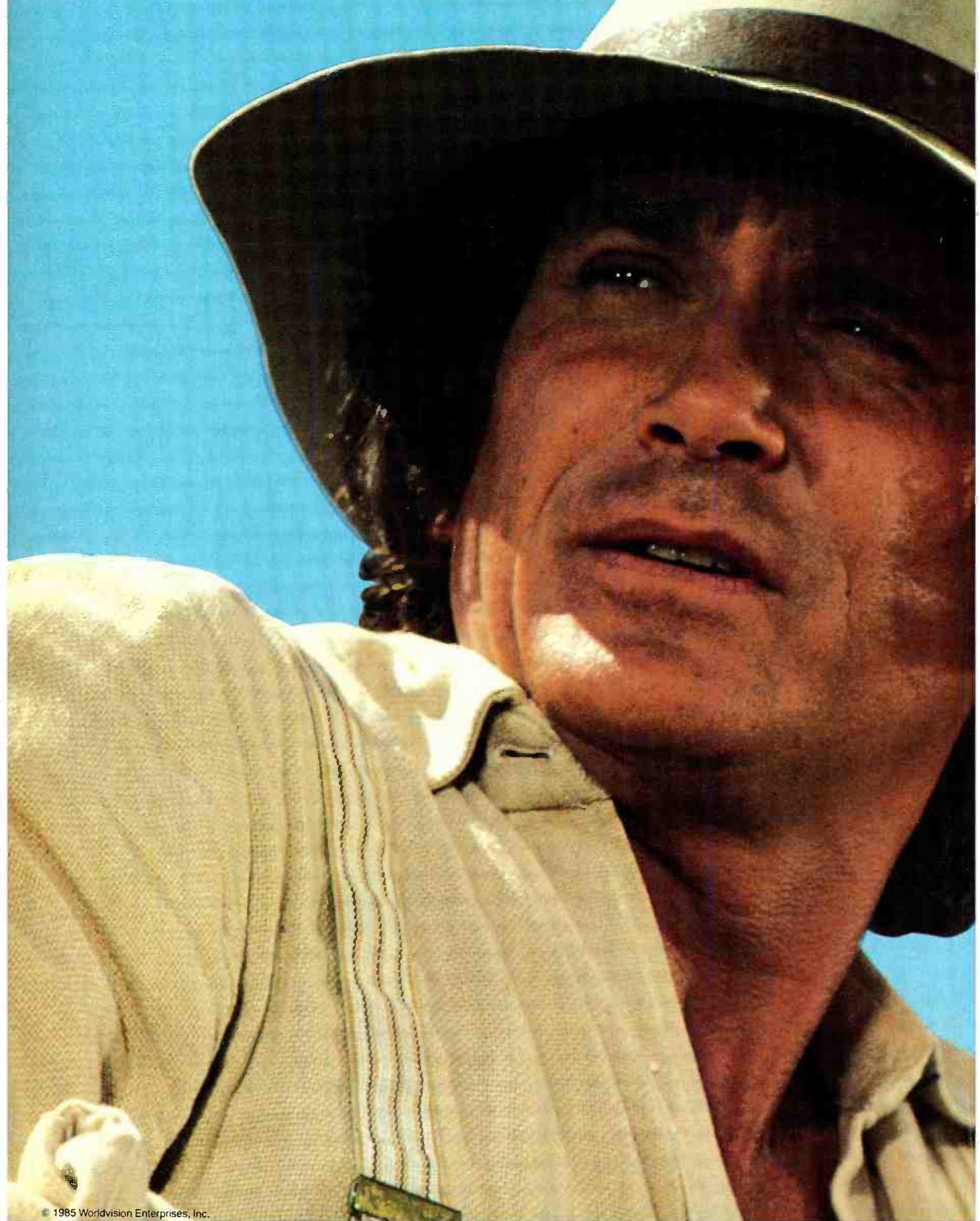
OR SEPT '85 START

ALREADY CLEARED...



KCOP Los Angeles
WPWR Chicago
WTAF Philadelphia
KBHK San Francisco
WXNE Boston
WDCA Washington
KTXA Dallas
WCLQ Cleveland
KTXH Houston
WPTT Pittsburgh
WCIX Miami
KSTW Seattle
KMSP Minneapolis
WGNX Atlanta
WFTS Tampa
KDVR Denver
KTXL Sacramento
WTTV Indianapolis
WBFF Baltimore
WTIC Hartford/New Haven
KPDX Portland
KUSI San Diego
WIII Cincinnati
WZTV Nashville
KSHB Kansas City
WOFL Orlando
WGNO New Orleans
WAXA Greenville/Spart.
WPTY Memphis
KOKH Oklahoma City
WYAH Norfolk
WOLF Wilkes Barre-Scranton
WRGT Dayton
WXXA Alb./Schen./Troy
KGSW Albuquerque
KCBR Des Moines
KZAZ Tucson
KAME Reno
WICU Erie
WBSP Gainesville
KXWY Casper-Riverton
WJWT Jackson
WCEE Mt. Vernon

LITTLE HOUSE ON THE PR



PRAIRIE IS BIGGER THAN EVER.

Sold in 164 markets

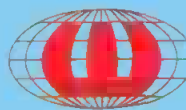
**ADDITIONAL RUNS NOW AVAILABLE
BY POPULAR DEMAND!**

Now in its fourth year on the local stations,
LITTLE HOUSE ON THE PRAIRIE
is still #1 among all one hour
strips with women/teens/kids
— the winning formula
for early fringe success.

BIG ENOUGH FOR THE WHOLE FAMILY

AVG RTG/SH	# STATIONS	RANK AMONG 1 HOUR STRIPS			
		HH	W18-49	W25-54	TEENS- KIDS
(NSI) 6/17%	120	1	1	1	1
(ARB) 7/16%	118	1	1	*	1

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Source: NOV '83 NSI REPORT ON SYNDICATED PROGRAMS
NOV '83 ARB SYNDICATED PROGRAM ANALYSIS
*(ARB DOES NOT RANK WOMEN 25-54)

PRIME VII

A SPECTRUM OF FILM

From Elvis to the brash bounce of the Beatles
to the artistry of Oscar-winning Henry Fonda...
25 star-studded feature films, immediately available.



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CHICAGO	WFBN	MEMPHIS	WHBQ
BOSTON	WXNE	PROVIDENCE	WSTG
DALLAS	KTVT	SAN ANTONIO	KSAT
CLEVELAND	WCLQ	NORFOLK	WYAH
HOUSTON	KHTV	ALBANY/SCHENEC./TROY	WXXA
MIAMI	WPLG	GREENSBORO/SALEM	WJTM
SEATTLE	KSTW	DAYTON	WGRT
ATLANTA	WGNX	SYRACUSE	WKAF
TAMPA	WTVT	MOBILE	WPML
ST. LOUIS	KPLR	ALBUQUERQUE	KSAF
DENVER	KWGN	WEST PALM BEACH	WFLX
SACRAMENTO	KOVR	FRESNO	KSEE
INDIANAPOLIS	WPDS	JACKSONVILLE	WNFT
HARTFORD/NEW HAVEN	WTIC	OMAHA	CH42
PORTLAND, OR	KPDX	HONOLULU	KNHL
PHOENIX	KPHO	TUCSON	KZAZ
SAN DIEGO	KTTY	LAS VEGAS	KVVU
NASHVILLE	WFYZ	CHARLESTON, SC	WCSC
ORLANDO	WMOD	AMARILLO	KFDA
NEW ORLEANS	WGNO	CASPER/RIVERTON	KFWY
GREENVILLE/SPART	WHNS	CANTON	WAKC

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BARNABY

**a proven success.
in both early
and late fringe.**

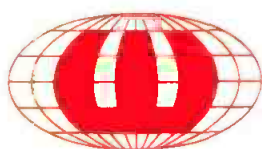
And continues to be one
of the strongest hours
on local stations.

NOW SOLD IN 71 MARKETS!

Starring
BUDDY EBSEN

Also starring
LEE MERIWETHER and MARK SHERA

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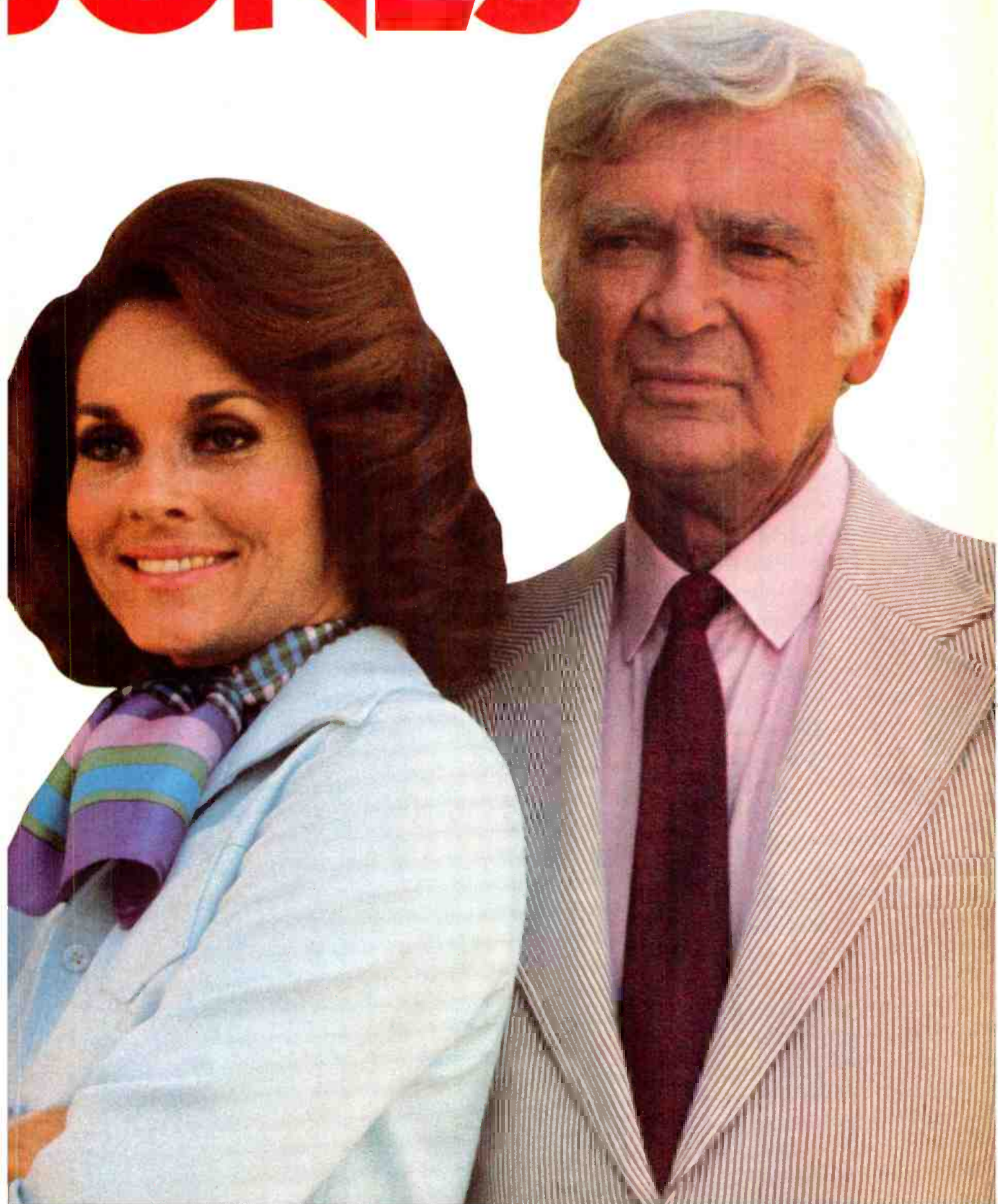
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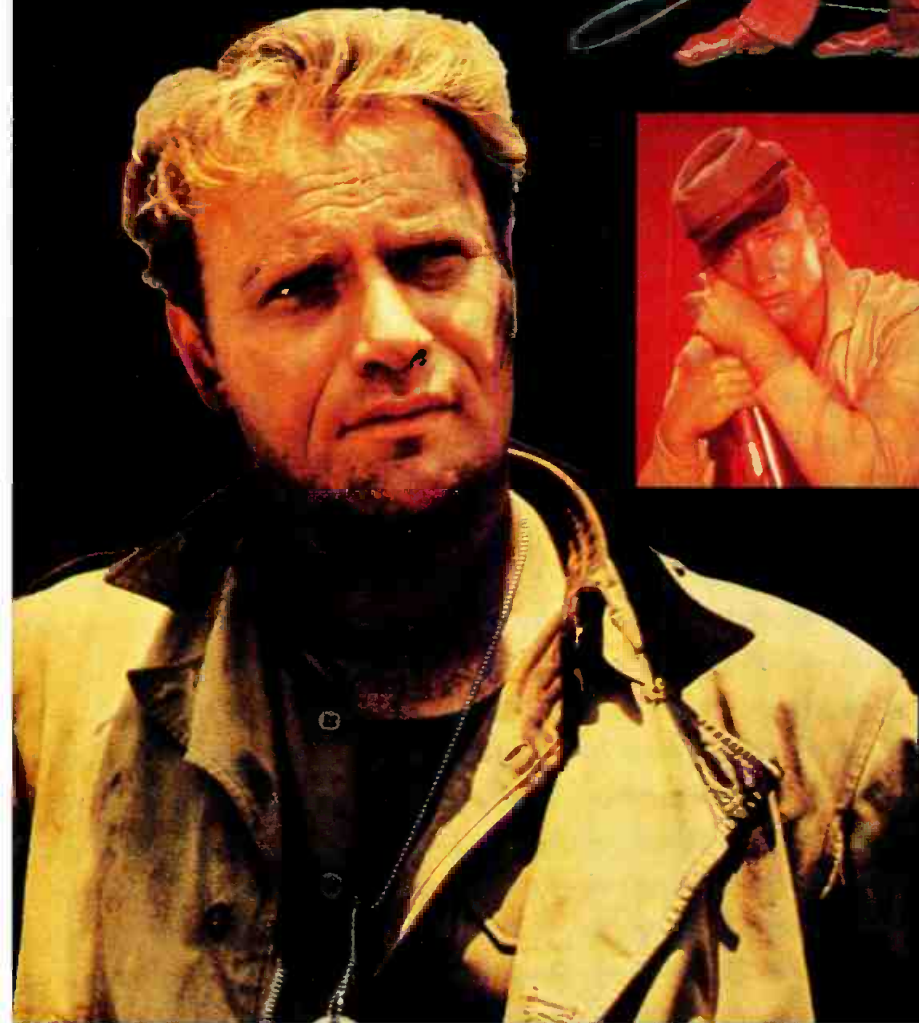
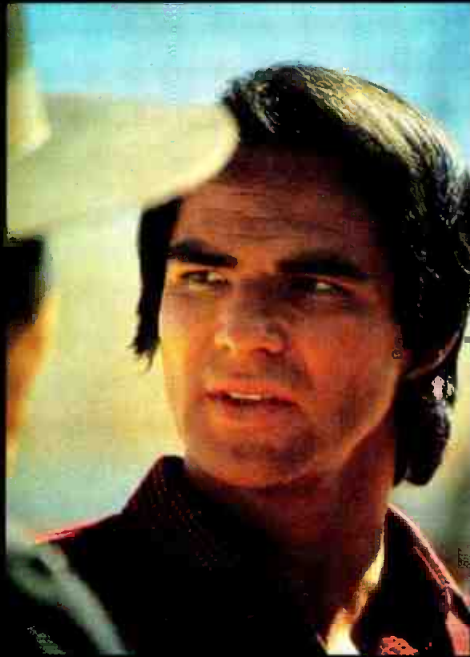
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mini-series, game shows, spe-
cial, children's programs and
more.

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HOURS

Ben Casey	The Invaders
Combat	Man From Atlantis
The Fugitive	Mod Squad

HALF-HOURS

Annie Oakley	N.Y.P.D.
Buffalo Bill	One Step Beyond
Dark Shadows	Peoples Choice
The Doris Day Show	The Range Rider
The Mickey Rooney Show	The Rebel
Wendy And Me	

CHILDREN

Casper The Friendly Ghost
George of the Jungle
Jackson Five
Jerry Lewis
King Kong

Lancelot Link-Secret Chimp

Milton The Monster

Professor Kitzel

Smokey The Bear

MINI-SERIES

Against The Wind

Holocaust

FEATURES

Prime I, Prime II, Prime III,
Prime IV

GAME SHOW/VARIETY/SPECIALS

Take My Word For It

The Don Lane Show

Come Along

Wonders of the World

And Many, Many more...

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VOLUME 25

Warner Bros. Television Distribution
A Warner Communications Company



Broadcasting Jan 14

NATPE 85 opens its door Votes on stereo must carry revealed at INTV Advancing on the NAB board

GRAND OPENING □ NATPE 85 opens with a panel of Washington regulators surveying the political scene. Valenti's crystal ball shows pay-per-view as medium of choice for producers. **PAGE 59.** A look at other events on tap for NATPE on **PAGE 82.** An examination of the NATPE syndication marketplace, followed by a list of exhibitors, begins on **PAGE 84.**

GAMING MARKET □ Producers and distributors report slow traffic at INTV exhibitor suites. Attendees cite lack of new product. Game shows receive the most attention. **PAGE 60.**

MUSTERING MUST CARRY □ Three FCC commissioners on INTV panel express support for delayed inclusion for must carry of television stereo on cable. Chairman Fowler pulls item from Jan. 18 meeting's agenda. **PAGE 61.**

SOBERING DRIVE □ Combatting movement to ban beer and wine advertisements is key issue at NAB board's winter meeting this week in Palm Springs, Calif. **PAGE 62.**

IN PLACE □ Networks gearing for coverage of second inauguration of the President. **PAGE 64.**

CONSERVATIVE BUY □ SEC filing shows Senator Jesse Helms (R-N.C.) plans to enlist support from conservatives to buy outstanding shares of CBS stock. **PAGE 65.**

BEFORE THE PRESS □ NBC's Tartikoff reviews

network's strategy to sustain momentum. Erlicht details ABC's plans to get out of third place. **PAGE 66.**

ROOKIE START □ ABC expects major financial boost with Super Bowl, its first chance to cover annual January event. **PAGE 70.**

INTV 85 □ Independents celebrate a "turning point" convention. **PAGE 130.** Cat is out of bag on stereo TV must carry. **PAGE 134.** Congressmen warn that if bill to ban beer and wine ads makes it to the floor of the House, broadcasters will lose. **PAGE 136.** At session with Hill and FCC staffers, there were no predictions on how beer and wine ad ban would fare in Senate. **PAGE 138.** Syndicators and independent station executives battle over programming marketplace. **PAGE 140.** More local-originated product can produce better image in market, INTV'ers told. **PAGE 142.** Lear encourages indies to take creative risks. **PAGE 144.** Other sessions examine ratings and advertising sales, counterprogramming network affiliates and helpful hardware. **PAGES 144-158.**

WHITE HOUSE STORY □ Administration considers satellite-delivered news conferences by President and officials; receives mixed reaction to computer delivery of materials formerly mailed. **PAGE 172.**

IT'S A WONDERFUL TOWN □ New Yorker John von Soosten has had a busy year in his dual capacity as NATPE president and VP, director of programming, for Katz Television. **PAGE 215.**

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Outside chance

Although he has given up chairmanship of Senate Commerce Committee to take over Finance, Senator Bob Packwood (R-Ore.) may remain principal player in shaping communications legislation—as chairman of Commerce's Communications Subcommittee. At work are Senate rules and interests of Senator Barry Goldwater (R-Ariz.). Goldwater, who was Communications Subcommittee chairman in last Congress, has been elected chairman of Armed Services, replacing retired Senator John G. Tower (R-Tex.). And he would like to return to chairmanship of that committee's Tactical Warfare Subcommittee as well as to his chairmanship of Communications panel. Unless Senate rules bearing on Goldwater's situation are changed—and Republican majority is considering changes—he could not carry all of those titles without waiver by Senate. If present limit on chairmanships remains and waiver is denied, Goldwater is likely to give up Communications chairmanship. In that event, Packwood, who is next in line in seniority, is understood to be ready to seek it.

Backstage

FCC official last week said Commissioner Mimi Dawson told colleague that one reason she would favor must-carry for services like TV stereo and teletext (see page 61) is that it would make cable's burden so onerous that it would become easier politically to eliminate must-carry rules altogether. Dawson, however, said statement was "inaccurate." She said she would only support elimination of must-carry rule if there were full copyright liability. She also said she has never supported must-carry requirement for nonprogram-related signals.

FM turns to sports

New trend emerging in radio industry is aggressive movement by FM music stations to acquire exclusive broadcast rights to local professional sports franchises, particularly National Football League teams. Since November, Group W's easy listening KODA(FM) Houston has signed four-year agreement with Houston Oilers, and Hubbard Broadcasting's adult contemporary KSTP(FM) Minneapolis-St. Paul has secured three-year pact for Minnesota Vikings. Just missing out on

exclusive radio contract for Philadelphia Eagles football, which expired at end of 1984 season, was Cox Broadcasting's contemporary hit WZGO(FM). Station bid was matched by existing rights holder, Metromedia's WIP(AM). And about to make simulcast offer in negotiating multiyear radio rights for St. Louis Cardinals are Gannett's adult contemporary KSD(FM) St. Louis and its co-located, co-owned country KUSA(AM). CBS-owned KMOX(AM)'s contract with team just expired.

Growing attraction of professional football coverage for FM stations appears to be its weekly frequency, which doesn't totally disrupt flow of music format, and, at same time, can enhance audience cume.

Cool to deal

Tele-Communications Inc. has made no bid for United Satellite Communications Inc., said TCI Senior Vice President John Sie, denying earlier reports (BROADCASTING, Jan. 7), but parties have talked about TCI's acquiring USCI's struggling satellite broadcasting service. Talks, which were initiated by USCI, will "probably not" lead to deal, Sie said. "The business is full of holes, unknown liabilities. Frankly, we are very much afraid of it."

Going up

Under terms of 1983 contract, valued at more than \$100 million, Harris is building Ku-band satellite distribution network that Comsat will lease to NBC for next 10 years and, by all accounts, is doing pretty good job. But, according to industry sources, Harris underbid job, has asked for additional \$32 million. According to sources at Comsat, Harris may be entitled to more money because of changes in network after signing of contract and certain "overruns," but amount is fraction of \$32 million. Harris had no comment.

Cable drain

Decline in broadcast network college football ratings past season may have been due at least in part to competition from ESPN's package of 15 College Football Association games, carried in exclusive Saturday prime time window. CFA games, representing cable network's first live college football package, averaged 4.0 rating, ESPN's highest average for sports series. Previous high for series was network's first-season

coverage of United States Football League, which averaged 3.3.

Despite losing money on package, for which ESPN paid \$9.3 million, network executives are hailing it as "tremendous success," especially from affiliate-relations standpoint. Affiliates were given two minutes of local avail time per game and were said to have commanded four to five times rate of average 30-second price, generating total of \$11 million. Next year however, if ESPN renews package, as it hopes to do, it will more than likely lose prime time exclusivity, due to pressure from broadcast syndicators who have complained they need more flexibility in scheduling games to make their own packages financially workable.

Support for press

Despite interpretations by some that recent attitude of public toward news media has been overwhelmingly negative, new survey indicates that public favors free and aggressive press. If survey conducted by Gallup organization is on target, initial reports of public support for press ban during invasion of Grenada 14 months ago were either inaccurate or may have misread general patriotic fervor as support of ban. In follow-up Gallup survey, 59% of respondents said media should be allowed to cover future military operations without restrictions imposed during Grenada invasion, while only 31% said they favored press restrictions. Remaining 10% said they didn't know.

Youth and alcohol

Justice Department unit concerned with juveniles is planning major seminar involving variety of interested parties on how they might cooperate to combat alcohol and drug abuse. Department's Office of Juvenile Justice and Delinquency Prevention has already held planning meetings with representatives of media, alcohol industry, citizen, business and professional groups on subject. Some 100 representatives of these groups are expected to be on hand for session in Williamsburg, Va., Jan. 29-31. Media to be represented will include radio and television stations, as well as networks and National Association of Broadcasters. Advertising types will also be on hand. Such sessions take on added importance for media in view of what seems likelihood that bills will be introduced in Congress to ban beer and wine advertising on radio and television.

Business Briefly

TV ONLY

Rydell Laboratories □ Two-week flight for Zack toothpaste is set for late January in eight markets on West Coast. Commercials will be placed in fringe, daytime and prime time slots. Target: adults, 18-34; 18-49. Agency: Laurence, Charles & Free, New York.

Book of the Month Club □ One-week flight will be conducted in 49 markets throughout country starting in late January. Commercials will be scheduled in news programming. Target: adults, 21-54. Agency: Lord, Geller, Federico & Einstein, New York.

Luzianne Tea □ Approximately 50 markets will be used for four-week flight to start in mid-February. Commercials will be placed in daytime, fringe, prime, sports and children's time slots. Target: women, 18-54. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Cort Furniture Rental □ Flights varying from two to eight weeks, depending on market, will begin in early February in

about 18 markets. Commercials will appear in daytime and fringe positions. Target: women, 25-54. Agency: Richardson, Myers & Donofrio, Baltimore.

RADIO ONLY

Herman's Sporting Goods □ First-quarter push will begin in early February with commercials running in about 10 markets on four-day-a-week basis for two weeks each month. Commercials will be carried in all dayparts on weekdays and weekends. Target: adults, 25-54. Agency: Time Buying Services Inc., New York.

Rohm & Haas □ Blazer herbicide will be spotlighted in radio flight running in long list of markets for 11 weeks, starting in early April. Commercials will be carried on farm programs. Target: farmers, 21-54. Agency: Al Paul Lefton Co., Philadelphia.

Miller Lite Beer □ Four-week effort during February will focus on Black History Month with commercials

Rep Report

KZUN(AM)-KFIV(FM) Modesto, Calif.: To Torbet Radio from Major Market Radio.

KOCR(FM) Cedar Rapids, Iowa: To Torbet Radio from Christal Radio.

featuring vocalists Roberta Flack and Melba Moore and dramatic performers Ossie Davis and Ruby Dee. Commercials will run on stations in 15 major black markets throughout U.S. in all dayparts. Target: black audiences. Agency: Mingo-Jones Advertising, New York.

Continental Insurance □ Insurancenter concept of combined homeowner and automobile insurance will be advertised in two-week flight to begin in late January in about 35 markets. Commercials will be scheduled in all dayparts. Target: adults, 25-54. Agency: Saxton Communications, New York.

RADIO AND TV

Pizza Hut □ West Coast campaign will start in late March for four weeks in Phoenix, Los Angeles, San Diego, Reno and Las Vegas on television and in Phoenix, Los Angeles and San Diego on radio. Commercials on TV will run in daytime, prime and fringe, and on radio in all dayparts. Target: adults, 18-49. Agency: Reiser Williams DeYong/Cunningham & Walsh, Irvine, Calif.

Comprehensive American Care □ Campaign will be launched in February to promote company's health maintenance program for elderly, starting in February in Miami and Fort Lauderdale with gradual expansion to other Florida markets. Campaign, which also includes newspapers, has budget of about \$1.5 million for 1985 and will make use of commercials in all dayparts. Target: adults, 65 and older. Agency: Beber Silverstein & Partners, Miami.

Grandy's Restaurants □ Second-quarter campaign is being prepared to start in early April in about 12 radio and television markets in Southwest. Commercials will be placed in all dayparts and will run for six weeks. Target: adults, 25-49. Agency: Grace Media Services, Houston.

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

MUSICWATCH—This regular AP feature gives listeners the inside track on country, black, adult contemporary and popular singles. It runs on Friday morning.

PEOPLE IN THE NEWS—AP focuses on the personalities that make headline news—entertainers, politicians, athletes. This two-minute feature moves twice a day. Watch for it in the evening and before morning drive.

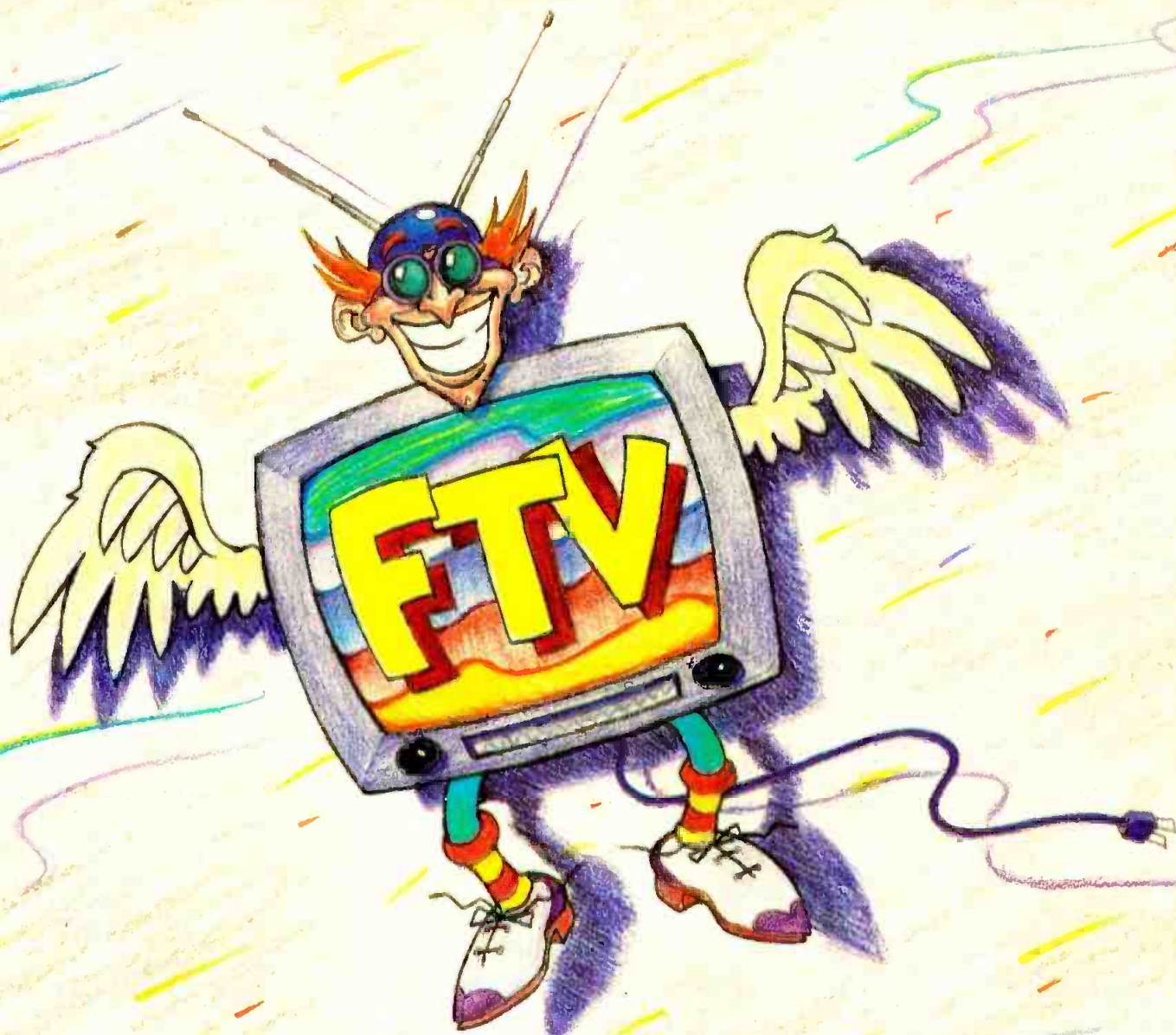
TODAY IN HISTORY—This regular AP feature jogs the memory and puts current events into perspective. Synopses run just before the first Newswatch. Also, get a week's worth of scripts two weeks in advance every Sunday.

THIS MORNING—A talk show that covers the hot topics of the day, from the state of our educational system to the state of the union. Scripts move before morning drive.

WHERE THERE'S LIFE—This regular, 90-second feature takes a whimsical look at the fancies, follies and foibles of our fellow human beings. Watch for it every weekday before morning drive.

For more information call, (202) 955-7200

AP Associated Press Broadcast Services.



(DON'T ASK!)

It's an outrageous, unpredictable,
first run, weekly, half-hour music series
from the creator of *Puttin' On The Hits!*

You Gotta See It To Believe It!

Advertiser-Supported Programming from

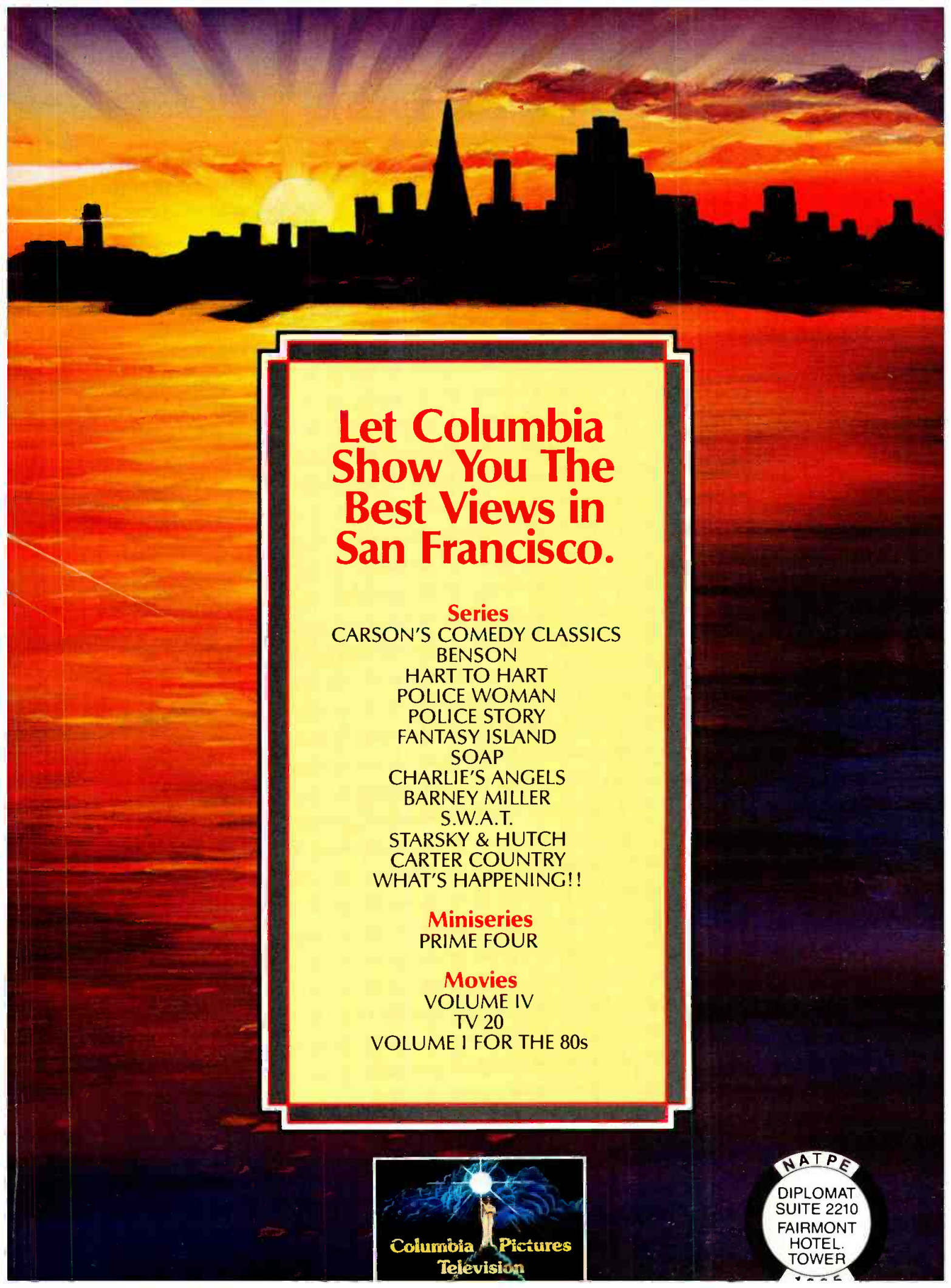
MCA TV

For more information, call (212) 605-2786
A Chris Bearde Production

MCA TV
*The One
Place To Be!*

NATPE
Fairmont Hotel
23rd Floor
In The Tower



A dramatic painting of the San Francisco skyline at sunset. The sun is a large, bright orb on the left, casting long, colorful rays across a sky of orange, red, and purple. The city's silhouette, including the Transamerica Pyramid, is dark against the vibrant sky. The foreground is a dark, reflective body of water.

Let Columbia Show You The Best Views in San Francisco.

Series

CARSON'S COMEDY CLASSICS
BENSON
HART TO HART
POLICE WOMAN
POLICE STORY
FANTASY ISLAND
SOAP
CHARLIE'S ANGELS
BARNEY MILLER
S.W.A.T.
STARSKY & HUTCH
CARTER COUNTRY
WHAT'S HAPPENING!!

Miniseries

PRIME FOUR

Movies

VOLUME IV
TV 20
VOLUME I FOR THE 80s



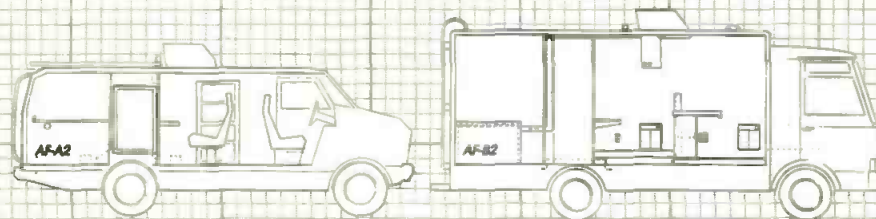


Reporting by satellite. Blair Television tapped latest in technology to transmit via satellite video version of its 1985 "Outlook Report" to its 132 represented TV stations. Preparing video for broadcast are Chris Moseley (l), account supervisor at Muller Jordan Weiss, New York advertising agency, and Kenn Donnellon, vice president/creative services, Blair TV. Wally Schwartz, president of Blair Television, is pictured on screen. Report by satellite was believed to be first of its kind in TV representation field. Featured in 38-minute program were Don West, managing editor of BROADCASTING Magazine; Bob Coen, senior vice president/forecasting, McCann-Erickson, and Bill Suter, senior vice president/research, Merrill Lynch Pierce Fenner & Smith. West conducted interview with media specialists on business prospects for 1985. They predicted that advertising and broadcasting would flourish in 1985 and estimated that spending in broadcast would grow by about 9%. Several Blair executives discussed 1985 spot TV prospects; Donnellon served as program moderator.

DDB's new technology thrust. Doyle Dane Bernbach, New York, has formally established New Media Technology Development Unit to study effects of new communications technologies on advertising. Nancy J. Hodin, who has been director of program development for DDB's program subsidiary, The Storytellers, has been appointed director of new media technology development. DDB has had clients on cable for some years and has been involved in production for cable, including *Better Homes and Gardens Idea Handbook* and *The Weight Watchers* magazine show.

NEW FROM AFA

Two superbly-equipped mini mobile units that every station can afford!



Each of these standard mobile units brings with it the combination of the nation's leading mobile system designer, broadcast-quality equipment and a brilliantly-engineered Walf Coach vehicle.

The AFA-2 is a 19' 2-camera ENG/EPF unit that is equipped with your choice of broadcast-quality color cameras, a Grass Valley 100-N video switcher, two Sony BVU-50 portable 3/4" VCRs and a Yamaha audio console.

The AFA-82 is a 23' 2- to 4-camera EPF unit that features your choice of broadcast-quality color cameras, a Grass Valley

1600-1L production switcher, a Yamaha 8 input audio console and two Sony BVU-800 series VCRs.

Both units can be expanded to include 1" VTRs, character generators, editing facilities and more.

The low cost of these standard mobile video systems will surprise you. The high quality is exactly what leading broadcasters and production and post-production companies have come to expect as a matter of course from AFA. Call us for details: in the East at (201) 767-1000; in the West (213) 466-5066.

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The Fifth Estate Broadcasting

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

Lawrence B. Taishoff, publisher

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Donald V. West, managing editor
Leonard Zeldenberg, chief correspondent
Mark K. Miller, senior news editor
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Mark Jeschke, manager
Joseph A. Esser, associate editor
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Bureaus

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

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John Lippman, assistant editor
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ABP

American
Business
Press Inc

Founded 1931. Broadcasting-Teletesting * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972. Reg. U.S. Patent Office. Copyright 1985 by Broadcasting Publications Inc.

TELEVISION. Cablecasting.

'85-'86's New Headliner!!

In the tradition of America's #1 syndicated show, "Wheel of Fortune," and the most popular TV trivia game of all time, "Jeopardy!," Merv Griffin Enterprises is proud to announce an all-new concept for the fall of '85!

Headline Chasers

starring Wink Martindale

- 39 weeks of first-run episodes.
- A highly entertaining and informative format designed to flow in or out of your local / network news.
- Full promotional support, including the King World Creative Services Satellite Kit.

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MERV GRIFFIN
ENTERPRISES

IN ASSOCIATION WITH WINK MARTINDALE, INC.

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There's only one real king of comedy.

The incomparable Johnny Carson
in the most hilarious, timeless moments
from "The Tonight Show." It's pure comedy...
from an American comedy institution!

130 fast-paced half-hours.



A St. Cloud Corporation Production distributed by



The middleman

For the past five years or so, owners of backyard dishes have been receiving the satellite feeds of dozens of cable programmers without paying for them. According to industry sources, Canaan Communications, a New York-based start-up company, is out to change all that.

Representatives of Canaan, the sources said, have approached major cable programmers proposing to act as the middleman between the programmers and the backyard dish market. Canaan would scramble the feeds of the participating services, they said, and then offer them as a package to the dish owners for a monthly subscription fee of between \$20 and \$25.

In addition to covering all of the costs of scrambling for the participating cable networks, the sources said, Canaan would share its monthly revenue with the networks on a per-subscriber basis. The costs of scrambling the major networks would be high, considering that each of their affiliates would have to receive one, possibly two (for backup) descramblers.

Canaan is headed by Holmes Harden, the former chief financial officer of Warner Amex Cable Communications and Warner



Harden
Amex Satellite Entertainment Corp. (now MTV Networks Inc.). Reached by telephone at his New York office last week, Harden confirmed Canaan's general plans, but was reluctant to share details. He did say, how-

ever, that "before the end of January, we should have a pretty solid indication of who is going to participate, and who is not."

The service contemplated by Canaan amounts to C-band satellite broadcasting. All cable programming is transmitted over C-band satellites, such as Hughes's Galaxy I and RCA Americom's Satcom III-R. To receive programming from the relatively low-power satellites requires a dish at least eight feet in diameter. They're available from any of the thousands of home satellite dealers for between of \$1,500 and \$3,000.

C-band satellite broadcasting, or C-band direct, was first suggested by Home Box Office, which was the first of the cable programmers to announced plans to scramble. Although the pre-eminent cable programmer continues to investigate C-band direct, according to a company spokeswoman, it has made no decision to move forward with it.

For Canaan to succeed, its package of cable services will have to be large enough to persuade dish owners to pay a monthly fee. If the dish owners have too many other satellite programming options, whether from nonparticipating cable programmers, broadcasters or syndicated programmers, they may feel they can do without the Canaan package.

But like the risks, the rewards are potentially great. According to home satellite industry estimates, more than 700,000 homes are already equipped with dishes. And most expect the number of installed home dishes to grow rapidly this year, although the scrambling of many of the popular cable services is apt to reduce the attractiveness of the costly dishes to consumers.

Portrait of a network

A national survey of the cable homes that receive C-SPAN found persons in more than a third of them are regular viewers of the nonprofit, public affairs service, tuning in at an average of 12 hours a month.

According to the survey, said Michael Robinson, director of the Media Analysis Project at George Washington University, who conducted the survey on behalf of C-SPAN under a grant from the Benton Foundation and who discussed the results at a Washington press conference last week, the C-SPAN audience can be characterized by three "ups" and three "ins"—"up in size, upscale and upbeat" and "involved, informed and independent."

The researchers contacted 959 homes randomly selected from the 20 million that receive C-SPAN, but persons in only 690 of them were willing and able (some persons only spoke Spanish) to answer the survey questions. Of the 690 participants, 259 (38%) said they watched C-SPAN for at least an hour a month.

The survey found the C-SPAN viewers or "C-SPANers" watched an average of 12 hours per month, but that a majority (52%) watch for only one to five hours per month. The survey also confirmed the existence of what Representative Daniel E. Lungren (R-

Let us entertain Our critics... And your audience

Lots of business people duck criticism or inquiry about the way they do business. They're not hiding anything, usually. Just fearful that meeting their critics in a public setting will give a wider audience to criticism.

We don't feel that way. We'll entertain honest criticism and inquiry in any setting. We think it's healthy. We also think it's the only way that we can get an airing and some understanding for the strange and interesting things we do and why we do them.

Debate, conflict, drama are the stuff of story-telling and entertainment. It is the very best vehicle for getting across information. News people know this. We do too.

So if our critics show up at your station kicking about us, give us a call. Let us entertain them on your news or public affairs show. And maybe your audience will get a kick out of it, too.

AMERICA'S LIFE AND HEALTH INSURANCE COMPANIES

Call Arthur J. Maier, manager, broadcast relations, American Council of Life Insurance and Health Insurance Association of America.

212-582-2012

Or Alexandra Kubiacyk, associate.

212-245-4198

American Council of Life Insurance and Health Insurance Association of America.*

* Representing 570 life insurance companies, with 95 percent of the life insurance force in the United States, and 330 health insurance companies, with 80 percent of the health insurance written by insurance companies in the United States.

DEBUT
A MAJOR
THEATRICAL
MOTION
PICTURE
EVERY
MONTH!



ALREADY SOLD IN NEW YORK • LOS ANGELES
CHICAGO • PHILADELPHIA • SAN FRANCISCO • BOSTON
DETROIT • CLEVELAND • DALLAS • HOUSTON • MIAMI • SEATTLE
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KNOXVILLE • GREEN BAY • RENO AND MANY MORE!



UNIVERSAL PICTURES DEBUT NETWORK

A superb selection of motion pictures
never before shown on network television.*

Starting September 1985, stations can program 24 outstanding features on an advertiser-supported basis, one each month for two years.

At the end of their barter run, these features will revert to the Debut stations for additional cash runs—with no interim pay cable window!

A LITTLE SEX

Tim Matheson
Kate Capshaw

CAT PEOPLE

Nastassia Kinski
Malcolm McDowell

CLOAK & DAGGER

Henry Thomas
Dabney Coleman

CONAN THE DESTROYER

Arnold Schwarzenegger
Grace Jones

THE CONQUEROR

John Wayne
Susan Hayward

CRACKERS

Donald Sutherland
Sean Penn

D.C. CAB

Mr. T
Irene Cara

DOCTOR DETROIT

Dan Aykroyd

EDDIE MACON'S RUN

Kirk Douglas
John Schneider

FIRESTARTER

Drew Barrymore
George C. Scott

GHOST STORY

Fred Astaire
Melvyn Douglas

GOING BERSERK

John Candy

HALLOWEEN II

Jamie Lee Curtis
Donald Pleasence

HARD TO HOLD

Rick Springfield

ICEMAN

Timothy Hutton
Lindsay Crouse

THE LONELY GUY

Steve Martin
Charles Grodin

Alfred Hitchcock's THE MAN WHO KNEW TOO MUCH

James Stewart
Doris Day

PRIVATE SCHOOL

Phoebe Cates

RAGGEDY MAN

Sissy Spacek
Sam Shepard

Alfred Hitchcock's REAR WINDOW

James Stewart
Grace Kelly

SIXTEEN CANDLES

Molly Ringwald

THE SWORD AND THE SORCERER

Simon MacCorkindale

Alfred Hitchcock's VERTIGO

James Stewart
Kim Novak

WHERE THE BUFFALO ROAM

Bill Murray
Peter Boyle

**UNIVERSAL PICTURES
DEBUT NETWORK**
A great deal—and a great deal more!

MCATV

*The three Hitchcock movies recently completed record-breaking theatrical engagements, and have had no network exposure in more than a decade.

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MCATV

*The One
Place To Be!*

NATPE
Fairmont Hotel
23rd Floor
In The Tower

Calif.) called the "C-SPAN nuts," heavy viewers of the network. About 13% of the C-SPAN viewers and 5% of the total respondents said they watched C-SPAN between 20 and 100 hours per month.

Past surveys provide an incomplete picture of C-SPAN viewership. Nonetheless, when Robinson and his fellow researchers contrasted the results of those surveys with their latest findings, they were able to conclude, according to a report on the survey, that "the preponderance of evidence implies that the size of the C-SPAN audience is increasing, in absolute and percentage terms."

The C-SPAN audience, the report also said, "is disproportionately male, disproportionately wealthy and disproportionately educated." Although only 38% of the total respondents claimed to be C-SPAN viewers, it said, 58% of those with graduate degrees said they watched, as did almost 50% of those with household incomes above \$50,000, and 42% of all males.

Perhaps one of the least surprising findings of the survey was that C-SPAN viewers are politically involved. The heart of the C-SPAN service remains its gavel-to-gavel coverage of the House of Representatives. According to the survey, 93% of C-SPAN viewers claimed to have voted in last November's general election—18 points higher than the non-C-SPAN viewers surveyed and 40 points higher than the registered voters.

For Robinson, the "most surprising" finding of the survey was that C-SPANers were less likely to have voted for Ronald Reagan last year. Fifty-five percent of the C-SPAN

viewers voted for Reagan, he said, as compared to 68% of the respondents and 59% of the general electorate.

Before the survey, Robinson had expected the C-SPAN viewers to be "more Republican" than the general population because, he said, Republicans are wealthier and more politically conscious. That the viewers turned out to be "less Republican," he said, is not attributable to watching C-SPAN. A disproportionate number of Democrats may tune in to C-SPAN, he guessed, because the House is still controlled by the Democrats. C-SPAN may also appeal more to "big government types" who tend to be Democrats, he added.

The viewers' view

The Cabletelevision Advertising Bureau's fourth annual cable advertising conference (March 26-27 at the New York Sheraton) is taking a new tack. It will try to look at the television-video marketplace from the perspective of the "liberated viewer," who, because of the proliferation of independent broadcasters, cable and videocassette recorders, is no longer a captive of the broadcast network programmers, said CAB President Bob Alter. The motto of the liberated viewer is, according to Alter: "No way you are going to force me to watch anything."

The conference has lined up its principal speakers: Daniel Ritchie, chairman and chief executive officer, Westinghouse Broadcasting & Cable; Jack Clifford, chairman, Colony Communications; Kent Mitchell, vice president, marketing services,

General Foods, and Keith Reinhardt, chairman and chief executive officer, Needham, Harper & Steers.

Back in action

Bob Rosencrans, abruptly dismissed as president of United Artists Cablesystems Inc. last June, is looking for cable systems to buy. According to Rosencrans, who continues to work out of his old UA-Columbia office under his severance agreement, Mutual of Omaha has collected around \$20 million from a group of investors and asked him to use it to find, buy and operate cable systems. And MONY, he said, is trying to increase the "blind pool of equity."

Rosencrans's new cable company will be a limited partnership, he said, geared to generate capital gains rather than tax write-offs for the investors. The prices of cable systems "are high," said Rosencrans. But "with a little creativity," he said, "we can pull something off."

Higher and higher

Cable penetration, according to A.C. Nielsen, is rapidly approaching 45% of U.S. television households and if penetration continues to increase at the rate attained in 1984 it will surpass 50% by the end of 1985. Nielsen's November 1984 cable penetration figure is 43.7%, representing a growth of 8% from November 1983 to November 1984.

Make a point with your viewers in '85...and make it

TENSION POINT!

"Tension Point":

The Issues Command Attention.

Child abuse. Aging. World hunger. Eighteen powerful films (nine concentrating on adolescent problems) made to capture audiences from 14 to 84.

Not documentaries—living, breathing dramas that bring the issues home.

"Tension Point":

The Structure Demands Response.

"Tension Point" provides no answers. Each drama stops at the height of the conflict—the "tension point." And that's where your station comes in, with more impact than ever.

The applications are endless: studio panel discussions, call-in shows, even tape back-up for your Eyewitness News reports. Use "Tension Point" as a series or choose one or more films to suit your objectives.

"Tension Point" is available on 16mm film or videocassette. Both ¾" and ½" VTR come closed-captioned for the deaf and hearing-impaired. For further information or to order free of charge, write or call Nancy Nickolotsky or Janet R. Meyer (Naji), 314/647-4900.

When at N.A.T.P.E., stop by booth 824 on the exhibition floor!

Lutheran Television

A service of The International Lutheran Laymen's League
2185 Hampton Avenue, St. Louis Missouri 63139-2983
In Canada, Box 481, Kitchener, Ontario 426 4A2



**The One
Place
To Be**

**NATPE
Fairmont Hotel
23rd Floor
In The Tower**

MCA TV

The One Place To Be

FOR SYNDICATED HITS!



SIMON & SIMON The action series with the light touch! Consistently among TV's top-rated series!



GIMME A BREAK Nell Carter in the sitcom that zeroes in on young women, teens and kids!



QUINCY Jack Klugman is a powerhouse with young women audiences in any time period!



UNIVERSAL'S MOST WANTED LIST Jaws II; Conan, The Barbarian; Smokey And The Bandit II—23 smash hit movies!



THAT'S INCREDIBLE! Incredible stories of action and human interest. 165 half-hour episodes.



BATTLESTAR GALACTICA Superb sci-fi fantasy, available as twelve 2-hour movies or 24 hour episodes!



MAGNUM Tom Selleck in the series that set a new standard for syndication!

MCA TV

*The One
Place To Be*

FOR
ADVERTISER-SUPPORTED
HITS!



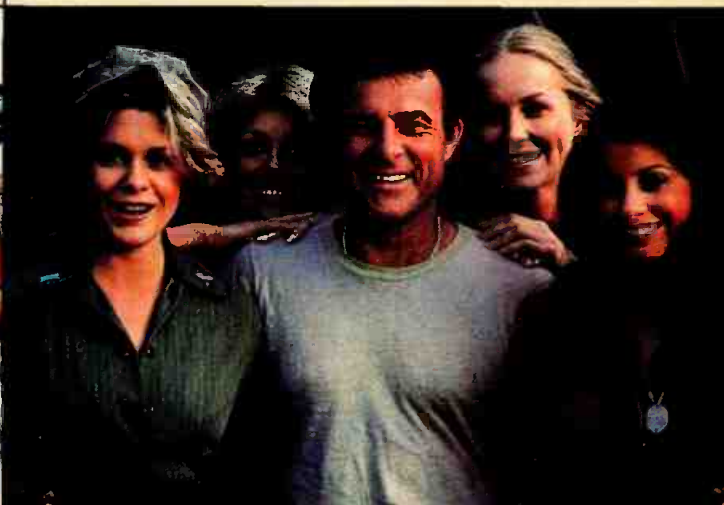
FTV An outrageous, first-run, weekly, half-hour music series from the creator of Puttin' On The Hits! **New!**



PUTTIN' ON THE HITS This season's smash hit first run series coming back for a big second year!



SWITCH Robert Wagner stars in this one-hour off-network action adventure series.



BLACK SHEEP SQUADRON Action and humor side-by-side in this off-network hour starring Robert Conrad.



WHIZ KIDS/VOYAGERS 52 weeks of off-network action targeted to young adults, teens & kids. Whiz Kids is new to syndication; Voyagers is coming back for a second successful year!



MCA TV

ENCORE PROGRAMS...

*The One
Place To Be*

FOR ALL YOUR
PROGRAMMING NEEDS!

Selling To Independents, Affiliates
and O&O's Across The Country



A DIVISION OF **MCA TV**

A catalog rich in 2-hour, 90-minute, hour-long and half-hour dramas, mysteries and action-adventures—many in syndication for the first time—as well as a superb selection of mini-series and features.

Whatever your programming needs... whatever the daypart—you'll find it in
Encore Programs.

† **FIVE STAR MYSTERY**

Delvecchio
Ellery Queen
Mrs. Columbo
O'Hara: U.S. Treasury
City Of Angels

* Rich Man, Poor Man Book 1
† Rich Man, Poor Man Book 2

* **BEST SELLERS**

Seventh Avenue
Captains And The Kings
Once An Eagle
The Rhinemann Exchange
Dark Secret Of Harvest Home
79 Park Avenue
Loose Change
Aspen
Wheels

† The Men From Shiloh
The Name Of The Game
The Bold Ones
It Takes A Thief
Ironsides
Rod Serling's Night Gallery
Run For Your Life
† The Deputy

Mickey Spillane's Mike Hammer
Hardy Boys/Nancy Drew Mysteries
Boris Karloff Presents Thriller
Dead End Kids Movies

* Available in 60-minute,
90-minute or 2-hour formats.
† First time in syndication.

CALL (212) 605-2790

Datebook

This week

Jan. 13-16—Seventh annual PTC '85, *Pacific Telecommunications Council*. Theme: "Telecommunications for Pacific Development: Toward a Digital World." Information: PTC, 1110 University Avenue, suite 308, Honolulu, 96826.

Jan. 14-16—*Community Broadcasters of America* first LPTV convention. Moscone Center, San Francisco.

Jan. 14-18—*National Association of Broadcasters* winter board meeting. Sheraton Plaza, Palm Springs, Calif.

■ **Jan. 15**—*American Women in Radio and Television*, New York chapter, luncheon series. Speaker: Actress Celeste Holm. American Cancer Society board room, New York.

Jan. 15—Deadline for entries in Commendation Awards, sponsored by *American Women in Radio and Television*. Information: AWRIT, 1321 Connecticut Avenue, N.W., Washington, 20036.

Jan. 15—Deadline for entries in 27th American Film Festival, sponsored by *Educational Film Library Association*. Information: (212) 227-5599.

Jan. 15—Deadline for entries in Champion-Tuck Awards for "outstanding reporting that improves the public's understanding of business and economic issues," sponsored by *Champion International Corp.* and administered by *Amos Tuck School of Business Administration at Dartmouth College*. Information: Champion-Tuck Awards, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H., 03755; (603) 643-5596.

Jan. 15—Deadline for entries in 32d Annual Unity Awards in Media, for "accurate exposure of minorities and disabled persons," sponsored by *Lincoln University of Missouri*. Information: (314) 636-6041.

Jan. 15—Deadline for entries in *JC Penney-University of Missouri* television awards for community leadership. Information: (314) 882-7771.

Jan. 15—*Community Broadcasters of America*, association for low-power television, "mini-conference," following NATPE International conference. Moscone Center, San Francisco.

Jan. 15—*Pennsylvania Association of Broadcasters* radio sales clinic. Sheraton Jetport Inn, Allentown, Pa.

Jan. 15—Presentation of Big Mike Awards for radio commercials and campaigns, presented by *South Florida Radio Broadcasters Association*. Pavillion hotel, Miami.

Jan. 16—*Pennsylvania Association of Broadcasters* radio sales clinic. Marriott Inn, Harrisburg, Pa.

Jan. 16—*International Radio and Television Society* newsmaker luncheon, "Cable: What Next?" featuring Jim Mooney, National Cable Television Association; Jack Valenti, Motion Picture Association of America; and Peter Ueberroth, commissioner of baseball. Waldorf Astoria, New York.

Jan. 16—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Al Masini, president, TeleRep. Chasen's, Los Angeles.

Jan. 16—*Ohio Association of Broadcasters* "hiring/firing" workshop. Marriott Inn North, Columbus, Ohio.

Jan. 17—*Pennsylvania Association of Broadcasters* radio sales clinic. Holiday House, Monroeville, Pa.

Jan. 18—Deadline for entries in *New York State Bar Association's* annual media awards contest. Information: NYSBA, One Elk Street, Albany, N.Y., 12202; (518) 463-3200.

Jan. 18—*New Mexico Broadcasters Association* sales seminar. Albuquerque, N.M.

Jan. 19—*California AP Television-Radio Association* regional seminar. Dunes hotel, Las Vegas. Topic: "Aspects of Gaming." Information: Steve Herman, (702) 735-8644.

Jan. 19—Cable television public access conference,

co-sponsored by *League of Women Voters* and *American Film Institute*. AFI, Los Angeles. Information: (213) 381-6411.

Also in January

Jan. 21—"New Era in CATV: The Cable Franchise Policy and Communications Act of 1984," seminar sponsored by *Practising Law Institute*. Dorai Inn, New York.

Jan. 22—"Grant Writing for Video Production," workshop sponsored by *Center for New Television*. Center, 11 East Hubbard, Chicago. Information: (312) 565-1787.

Jan. 22-24—40th annual Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia's Center for Continuing Education, Athens.

Jan. 22-26—First *Pacific International Media Market*, showcase of Asian/Pacific film and television product, marketplace for buyers and sellers. Regent hotel, Melbourne, Australia. Information: 25 Palmerston Crescent, South Melbourne, Victoria, Australia, 3205; telephone: (03) 690-7366.

■ **Jan. 24**—*Independent Media Producers Association* forum, "How to do business... when your clients don't want to pay on time." Gangplank restaurant, Washington.

Jan. 25—Awards presentation of U.S. Television and Radio Commercials Festivals, presented by *U.S. Festivals Association*. Marriott hotel, Chicago. Information: (312) 834-7773.

Jan. 25—Awards reception for winners of Prized Pieces International Video and Film Competition, sponsored by *National Black Programming Consortium*, recognizing excellence in black-oriented television programming. Ohio State University, Fawcett Center for Tomorrow, Columbus, Ohio.

Jan. 25-27—*Foundation for American Communications* journalism conference, "The U.S. and Latin America." San Diego.

Jan. 26—Computer graphics seminar, sponsored by *Center for New Television*. Center, 11 East Hubbard, Chicago. Information: (312) 565-1787.

Jan. 26-29—*Radio Advertising Bureau's* 5th annual Managing Sales Conference. Theme: "Retail Sales and Radio Marketing." Amfac hotel, Dallas.

Jan. 28-Feb. 1—*MIDEM*, international marketplace for music industry. Palais des Festivals, Cannes, France. Information: (33)(1) 505-1403.

Jan. 29—*Academy of Television Arts and Sciences* forum luncheon with Michael Eisner, chairman and chief executive officer, Walt Disney Productions. Century Plaza, Los Angeles. Information: (818) 506-7880.

Jan. 29-31—*South Carolina Broadcasters Association* winter convention. Carolina Inn, Columbia, S.C.

Jan. 30-Feb. 1—*Texas Cable Television Association* 25th annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

Jan. 31—Deadline for entries in 17th annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: (202) 628-1300.

February

Feb. 1—Deadline for entries in *American Bar Association's* Gavel Awards, honoring media for "increasing public understanding and awareness of the American legal system." Information: (312) 988-6137.

Feb. 1—Deadline for entries in *Action for Children's Television's* Achievement in Children's Television Awards for "significant contributions toward improving service to children on broadcast and cable television and on radio." Information: ACT, 46 Austin Street, Newtonville, Mass., 02160.

Feb. 1-2—*Alpha Epsilon Rho, National Broadcasting Society*, South regional conference. University of Montevallo, Montevallo, Ala. Information: (409) 294-1342.

■ **Feb. 1-2**—*Northern California Radio-Television News Directors Association* fourth annual convention. Luncheon speaker: Tom Pettit, executive vice president, NBC News. San Francisco International Airport, San Francisco.

■ **Feb. 3-5**—*Louisiana Association of Broadcasters* annual convention. Speakers: Congressman John Breaux (D-La.), National Association of Broadcasters President Eddie Fritts and National Radio Broadcasters Association President Bernie Mann. Holiday Inn Central (Holidome), Lafayette, La.

Feb. 3-6—*National Religious Broadcasters Association* 42d annual convention. Sheraton Washington, Washington.

Feb. 3-8—20th annual engineering management development seminars, sponsored by *National Association of Broadcasters*. Purdue University, West Lafayette, Ind. Information: (202) 293-3557.

Feb. 5-6—*Arizona Cable Television Association* annual meeting. Hilton, Phoenix.

Feb. 6—*Society of Satellite Professionals*, southern California chapter. Featured speaker: Ed Horowitz, senior vice president, technology and operations, Home Box Office. Sheraton Miramar hotel, Santa Monica, Calif. Information: 213-474-3500.

Feb. 6—*Ohio Association of Broadcasters* Dayton managers' luncheon. King Cole, Dayton.

Feb. 6-11—*International Radio and Television Soci-*



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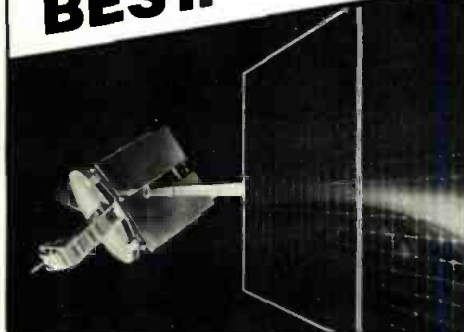
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ety annual faculty/industry seminar and college conference, "Programming: The Ever-Changing Constant." Rye Town Hilton, Rye, N.Y.

Feb. 7—International Radio and Television Society newsmaker luncheon, "Radio: America's Ear-Resistant Medium." Speakers: John Gambling, WOR(AM) New York; William B. Williams, WNEW-AM-FM New York; Charles Osgood, CBS; Gary Stevens, Doubleday Broadcasting, and Rick Sklar, consultant. Waldorf Astoria, New York.

Feb. 7-9—American Association of Advertising Agencies, Southern region, winter annual meeting. Boca Raton hotel and club, Boca Raton, Fla.

Feb. 8—Ohio Association of Broadcasters Cincinnati managers' luncheon. Netherland Plaza, Cincinnati.

Feb. 8—"Cable Communications Policy Act of 1984: A New Law—A New Era," seminar sponsored by *Legal Times* and *Law & Business Inc./Harcourt Brace Jovanovich Publishers*. Madison hotel, Washington. Information: (201) 472-7400.

Feb. 8—"The New Technologies: Changes and Challenges in Public Relations," seminar hosted by *Media Institute*. Sheraton Grande hotel, Los Angeles.

Feb. 8-10—National Radio Broadcasters Association's second radio sales university. Tampa Airport Hilton, Tampa, Fla.

Feb. 10-13—Arbitron Television Radio Advisory Council meeting. Marriott's Rancho Las Palmas, Rancho Mirage, Calif.

Feb. 11—Reunion of DuMont Television Network, which disbanded in 1955. Museum of Broadcasting (reception), New York.

Feb. 11-12—Western Educational Society for Telecommunications 14th annual conference, focusing on public broadcasting, educational institutions, interactive video and industrial production, foundations and commercial production agencies. Holiday Inn Civic Center, San Francisco.

Feb. 12—Illinois Broadcasters Association sales caravan. Southern Illinois University, Carbondale, Ill.

Feb. 12—Presentation of 1985 Heart to Child Humanitarian Award. Recipient: Robert Bennett, president, Metromedia. Waldorf Astoria.

Feb. 12-13—Wisconsin Broadcasters Association annual winter convention and legislative reception/dinner. Concourse hotel, Madison, Wis.

Feb. 13—Golden Jubilee Commission on Telecommunications first conference, "The Impact of Government Regulation on the Introduction of New Telecommunications Technologies." Mayflower hotel, Washington. Information: (202) 955-4687.

Feb. 13—Illinois Broadcasters Association sales caravan. Sangamon State University, Springfield, Ill.

Feb. 13—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: lobbying. National Association of Broadcasters, Washington.

Feb. 13—Ohio Association of Broadcasters Toledo managers' luncheon. Toledo Club, Toledo, Ohio.

Feb. 13-May 8—"The Video Marketplace: A Comprehensive Examination," program offered by *New York University, School of Continuing Education*. NYU campus, New York.

Feb. 14—Illinois Broadcasters Association sales caravan. Bradley University, Peoria, Ill.

Feb. 14-17—Howard University's 14th annual communications conference, "Communications and Development." Howard University campus, Washington.

Feb. 15—Illinois Broadcasters Association sales caravan. Brandywine Inn, Dixon, Ill.

Feb. 15—Deadline for entries in Clarion Awards, sponsored by *Women in Communications*. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

Feb. 15-16—Society of Motion Picture and Television

Stay Tuned

A professional's guide to the intermedia week (Jan. 14-20)

Network television □ **ABC:** *The Hearst and Davies Affair* (dramatization), Monday 9-11 p.m.; *Super Bowl XIX* (pre-game 4-6 p.m., kickoff 6-9 p.m., post-game 9-10 p.m.); *MacGruder and Loud** (romantic comedy/drama series), Sunday 10-11 p.m. **CBS:** *Not My Kid* (drama), Tuesday 9-11 p.m. **NBC:** *The Execution* (drama), Monday 9-11 p.m.; *Jump!* (entertainment special), Wednesday 9:30-10 p.m. **PBS** (check local times): *National Geographic: "Land of the Tiger"* (nature special), Wednesday 8-9 p.m.; *In Search of Excellence* (documentary), Wednesday 9-10:30 p.m.; *Water Garden* (documentary), Wednesday 10:30-11 p.m.

Network radio □ **CBS Radio Network:** *Super Bowl XIX* (live coverage), Sunday 5:50 p.m.-end.

Cable □ **Arts & Entertainment:** *Icebound in the Atlantic: Shackleton* (two-part adventure), concluding Wednesday 8-10 p.m.; *La Fille Mal Gardee* (comic ballet), Thursday 9-10:45 p.m. **C-SPAN:** *Presidential inauguration opening ceremonies* (live coverage), Friday beginning 6 p.m. **Lifetime:** *Hot Properties** (weekday entertainment magazine), beginning Monday 7-8 p.m.; *America Talks Back** (weekday talk show), beginning Monday 9-10 p.m. **WTBS Atlanta:** *On the 8th Day* (documentary), Monday 8-9:05 p.m.; *Freeman Reports: Special Edition* (panel discussion), 9:05-10:30 p.m.; *Images* (fashion video special), Saturday 10:05-11:05 p.m.

Play It Again □ **ABC:** *Who Will Love My Children?* (drama), Thursday 8-10 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York): *The Instant Replay: A Screening of Super Bowls II and III*, original taped broadcasts plus short history of sports on television, Tuesday-Saturday. *Hallmark Hall of Fame: A Tradition of Excellence*, examination of key role sponsor has played in development of programming, focusing on 14 dramatic themes, Friday through April 18. *A Tribute to Thames Television*, 60 hours of programming, now through Jan. 31, 1985. *Charlie Brown—A Boy For All Seasons: 20 Years on Television*, retrospective featuring all 26 Peanuts animated specials, as well as newer Saturday morning material, Peanuts commercials and videotaped interviews with creator Charles Shultz, producer Lee Mendelson and animator Bill Melendez, now through Jan. 31. For information and air times call (212) 752-7684.

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Jan. 26-29—Radio Advertising Bureau's Managing Sales Conference. Amfac hotel, Dallas.

Jan. 30-Feb. 1—25th annual Texas Cable Show, sponsored by Texas Cable TV Association. San Antonio Convention Center, San Antonio, Tex.

Feb. 3-6—National Religious Broadcasters 42d annual convention. Sheraton Washington, Washington.

Feb. 15-16—Society of Motion Picture and Television Engineers 19th annual television conference. St. Francis hotel, San Francisco.

March 7-9—16th annual Country Radio Seminar, sponsored by Country Radio Broadcasters Inc. Opryland hotel, Nashville.

March 14-17—First NATPE International production conference. New Orleans Hilton, New Orleans. Information: (212) 949-9890.

March 26-27—Cabletelevision Advertising Bureau's fourth annual cable advertising conference. Sheraton Center, New York.

April 14-17—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1986; Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

April 20-25—20th annual MIP-TV, Marche International des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

May 5-8—ABC-TV annual affiliates meeting. New York Hilton, New York.

May 7-11—American Women in Radio and Television annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

May 11-15—Broadcast Financial Management Association/Broadcast Credit Association 25th annual conference. Palmer House, Chicago. Future

Major Meetings

conferences: April 27-30, 1986, Century Plaza, Los Angeles, and April 26-29, 1987, Marriott Copley Place, Boston.

May 12-15—NBC-TV annual affiliates meeting. Century Plaza, Los Angeles.

May 15-18—American Association of Advertising Agencies annual meeting, Greenbrier, White Sulphur Springs, W. Va.

May 15-18—Public Broadcasting Service/National Association of Public Television Stations annual meeting. St. Francis hotel, San Francisco.

May 19-22—CBS-TV annual affiliates meeting. Fairmont hotel, San Francisco.

May 19-23—National Public Radio annual convention. Marriott City Center, Denver.

June 2-5—National Cable Television Association annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas. Future conventions: March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 6-9—Broadcast Promotion and Marketing Executives/Broadcast Designers Association annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loew's Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta, and June 8-12, 1988, Bonaventure, Los Angeles.

June 6-12—Montreux 1985, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

June 8-12—American Advertising Federation national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency Chicago.

Aug. 4-7—Cable Television Administration and Marketing Society 11th annual conference. Fair-

mont hotel, San Francisco.

Aug. 8-Sept. 14—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Second session of World Administrative Radio Conference scheduled for October 1988. Geneva.

Aug. 25-27—Eastern Cable Show, sponsored by Southern Cable Television Association. Georgia World Congress Center, Atlanta.

Sept. 11-14—Second annual Radio Convention and Programming Conference, jointly sponsored by National Association of Broadcasters and National Radio Broadcasters Association. Dallas Convention Center, Dallas.

Sept. 11-14—Radio-Television News Directors Association international conference. Opryland, Nashville. Future convention: Sept. 10-13, 1986, Anatole, Dallas.

Sept. 18-20—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609)848-1000.

Oct. 27-Nov. 1—Society of Motion Picture and Television Engineers 127th technical conference and equipment exhibit. Convention Center, Los Angeles.

Nov. 10-13—Association of National Advertisers annual meeting. Boca Raton hotel, Boca Raton, Fla.

Nov. 20-22—Television Bureau of Advertising 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Dec. 4-6—Western Cable Show, sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif.

Jan. 17-22, 1986—NATPE International annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

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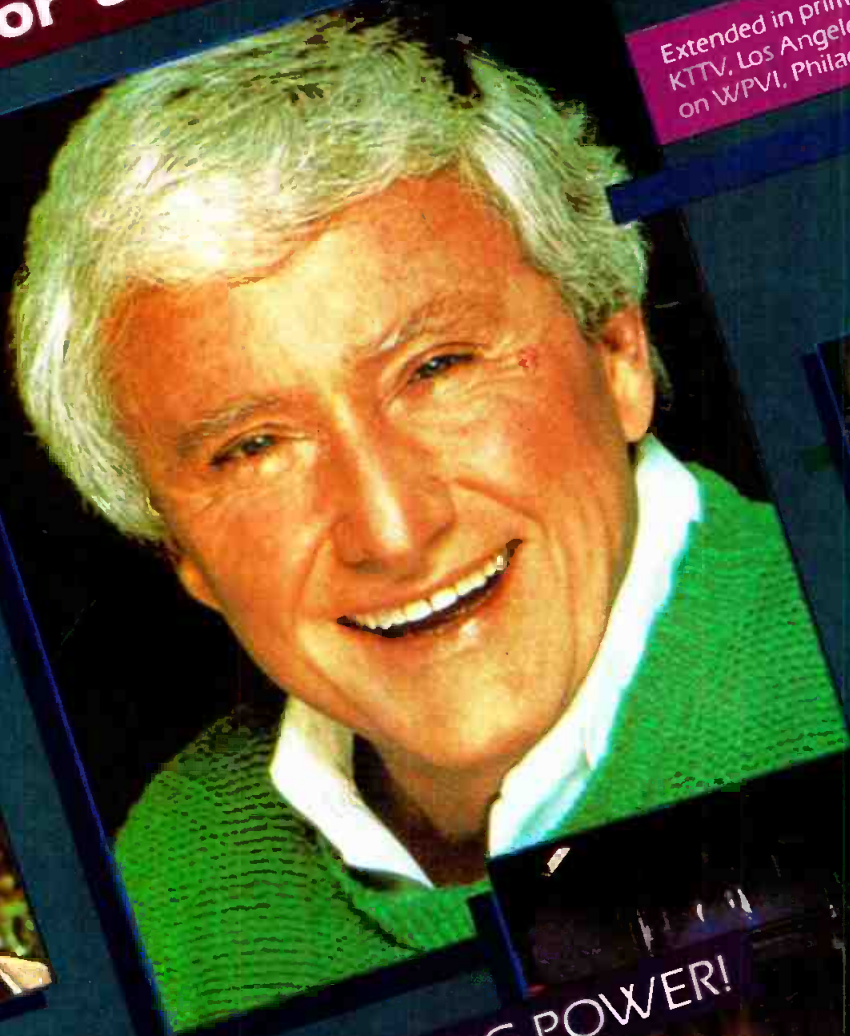
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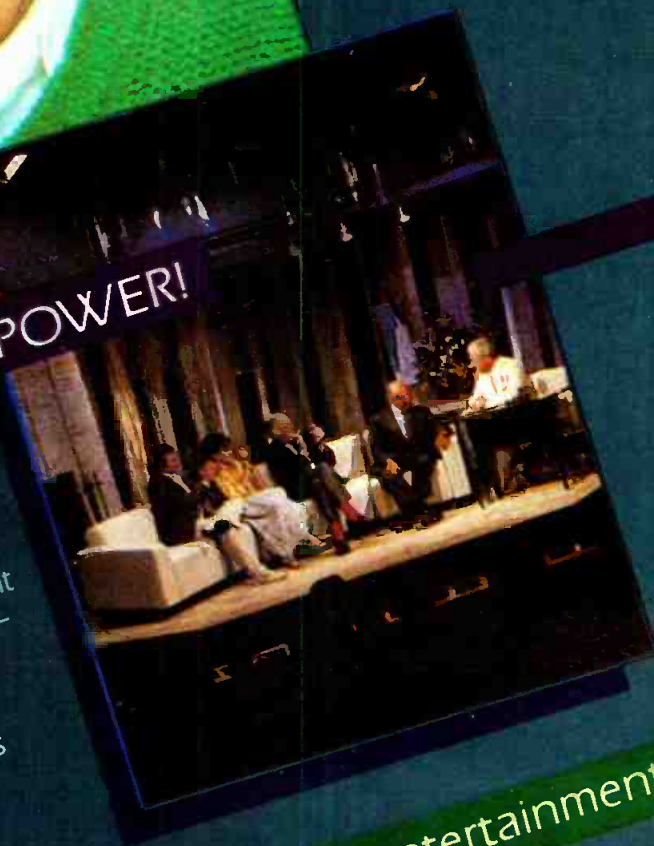
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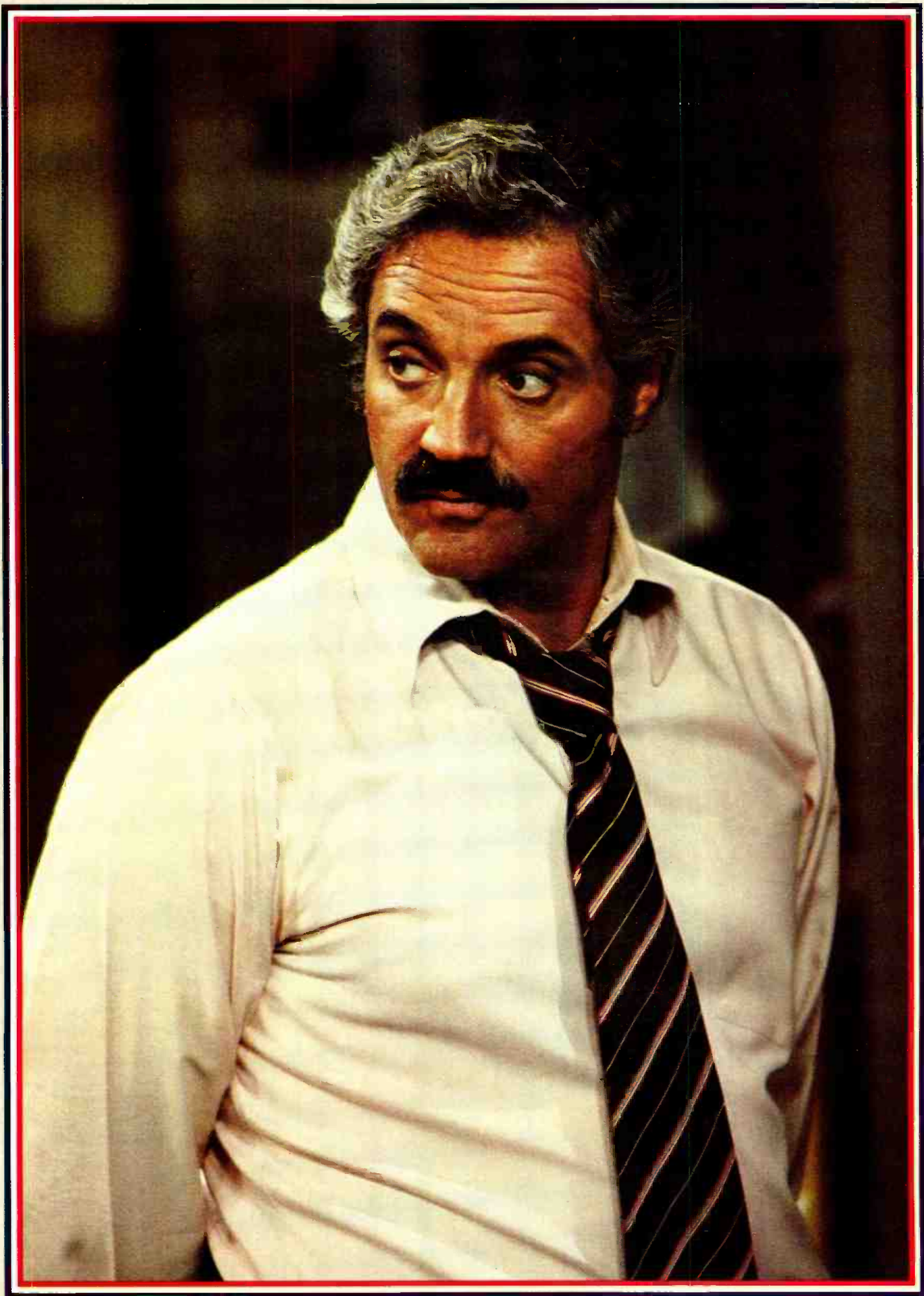
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EDITOR: In response to your editorial, "Money Talks," which appeared in your Jan. 7 issue, Hubbard Broadcasting is now and always has been a believer in and a supporter of the free marketplace.

Today the country has the opportunity for locally controlled public TV stations and privately controlled commercial TV stations to decide between themselves what would best serve their communities via a marketplace alternative.

Please be assured that if a competitor of ours comes to an agreement with a public station for a change of facilities, Hubbard Broadcasting will act true to form. We will figure out how better to compete rather than ask the government for protection.

It is the free marketplace that made broadcasting, and it is adherence to the spirit of the free marketplace that will expand upon and improve broadcasting's service to the American public.—*Stanley S. Hubbard, president, Hubbard Broadcasting, St. Paul, Minn.*

Skeptical

EDITOR: An FCC official circulated an internal memorandum, according to the *New York Times*, on cutting phone costs and to make sure employee calls "are for official use only." The memo stated: "As you know, deregulation of the telecommunications industry has increased the cost of telephone service in the government."

Strange. I remember that the commission sent an 11-member delegation to mainland China for two weeks "to study telecommunications." One would have thought that the delegation would have brought back a few cost-cutting ideas. I guess I'm still not sure what benefits that two-week "study" conferred upon the American taxpayer or the industries the FCC regulates.—*Jerome Gillman, president and general manager, WDSY(FM) Woodstock, N.Y.*

Declaration of war

EDITOR: Now that the FCC has confirmed 689 new radio allocations under the 80-90 docket, the question is, where are the revenues coming from to support the radio industry?

We in radio have been researched to death, and our audiences have been picked apart with a fine tooth comb and microscope, to a point that we now have target formats for homosexuals with one kid and lesbians with two kids. Whose fault is that? It's ours. We let it happen as we were induced by the big agencies and big advertisers to supply them with research.

But where are the most advertising dollars

spent year in and year out? In newspapers. And what kind of research do the big advertisers and giant advertising agencies require of the newspaper industry. None. Just who knows what their demographics are, what type audience mix they have nowadays? RAB, NRBA, NAB, and any other letters that come out of the broadcasting woodwork must have guts to declare war on newspapers. How?

1. Sell and keep request that the large retail advertisers using newspaper require the newspaper industry to become more accountable for audience (readership) demos.

2. Sell and keep selling large agencies that they must require the newspaper industry to become more accountable, not just shotgun with circulation figures.

3. Develop (spend money and keep spending money) our own newspaper research allowing it to be compared with the finite broadcast research information available. (We will win every time.)—*Les C. Rau, president, WIMA(AM)-WIMT(FM) Lima, Ohio*

Dissenting opinion

EDITOR: In his "Open Mike" (BROADCASTING, Dec. 10), David Honig, attorney for the National Black Media Coalition (NBMC), finds it ironic that the American Legal Foundation is "leading the charge to undo *New York Times v. Sullivan*." The true irony, however, is not that the American Legal Foundation is championing the legitimate reputational interests of individuals, but that Honig supports what is perhaps the major legal impediment to media responsibility while he simultaneously uses FCC licensing regulations on behalf of NBMC to foster NBMC's own color-conscious version of "broadcaster's responsibility" in the area of licensee programming.

The American Legal Foundation's advocacy of greater legal protection for defamation victims is entirely consistent with the Anglo-American legal tradition. Moreover, ALF's position is finding increasing support not only in courts and state legislatures but also with the public at large. This is much more than can be said for Honig's and NBMC's own legal actions against small broadcasters, which, in our view, constitute a radical and totally unsupportable abuse of the FCC's licensing process and seek to deny those broadcasters their First Amendment rights.

Most supporters of *New York Times* seek to preserve media unaccountability and, to be consistent, oppose any governmental efforts to dictate programming content. Honig and NBMC, however, take the questionable position that media accountability is proper only when it serves their own special interest group's narrow purposes.—*John Martin, assistant director, American Legal Foundation, Washington.*

Engineers 19th annual television conference. St. Francis hotel, San Francisco.

Feb. 16—"A Field Guide to the Electronic Media," course offered by *New York University, School of Continuing Education*. NYU campus, New York.

Feb. 18—Deadline for entries in Athens International Film Festival, sponsored by *Athena Center for Film and Video*. Athena Cinemas, Athens, Ohio.

Feb. 19—*Ohio Association of Broadcasters* general sales workshop. Hilton Inn East, Columbus, Ohio.

Feb. 20—Deadline for entries in *International Reading Association's Broadcast Media Awards* for "outstanding television and radio programing related to reading, literacy or promotion of the lifetime reading habit." Information: (302) 731-1600.

Feb. 21—16th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Will Rogers Memorial Center, Fort Worth. Information: (817) 737-4011.

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

Feb. 21-22—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Century Plaza, Los Angeles.

Feb. 22-24—*Oklahoma Association of Broadcasters* annual winter meeting. Sheraton Kensington, Tulsa, Okla.

Feb. 25-27—*Television Bureau of Advertising/Sterling Institute* managing sales performance program for sales managers. Sahara, Las Vegas.

Feb. 26—*Pennsylvania Association of Broadcasters* winter conference and Gold Medal dinner. Marriott Inn, Harrisburg, Pa.

Feb. 27—*American Women in Radio and Television, Washington chapter*, bi-annual salute to new members of Congress. Russell Senate Office Building, Caucus Room, Washington.

Feb. 27—*Television Bureau of Advertising* regional sales training conference. Americana Dutch Resort, Orlando.

March

March 5-6—*Ohio Association of Broadcasters* congressional dinner. Hyatt Regency, Capitol Hill, Washington.

March 7-9—16th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Inc.* Opryland hotel, Nashville.

March 8—*International Radio and Television Society* 45th anniversary/Gold Medal banquet, honoring Ralph Baruch, chairman, Viacom International. Waldorf Astoria, New York.

March 13—*American Women in Radio and Television* 10th annual Commendation Awards luncheon. Waldorf-Astoria, New York.

March 14-15—*Oklahoma AP Broadcasters* annual convention. Marriott, Tulsa, Okla.

Errata

Jack Donahue, VP, Western division, Colbert Television Sales, Los Angeles, **joins Tribune Entertainment Co. there as Western division sales manager**, not Telepictures as incorrectly reported in "Fates & Fortunes," Dec. 31.

□

In item about **bill that would mandate national uniform poll closings** in 1988 general election ("Closed Circuit," Jan. 7), times of poll openings and closings on coasts were transposed. As contemplated, legislation would keep all polls open 15 hours, **8 a.m. to 11 p.m. on East Coast and 5 a.m. to 8 p.m. on West Coast.**

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NOV 84	DEAL	11	63
NOV 83	Tic Tac Dough	9	50
INCREASE:		+22%	+26%

BOSTON		Mon-Fri 4:00 PM	
WNEV*		H.H. SHARE	ADULTS 18-49 (000)
NOV 84	DEAL	17	31
NOV 83	Local Magazine	10	23
INCREASE:		+70%	+35%

PHILADELPHIA		Mon-Fri 4:00 PM	
KYW**		H.H. SHARE	ADULTS 18-49 (000)
NOV 84	DEAL	18	118
NOV 83	Waltons	17	116
INCREASE:		+6%	+2%

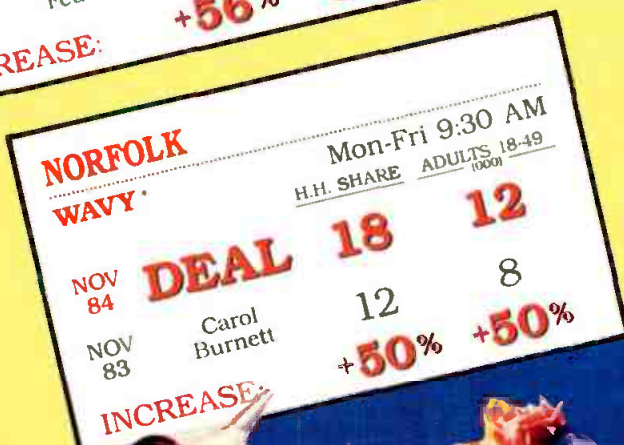
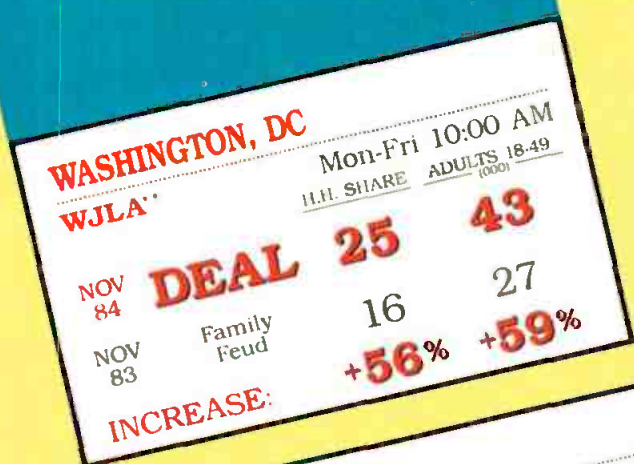


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A cable television regulation commentary from Victor Ferrall Jr., Crowell & Moring, Washington

Must-carry rule: Should it stay or should it go?

There is some enthusiasm in officialdom for doing away with cable compulsory licensing and cable requirements, and relying instead on the "marketplace." Compulsory licensing and must-carry are seen as two sides of the same coin by those who hold this point of view. There are many reasons why this is not the case. The purpose of this "Monday Memo" is not, however, to rehash the arguments for doing away with compulsory licensing and preserving the must-carry rule, but rather to explore what "the marketplace" means in connection with compulsory licensing and must-carry.

Few phrases are more frequently misused by regulators than "the marketplace." The implication of the "let the marketplace decide" slogan is that the marketplace is a good thing and that it works in ways that inevitably enhance the economic well-being of consumers. This is often not the case. The marketplace gives us free competition, but it also produces monopoly, price-fixing, industrial espionage, false advertising, deceptive selling and other unsavory and undesirable activities.

There are, of course, many different marketplaces. The first step in deciding whether to let the marketplace decide is to figure out which marketplace is relevant to the issue at hand. This is frequently difficult. The relevant market must be defined not only geographically, but also by product or service.

Many regulators who call for reliance on "the marketplace" assume they know which marketplace is relevant when, in fact, they do not. The marketplace is not like pornography which, Justice Stewart observed, may be impossible to define, but "you know it when you see it." There is no such intuitive knowledge of the marketplace. Identifying the relevant marketplace requires analysis.

What are the relevant markets which would operate were compulsory licensing and the must-carry rule eliminated? For compulsory licensing, the answer is relatively simple. It is the marketplace in which owners of television programs would seek to sell their programs to cable operators. The television program market is a national market. It is in place, fully developed, and functioning smoothly. Deletion of compulsory licensing would simply bring new buyers into it.

The marketplace that would take over were the must-carry rule deleted is less obvious. Geographically, the franchise area of each cable system would be a separate market. The buyers and sellers in each of these



Victor E. Ferrall Jr. is a senior partner in the Washington law firm of Crowell & Moring and heads its communications group. He and his firm are active in antitrust litigation and counseling in the broadcast and cable industries. Ferrall is the former chairman of the American Bar Association Antitrust Section's Communications Subcommittee of its Regulated Industries Committee.

local markets would be the cable system and the local television stations. But what is the product or service that would be sold in these local markets, were the must-carry rule deleted? It would appear, at first glance, to be local television signals. This appearance is an illusion.

Local television signals are available free to local viewers. Cable systems do not and could not sell them to subscribers, any more than they could sell sand at a beach. Insofar as local signals are concerned, what a cable operator actually provides subscribers is the service of *not* offering local signals. That is, the operator does not take away local signals from his subscribers. Thus, the relevant service that would be bought and sold by cable systems and local stations in the marketplace, were the must-carry rule eliminated, would be the "service" of refraining from denying local signals to local viewers.

This sounds silly, but it is not. Make no mistake about it; were the must-carry rule deleted, a real marketplace would be created. Cable system operators would negotiate with local station licensees. Negotiations would be fierce. Not being blocked by cable from reaching local viewers is worth a great deal of money to local stations. Not having

to explain to subscribers why they are not receiving at least some local signals which are free over the air is of significant value to cable operators.

Were the must-carry rule eliminated, a great deal of money would doubtless change hands at the bargaining table between cable operators and local stations. Who would pay whom, however, would depend on the relative bargaining strength and negotiating skill of the parties. One can reasonably speculate that dominant local network affiliates would likely receive substantial payments from cable operators in return for permission to carry. New, weak, independent stations, on the other hand, would probably have to make substantial payments to cable operators in return for carriage. Other stations would fall somewhere in between.

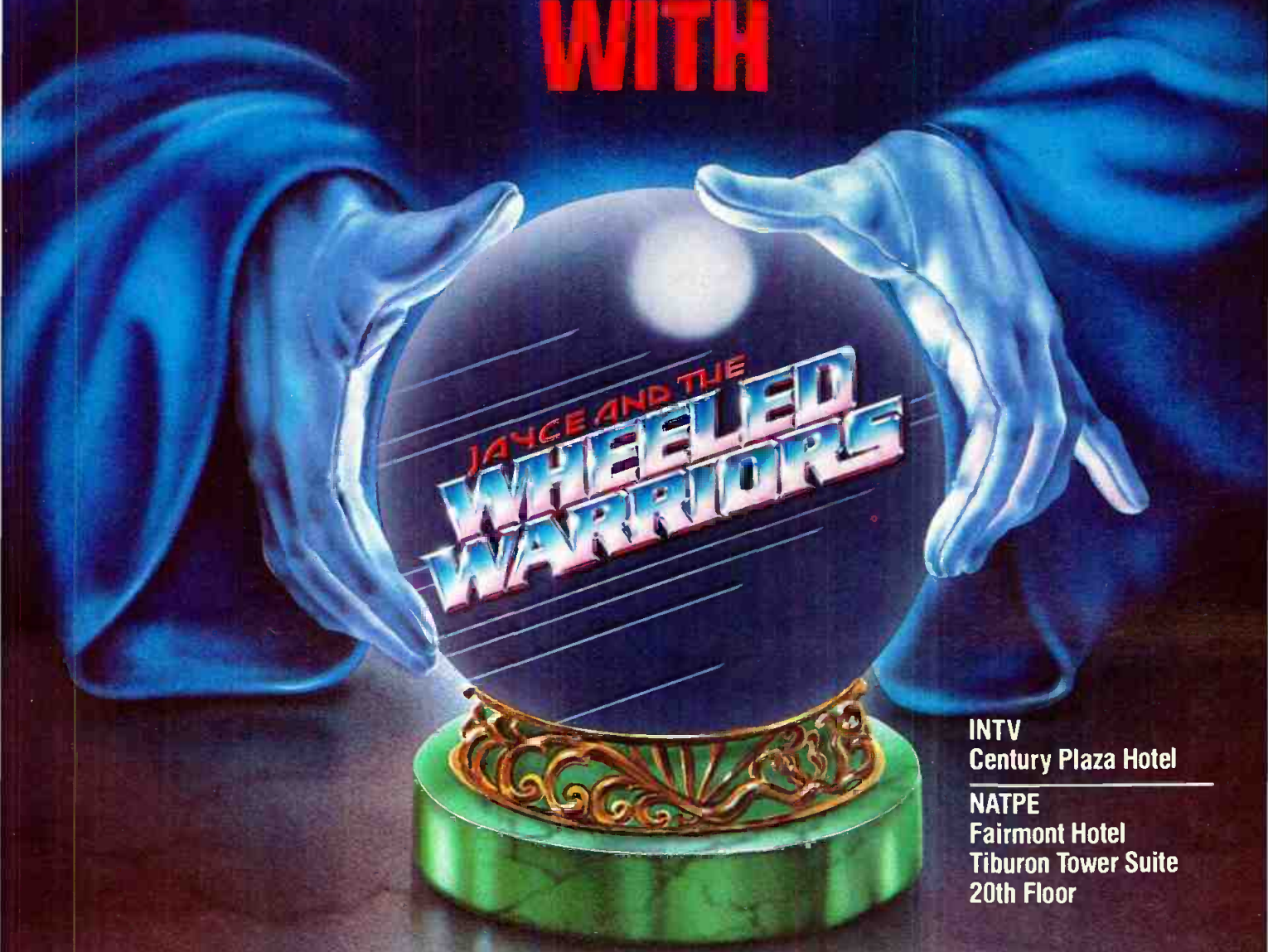
Note also that some local stations would be willing to pay cable operators *not* to carry a *competing* local station. In a fully wired market, for example, what would it be worth to an established independent station to keep the signal of a new independent off all cable systems in the market? Doubtless, it would be worth a great deal. Would an agreement between a station and a cable operator to keep a competing station off cable violate the antitrust laws? Doubtless it would. But what a paradox it would be to rely on a marketplace where accepting the highest bid could, in itself, violate the antitrust laws.

And what a foolish result it would be to let such a marketplace decide. How would the economic well-being of our nation be improved by requiring stations to pay for access to their existing viewers, or by requiring cable systems to pay for the privilege of offering their subscribers something they already have? The very best result such a negative marketplace could yield would itself be negative—that no station or cable system would be unjustly enriched, no station or system would be economically harmed, and most important, no local viewer would be denied local service.

Is the A/B switch the answer to all this? If the A/B switch (1) worked, (2) provided comparable signals and (3) was fully used by viewers, it might provide some relief to local stations. But, to the extent these conditions were not met—and they most assuredly would not be in the case of single-channel receivers recently authorized by the FCC—local stations not carried on the cable would remain second-class citizens. Even with the A/B switch, there would still be only one way for local stations to insure that they reached local subscribers: to be on the cable.

The elimination of useless regulation is in the public interest; but the must-carry rule is not useless. The rule makes economic sense; "letting the marketplace decide" does not. ■

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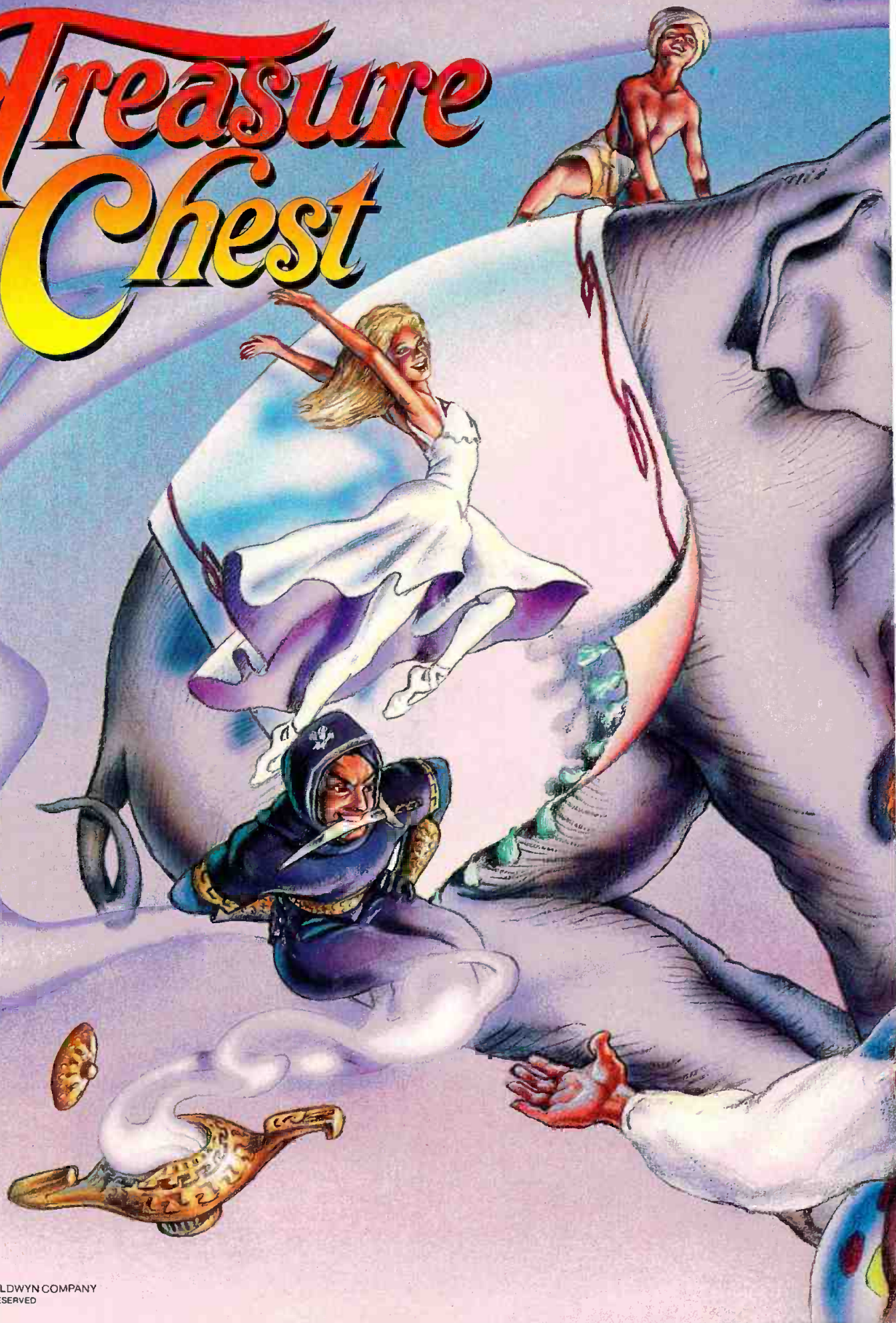
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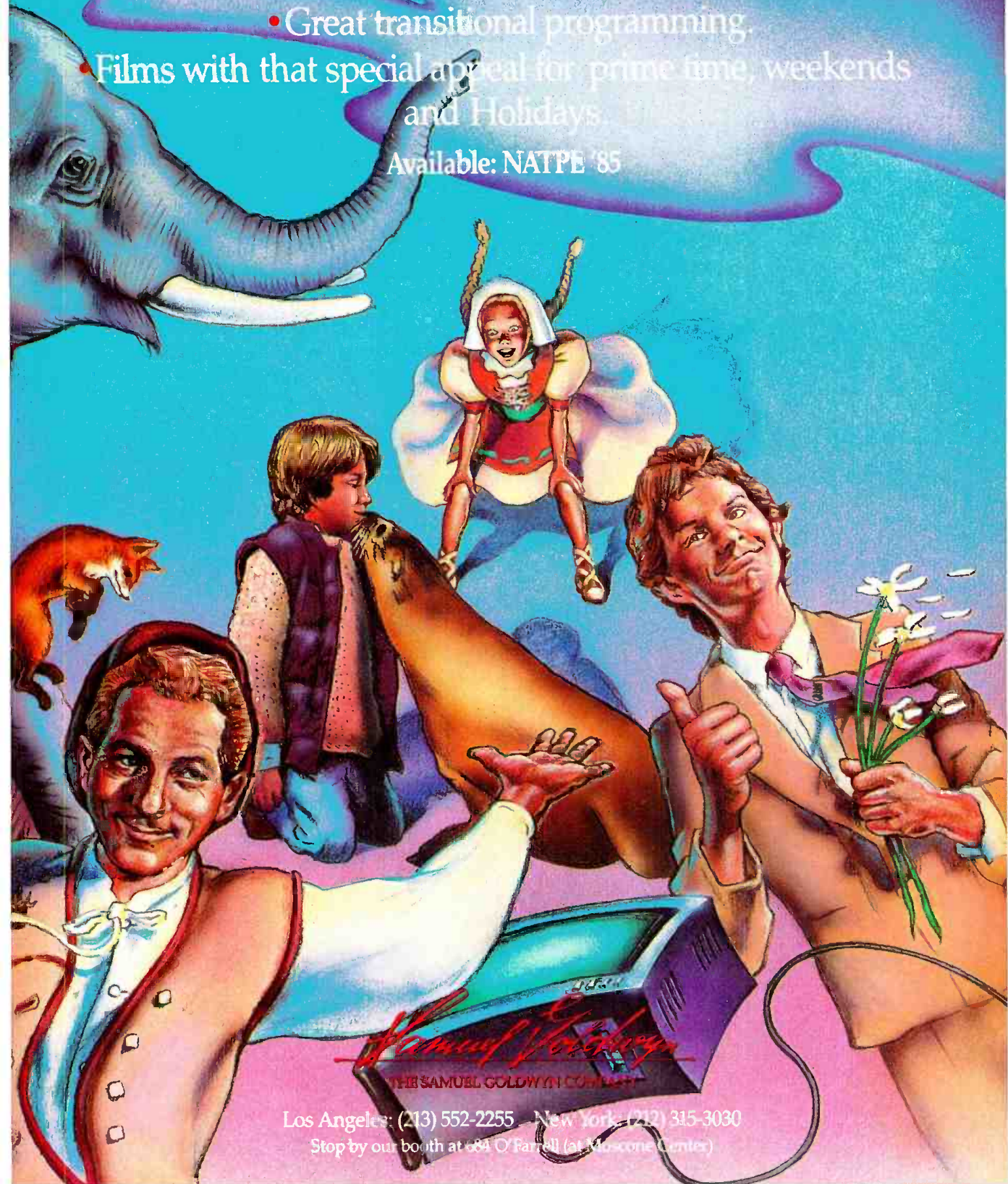
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TOP OF THE WEEK

NATPE '85



The nonnetwork program marketplace is being put through its paces with a vengeance these first few weeks in January. No sooner had the spotlight faded on the Association of Independent Television Stations convention in Los Angeles than the lights went up at the 22d annual NATPE International convention in San Francisco. Although the INTV programming marketplace was a disappointment to many, early indications pointed to a more upbeat performance at NATPE. On numbers alone it had the advantage, with an expected 7,000 delegates to INTV's 1,200. NATPE President John von Soosten of Katz Television was anticipating 220 exhibitors, up from 203 last year, and an exhibit hall up 47%—from 85,000 square feet last year to 123,000 this year.

Several thousand people attended NATPE's opening reception Thursday night sponsored by King World. The party spanned four ballrooms and reportedly cost \$100,000. An indication of how far NATPE has come over the years: It was noted that 84 people attended the first NATPE 22 years ago, while there were 280 people just in the cast and crew of the Thursday party.

Those shopping for new programs will find the shelves well stocked this year. According to Katz Television, there are 11 new first-run half-hour strips for the fall of 1985, on top of 35 half-hour strips already available. Katz also counted 20 new first-run weekly series ready for the fall, 11 new talk/magazine shows and 13 new children's programs.

BROADCASTING's coverage of INTV begins on page 130; its coverage of NATPE's opening moments begins below, while the NATPE agenda and exhibitor list appear on page 78.



San Francisco's Moscone Center: host to NATPE

Broadcast regulation: backstage view

NATPE session features Washington insider reports on congressional and other actions affecting Fifth Estate

The issue of congressional intrusion into FCC decisions was front and center during the opening general session of the NATPE convention in San Francisco last Friday. It was billed as an insider's view of Washington and addressed some of the more pressing legislative and regulatory issues of 1984 and 1985. Featured: FCC Commissioners Henry Rivera, James Quello and Dennis Patrick, along with Senator Pete Wilson (R-Calif.) and Washington communications attorney John Lane of Wilkes, Artis, Hedrick & Lane.

Nineteen eighty-four, observed moderator Michael Gardner of Akin, Gump, Strauss, Hauer & Feld, was perhaps the most profound in terms of the development of communications policy since 1952, when the FCC issued its Sixth Report and Order establishing the current TV allocations system. Gardner referred primarily to the controversy over the FCC's financial interest and syndication rules and the commission's action on its multiple ownership rules—the first of several prominent issues on which Congress made its will felt.

Gardner emphasized the congressional interest. And Wilson, a major player in the debate over the FCC's ownership rules, described what occurred between Congress and the FCC on the rules as "a good consultation." (It was a consultation later described by Quello as "Wilson threw an absolute steamroller at us.") Moreover, Wilson was quick to point out, the FCC is "the creature of Congress," and is supposed to be independent only of the executive branch. Wilson commended the commission for the decision and praised Commissioner Mimi Dawson for being the "real architect" who came up with the reach formula finally adopted. Wilson went on to say he hoped at

least seven or eight entities will soon achieve a reach comparable to the networks.

Indeed, the congressional intrusion may have been resented, but the view from the commissioners was not all that hostile. "The distinction between intrusion and constructive input depends on your point of view," said Patrick. However, on some issues "it's appropriate and predictable that Congress should intrude," he added. Moreover, "the FCC is a creature of the Congress," Lane added.

Congress, Rivera followed, "is a major player in the process and we ought to recognize that." Quello agreed. In the future, he hoped to see the FCC develop a closer relationship with Congress.

Repeal of the FCC's financial interest and syndication rules, according to the panel, is not likely to be revisited by the commission. "As far as financial interest and syndication is concerned it's on the back burner. There's no support at the commission to bring it up," Quello said. Patrick, on a lighter note, observed: "I was not personally involved in the financial interest and syndication issue and I thank God for that every night." But in a more serious vein, he said, "it's definitely on the back burner and it will stay there." Now is the time, he continued, to "sit back and monitor the impact of the 12-station rule."

One aspect of the new ownership rules that generated debate among the panelists was the minority discount. It's a concept endorsed by Rivera and Quello, but an idea Patrick does not support. Rivera noted there was a lot of discussion over whether or not the 51% discount for minorities was too much or unrealistic. It's important to keep in mind, Rivera added, that this is "not cast in stone." And, he continued, the commission will be instituting a further rulemaking on the matter.

Patrick emphasized that he shared the same goals as Rivera but differed on how to accomplish them. The ownership rules, Pat-

rick insisted, "are not the proper vehicle to attempt to structure these incentives." Furthermore, he added, "I am uncomfortable with the mechanism chosen which focuses on race alone." It is a mechanism, Patrick argued, that ignores the more important issue of diversity.

Quello, on the other hand, supported a minority discount. However, he expressed some concern with the concept. "How long do we have to go on with this thing? If we have policies for one group it raises the chances of hostility from another group. Eventually we have to reach a millennium where we're all on a level playing field."

The FCC's proposed inquiry into the fairness doctrine and equal time rules was another matter that occupied the panel. Patrick said the FCC should examine the rules. Quello said the fairness doctrine should be "revealed." However, he added, "if you want my honest guess, it won't be."

Rivera was reluctant to tackle the issue. He felt it was a statutory matter and that the

FCC should leave it alone.

Lane defended the doctrine. "It is terribly important to the whole political process. The doctrine is really the only guideline the commission has for the broadcaster."

But Wilson, on the other hand, was sympathetic to broadcaster interest in repeal of the rules. "It may be time to re-examine them," he said. The California senator also appeared to share broadcasters' views on the issue of a ban on beer and wine commercials. Wilson felt a ban was not the best approach. He advocated dealing with the problem of drunk driving through education and stricter law enforcement. "It's doubtful in the extreme that a ban on TV commercials would really produce any significant change. It doesn't induce people to take up a habit they already have. I don't think the causal relationship between beer and wine can be established."

The threat of a ban is very real, Quello said. He urged broadcasters "not to take this issue for granted." □

Valenti predicts increase in PPV

MPPA president tells NATPE that economic realities will force growth of home box office; piracy also on producers' minds

Jack Valenti, president of the Motion Picture Association of America, last week peered into the future of the home video retail marketplace (being Jack Valenti, master of the florid phrase, he promised to "exhibit a primordial arrogance, undeflected by shame") and said that pay per view will soon become the favored choice of producers and distributors in marketing their creative material.

Valenti was delivering the keynote address at the annual NATPE International convention in San Francisco. But if he sees PPV as the response to existing economic imperatives, there remain other problems to confronting the creative community—the piracy of producers' programming, for instance.

The basis of Valenti's forecast regarding PPV is that so long as prerecorded cassettes cannot be offered in the market for sale only and home video remains a rental business "with loss of control of that material by those who produced it, the home video retail market will be stunted." Producers and distributors, he said, will seek new ways to give their product longer life. "The most alluring way is PPV," he said, adding, "I predict that pay-per-view will soon become a favored alternative choice for producers/distributors in the sequential marketing of creative material." He sees PPV being inserted in the marketing chain after theatrical release, with home and pay cable services following.

But if the home video retail environment must, as Valenti says, "bend to what is real in the marketplace," the necessary equipment remains to be installed in American homes. He said there are between five million and six million addressable cable homes (those equipped to receive PPV) and that some experts say the total could reach nine

million this year, perhaps 20 million by mid-1988. The most optimistic prediction he cited calls for 40 million PPV homes by 1995.

Overall, he said, forecasters talk of 55 million to 60 million cable subscribers at the beginning of the 1990's (compared to 36 million today), with 50 million or more on at least one pay service. He also said that up to 60 million VCR's will be in American homes within 10 years and that most households by that time will be equipped with remote-control tuning devices. All of which, Valenti said, will turn viewers into programmers who make the programming and scheduling decisions now made for them.

For all of that, he does not foresee the demise of network television. The reason, he said, is that network budgets for programming "are sufficiently high to certify its quality." He also said the multiplicity of program delivery services has no connection with what a family watches. "Every survey taken in the past year," he said, "reveals that with a hundred channels, families use no more than six or seven. Availability does not define acceptance."

As he has on many other occasions, Valenti stressed his view of the importance to the production community of protection against copyright infringement: "We will have to form a coherent answer to what most of us perceive as a loose fibered copyright shield, cracking and shattering under notions that whatever is transported through the sky can be fetched down, used, copied, enjoyed as if it were public property and not privately owned." He said Congress must act to provide the necessary protection—and on that score, he appeared optimistic. He said he sees "a growing number of congressmen and senators with a clearer understanding of the worth of intellectual property as a great American trade asset" and that "those of us who make this case are becoming the bearers of recognized truth." □

Game shows ride a wave of popularity at INTV

Led by 'Wheel of Fortune,' genre attracts the most attention at a convention marked by complaints of too little new programming

The 66 program distributors who filled two floors of Los Angeles's Century Plaza during the Association of Independent Television Stations 12th annual convention found the traffic ranged from mediocre to poor. Their disappointment was matched only by that of their clients, who complained that as new programming choices go, 1985 does not yet have the makings of a vintage year.

As both the program distributors and program buyers packed their bags and headed north to San Francisco for NATPE, they will find upon arrival that a number of new syndicated shows have a firm foothold for a fall 1985 launch. And while INTV did not put any of those shows over the top—that status achieved by a fortunate few in the weeks leading up to INTV—the activity surrounding a few program distributors confirmed who would be the odds-on favorites at NATPE.

A number of factors contributed to a less than robust programming market at INTV. Distributors said the nearly coincidental dates with NATPE robbed them of some activity. Some blamed Sunday's football play-offs, when distributors switched the monitors in their rooms to network coverage, and the hallways suddenly resembled a Spanish town during afternoon siesta.

The observation that in many cases program distributors were not clicking with independent station buyers was noted by Bob Jacquemin, executive vice president, Paramount Television Domestic Distribution. In a closed-door meeting with INTV's board, he suggested that representatives from program suppliers meet at midyear with INTV to discuss the kind of programming independents need. This would give the suppliers sufficient lead time to develop programming for independents before INTV's annual January meeting, he explained.

Game shows (more than a dozen) are the dominant category of new syndicated product. King World's *Wheel of Fortune* remains the leading game show in access, but with Viacom's *Family Feud*, the other major access game show, trending downward, distributors have begun jockeying for a replacement.

The leading contenders for access appear to be *The Price is Right*, from Television Program Source (the Columbia Pictures Television/Alan Bennett/Bob King joint venture) and Chuck Barris's *The New Newlywed Game*. *Price* received a valuable boost before INTV from a four-station NBC O&O deal. Meanwhile, *The New Newlywed Game*, has cleared about 50 markets including access periods on WNBC-TV New York, KCOP-TV Los Angeles, KYW-TV Philadelphia and

KBHK-TV San Francisco, said Richard Bompagne, Midwest sales manager for Bel-Air Sales, Barris's distribution arm.

One distributor who believes he is making headway in the game show wars is Gary Gannaway, president of Genesis Entertainment. Genesis, along with Colbert Television Sales, launched the syndication of *Sale of the Century* last week on 24 stations. Gannaway said *Sale* is the only midseason launch in syndication and all the stations picking up the show are affiliates airing it in access. "By getting a January start," Gannaway explained, "I'm a known commodity." However, at present there is only one top 10 station in the *Sale* lineup—WXYZ-TV Detroit. If the game show performs well in the two metered markets it's in and shows strength coming out of the February book, Gannaway said *Sale* will be a third contender for access against *Price* and *New Newlywed*.

King World's *Headline Chasers* and Telepictures' *Catch Phrase* were two game shows that were battling for early fringe. King World reported it had cleared 40 stations representing almost 50% coverage, most of them signing up for the 4-5 p.m. early fringe slot. Telepictures said it reported similar activity for *Catch Phrase*. Other than game shows, INTV suite activity was uneven. Some distributors reported brisk activity, like MCA for *FTV*, a parody of MTV music videos, while others stood outside empty suites, hoping to catch a familiar station executive roaming the hall. MCA officials said that they had cleared *FTV* on KTLA-TV as well as stations in the Tribune and Malrite groups. The weekly take-off series is produced by Charles Beard, the same producer who created MCA-TV's *Puttin' On The Hits*, and is designed as a companion show for *Hits*.

Despite frequent speeches at INTV that the independents must—and can—ween themselves off traditional systems of program supply, there was little in the way of new first-run programing available. The only major announcements of new programs centered on children's animation, and although several distributors announced other kinds of projects, most appeared to be hastily put together and lacked clear definition.

SFM Entertainment announced it was releasing a first-run children's animation series, *Jayce and the Wheeled Warriors*, for September 1985 on a straight barter basis designed for early fringe. As is the case with nearly all other new children's animation series, SFM's show includes the involvement of a major toy company—this time Mattel.

With 1985 barely one week old, some companies were already talking about their plans for 1986. SFM announced that it was launching a new ad hoc network called *TV Premiere Network* in conjunction with Setel. Scheduled for a January 1986 debut, the ad hoc network will feature "first-run, high quality" programs on a continuing basis. The ad hoc network will be sold on a cash basis with no barter time withheld. The first project announced under the umbrella title is an adaption of nine short stories by mystery writer Frederick Forsyth titled *No Comebacks* and produced by Tara Productions. Tele-

pictures also announced a new first-run children's animation strip for fall 1986, called *Silverhawks*. The series will be produced by Telepictures-owned Rankins animation house and Telepictures is said to be committing \$16.5 million-\$17 million to the series for the initial 65-episode order. *Silverhawks* is described as portraying adventures of "super androids" with "minds of men and the muscles of machines." There were a few attempts among distributors to address daytime and late night programing needs for independents, but, here especially, independent operators complained of a lack of new product. Among the new choices, however, are *Kelly & Company* from Fox Telecommunications. Described as an "information and entertainment" talk show, the show is already on the air at ABC-owned WXYZ-TV Detroit. The one-hour strip will be available one day after broadcast on WXYZ-TV, with 30 minutes of Detroit-oriented material cut out. The series is hosted by the husband and wife team of Marilyn Turner and John Kelly. The show will be available on a cash/barter basis and satellite-delivered through the Fox unit. "We've been anxious to develop a morning

show," explained a Fox official, "and we worked out an arrangement where we could have *Kelly & Company* instead of making something like it."

Orbis Communications was screening a late-night strip titled *Comedy Tonight*, which was produced at Metromedia's WNEW-TV New York studios and will have a one-week test run in April. The show features various stand-up comics and other humorists performing before a live audience with host Bill Boggs. In addition, Orion officials said they were "repositioning" *Rocket Boy* for late night clearances. Orion was originally trying to get the show cleared in early fringe but found late night to be a period independents are more concerned about. The series was formerly titled *Major Mars* and was floated at last year's NATPE but was withdrawn due to lack of interest. The series features a bumbling Superman-type hero who combats equally uncoordinated criminals. Sold on a cash basis, an Orion official said *Rocket Boy* has a \$200,000 per episode budget. Sixty-five half-hours will be produced and each five-day strip will build to a climax on Friday's episode. □

Votes seem there for stereo must-carry

Three FCC commissioners at INTV panel make unprecedented disclosure favoring must-carry protection on cable for stereo TV signals; item is pulled from Jan. 18 agenda

Must-carry was much in the news last week.

FCC Commissioners James Quello, Henry Rivera and Mimi Dawson—a clearcut majority of the commissioners—wowed them in Los Angeles by making it clear at the Association of Independent Television Stations convention that they favored giving TV stereo signals must-carry protection on cable (see story, page 134).

The commission was to take final action on that subject at its open meeting Jan. 18. But, back in Washington, Chairman Mark Fowler derailed the commission's TV stereo item.

In the wake of hubbub at the INTV convention, James Mooney, president of the National Cable Television Association, told BROADCASTING that he didn't make threats. But, added Mooney in the next breath: "In my opinion, for the commission to require mandatory carriage of multichannel sound might create a consensus in the cable industry to seek repeal of the must-carry rules in their entirety, whereas such a consensus does not exist at the present moment."

Edward Fritts, president of the National Association of Broadcasters, said that cable industry saber-rattling about must-carry was old news. And Fritts made it clear that broadcasters wouldn't roll over if cable launched a frontal assault on the underlying must-carry rules. "We might want to eliminate compulsory licensing and go for full copyright liability so they [cable] can pay their full share," Fritts said.

In an interview last week, Fowler said his decision to put off action, once again, on the

TV stereo item had nothing to do with his fellow commissioners' revelations in Los Angeles. "I was not satisfied with the item," Fowler explained. "I decided it needed a little more work."

How much work was unclear, however. Fowler added that he didn't know when the item would be ready for action.

Fowler declined to comment on the specifics of where the proposal stood last week. But under his instructions, the Mass Media Bureau reportedly drafted an item proposing no must-carry ("Closed Circuit," Jan. 7).

At the INTV convention, Quello, Dawson and Rivera didn't say precisely what sort of must-carry proposal they had in mind. But word had it that they supported an earlier proposal by the Mass Media Bureau, which would have given cable operators a four-year break from TV stereo carriage requirements; triggered that obligation when a certain percentage of homes had TV stereo capability (or triggered the requirement when a certain percentage of stations in a market was broadcasting in stereo), and then permitted operators technical "flexibility" to meet their obligations (BROADCASTING, Dec. 17, 1984).

That item was tentatively scheduled to be addressed at a meeting Dec. 19 last year. But, before the meeting, Fowler referred it back to the bureau for a rewrite.

It doesn't appear likely that cable operators and broadcasters will be able to agree on any happy medium on TV stereo carriage. Fritts last week, however, said the NAB supported the concept that the three-vote majority of the commissioners appears to be focusing upon. "That seems to be very fair and equitable," Fritts said.

Mooney, apparently without the votes to back him, said he thought it would be "less onerous" if the commission settled upon no

must carry now, then revisited the issue in four years. But Mooney's kicker: The commission should also consider requiring TV stations to broadcast in stereo, and consider requiring TV sets to be manufactured with stereo capability. "At least that would be fair," Mooney said. "It would not discriminate against one industry [cable]; that's the thing that sticks in my guys' throats."

Mooney added that he didn't think it would be in the broadcast industry's self-interest to get involved in a full-blown fight over the must carry rules in their entirety. If

the cable industry opted to go that route, it would go "full bore," he said, pressing the issue at the FCC, in the courts and in Congress.

The battle, Mooney said, could go on for a long time. And under the cloud of uncertainty raised about the solidity of the rules, UHF television stations (many of which would be likely prospects for dropping by cable systems if the must carry rules were repealed) could lose value in the marketplace.

For the time being, the item is back in the

Mass Media Bureau. And what happens next is anybody's guess. Jim McKinney, chief of the Mass Media Bureau, declined to speculate on what the bureau would do with the item.

And NAB's Fritts noted that Fowler, even if he doesn't have the votes to push the item through the way he might prefer, still has the ultimate control over scheduling at the commission. If Fowler so chooses, the item could be condemned to an indefinite holding pattern. "The chairman controls the agenda," Fritts noted. □

NAB board to bear down on alcohol ad ban movement

Meeting in Palm Springs will focus on growing efforts to get beer and wine commercials off TV and radio

The joint board of the National Association of Broadcasters gathers in Palm Springs, Calif., this week (Jan. 14-18) for its annual winter review of the association's internal and legislative business. The emphasis is expected to be on organizational fine-tuning and the mapping out of legislative strategy for the new Congress. In the words of one director, the meeting will be "tranquil."

"I don't see a lot of red-hot issues," said Crawford Rice of Gaylord Broadcasting, Dallas, a TV board member.

The NAB's number-one legislative priority for 1985 is to head off the movement by citizen groups to ban beer and wine advertisements on radio and television. Last March, NAB kicked off a national public service campaign against alcohol and drug abuse in an effort to forestall attempts to eliminate the advertising. It also formed a task force on drug and alcohol abuse designed to encourage broadcaster involvement in the fight against drunk driving and drug abuse. The task force is serving as a base for broadcasters to exchange ideas on public service announcements and special programs devoted to the topic. "We've got to make sure we're doing an effective job in getting the message across," Rice said.

The push to ban beer and wine commercials is acquiring a political base. At least 24 organizations, including the national PTA, have banded together to promote Project SMART (Stop Marketing Alcohol on Radio and Television), a campaign to collect a million signatures calling for either an end to the ads or equal time for counter ads. SMART, which claims to have half the signatures in hand, is planning to present them to Congress in the next few months. The NAB expects Hill hearings.

There are other congressional matters that the board will discuss, including the prospects for passage of must carry and broadcasting deregulation legislation in the 99th Congress, which convened Jan. 3. The board will hear from Representatives Billy Tauzin (D-La.) and Tom Tauke (R-Iowa), sponsors of broadcast deregulation legislation in the last Congress, who are scheduled to brief the board Tuesday morning (Jan. 15). The NAB also invited Senator Paula Hawkins (R-Fla.), who chairs the Senate

Subcommittee on Alcohol and Drug Abuse, to address the board. Hawkins, who is likely to hold hearings on the alcohol advertising issue, could not make it. NAB officials plan to meet with her in Washington on Jan. 29.

The codification of the FCC's must carry rules, requiring cable systems to carry local broadcast signals, is another legislative priority. One plan under consideration is to attach must carry provisions to any cable copyright legislation that may emerge.

There is talk of a deal with cable operators. In exchange for must carry, broadcasters would agree to support a reduction in the compulsory license fees cable systems now pay for some distant signals. It's a plan that would pit the cable and broadcasting industries against the Motion Picture Association of America, a key player in any copyright compromise that might develop.

The TV and radio boards will decide whether the NAB will try again for a broadcast deregulation bill, a failed project in the last Congress. Jerry Holley of Stauffer Communications, Topeka, Kan., chairman of the television board, expressed misgivings. "I am not sure about dereg. Sometimes it's hard to push two years in a row," Holley said.

The composition of the television board, which was slightly modified during the summer meeting in 1984, will be reviewed. Last summer, the board assigned TV directors, currently elected to fill at-large seats, to districts of responsibility. Fourteen regions were established and an incumbent member assigned to each. "We'll talk about the districting plan and see if everyone is happy with it," Holley said.

The bylaws committee is to examine the

way directors are selected to fill vacancies on the TV board. The TV board selects members to fill out unfinished terms. On the radio side, the radio chairman handles that matter. The bylaws committee has been asked to consider changing the rule so that television will operate the same as radio.

The issue was raised when two vacancies were created on the TV board by the departures of William Dunaway, WTHR(TV) Indianapolis, and Bill Bengtson, KOAM-TV Pittsburg, Kan., from their jobs. Bengtson, however, has a new position as vice president-general manager of KRCG(TV) Jefferson City, Mo., and will remain on the board. Former TV board member William Faber, WXFL(TV) Tampa, Fla., was unanimously selected to complete Dunaway's term, which expires in June.

For radio, the makeup of its board is expected to be an issue. Some members feel large-market radio is underrepresented. And there may be a push to return to a market-size basis—as opposed to a regional scheme—for election to the board.

Another matter for the joint board is a recommendation by the bylaws committee, prepared at Mutual's behest, to change the definition of a network. When Mutual sold the last of its owned stations, it became ineligible to retain a seat on the board. The bylaws would be altered to say: "A network shall be defined as an individual partnership, firm or corporation which is or has been the licensee of one or more commercial broadcast stations and which is electronically interconnected with a nationwide group of commercial broadcast affiliates for the simultaneous transmission of a variety of regularly scheduled commercial and program material on a daily basis."

There also may be some politicking as members start actively seeking election to chairmanships and vice chairmanships of the boards. Even at this early date, it appears some contests are shaping up for the elections to be held at the summer board meeting. On the TV board, there may be a fight for vice chairman, which will be open due to the decision by incumbent vice chairman, Bill Turner, KCAU-TV Sioux City, Iowa, to run for chairman. Wallace Jorgenson of WBTV(TV) Charlotte, N.C., is thinking about running for vice chairman. Peter Kizer, Evening News Association, Detroit, is seeking the post.

On the radio board, two seats will be

Still talking. National Association of Broadcasters President Eddle Fritts will meet with representatives of the Las Vegas Convention Bureau in Washington soon after the NAB board meeting in Palm Springs, Calif., to solve a schedule conflict between a major prize fight and the association's convention, April 14-17. NAB has been assured there will be no shortage of hotel rooms. Fritts says if the fight date is not changed, NAB will seek absolute guarantees of space. "My greatest concern is that our members are insured that they get comparable facilities. We will not tolerate any wedding chapel accommodations."

Still trying to get out of that paper bag

The National Association of Broadcasters' effectiveness as an advocate for its industry was challenged again last week by Senator Bob Packwood (R-Ore.), one of broadcasting's staunchest congressional allies. Packwood, in a speech before the California Broadcasters Association in Palm Springs (see story, page 176), reiterated serious doubts about the NAB's abilities as a lobbying organization.

"Several years ago I made a speech to the NAB and said they couldn't argue their way out of a paper bag, at least in the House of Representatives. [In his original speech Packwood said 'lobby,' not 'argue.'] They took great umbrage at that and their lobbying has gotten slightly better," Packwood said. But he continued, "I am telling you, for an organization as potent, as broad-based, as broadcasters are, they are preciously limited in their effectiveness."

The senator went on: "You ought to be roughly as effective as the automobile dealers are, because the comparison is almost exact. In every town, usually, the auto dealer and the broadcaster are members of the establishment. They belong to the Rotary, they may have been the candidate's treasurer. You ought to have a network of lobbying capabilities all over this country that is unbeatable. But I don't see that Congress has any fear of the NAB or the California Broadcasters Association or the Oregon Broadcasters Association." And, he added, "I don't see that you can really deliver. You could, but for some reason it doesn't happen."

Packwood was not the only observer who expressed disappointment in the NAB last week. During the Association of Independent Television Stations convention in Los Angeles, Tom Rogers, counsel to the House Telecommunications Subcommittee, said: "We have a terrific working relationship with INTV, and find that individual broadcasters are easier to deal with than the NAB."

Rogers's view was shared by others contacted by BROADCASTING on Capitol Hill. "Its lobbying staff is not particularly noteworthy," said a congressional observer. The association's failed attempt to bypass Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) on deregulatory legislation in the last Congress was viewed as "ill-conceived." It was "heavy-handed" treatment, not endorsed by the entire broadcasting community, said a broadcaster.

Furthermore, as a lobbying organization, NAB is considered short on finesse and long on brute force, with too few staff members "who know how to pursue their objectives," said one

Hill source. Moreover, NAB is compared unfavorably with the other major communications trade association, the National Cable Television Association, still another Hill source said.

Within the industry, however, agitation over NAB's leadership and performance had appeared to recede markedly in recent months—at least until the renewed Packwood criticism—but it has not disappeared. A further canvass of broadcasters both on and off the NAB board shows the in's generally content and the out's generally concerned.

This week (Jan. 14-18) NAB's joint board of directors gathers for its annual winter meeting in the same resort community that Packwood chose for his comments (see adjacent story). The subject of the association's leadership, which has been under attack at past meetings, had not been expected to be an issue this year.

Indeed, the directors had been expected to express satisfaction with the NAB administration while taking pleasure in feeling that the management plan instituted in Maui, Hawaii, last year, had turned out well. Packwood's serving notice that the view from the outside is not as rosy may rekindle the internal debate in Palm Springs.

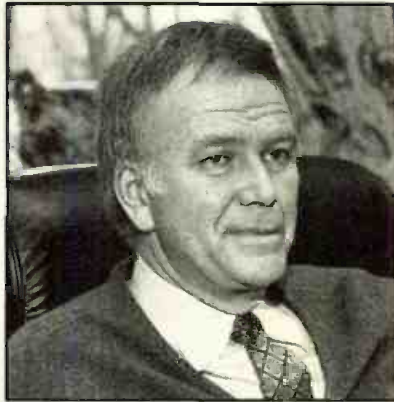
Some representatives of major TV and radio station groups contacted by BROADCASTING still feel the association is not "as effective as it could be," as one put it. Among some major group operators, there was decided disquiet.

Those who felt NAB's management problems were being solved and that there was improvement were in the minority.

Among comments made by broadcasters were: "I think there is a question of leadership that begs some attention. It's still a problem area." Another broadcaster agreed. "I think they go off half-cocked without communicating with the membership." Indeed, one Washington communications observer wondered: "Where is the policy made?"

Among the problems, said one broadcaster, is that "NAB has too many masters to serve." It's a problem, he added, "that holds them back from being able to be as aggressive as we need." That view was heard elsewhere. "They have so much water to carry it's very difficult to remain popular with every segment," said another broadcaster. The Major Market Television Operators Caucus and the Association of Maximum Service Telecasters were mentioned most frequently as more effective representatives of TV broadcasters.

The NAB, concluded one broadcaster, "doesn't seem to have any mission or sense of urgency. It may be an organization too full of fudge."



Packwood

open: the chairmanship and vice chairmanship. The incumbent chairman, Snider, is seeking the joint board chairmanship. Vice Chairman Edward Giller, Gilcom Corp., Altoona, Pa., is ineligible for re-election to the board. Clyde Price, WACT-AM-FM Tuscaloosa, Ala., is said to be considering a run for the chairmanship, and Bev Brown, KGAS (AM) Carthage, Tex., may seek the vice chairmanship.

On budgetary matters, the board will be presented with a fiscal 1986 budget of \$11,289,730 with total operating expenses of \$10,647,077 (less fixed asset reserve of \$420,000, surplus transferred to retained earnings of \$222,653).

NAB's anticipated income for fiscal 1985 is \$10,292,310, with expenses of \$9,876,174 (less fixed asset reserve of

\$200,000, surplus transferred to retained earnings of \$216,136). Much of NAB's FY 1985 income comes from \$3.05 million in radio dues and \$3.36 million in TV dues. Associate member dues were \$770,000 and NAB realized a \$2.3-million profit from its 1984 annual convention in Las Vegas. NAB services also contributed to the association's income with \$701,900.

Among the expenses projected for FY 1986 are: \$1,128,934 for the radio division; \$1,002,685 for government relations; \$4,366,929 for general administration; \$912,831 for public affairs; \$805,324 for the legal department; \$693,510 for station services; \$685,672 for research and planning; \$437,276 for the television division, and \$504,229 for science and technology.

Questions about NAB's management

structure, which dominated board discussions in the past, appear to be dormant. If there is any activity on internal matters, it will be in the line of "housekeeping chores," said Giller. He characterized the board's new attitude toward the association as "if it ain't broke, don't fix it."

A year ago, when the board convened in Maui, Hawaii, it was faced with a vacancy in the association's senior lobbyist job and with dissatisfaction with the way the association was operating. It instituted a new management plan that moved Executive Vice President and General Manager John Summers to government relations as executive vice president and ordered President Eddie Fritts to take full charge. It is an idea the broadcasters feel is working. That view was underscored by Kizer. "Our house is in or-

der. I like the progress and I am pleased with the way things are going," he said.

The structure of industry representation will be broached by a radio board member, William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y. O'Shaughnessy feels it is time for NAB to unify the

broadcasting industry. "We need to explore ways to find a common ground with the Radio Advertising Bureau and the NRBA," he said. "We need to begin serious discussions with those organizations that serve the Fifth Estate, and overcome the rivalries and pettiness of the past." □

ment, the official swearing-in is to occur at noon, on Jan. 20, a Sunday. That event is not open to coverage, although CNN will take advantage of a photo opportunity to be offered to cover live the President escorting Chief Justice Warren E. Burger into the White House, where the private ceremony will occur.

One major change in the physical arrangements for the coverage this year will be the lack of elaborate anchor booths for the networks. Four years ago, booths were built overlooking the Capitol's west front, to which side the inauguration had been switched. During previous inaugurations, booths were built to house the anchors at the east front. But on Jan. 21, Jennings and Brinkley, Brokaw, and Schorr, Holliman and Shaw will be anchoring from their networks' respective bureaus, backed by assorted correspondents and commentators. Rather will anchor the swearing-in and the inaugural address from the balcony of the east wing of the National Gallery of Art, which overlooks the Capitol. Later, accompanied by Bob Schieffer, Bruce Morton and Bill Moyers, he will move to one of the cubicles that will be available to each of the networks, as well as to radio networks, in the structure in Lafayette Park overlooking the presidential reviewing stand.

The decision to do without elaborate anchor booths saved the networks substantial sums. And the three major networks and CNN, which constitute the pool, last week shaved costs further by eliminating three camera crews from the parade route and by staggering shifts at Lafayette Park. But the expenses will still be high. The pool costs alone are estimated at some \$1 million, plus administration expenses. (For the first time, the pool responsibilities are being broken down among the networks. NBC has overall responsibility, as well as being in charge of the pool for Capitol Hill coverage. ABC has pool responsibility for the parade, which includes the cameras in the Washington Monument and the Treasury Building, and CBS, for the coverage of the presidential reviewing stand.)

And as was true at the political conventions last summer, the costs to some would-be subscribers are too high. Some of the newer, and smaller, members of the networking fraternity are balking. In fact, C-SPAN and Independent Network News have taken complaints to Senator Charles Mathias (R-Md.), chairman of the Joint Congressional Committee on Inaugural Ceremonies, which could lead to congressional consideration of the pool issue, and not only as it relates to the coverage of the inauguration.

C-SPAN was faced with a fee of some \$32,000 to participate in the pool on Capitol Hill, and INN, some \$50,000 to join all three pools (charges are based on a formula that includes costs and viewers). C-SPAN,

And baby makes three. FCC Commissioner Mimi Dawson and her husband, Rhett, adopted a baby girl last week. Elizabeth Stuart Dawson was born on Jan. 7 and weighs six pounds, 12 ounces.

Presidential pageantry on parade

Broadcast and cable networks set for day-long coverage of second inauguration of President

A couple of thousand broadcast journalists are expected to be among the crush of media representatives who descend on Washington for the quadrennial rites of passage of a U.S. president next week. It will be a re-enactment, of course. But even so, the requests for credentials is said to be massive. And if the networks are, for them, tightening their belts a notch, the viewers at home are not likely to see any less of Ronald Reagan's second inauguration than they did of his first.

Scores of cameras will capture the 50th inauguration of a U.S. President from every angle. Stands have risen from the grounds of the west front of the Capitol to support the cameras that will cover the public swearing-in, at noon, on Jan. 21. Six others will cover the President as he moves into, around and out of the Capitol. A "flash truck" carrying a pool camera will precede the presidential limousine as it leads the parade down Pennsylvania Avenue to the White House. Pool cameras positioned in the Washington Monument and atop the Treasury Building, next to the White House, will offer a variety of views. A structure for cameras and press is being built in Lafayette Park, across the street from the reviewing stand in front of the White House, to permit coverage of ev-

ery presidential smile, nod and wave, as well as the parade he and his party will be watching.

And those are just the pool cameras. The networks and other broadcasters, including a number from abroad, will have cameras and correspondents covering the parade (the networks will have four cars abreast preceding the presidential limousine down Pennsylvania Avenue) and dotted throughout the couple of miles between the Capitol and the White House. Their function: to flesh out the coverage, provide texture and interview members of the crowd and political figures. (As of last week, for instance, NBC had already lined up a stable of interviewees for the day, including such 1988 presidential possibilities as Representative Jack Kemp [R-N.Y.] and New York Governor Mario Cuomo.) The story will be reaction to the events of the day and an attempt to look at the issues and problems confronting Ronald Reagan and the American people in the next four years—and how the administration is likely to deal with them.

The networks, with a couple of hundred personnel and dozens of cameras each, will be led by their anchors—Peter Jennings and David Brinkley, for ABC; Dan Rather, for CBS; Tom Brokaw, for NBC, and Daniel Schorr, John Holliman and Bernard Shaw, for Cable News Network. The 24-hour-news CNN plans to start its coverage of the events of the day at 6 a.m. (its live coverage of preliminary events will have begun on Friday night, at the Prelude Pageant), while NBC is scheduled to start its coverage at 10 a.m., and ABC and CBS, at 11 a.m. The coverage will run at least until 4 p.m.—which means six hours and more of pageantry and parades and punditry. CNN even plans live coverage of a couple of the inaugural balls that night.

As of last week, statistics on the anticipated coverage were incomplete. With more than a week remaining before the inauguration, the Senate Radio-TV gallery had issued credentials to 1,219 members of 153 organizations for coverage of events on Capitol Hill. Four years ago, a total of 231 organizations were represented on the Hill. The Inaugural Committee, which is handling the credentialing, was swamped with applications for coverage of the parade, the presidential reviewing stand and the inaugural balls. A spokesman said some 4,800 applications from representatives of all kinds of media, foreign and domestic, had been received—and that it would not be able to honor them all.

No one seems to mind that the events of the 21st will be simply for the public, and the camera. Because of a Constitutional require-



Viewing stands in front of the White House

which wanted the pictures only from the camera focused head-on on the swearing-in ceremony, has decided to forgo the pool and use its own camera. And by getting audio from the architect of the Capitol at no cost (and offering to make it available to others at no cost), it expects to hold its expenses to under \$3,000. INN as of Friday had not yet decided whether to remain a subscriber. But one other network that has left the pool is Christian Broadcasting Network, which wanted only a head-on shot for taping and would have been billed \$9,000 for the service; it has decided to use its own camera, at a cost of \$1,000 for space on a secondary platform being built by the network pool.

The type and source of such complaints reportedly had an impact when brought to Mathias by Mike Michaelson of C-SPAN and Elivra Ruby of INN, last week. John Chambers, a Mathias aide who participated in the meeting, made it clear that Congress does not want to allocate pool costs. "We've farmed that out," he said. But he also said Mathias "indicated that as part of the report [the committee will make to Congress] we will urge that consideration be given to different systems and that the problems [C-SPAN and INN] have brought to us be weighed well in advance." He said the proliferating number and kind of communications systems, with different costs and programming concepts, create serious problems when space is limited. "If any system is denied access, for cost or other reasons," he said, "some viewers are also denied access to the program." That, he said, is Congress's concern.

And not only in connection with the Inauguration. Chambers noted many events on Capitol Hill are limited to pool coverage because of space limitations. The next one, in fact, is the President's State of the Union Address, to be delivered to a joint session of Congress, on the night of Feb. 6. □

FCC turns down fairness complaint lodged by CIA against ABC

The FCC Mass Media Bureau last week denied the CIA's fairness complaint against ABC. In short, the bureau held that the agency had not provided enough of a case on any of the grounds it alleged to warrant commission action. A spokesman for the CIA said the agency planned to "study" the bureau's response "carefully" before deciding what to do next.

Broadcasters said the FCC had done the right thing. Roone Arledge, president of ABC News and Sports, said the network was pleased by the commission staff's action. "We are particularly gratified that the ruling recognized the importance of the First Amendment and free and robust news coverage."

Ernie Schultz, executive vice president of the Radio-Television News Directors Association, shared Arledge's sentiment. "We

wish that the FCC would not have had to rule on the complaint," Schultz added. "We think it was unnecessary and highlights the need to do away with the fairness doctrine entirely."

At issue in the complaint were ABC *World News Tonight* broadcasts of Sept. 19, 20 and 26 (BROADCASTING, Dec. 3, 1984). In one excerpt cited in the complaint, ABC broadcast a statement by a Scott Barnes, who asserted that a CIA contact had tried to recruit him to kill Ronald Rewald, a Hawaii investment banker who is under indictment for perjury, fraud and tax evasion. Rewald's firm reportedly was involved in CIA activity; it's unclear to what extent.

In its ruling last week, the Mass Media Bureau said the CIA's complaint had fallen short on all of the grounds alleged.

For starters, the bureau noted, the agency had not provided "extrinsic evidence" demonstrating that ABC knowingly distorted its news programming. "Action in this area warranted only when the commission is furnished with extrinsic evidence that demonstrates that a broadcaster knew elements of a news story were false or distorted, but, nevertheless, proceeded to air such programming," the bureau said.

On fairness doctrine grounds, the bureau said the CIA's complaint was "deficient" in several respects. The bureau said the agency had failed to submit evidence on the supposed controversiality of the issue it alleged. It also failed to describe its viewing habits sufficiently to support its conclusion that

Round two. ABC may not be home free yet. On the very same day the FCC Mass Media Bureau denied the CIA's fairness complaint against the network, the American Legal Foundation, which bills itself as a "conservatively" oriented group, filed another complaint at the commission championing the CIA's cause. In its complaint, ALF is alleging that ABC ran afoul of the commission's news distortion and suppression policies and the fairness doctrine. It asked that the FCC launch a "full-scale investigation" and "revoke the licenses of all of ABC's owned-and-operated television stations if the findings of the commission's investigation and subsequent oral argument so warrant." ALF also claimed its complaint raised "substantial legal arguments" and introduces additional material evidence that wasn't contained in the CIA's complaint.

ABC did not present contrasting viewpoints in its overall programming.

In addition, the bureau noted that bona fide newscasts are exempt from the personal attack rule. "Even if the newscast exemption did not apply, the CIA's failure to show that the broadcasts it identified involved discussion of a controversial issue of public importance would preclude any consideration of their personal attack arguments," the bureau said. □

Helms leads conservative push for CBS stock

Senator Jesse Helms's (R-N.C.) dissatisfaction with media news coverage took a new turn last week with the announcement that three political associates had formed a group, Fairness in Media, seeking to gain influence over CBS. The group is reportedly preparing a million-piece mailing that requests contributions. The mailing contains a five-page letter, dated Jan. 21 and signed by Helms, urging that "conservatives purchase common stock and, as stockholders of the company, express their dissatisfaction with the company's liberal bias in its coverage of political events, personages and views."

News of the mailing was reported by the *Raleigh (N.C.) News and Observer* on Thursday morning. That same morning, the Raleigh-based FIM filed a document with the Securities and Exchange Commission stating its intent. The filing is required by securities law in cases where a group seeks to obtain control of a publicly owned company by seeking voting proxies. Fairness in Media stated they are "not presently soliciting proxies or requesting the withholding of proxies." When the mailing or future mailings receive sufficient response, the group said it will seek a meeting with the company to determine its reaction to proposals that include "having their nominees appointed to the board of directors." Other possible responses stated in the document include encouraging others to make a tender offer for CBS stock, selling off certain CBS assets or subsidiaries, "and/or make substantial changes in the company's personnel."

CBS's response was issued by Mary Boies, vice president, corporate information: "CBS News reports the news as accurately and fairly as it can, independent of any political point of view. Its sole purpose is journalism; its goal is total objectivity. To seek control of a corporation for the sole purpose of subjecting its news operations to political influence contradicts the traditions of a free and independent press. CBS intends to take all appropriate steps to maintain the independence and integrity of its news organization." Boies would not elaborate on what those steps might be.

Purchasing the majority of CBS's 29.7 million shares would cost slightly over \$1 billion. Trading of CBS stock was about two-and-a-half times the average daily volume on Thursday. On Friday, the stock closed at 75 in average trading.

Among the founders of Fairness in Media is Thomas F. Ellis, president and director of the National Congressional Club, a political action committee which has helped finance Helms's campaigns.

NBC shares plans for maintaining competitive edge

Tartikoff details programing plans during press tour

"I think we look in pretty good shape to maintain our position," NBC Entertainment President Brandon Tartikoff told television critics assembled last Tuesday in Los Angeles for the semiannual Consumer Press Tour. He conceded the balance of the 1984-85 prime time season "will be very competitive," however.

Asked to explain NBC's improved showing this year (the network has risen to second place in prime time ratings), Tartikoff replied: "You have to have the goods, and [the other networks] have to falter."

Tartikoff announced that on Monday, Feb. 18, at 8-10 p.m. NYT, the network will air "the first project between NBC and the Disney organization since the Disney anthology series ran on NBC. It will be a two-hour variety special celebrating the 30th anniversary of Disneyland." The special will be co-hosted by John Forsythe and Drew Barrymore. "This is the first of what we hope will be several projects with the new Disney organization," Tartikoff said.

Tartikoff also disclosed that the previously announced two-hour pilot of *Code Name: Foxfire*, previously titled *The First Lady's Project*, will air at 8-10 p.m. NYT on Sunday, Jan. 27. He said the one-hour Universal backup series could be added to the prime time lineup as early as the first week of February, probably on Friday or Saturday night.

On Sunday, March 10, at 9-11 p.m. NYT, NBC will rebroadcast *The Burning Bed*, starring Farrah Fawcett. The made-for-television motion picture was initially broadcast last fall, to much critical and audience acclaim.

The network has ordered eight half-hour episodes of *TV Parts*, announced as a mid-season entry last June. "We're not announcing an air date," Tartikoff said. "It is ready and will go into the fray in the early spring."

Another term. Corporation for Public Broadcasting President Edward Pfister was re-elected unanimously last Friday (Jan. 11) at CPB's Washington board meeting. The action put to rest earlier speculation that the Republican-controlled board, headed by Reagan-appointed Sonia Landau, would seek to replace Pfister and other top CPB corporate officers (BROADCASTING, Oct. 1, 1984). Also re-elected last week: Linda Colvard Dorian as vice president, general counsel and secretary; Donald E. Ledwig as vice president-treasurer, and David J. Brugger as vice president, telecommunications. Mara Mayor was reappointed as director of the Annenberg/CPB Project, and Ron Hull was reappointed as director of CPB's program fund.

During a Wednesday morning press conference, NBC Chairman and Chief Executive Officer Grant Tinker confirmed that NBC Entertainment expects situation comedy pilots for next season from the producers of both *The Bill Cosby Show* and *Cheers*. Tinker said he is pleased with NBC's ratings improvement this season but cautioned against undue optimism, suggesting that its rivals remain "very competitive."

The NBC executive also disclosed that network officials from its standards and practices and community affairs units are meeting with representatives of beer and wine advertisers to discuss possible responses to the campaign to ban alcohol beverage advertising on television. Tinker told BROADCASTING the network is currently reviewing its situation and that a lobbying

campaign is one possible outcome of the talks. He estimated as much as 30% of NBC's sports advertising revenues are currently derived from beer and wine advertisers.

In a later session, NBC News President Larry Grossman said NBC is "very seriously involved" in development of a one-hour prime time news magazine to be hosted by Roger Mudd. He said the program has no working title but that a pilot is being produced, with the intent of showing it to the affiliates in May. Grossman described the series as more timely and news-event oriented than other magazine programs, such as CBS's *60 Minutes*.

Grossman also disclosed that four one-hour NBC white papers have been ordered for upcoming months. □

There'll be some changes made

Erlicht and Stoddard spell out revisions and plans for future programing to try to pull their network out of third place

ABC Entertainment President Lewis H. Erlicht, fielding reporters' questions for the first time since ABC-TV fell from second to third place in prime time, confidently predicted that the network's fortunes will get better soon. "We are going to improve [this quarter] over what we did in the fourth quarter," the executive told television writers assembled Jan. 5 in Los Angeles for the semiannual Consumer Press Tour. Although ABC's ratings were off 12% from last season at the time of his remarks, Erlicht believes the situation could change quickly.

"I think it is so close that one big hit could really change the face of the standings going into the last half of the season," he said. "We recognize we have problems; we're trying to solve them." Reflecting on the network's position, Erlicht said that "it was a surprise to wind up in third—[but] not a terrific surprise. It doesn't feel good."

Erlicht conceded there is "no overnight solution" to ABC's dilemma, adding that "there are a combination of things that went wrong" this year. He cited a lower-than-expected audience for key sports programing, pre-emption of new shows at critical times, lack of mini-series and premature premieres of most new ABC series prior to the "official" Sept. 24 start of the new season. In addition, five of the nine new programs quickly failed and none of the remaining four have garnered particularly high ratings.

During the question-and-answer session Erlicht also conceded that he had had the opportunity to pick up *The Bill Cosby Show* during a breakdown in negotiations between NBC and the show's producers last spring. Much to Erlicht's regret, the situation comedy proved a resounding success for the rival network on Thursday nights.

"There didn't seem to be any substance for committing to a series," Erlicht said of the Cosby proposal, which included neither pilot nor script. "I think that show, without Bill Cosby, would not be a hit. What I failed

to see was that he is a star of tremendous magnitude." The entertainment division chief added that he passed up two series the year before—*Emerald Point, N.A.S.* and *Mr. Smith*—that were ignored by audiences when they were picked up by CBS and NBC, respectively.

Erlicht confirmed that ABC is preparing a black family sitcom of its own, *Full House*, but denied it represents an attempt to cash in on *Cosby's* success. "Just because you do a show about a black family doesn't make it a rip-off. That's a racist remark even to suggest it."

He also disclosed that ABC has ordered *Wild Side*, a one-hour, midseason action-adventure series from Walt Disney Productions, which Erlicht termed a light-hearted Western similar to the theatrical films "The Dirty Dozen" and "The Magnificent Seven." Casting for the series, which is based on the misadventures of four men and possibly one woman, is set for this week, and *Wild Side* could be added as early as March. Erlicht said another previously announced midseason series, *Moonlighting*, could be added in March or April. He said areas of the schedule where he expects to see improvement soon include Sunday, Monday and Friday evenings. More series problems on Tuesday and Thursday nights, he suggested, have dragged the network down.

Erlicht announced that "Star Wars" producer George Lucas will produce two new Saturday morning children's programs for the network next season. The animated series will be based on Lucas-created characters, including the Ewoks, C3PO and R2D2.

In a separate Century Plaza hotel session, ABC Motion Pictures President Brandon Stoddard revealed that ABC is considering reviving its two-hour *Movie of the Week* series (broadcast from 1969 to 1974), with a month-long try out Thursdays beginning Jan. 31 at 8 p.m. NYT. If the network goes ahead with that plan, according to motion pictures for television vice president, Bruce Sallan, it will increase its made-for-television motion picture commitment to 35 or more, up from 28 this season and 20 last year. The majority of these programs, he

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AMERICA is designed for a station's early fringe time period, most particularly for the crucial hour leading into the news. That's the way it was presented, and that's the way it's been cleared. AMERICA is scheduled to air in early fringe on every one of its stations, no exceptions! And, AMERICA's cleared by market

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Detroit	WDIV-NBC	Beach	WESH-NBC	Austin	KTBC-CBS
Washington	WJLA-ABC	New Orleans	WWL-CBS	Springfield, MO	KOLR-CBS
Dallas	WFAA-ABC	Columbus, OH	WCMH-NBC	Tucson	KVOA-NBC
Houston	KPRC-NBC	Birmingham	WVTM-NBC	Evansville	WEHT-CBS
Pittsburgh	WPXI-NBC	Providence	WPRI-ABC	Sioux Falls	KDLT-NBC
Miami	WPLG-ABC	Norfolk	WVEC-ABC	Colorado Springs-	
Minneapolis-		Albany	WRGB-CBS	Pueblo	KOAA-NBC
St. Paul	KSTP-ABC	Greensboro	WFMY-CBS	Boise	KTVB-NBC
Atlanta	WSB-ABC	Tulsa	KOTV-CBS	Chico-Redding	KRCR-ABC
Seattle	KIRO-CBS	Richmond	WXEX-ABC	Medford	KOBI-NBC
St. Louis	KMOX-CBS	Wichita	KAKE-ABC	Roswell	KSWs-NBC
Denver	KCNC-NBC	Albuquerque	KOB-NBC	Farmington, NM	KOBF-NBC
Sacramento	KXTV-CBS	Fresno	KSEE-NBC		
Hartford	WFSB-CBS	W. Palm Beach	WPTV-NBC		
Phoenix	KTSP-CBS	Jacksonville	WJXT-CBS		

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added, would be produced outside ABC, although some would be in-house productions.

Stoddard also gave air dates for the four mini-series ABC plans to air next spring, beginning with the six-hour *Hollywood Wives* on Feb. 17-19. Scheduled in May are *Lace 2*, *A Death In California* and a four-hour "story of a young married couple whose lives go from bliss to nightmare," tentatively titled *Obsessed to Kill*. A total of 40 hours of mini-series is planned for the 1985-86 season, according to Stoddard, including John Jake's *North & South*. In development is *The Black Rainbow*, a 10-to-12-hour mini-series about an American family during the Vietnam war. "I think it will be the most important piece on this era," Stoddard declared, and will take up to three years to complete. Christy Welker, vice president of novels for television and limited series for television, added that *War and Remembrance*, ABC's sequel to *The Winds of War*, is currently being written with an air date expected during the 1987-88 season. She estimated the cost of the 20-hour pro-

duction will be in the neighborhood of \$50 million.

According to Sallan, ABC has expanded the air time it intends to devote to *Topeka, Kansas, USA*, and it could air as a six-hour mini-series toward the end of the 1985-86 season. The mini-series will concern the impact of a peaceful takeover of the U.S. and a 600-page script outline is currently being reviewed, Sallan told BROADCASTING, emphasizing that the program's title "will definitely be changed." He said the story will have "nothing in common with *The Day After*" and will not concern nuclear war in any way. He also said it has "no similarity" to the recent theatrical film, "Red Dawn."

In a Sunday afternoon session before the press, *Nightline* anchor Ted Koppel said he will take Mondays off next fall to use up eight weeks of vacation time he says ABC owes him. In other observations, Koppel said he feels he was too tough on Democratic vice presidential candidate Geraldine Ferraro in an on-air interview last year. "I was hectoring her and arrogant," he admitted. "I've since apologized." □

hotels where the two teams are staying, the teams' home cities, and Washington, Las Vegas and London. Worldwide, 29 countries and Puerto Rico, Hong Kong and the Virgin Islands will take the ABC Sports feed of the game.

The on-air talent for the telecast was finally put into place last week, and, as had been rumored, ABC is not going with its entire regular *MNF* lineup for the Super Bowl. O.J. Simpson, who has been a regular since 1983, has been bumped from the announcing team lineup for the game in favor of Redskins quarterback Joe Theismann, who has considerable experience as sports commentator for both radio and television in the Washington market. Theismann will join regular *MNF* sportscaster Don Meredith in the broadcast booth for the game as an expert commentator, along with Frank Gifford, who will do the play by play. Simpson will join Dallas Cowboys head coach Tom Landry as a commentator during the two-hour pre-game show, which will be co-hosted by ABC Sports regulars Al Michaels and Jim Lampley. They will also co-host the post-game half-hour.

As to why Simpson was removed from the starting announcing lineup for the Super Bowl, Forte said the thinking was that Theismann could make a better contribution, having appeared in two Super Bowls himself as well as having played recently against both teams. "We've done it before," Forte noted, citing the 1983 World Series when the Baltimore Orioles' manager and pitcher (respectively) Earl Weaver and Jim Palmer were used in favor of regular *Monday Night Baseball* talent.

This year's Super Bowl will generate more than \$25 million in revenue for ABC, and that doesn't include the pre-game and post-game shows. A total of 25 minutes of advertising time was made available during the game, all except one minute of which had been sold, at press time. A 30-second spot sold for \$525,000, with one-minute packages going for \$1 million. Anheuser-Busch, Nissan, Ford, North Western Mutual Life, MacDonald's and IBM are among the biggest advertisers in the game, all having purchased multiple-unit packages. According to Larre Barrett, vice president, sports sales, ABC, all but 30 seconds of the 20 minutes available in the two-hour pre-game show had been sold at press time. Spots in the pre-game program range in cost from \$85,000 to \$325,000, increasing the closer they are placed to kickoff. Barrett also said that only one 30-second spot remained to be sold of the four minutes available in the half-hour post-game program. He was confident that those two spots would be gone by this week. Major sponsors of the pre- and post-game shows include Miller, Volkswagen and IBM.

This year's game will be the first to be closed captioned in real time for the hearing impaired. ABC said that Kentucky Fried Chicken and Ford Motor Co. would fund the captioning of the game. During recent Super Bowls, ABC said, "scoreboard information" only was captioned, not the play-by-play, as will be the case for the upcoming game. □

Bowl will be bright for ABC

Network's first Super Bowl may break viewer records; game expected to generate \$25 million for ABC, not including pre- and post-game shows

Next Sunday (Jan. 20) marks ABC's debut as carrier of the Super Bowl—a plum that has alternated between CBS and NBC for the last 18 years. And after a long and trying season of boring and/or lopsided *Monday Night Football* games, ABC Sports director Chet Forte will have the opportunity to direct the game he had been hoping for—the San Francisco 49ers vs. the Miami Dolphins, the best teams in the National Football League, judging by their won-lost records (17-1 and 16-2, respectively).

Not only are the two teams the best in the league, but they are also driven by their offensive capability, always a crowd pleaser, which is expected to help the ABC telecast reach 100 million or more viewers, as Super Bowls have been inclined to do in the 1980's. There has also been speculation that Sunday's 49er-Dolphin contest (at Stanford University Stadium in Palo Alto, Calif.) may break the existing Super Bowl viewing record. In 1982, when the 49ers beat the Cincinnati Bengals in Super Bowl XVI, the CBS telecast reached 110.2 million viewers, the current record (and the fourth highest of all rated programs), and scored a 49.1 rating and a 73 share. The second highest rated Super Bowl was played a year later between the Washington Redskins and the Miami Dolphins, reaching more than 109 million viewers with a rating/share of 48.6/69. Last year's Super Bowl, between the Redskins and the Los Angeles Raiders, was the third highest, with 46/67, reaching 105 million viewers.

Forte said last week he was "thankful"

that ABC would be able to televise its first Super Bowl with what most consider to be the best matchup available. "It comes on top of the most frustrating [*Monday Night Football*] season I've ever had," Forte has been director of *MNF* telecasts since they began 15 years ago. "I can't think of more than two or three games this season that were exciting," he added, a condition that no doubt contributed to *MNF*'s 6.1% drop in the ratings. "It's about time we got a break, and we did get a break with this Super Bowl matchup." *MNF* producer Bob Goodrich will also produce the Super Bowl.

From a technical standpoint, Forte said the game would be covered essentially the same way that *Monday Night Football* has been covering its games. "In terms of gimmicks or anything unusual," he said, "it won't be there. No gimmicks, no Skycam [an overhead camera setup not yet sanctioned by the National Football League (BROADCASTING, Dec. 31)] and no camera in the football." *Monday Night Football* typically uses 13 cameras to cover a game. Forte acknowledged that perhaps six or seven additional cameras will be used to cover next Sunday's game (which begins at 6 p.m., although ABC will commence its pre-game show at 4 p.m. Eastern time), including one perched atop a goal post. But he explained that the extra cameras will be used "basically for isolation purposes," giving the network a greater selection of replay choices to offer viewers. Two of the network's patented "Super Slo-Mo" cameras will also be used during the game.

As part of the effort to capture the overall hoopla and circus environment that surrounds the event nationwide, and to some extent worldwide, ABC will cut to more than 10 remote locations during the pre-game and half-time festivities, including the

NATPE 1985

The play's still the thing but the sky's not the limit

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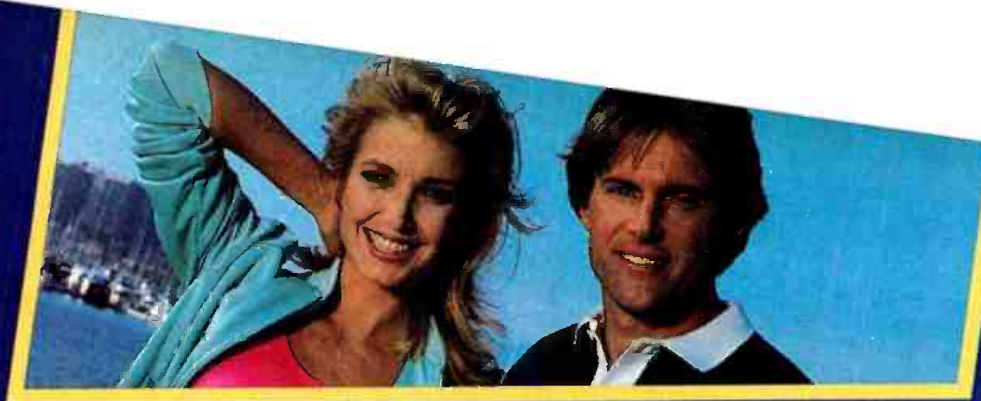


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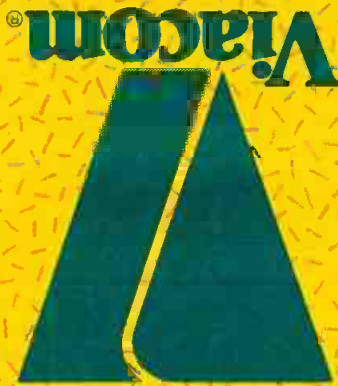
STAR GAMES is hosted by Olympic Decathlon Gold Medalist Bruce Jenner and beautiful Heather Thomas, co-star of The Fall Guy. Carolyn Raskin, producer of Laugh-In, Dinah and Us Against the World serves as executive producer and Don Ohlmeyer is creative consultant to the series.

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Source: NTI—Battle of the Network Stars ABC (1976–1984)
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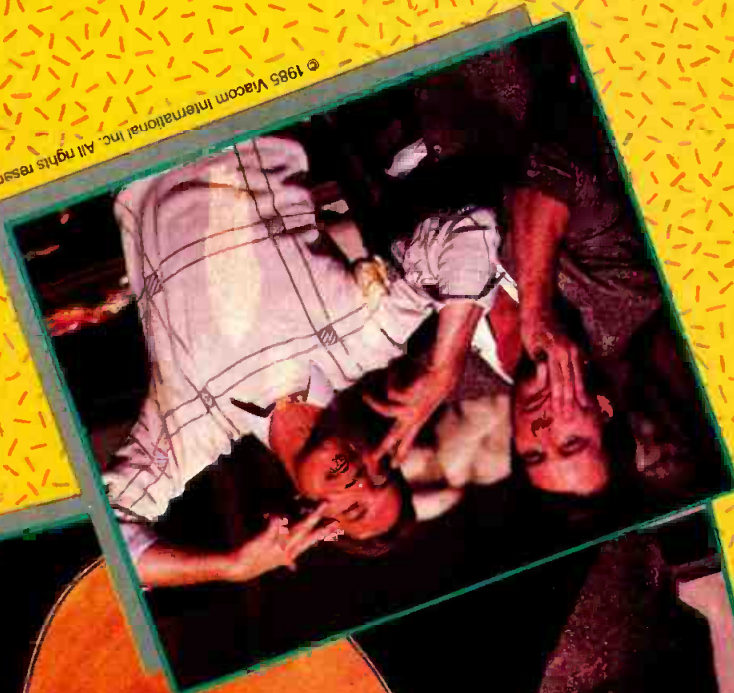


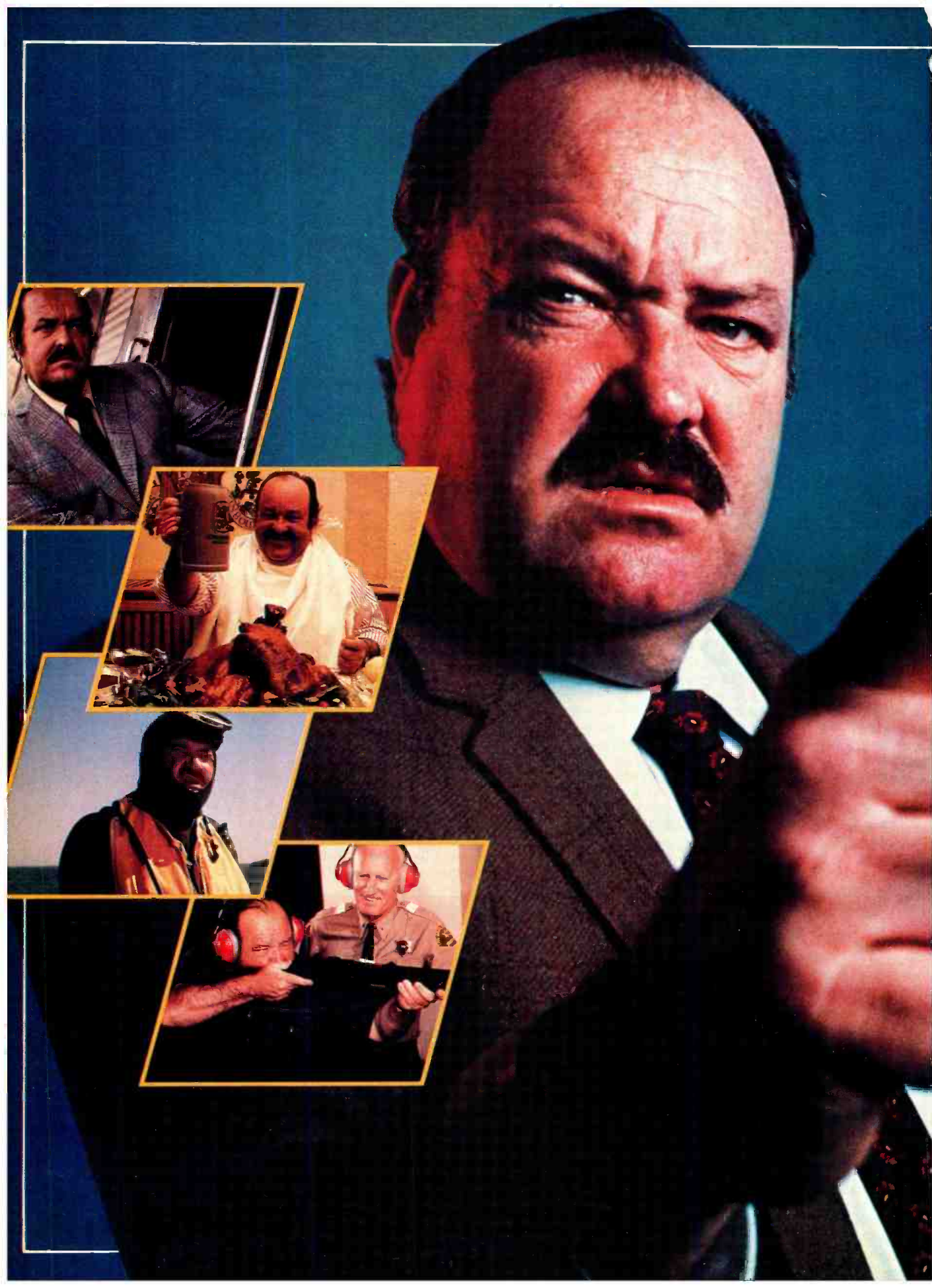


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74 GEARY STREET
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THESE TWO GUYS
WILL CHANGE
YOUR PERSPECTIVE
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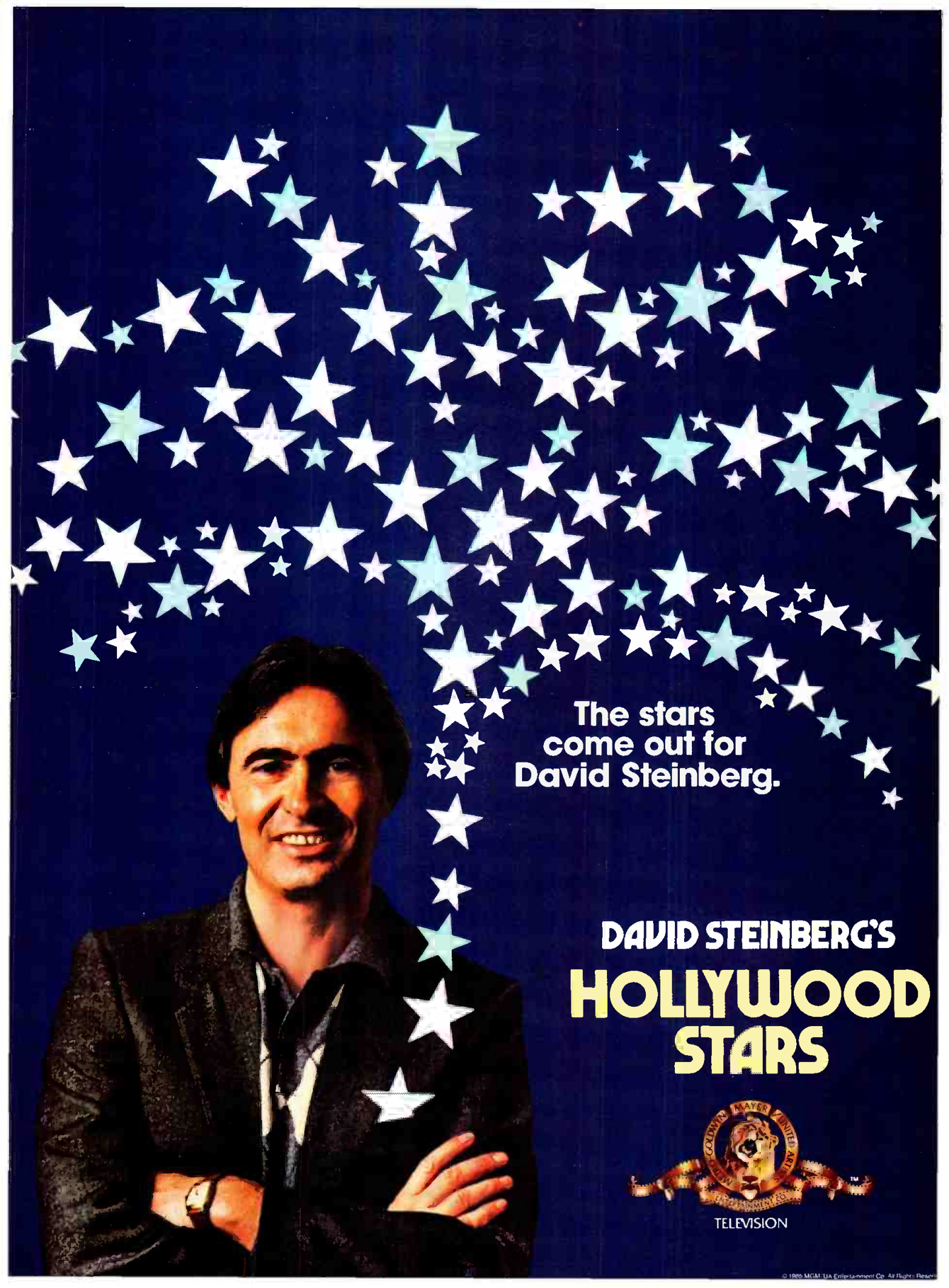
Source: Nielsen May, July 1984



NATPE '85



NATPE International's 22d annual convention opened its doors last Thursday to some 7,000 attendees, ready for four days of workshops and a look at the world's largest gathering of syndicated product. A report on the opening day's events can be found in "Top of the Week." A rundown of events taking place until the close of the convention on Monday night appears on page 82. The offerings producers and distributors are displaying for the next programming season begin on page 90.

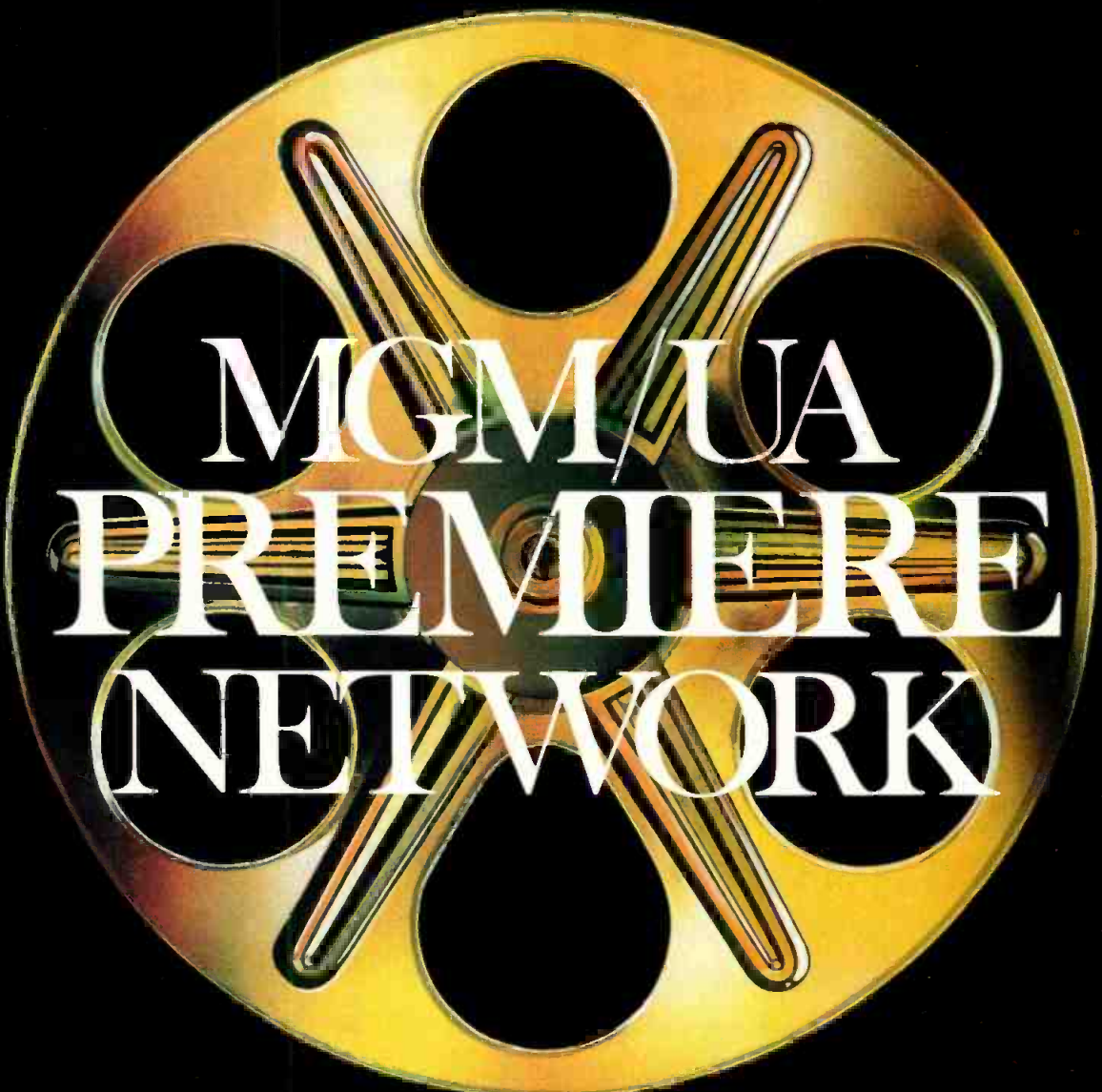


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TELEVISION

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NATPE expecting all-time crowds

Record number of exhibitors show product at 22d annual convention

Organizers of the 1985 conference of NATPE International, which got under way in San Francisco last Thursday (Jan. 10) with an evening reception, were confident that registration at the show would reach a record 7,000, beating last year's tally of 6,300 registrants.

In the week before the conference began, six last-minute exhibitors joined the record number of companies that are offering program material (or related services) at the conference, bringing the total to 219, compared to last year's count of 203 exhibitors. There are about 40 distributors on the floor at the Moscone Center from foreign countries, with many banding together in joint exhibits, as was the case with several companies from Great Britain and Germany. The cost of a booth this year varied, according to size and design, from \$300 to the \$300,000 reusable booth of King World.

Although fewer than last year, there were still a handful of companies that remained in suites, mostly at the Fairmont hotel. Those companies included CBS Broadcast International, Dan Robinson Broadcasting Associates Inc., MCA TV, MCA TV International, MMT Sales Inc., SFM Media Corp., Te-

levisa International, TVS Television Network, 20th Century Fox, Victory Television and Worldvision Enterprises.

This year's conference differs from 1984's in that it will last only four days (compared to last year's five), ending Monday, Jan. 14. Also, fewer panel sessions were scheduled, although the exhibit hall will be open the same length of time.

Friday's opening general session featured FCC Commissioners James Quello, Henry Rivera, Dennis Patrick and Mimi Weyforth Dawson and Senator Pete Wilson (R-Calif.) (see "Top of the Week"). The luncheon address was given by Jack Valenti, president of the Motion Picture Association of America (see "Top of the Week").

Saturday's opening general session featured a seminar on "The Future of Children's Programming," moderated by *Good Morning America* co-anchor Joan Lunden, and included, among others, John Claster, a producer of children's programs, and FCC Commissioner Henry Rivera. Four concurrent workshops following that session addressed computers for programing, emerging technologies, local programing "success stories" and new program alliances.

The highlight of Sunday's activity was to have been the presentation of the 1984 Iris Awards, from 6:30 to 9 p.m., starring Bob

Hope and Toni Tennille. Concurrent workshops earlier that day (10-11 a.m.) were to have included sessions on buying and selling programing, program promotion, sports programing and cable programing.

Monday's scheduled workshops focus on first-run barter shows, ratings, international co-production and a second session on local program success stories. A final general session, from 3 to 4:30 p.m., addresses program trends.

On Tuesday, Jan. 15, the day after NATPE concludes its conference, a low-power television group, the Community Broadcasters of America, will hold a conference of its own, also at the Moscone Center. Morning speakers include CBA counsel Robert Allen, who will provide an update on the "governmental climate" and its effect on the LPTV industry, followed by Barbara Kreisman, chief of the FCC's LPTV branch, who will provide a more specific update on the commission's regulation of the industry.

A "roundtable discussion" with program distributors will follow, featuring representatives from Embassy Telecommunications, Metromedia Producers, D.L. Taffner, Centerpoint, Carrousel, Dawn Inc. and Katz Television. Later CBA sessions will address the types of local programing, equipment and legal issues. □

The daily schedule for NATPE 85

Participants can register for NATPE in the Moscone lobby from 7 a.m. to 6 p.m. on Saturday, Jan. 12; 8 a.m. to 5 p.m. on Sunday, Jan. 13, and 7 a.m. to 3 p.m. Monday, Jan. 14. The exhibit hall will be open 11 a.m. to 6 p.m. on Saturday; 11 a.m. to 5 p.m. on Sunday, and 9:30 a.m. to 3 p.m. on Monday.

Saturday, Jan. 12

General session/breakfast. 8-9:30 a.m. Ballroom. NATPE/NAB joint seminar. *The Future of Children's Programming.* Introduction: Stan Marinoff, WISN-TV Milwaukee. Comments: Crawford Rice, chairman of NAB's children's television committee. Report on NATPE International education foundation by Steve Currie, KOIN-TV Portland, Ore. Moderator: Joan Lunden, *Good Morning America*. Participants: Jack Blessington, CBS Network; John Claster, Claster Television; Thomas Dargan, KATU-TV Portland, Ore.; Lew Klein, Gateway Communications; David Morgan, FACTS; Dr. Rosemary Lee Potter; Henry Rivera, FCC.

Four concurrent workshops. 9:45-11 a.m. *If You Can't Beat 'Em...Computers for Programing.* Room 202. Moderator: Dave Wilson, KRON-TV San Francisco. Participants: Jan Cheney, VariCom; Andrew Flugelman, PC World, Mike Jones, Jefferson-Pilot Data Systems.

Star Tech—An Update on Emerging Technologies. Room 220. Moderator: Harold Eady, Novo Communications and SMPTE president. Participants: John Egan, DBS Association; William Koch, Eastman Kodak; Peter Kuyper, MGM/UA; Frank Liebert, WTTW-TV Chicago; Lee Shoblom, Com-

Convention headquarters. BROADCASTING's advertising and editorial staffs will be headquartered at the Hilton during the NATPE convention. The exhibit hall address where copies of the Jan. 7 and 14 issues of the magazine will be available is 641 O'Farrell. In attendance will be Dave Berlyn, John Lippman, Kim McAvoy, Richard Mahler, Charles Mohr, Tim Thometz, Don West, David Whitcombe and Ruth Windsor.

munity Broadcasters of America.

Local Programing Success Stories. Part I. Room 252. Moderator: J. Clifford Curley, WQTV-TV Boston. Participants: Paul Dicker, WOWK-TV Charleston/Huntingdon, W.Va.; David Finney, WMAQ-TV Chicago; Paul LaCamera, WCVB-TV Boston; Deb McDermott, KMBC-TV Kansas City.

New Program Alliances. Room 270. Moderator: George Back, All American Television. Participants: Dick Block, Metromedia Television; Larry Gershman, MGM/UA; Jim Hayden, Local Program Network; Chuck Larsen, D.L. Taffner Ltd.; Roger Lefkon, LBS Communications; Lucie Salhany, Taft Broadcasting.

NATPE alumni club reception. 6-7:30 p.m. Meridien room.

Sunday, Jan. 13

Affiliate meetings. 8:45-9:45 a.m.

ABC. Room 202. Moderator: Stan Marinoff, WISN-TV Milwaukee.

CBS. Room 252. Moderator: Ann Miller, KPX-TV San Francisco. Participants: Tony Malara, Scott Michels, CBS Television Network.

NBC. Room 220. Moderator: Bob Jones, KING-TV Seattle. Participants: Tony Cervini, NBC Affiliate Relations; Pier Mapes, NBC Television Network; Steve Sohmer, Brandon Tartikoff, NBC Entertainment.

PBS. Room 228. Moderator: Natan Katzman, KQED-TV San Francisco. Participants: Charles Allen, KAET-TV Tempe, Ariz.; Ellis Bromberg, WMHT-TV Schenectady, N.Y.; Trish Hibben, Chevron USA; John Porter, Eastern Education Network; Marian Swaybill, WNET-TV New York.

Independents. Ballroom. Moderator: Joe Weber, WOFL-TV Orlando, Fla. Participants: Chuck Alvey, KPHO-TV Phoenix; Art Hook, Media Central; Neil Kennedy, MMT Sales; Pat Kenney, Lorimar; Paul Krimsier, KGMC-TV Oklahoma City.

International. Room 270. Moderator: Michael Solomon, Telepictures. Participants: Willard Block, Viacom; Bob Bramson, MCA TV International; Bruce Gordon, Paramount TV International; Brian McGrath, Columbia Pic-

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TELEVISION

tures TV International; Ken Page, Lorimar.

Four concurrent workshops. 10-11 a.m. *The Awful Truth: Buying and Selling.* Room 202. Moderator: David Sifford, Centerpoint. Participants: Linda Des Marais, WCIX-TV Miami; Alan Frank, WDIV-TV Detroit; Jim Major, Petry Television; Chuck Swilling, WGN-TV Chicago; Barry Thurston, Embassy Telecommunications.

Programming & Promotion: A Partnership. Room 220. Moderator: Farrell Meisel, Seltel. Participants: Buz Buzogony, WLOS-TV Asheville, N.C.; Frank Fletcher, WUAB-TV Cleveland; Tom Furr, Showtime/The Movie Channel; Ann Pace, WJXT-TV Jacksonville, Fla.

Sports: Enough Already? Room 252. Moderator: Robert Wussler, Turner Broadcasting. Participants: Fred Botwinik, Katz Sports; Len Klompus, Metrosports; Zvi Shoubin, WPHL-TV Philadelphia; Jerry Solomon, D'Arcy MacManus Masius; Joseph Cohen, Madison Square Garden Network.

Cable: Programing Strategies that Work. Room 270. Moderator: Bob Siegal, Compton Advertising. Participants: Gerald Adler, Playboy Enterprises; Mary Alice Dwyer-Dobbin, Lifetime; Bob Johnson, Black Entertainment Television; Dave Kenin, USA Network; Ed Turner, Cable News Network; Paul Corbin, Christian Broadcasting Network.

Iris awards cocktail party. 5-6:15 p.m. Ballroom lounge. Hosted by Viacom International.

Iris award ceremonies. 6:30-9 p.m. Presentation of 1984 Iris winners. Starring Bob Hope and featuring Toni Tennille, Erin Gray, Mary Hart, McLean Stevenson and Willard Scott.

Monday, Jan. 14

Four concurrent workshops. 8:30-9:30 a.m. *Would There Be First-Run*

Without Barter? Room 202. Moderator: Joe Tirinato, MGM/UA. Participants: Michael Eigner, KTLA-TV Los Angeles. Participants: Dennis Gillespie, Viacom Enterprises; Dan Greenblatt, LBS Communications; David Henderson, Outlet Co.; Gary Scollard, MMT Sales; Bob Turner, Orbis Communications.

Ratings: The Road to Riches. Room 220. Moderator: Jay Isabella, TeleRep. Participants: Paul Baard, A.C. Nielsen Co.; Gary Hart, Lorimar; Pierre Megroz, Arbitron Ratings; Marty Mills, LBS Communications; Don Searle, Chris Craft/United Television.

Around the World in 80 Deals. Room 252. Improvisational drama on international co-production. Cast: John Baragwanath, Radio Telefis Eireann, Ireland; Richard Barovick, Hess Segall Guterman Pelz Steiner and Barovick; Ron Brown, Embassy Telecommunications; Guy Mazzeo, Blair Entertainment; Frank Miller, Lionheart Television; Philip Jones, Central Television; Don Taffner, D.L. Taffner Ltd.

Local Programing Success Stories. Part II. Room 270. Moderator: Lon Lee, KCNC-TV Denver. Participants: Terry Dolan, KSTP-TV Minneapolis-St. Paul; Chuck Gingold, KYW-TV Philadelphia; Bob Jones, KING-TV Seattle; Laurie Leonard, WMTV-TV Madison, Wis.

General session. 3-4:30 p.m. Ballroom. *Programing Trends: The Endless Cycle.* Moderator: Gary Collins, *Hour Magazine*. Participants: Dick Colbert, Colbert TV Sales; Judy Girard, WTAE-TV Pittsburgh; Sid Cohen, King World; Bob Jacquemin, Paramount; Gary Lieberthal, Embassy Telecommunications; Mel Smith, Tribune Entertainment; John von Soosten, Katz Television. Introduction and preview of NATPE '86: Bob Jones, NATPE first vice president, KING-TV Seattle. Presentation: Deb McDermott, NATPE conference chair, KMBC-TV Kansas City, Mo.

Business meeting and elections. 4:45-5:15 p.m. Room 270.

Associate members meeting. 5:15-6 p.m. Room 220.

Plenty of programing on NATPE display

Observers say movie packages becoming more prominent as networks shy away from them; game shows and animated programing plentiful as distributors hope to repeat success of 'Wheel of Fortune' and 'He Man'; little evidence of new genres as programers stick to familiar themes

The programing on display at the 22d annual NATPE International convention is the largest syndicated marketplace in the history of the medium. But while there may be more product than ever before, station executives and program distributors say the real choices are somewhat less: game shows, movie packages and children's animation shows are awash in the marketplace. Programers say that signals a reliance on tested concepts and a backing off from high-risk programing ventures.

The marketplace has been in development over the past 11 months since the distributors crated their booths at the conclusion of last year's NATPE programing conference, but this represents the time that most distributors begin making their big push to get their shows cleared for fall 1985 air dates. With nine months to go before the start of the 1985-86 syndication season, some distributors have already announced that their new shows are a "firm go" for next season.

Among the new series that seem assured of being on the air next fall are Paramount's and Post-Newsweek's *America*, the most expensive new series in syndication with a

\$20-million budget for the first year. It has been cleared on 50 stations representing 50% of the country. King World's new game show, *Headline Chasers*, has achieved about the same coverage, while The Television Program Source's *The Price is Right* has landed a major-market deal with four of the five NBC-owned stations. Telepictures' animated children's series, *Thundercats*, has reached an 80% clearance level, while The

New Program Group's weekly, first-run situation comedy, *Small Wonder*, is on 38 stations representing 54% coverage. Chuck Barris's resurrection of *The New Newlywed Game* is already in about 40 markets, including deals on NBC-owned WNBC-TV New York and WMAQ-TV Chicago. And Blair Entertainment's *Break The Bank* is on its way with a deal that includes Storer stations in Atlanta, Cleveland and Detroit.

Inday, the two-hour, advertiser-supported block of first-run programing from LBS Communications, has cleared about 65 independent stations to reach 70% clearance.

And *Sale of the Century* from Genesis Entertainment and Colbert Television Sales—the only midseason launch in syndication—premiered last Monday (Jan. 7) on 24 affiliates in prime access.

By most counts, at least 12 new game shows are proposed by distributors, and half as many new movie packages are on the market. Also in popular supply are children's animation series, spurred on by the success of such shows as Group W Productions's *He-Man and Masters of the Universe*. The past couple of months have also seen several distributors announce their intention to revive canceled network series by bringing them back into first-run syndication. This group includes Golden West Television, which plans to produce and distribute new first-run episodes of *It's a Living*. The show has been picked up by network-owned WABC-TV New York, KNBC-TV Los Angeles and WMAQ-TV Chicago. Columbia Pictures



McLean Stevenson, Stuart Damon and Sarah Purcell in Paramount's 'America'



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King World's 'Headline Chasers'



Telepictures' 'Thundercats'

Television was to make a group deal announcement for new first-run episodes of *What's Happening* last week, and Metromedia Producers Corp. was reportedly "99.5% certain" that it would announce at NATPE the go-ahead for new weekly, first-run episodes of Carsey-Warner Productions's *Oh Madeline!*, although under the title *The Madeline Kahn Show* and with a slightly revised storyline (BROADCASTING, Jan. 7). Those deals follow the precedent set a year earlier by MGM/UA, with *Fame*, and D.L. Taffner, with *Too Close For Comfort*, both canceled network series given new life in syndication.

Station executives also saw more older television series dusted off and reintroduced in syndication at this year's NATPE. Distributors explain this is yet another way of helping to meet the shortage of product coming off the networks, especially for new independents signing on the air that may not yet have the capital to invest in the expensive off-network dramas and comedies coming on the market. Blair Entertainment, after a successful year with *The Cisco Kid*, is returning *Death Valley Days*, editing 130 half-hour episodes from a library of 500, including 21 that star Ronald Reagan. King World is bringing back *Topper*, which had network play in 1953-55, for syndication along with several other favorites, such as *The Guns of Will Sonnett* (ABC, 1967-68) and *Branded* (NBC, 1964-66). Colex, a joint venture of

LBS Communications and Columbia Pictures Television, launched *Hawk* (ABC, 1966, starring Burt Reynolds) and *Eisched* (NBC, 1979-80) on Jan. 7 on a 30-week, ad hoc network that includes the NBC-owned stations. Colex, which distributed *Gidget* (ABC, 1965-66) for a summer run last year on 101 stations representing 85% coverage, will return it for a second, 15-week run next summer. In addition, MCA TV formed an Encore division—originally intended to serve independents but attracting affiliate attention as well—to introduce popular off-network series in syndication, many titles of which hitherto have been unavailable. Telepictures also, through its Perennial division, is selling *The New Dick Van Dyke Show*, *Mayberry R.F.D.*, *Here's Lucy* and *My Favorite Martian*. Worldvision is marketing *Combat* (ABC, 1962-67) under its Evergreen umbrella.

But the game show phenomenon was getting the most attention at this year's NATPE—as it did last year after King World's *Wheel of Fortune* bolted from the pack and raced ahead in the ratings. Most of the new game shows are competing for the valuable prime time access slot on affiliates, although most will have to settle for other dayparts as the supply far exceeds the demand. Why are they so popular? According to Dean McCarthy, vice president of programming at New York-based station repre-

sentative Harrington Righter Parsons, most game shows do not achieve stellar ratings but "work well enough so that they are a viable economic consideration." Even if a game show is not a rating smash, McCarthy continues, "if it works at all, the price you pay for it is probably pretty reasonable. When you contrast that with the amount of money you have to guarantee up front for off-network shows that may or may not work, it becomes a different thing entirely."

Even before NATPE began, many of the most important time periods on some of the strongest stations in the largest markets sought by game show distributors were already sewn up for next season. CBS, for example, has committed its early fringe time period on four of its five owned television stations to *America*, the new one-hour entertainment and information news lead-in from Paramount Television Domestic Distribution and Post-Newsweek Stations. The NBC-owned stations have purchased Chuck Barris's *The New Newlywed Game* for access on WNBC-TV New York and early fringe on WMAQ-TV Chicago. In addition, NBC has ordered Goodson-Todman's *The Price is Right* from The Television Program Source for access periods on KNBC-TV Los Angeles, WKYC-TV Cleveland and WRC-TV Washington, and for a late, late night slot on WNBC-TV (although it retains an option to move it earlier). In addition, NBC has renewed *Love*

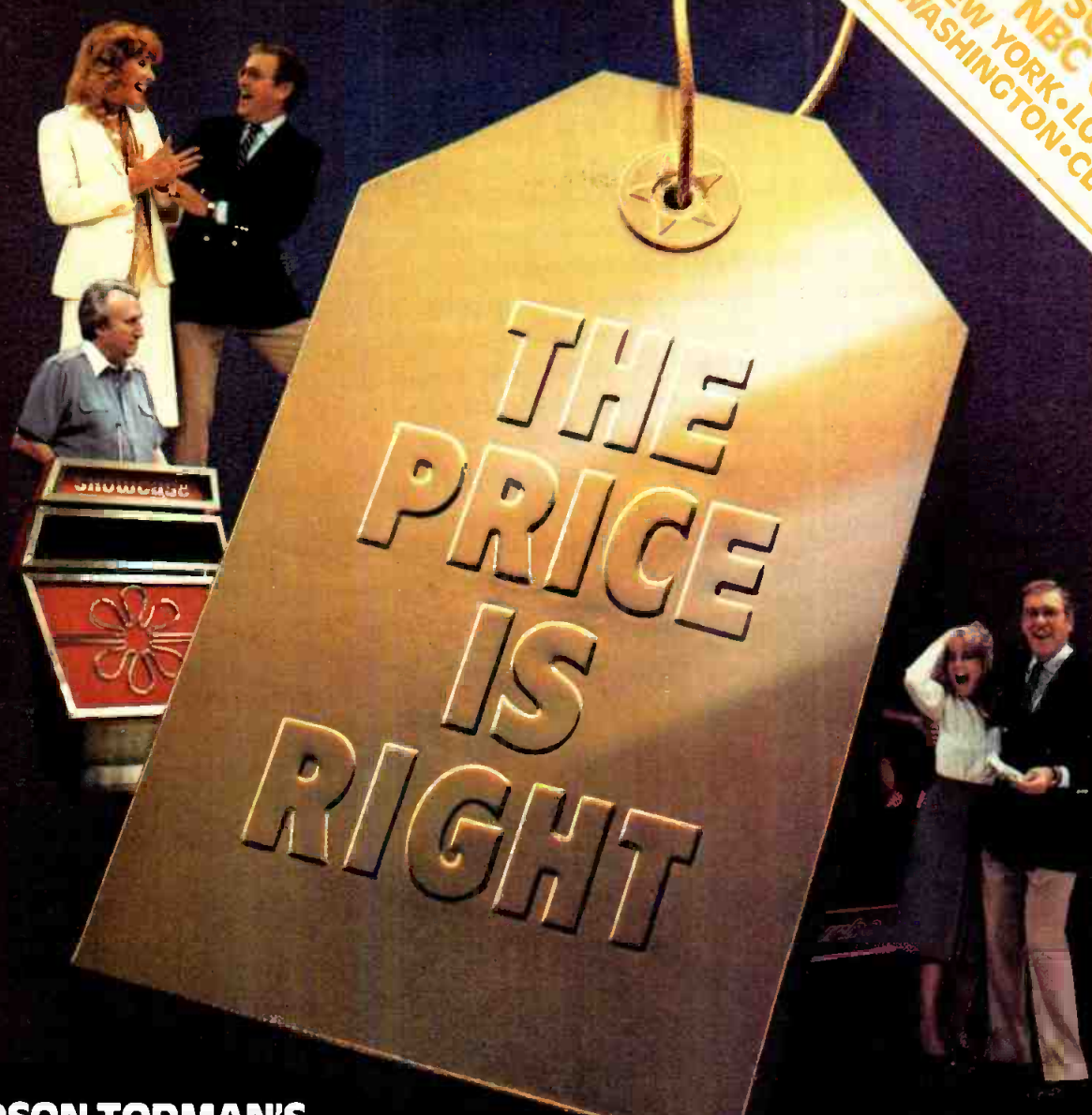


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Tribune's 'Dempsey & Makepeace'

Connection and *People's Court* on WNBC-TV for the 4-5 p.m. slot and *Donahue* for the early morning (9-10 a.m.) slot on WNBC-TV and the early fringe time period on KNBC-TV.

The ABC-owned stations have also bought programing for next fall. KGO-TV San Francisco has purchased Paramount's *America* for early fringe, while WLS-TV Chicago has bought King World's *Headline Chasers* and renewed King World's other two game shows, *Wheel of Fortune* and *Jeopardy*. WABC-TV has renewed *Jeopardy* and picked up *Headline Chasers* WXYZ-TV Detroit has also bought *Sale of the Century*, probably for access, while *\$100,000 Name That Tune* will move out of its access slot and into a morning time period, according to Gene Swerdloff, vice president of programing, ABC-owned television stations.

King World has been reporting brisk sales for *Headline Chasers*, a game show based on current and past events, including network affiliates WCAU-TV Philadelphia, WNEV-TV Boston, WXIA-TV Atlanta and KRON-TV San Francisco. As of press time, King World had cleared 43% of the country for *Headline Chasers* and said it expected to reach 50% going into NATPE.

Not everyone is worried about the number of game shows coming on the market, and at least one distributor contends a glut does not exist. Tony Brown, vice president and general sales manager of Blair Entertainment—which is trying to clear *Break the Bank* hosted by Gene Rayburn—said that in the 1979-80 season there were 16 strip game shows on the air, compared to only 10 this past season. Furthermore, he said, the shrinking number of off-network series available in syndication has opened additional time periods, "and this has given us enough confidence to go ahead."

Game shows were not the only programs being pitched at NATPE. Principally because the networks are buying fewer theatricals than at any previous time, movie packages from distributors have reached the status of a mini-industry. MCA TV last month announced a 24-title, advertiser-supported package of theatricals that has never appeared on any network, titled Universal Pictures Debut Network. It expected to have 50% of the country cleared going into NATPE. MCA TV's announcement came at the same time Viacom and Tribune Entertainment announced a similar joint venture, TV Net, which, beginning in March 1985,

will feed one movie per month to mostly independent stations on an advertiser-supported basis. Previously, MGM/UA, Orion, Warner Bros. and Embassy announced their own advertiser-supported, ad hoc networks, which are being joined by new made-for-TV movie packages from Telepictures, King Features Entertainment and Metromedia.

Although the theatrical packages are getting all the headlines, made-for-TV movie packages are also gaining attention. George Moynihan, senior vice president for programing at the Group W-owned stations, noted that "12 years ago, made-for-TV movies were made on the cheap, looked like it and had little viability in syndication." But today, he said, made-for-TV movies have "pretty good track records. Of course, some made-for-TV movies play better than others. The ones that dealt with timely issues may not do as well four years later."

The run toward first-run programing is picking up momentum, but probably not at a rate to the liking of most independents—the stations that, more than network affiliates, are in need of fresh product. Besides the revivals of canceled network series, there is only a handful of first-run projects in comedy or drama. On the comedy side, the New Program Group—a consortium of Metromedia, Taft, Storer, Hearst and Gannett—is producing and distributing through Metromedia Producers Corp. a new, weekly, first-run series, *Small Wonder*, created and written by veteran sitcom hand Howard Leeds. Other projects that might fall into the new, first-run comedy category include two programs proposed by Tribune Entertainment Co. The first, *Out of Our Minds*, is described as a half-hour sketch comedy starring David Steinberg produced in association with Canadian-based Aptel Productions. The second, *Punchline*, stars comedian Gabe Kaplan and is a kind of man-on-the-street-tells-favorite-joke show.

The shortage of off-network half-hours is also being addressed by the release of off-network series that had limited runs, sometimes only a season's worth. Nonetheless they are in demand by stations wanting to use them as summer or midseason replacements. Paramount recently announced it would bring 37 half-hour off-network episodes of *Bosom Buddies* into syndication, which followed last year's introduction of *Private Benjamin* by Warner Bros., which only had 39 episodes.

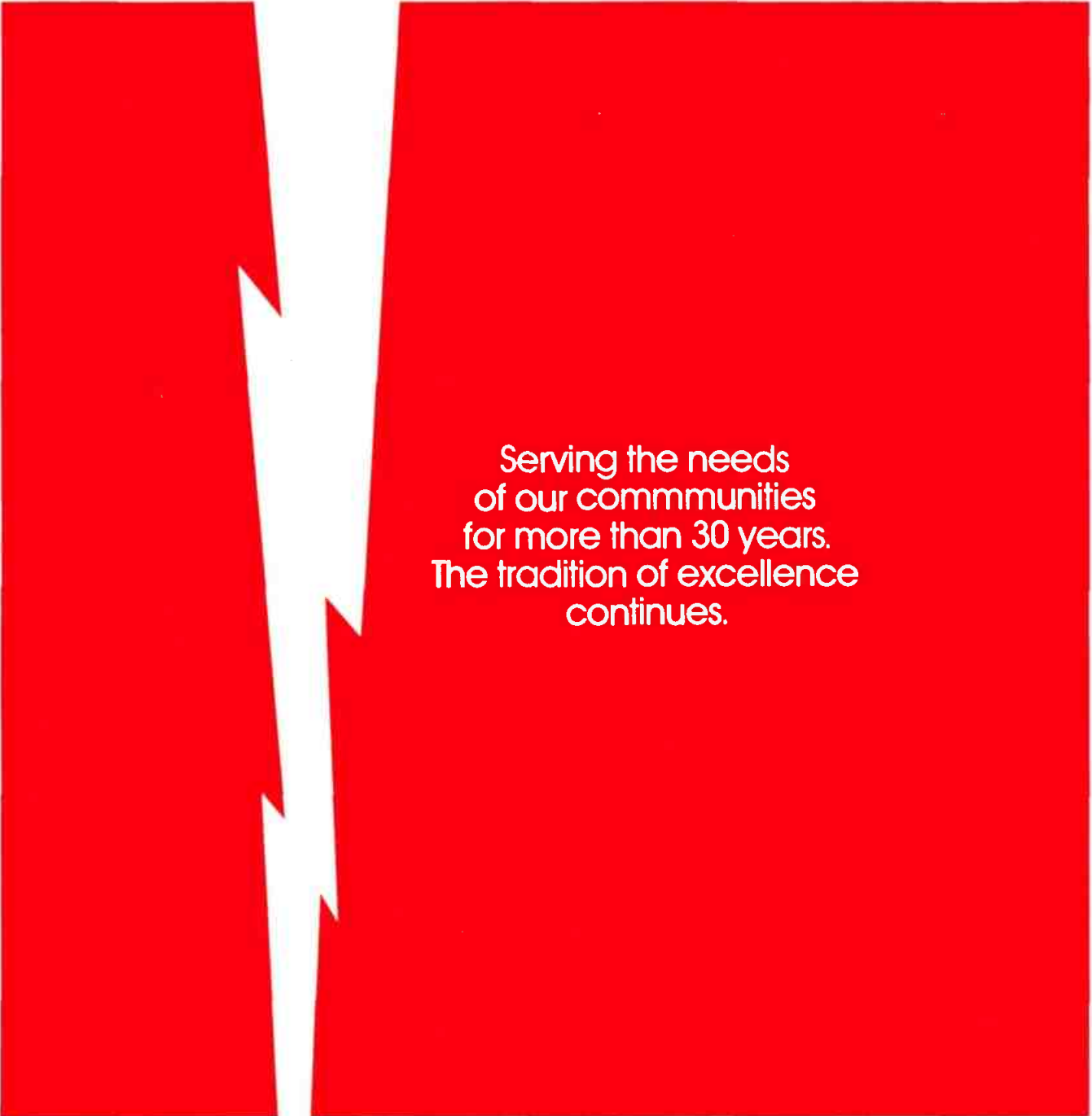
Drama is rarer than comedy in first-run production for syndication. Tribune Entertainment has one of the few shows available, a one-hour weekly drama titled *Dempsey & Makepeace*, featuring an American street-wise cop partnered with an aristocratic female Scotland Yard detective. The series will premiere next fall with a two-hour made-for-TV movie special and, in a departure from most first-run productions, is being sold on an all-cash basis. "There is no other action/adventure series [in first-run syndication] out there," said Sheldon Cooper, president of Tribune Entertainment, "and now we're saying it's time for people to try this kind of series. We think affiliates will also pick it up in early and late fringe." Besides being committed on the five Tribune-owned independents, the series has also been picked up by KTLA-TV Los Angeles and Gaylord's KTVT-TV Dallas.

The series, which is being co-produced with London Weekend Television, will premiere on the LWT network in the United Kingdom on Jan. 11.

Worldvision Enterprises is also introducing a new, first-run drama series in syndication based on the Australian-produced six-hour mini-series, *Return to Eden*, that it syndicated to stations last year. Worldvision announced at NATPE it intends to co-produce 22 new, one-hour episodes of *Return to Eden* in association with Hanna Barbera Australia and Australian-based McElroy & McElroy Productions and sell the series to stations on a cash-plus-barter basis for a fall 1985 start. According to Worldvision, the new, first-run episodes will pick up where the mini-series left off.

Late night is also a time period that some program directors believe is being underserved by distributors. Embassy Telecommunications, however, in addition to introducing its first theatrical package, *Embassy II*, is repositioning two series for late-night clearances: *Maude* and *Tales of the Unexpected*. "We took a look at late night and realized there wasn't much available for stations to use," explained Barry Thurston, vice president, domestic syndication, Embassy Telecommunications. Thurston said independents need product to counterprogram against news on the affiliates, and affiliates need product following their late-night newscasts—traditionally time periods where more adult-oriented comedies and dramas have done well. Thurston said that Embassy researched the markets where *Maude* was outperforming the competition in syndication and discovered that on the three Storer stations in Atlanta, Cleveland and Detroit, the show is consistently number one in its late-night time periods, even after an episode's ninth run. As a result, Thurston explained, Embassy decided to "make a concentrated effort" to position *Maude* for late-night clearances. *Tales of the Unexpected* has the same appeal for late-night periods, he said, because of the twist endings of its mystery and suspense storylines and its guest stars (many who were unknowns at the time the series ran on the network.)

The children's animation marketplace is also seeing healthy growth, although, again,



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analogies here are being drawn between it and what is happening in the game show arena: one or two successful shows spawn multiple spin-offs and similar efforts from different distributors. Besides Telepictures' *Thunder Cats*, Claster Television has cleared *Transformers* and *G.I. Joe* for next fall, LBS Communications is selling *M.A.S.K.* and Group W Productions is offering *He-Man's* twin sister: *She-Ra: Princess of Power*. Fox/Lorber Associates is distributing

Hubley Studio's library of animation, which has won several international awards, including recognition for new animation techniques. Carrousel Productions, a new distributor formed last November, is distributing four animated "Mirthworm" specials. And Harmony Gold has begun production of 85 episodes of an \$8-million, animated, science-fiction series, *Robotech*, which will begin airing on stations next April.

Much of the animated product is tied in

with toy lines, and much of it is "high tech"-oriented, which has some programmers skeptical. "I think the high-tech era is going to wind down in the next two years," said Erv Parthe, director of programming for the Meredith Broadcasting Group. "The trend is toward the soft touch and good message, cuddly animals." And as was the case with the "high-tech" animation series—which has its roots in Japanese production—Parthe believes the next wave "will be born abroad." □

On the floor at the Moscone Center

The following is a list of exhibitors showing product on the floor of the Moscone Center and in suites at the Fairmont hotel. An asterisk denotes a product new to the market.

AG Day Television 208 Arguello

Alan Enterprises 476 Union
32234 Pacific Coast Hwy., Malibu, Calif. 90265

The Classics* (28), The Promotables (15), unreleased features (56), The Wizard of Oz, American Caesar, Vietnam: The Ten Thousand Day War (13), Speed Racer (52), Abbott and Costello Show (52), Felix the Cat (52), Mighty Hercules (32). **Staff:** Alan Gleitsman, Cheri Rosche, Ron Harrison, Christine Buchanan.

All American Television 841 Market

250 Fifth Ave., Suite 503, New York 10001
America's Top 10, America's Choice, Portrait of a Legend (39), The Dance Show (19), Tomorrow's Music Today (13), An America's Top 10 Book of Love, An America's Top 10 Christmas, American Video Awards, Rock 'n' Roll: The Early Years, The Chisholms (6). **Staff:** George Back, Joseph Kovacs, Joel Gallen, Joan Marcus, Conrad Roth, Bill Finkeldey, Susan Zimmer, Gail Spolan, Debbie Back, Helen Schansinger, Don Golden, Nina Melby.

Almi Television Productions 860 Market

1585 Broadway, New York 10036
She's A Lady* (19), Hot Rocks* (10), Thriller* (18), Jennifer's Journey, Great Comedy Volume I (33) and II* (15), Passport to Adventure (33)*. **Staff:** Dan Harrison, Mary Voll, Debbie von Ahrens, Liz Gallo.

Anglia TV 96 California

Brook House, 113 Park Ln., London W1
The World of Survival (310), Tales of the Unexpected (101), Edwin, Love Song. **Staff:** David McCall, Timothy Buxton, Michael Hay.

Arbitron 592 Powell

1350 Avenue of the Americas, Suite 1914, New York 10019
Staff: Pete Megroz, Mark Young, Bill Shafer, Kathy Baske, Jim Mocarski, Jon Nottingham, Dennis Spragg, Rob Fields, Susan Howard, Max Johnson, Ginny Tier-

ney, Doug Marks, Mark Stephan, Barbara McFarland, Ken Wollenberg, Joe Philport, Randy Briggs, Jan West, Howard Fischground, Bob Decker.

Arlington TV Sales 497 Union

ARP Films 560 Powell
342 Madison Ave., New York 10173

Spiderman (52), New Spiderman (26), Spiderwoman (16), New Fantastic Four (13), Incredible Hulk (13), Captain America (13), Iron Man (13), Submariner (13), Mighty Thor (13), Rocket Robinhood (52), Max the 2,000-Year-Old Mouse (104), Star Blazers (77), The Russian Circus, Strange Paradise (195), Collection, Chef of the Stars, Magicians of Murano, The Nose. **Staff:** Claude Hill, Anne Cody, Joanne Melton.

ASI Market Research 727 Pine

Avery Productions 1 Sutter

Bavaria Atelier GmbH 109 Broadway
Behrens Co. 665 O'Farrell
51 SW 9th St., Miami, 33130

Kidsworld, Future Stars* (4). **Staff:** Betsy Behrens, Bill Behrens, Bob Behrens.

Bentley Syndication Services 615 O'Farrell

420 Lexington Ave., Suite 1601, New York 10170

Big Time Bingo* (260), Comin' Alive with June Caine Miller* (26), The Living Body* (26), Exciting World of Speed and Beauty* (13), Bear Witness News Strip* (65), Summer Music Specials* (3), Lorne Greene's New Wilderness (52), Bear Who Slept Through Christmas, Great Bear Scare, News that Rocked Special, Pre Award Special—A Look at the Grammy's, News That Rocked, Rodeo Drive. **Staff:** Ray Bentley, Barbara Bentley, Nancy Dixon, Shari Reisman.

Blair Entertainment 46 Post

1290 Avenue of the Americas, New York 10104
Cisco Kid (156), SCTV (156), Divorce Court (260), Celebrity Revue (120), Death Valley Days (130), Beachcombers (130), Break the Bank (195), Road to the Super Bowl '85, Mighty Men & Magic Moments Preview '85, Wake Up the Echoes, Peter Marshall Salutes the Big Bands, Four Girls Four, Broadway to Hollywood (13), Michel Legrand & Friends, Astonish-

ing Odyssey, Keystone Komedies (79), USA Hot Spots (13), 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, Guy Mazzeo, Tony Brown, Phil Kent, Joe Middelburg, Dorothy Hamilton, Alan Berkowitz, Norman Lesser, Joe Mirabella, Ken Kagen, Cathy Morrow, Jim Weathers, Paul Franklin, Monte Lounsbury, Al Lanken, Tony Falsola, Steve Hackett, Linda Prozeller, Pete Retzlaff, Andy Rogin, Walter Rolph.

Bozell & Jacobs 672 O'Farrell

10250 Regency Cr., Omaha, Neb. 68114
Mutual of Omaha's Wild Kingdom. **Staff:** Hal Davis, Bob Aaron, Arden Swisher, George Georgeff, Jim Sparks, Paul Weigand, Ellen Meisinger, Jim Fowler.

Bri-Ter Television Sales 695 O'Farrell

British Group 96 California

Broadcast Incentive Tours 405 Union
305 N. Coast Blvd., Laguna Beach, Calif. 92651

806 SW Broadway, Portland, Ore. 97205
Incentive tour operator, sales incentive tour programs for broadcasters. **Staff:** Tony Lease, Mark Lease, Robert H. Campbell, Renata Elan.

Broadcast Information Bureau 471 Union

100 Lafayette Dr., Syosset, N.Y. 11791
Research source books and magazine. **Staff:** Arthur Fliegelman.

Broadcast Magazine 494 Union

Broadcast Management Plus 19A Washington St.
Box 708, Auburn, Calif. 95603

Converts Arbitron, Nielsen and Birch computer tapes to floppy diskettes and provides software to allow stations to perform sales and program research on a microcomputer. **Staff:** Roger Cooper, David Ludwig, Glenn DeKraker, John Morris.

Broadcast Promotion and Marketing Executives 475 Union

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1735 DeSales St., NW, Washington 20036

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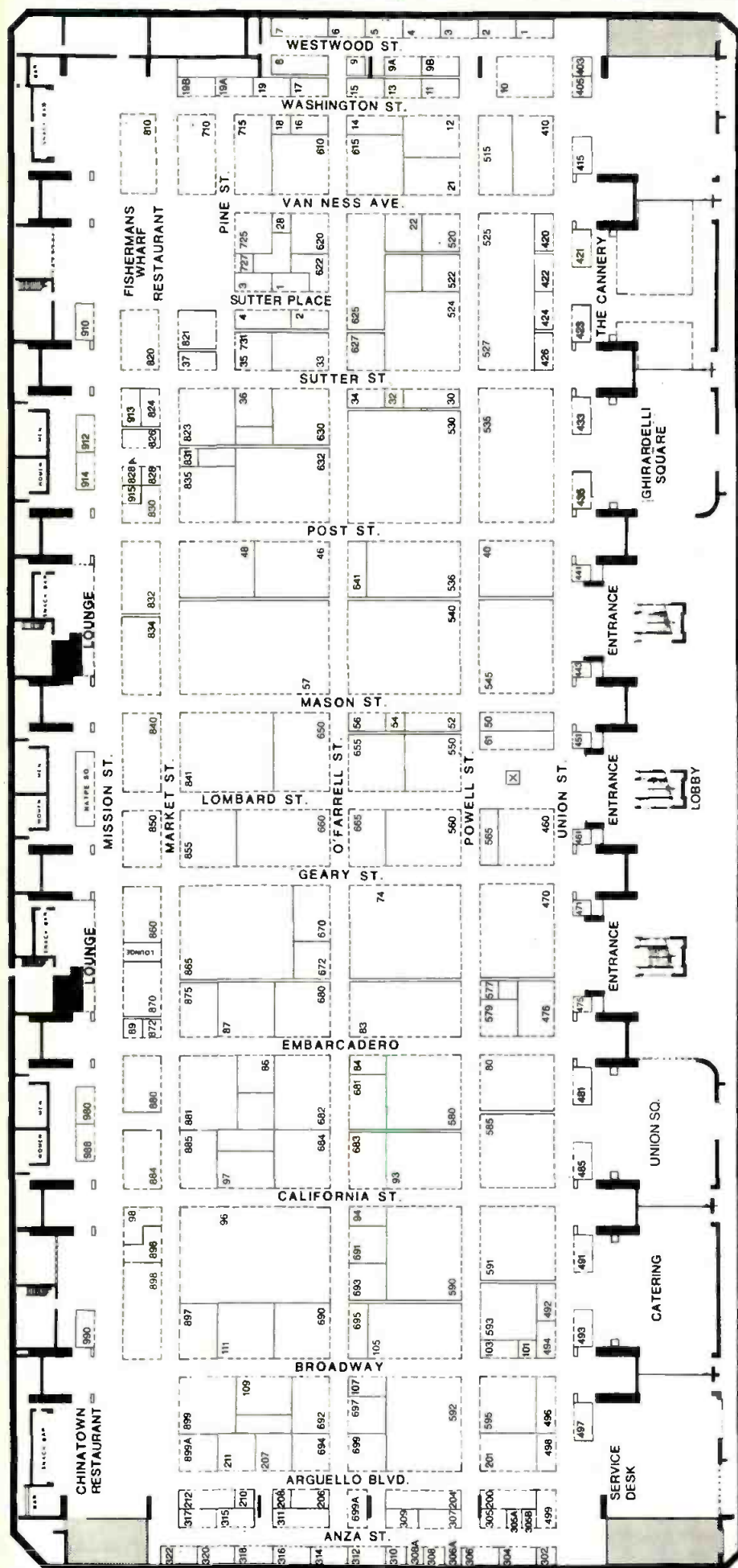


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Broadway Magazine 306 Anza

BSW Video/Travel Pass 306A Anza

Camelot Entertainment 57 Mason
150 E. 58th St., New York 10155

Wheel of Fortune (39), Jeopardy (39), Merv Griffin Show (46), Little Rascals Christmas Special, Headline Chasers (39). **Staff:** Rick Levy, Steve Hirsch, Joseph Weinfeld, Allen Imfeld, Marsha Diamond.

Cannon Television 94 California
6464 Sunset Blvd., Hollywood, Calif. 90028

Dayan*, Assisi Underground*, Sea Hawk*, Nat King Cole Story*, Battle of the Sexes*, Breakdance—You Can Do It*, I'm Almost Not Crazy... John Cassavetes: The Man and His Work*, Le Mans '84*, Making the Grade, The Funniest Man in the World, Premium Package (12), Challenge I & II (16), Heartwarmers, Flirtation (19), Johnny Mack Brown (27). **Staff:** Menahem Golan, Yoram Globus, Micky Hyman, John Pardos.

Capital Cities Television 105 Broadway
4100 City Line Ave., Philadelphia 19131

Buchanan High, Christmas Special, Capital Cities Special Reports. **Staff:** Charles Keller, William Mulvey, John Toutkaldjian.

Carden & Cherry 725 Pine

Carousel Productions 565 Powell
116 Mason St., Greenwich, Conn. 06830

The Mirthworms* (4), What's Cookin' with Burt Wolf, Scuddlemutt*, Golden Ring. **Staff:** Norbert Auerbach, Shelby Larsen, Susan Martingano, Allen Jackson.

Castle Hill Television 12 Washington
1414 Avenue of the Americas, New York 10019

Castle Hill Volume I* (12), Made in Hollywood USA* (27), Fright Night (16). **Staff:** Julian Schlossberg, Beverly Schlossberg, Alix Horland, Barbara Karmel, Milly Sherman, Loretta Woodruff, Shirley Hoffman, Anthony Potenza.

C.B. Distribution 33 Sutter
141 El Camino, Suite 110, Beverly Hills, Calif. 90212

Carol Burnett and Friends. **Staff:** Bob Wright, Wayne Barusch, JoAnne Leighton, Linda Bross.

CBC Enterprises 870 Market
237 Park Ave., New York 10017

Beachcombers (250), Flappers (43), Hangin' In (26), Judge (30), King of Kensington (111), For the Record (26), Seeing Things (26), I'll Get There Somehow*, Planet for the Taking*, The Lifer and the Lady*, Marshall McLuhan*, Charlie Grant's War*, Gentle Sinners*, Labour of Love*, Grand Piano*, L'Astronauts, The Mikado, The Gondoliers. **Staff:** Paul Cadieux, Martha Burke-Hennessy, Cyd Longo, Donna-Lee Lyons, Carmel Kidd.

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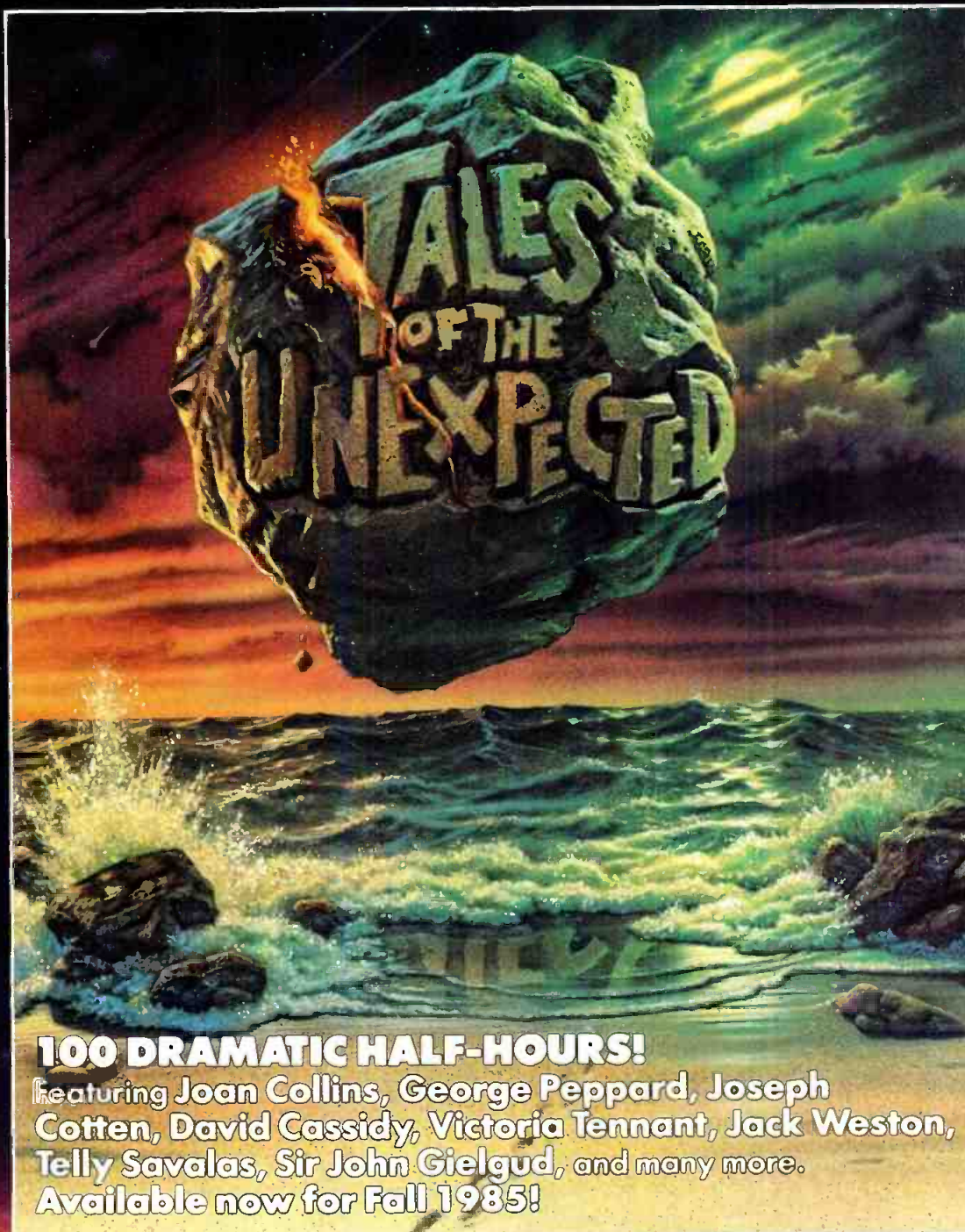
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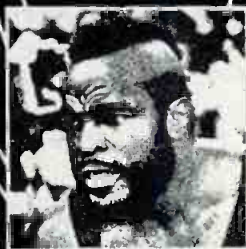
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9000 E. Church St., Box 911, Brentwood,
Tenn. 37027

Million Dollar Body Challenge*, Jacki Sorensen's Lifestyle*, Black Rock*, The First*, Summer Rock Party*, Prime Specials II* (3), Miss Manners*, Rock-N-America, Cocaine Blues. **Staff:** David Sifford, Ron Johnson, Annette Johnson, Caroline Rothe, Sissi Haffner, Hamilton Sellers, Judy Landers, Ronnie Schell.

Central Independent TV 96 California
35-38 Portman Sq., London W1A 2HZ

Channel Four Television 96 California
60 Charlotte St., London W1P 2AX

The Bullshitters, The Price (6), A Profile of Arthur J. Mason, Realm of Darkness, Relative Strangers (12). **Staff:** Larry Coyne.

Christophers 3 Westwood
12 E. 48th St., New York 10017

Christopher Closeup*, The Christophers Story Laboratory*. **Staff:** Mary Jane Hopkins, Fr. John Catoir.

Cinecitta S.p.A. 694 O'Farrell

Cinema Shares International 40 Post
450 Park Ave., New York 10022

Claster Television 48 Post
9616 Deereco Rd., Timonium, Md. 21093

The Great Space Coaster (190), Romper Room and Friends (100), Bowling for Dollars, The Charmkins, My Little Pony, G.I. Joe—A Real American Hero Miniseries I & II (5), G.I. Joe—A Real American Hero (90), Transformers (16+65). **Staff:** John Claster, Sally Claster Bell, Janice Carter, Terri Akman, John Russel, Cindy Markus.

Joel Cohen Productions 496A Union
Colbert Television Sales 655 O'Farrell
1888 Century Park East, Los Angeles 90067

Joker's Wild, Tic Tac Dough, Sale Of the Century, Hot Potato, Juvenile Jury, Hollywood Closeup, The Lone Ranger (182), The Rifleman (168), Sgt. Preston of the Yukon (78), Lassie (192), Jeff's Collie (103), Timmy and Lassie (156), Inter/Acter. **Staff:** Dick Colbert, Meri Bentley, Jill Siegel, Annie Ross, Colleen McGrath, Larry Lynch, Diane Galella, Adele Dempsey, Ritch Colbert, Cheryl Anderson, Reid Davis.

Colex Enterprises 433 Union
(see LBS Communications)

Columbia Pictures Television
(see Fairmont listing)

Comworld International 610 O'Farrell
1325 S. 800 East, Orem, Utah 84058

Applause I (13), Big City Comedy (13), Roy Clark Special, Steven and the Pittsburgh Kid, Romance Theater, Country Roads. **Staff:** Charles King, Robert Nyborg, Linda Farley, Jim Slater, Bill Seymour.

Contel-Con Hartsock 56 Mason
1100 Glendon Ave., Los Angeles 90024

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

Contempo TV 200 Arguello

Conus Communications 899 Market
3415 University Ave., Minneapolis 55414

Round the clock satellite news gathering service providing national and regional feeds, computer information system.

Staff: Charles Dutcher III, Anita Klever, Stanley E. Hubbard II, Rebecca Dalton.

Coral International TV 620 O'Farrell
6850 Coral Way, Suite 404, Miami 33155

Amada Mia, Azucena, Maria Laura, Salvaje La, Tormento/Residencia de Senoritas, Clasicos de Gala (26), Como ser Feliz en el Matrimonio (26), En Linea con Illana (13), Fantastico Internacional II (39), Mas Estrellas Que en el Cielo II (39), Pension Oea II (26), Show de Lopez El II (52), Dias de Infamia, Canta Claro, Cordon de Plata, Ciclo de Oro de Romulo Gallegos (16), Daiquiri, Carlos Mata, Gualberto Ibarreto, Wilfrido Vargas, Ensuenos Nancy Ramos, Adorando al Nino Dios, Guillermodandia (39), Nuevas Aventuras de Federrico (36), Popy y Sus Cosas II (39), Senior Cine II (12), III (20). **Staff:** Jorge Valera, Cesar Diaz, Angie Santiago, Kenneth Campbell, Giovanna Kiferle, Leon Jacoel, Pilar Diaz-Utrilla.

Crystal Pictures 16 Washington

Daily Variety 577 Powell

DFS Program Exchange 625 O'Farrell
405 Lexington Ave., New York 10174

Scooby Doo (155), The Flintstones (166), Bullwinkle (98), Rocky and His Friends (156), Bill Cosby's Picture Pages* (430), Underdog (62), Uncle Waldo (52), Tennessee Tuxedo (140), Dudley Do Right (38), Young Samson (20), Space Kidettes (20), Sealab 2020 (13), Inch High, Private Eye (13), Wheelie and the Chopper Bunch (13), Roman Holidays (13), Devlin (16), Valley of the Dinosaurs (16), Bewitched (180), I Dream of Jeannie (109), The Partridge Family (96), The Greats of the Game* (26). **Staff:** Allen Banks, Jack Irving, Susan Radden, Chris Hallolle, Wally Chateauvert, Tim Strosahl, Diane Casse.

Dynocomm 37 Sutter

Editel Group 103 Broadway
301 E. Erie, Chicago 60611

Electronic Media 15 Washington

Embassy 545 Powell
100 Universal City Plaza, Universal City, Calif. 91608

Tales of the Unexpected*, Maude*, Embassy II film package*, Diff'rent Strokes (146), One Day at a Time (209), The Jeffersons (229), Professionals (52), Sanford & Son (136), Good Times (133), Pete 'n' Gladys (72), Facts of Life (153), Archie Bunker's Place (97), Entertainer of the Year (15), and 149 other features. **International:** Silver Spoons, Gloria, Square Pegs, Diff'rent Strokes, The Facts of Life, One Day at a Time, The Jeffersons, Archie Bunker's Place, Double Trouble, a.k.a. Pablo, 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, Maude, Good Times, Sanford, Sanford & Son, All That Glitters, All's Fair, Hello Larry, Highcliffe Manor, In the Beginning, Joe's World, Mary Hartman Mary Hartman, The Magical World of Gigi. **Staff:** Gary Lieberthal, Barry Thurston, Ron Brown, Mike Mellon, Leslie Tobin, Meade Camp, Dennis Boyle, Debbie Grant, Chris Egoft, Stephen Morley-Mower, Deborah Willard, Robert Oswaks, Panos Spyropoulos, Enno Rijpma, Dana Murray, Joel Nuffer, Banjiro Uemura, Mohammed Yassine, Stephen Carey.

Encyclopaedia Britannica 302 Anza

Enter-Tel Inc. 683 O'Farrell
24400 Chagrin Blvd., Beachwood, Ohio 44122

Irresistable Package (12). **International:** New Tech Times (39). **Staff:** Jan Steinmann, James McNamara, Yves Witner.

Entertainment Media Co. 810 Market

Entertainment Network 670 O'Farrell
8665 Wilshire Blvd., Suite 205, Beverly Hills, Calif. 90211

Tranzor* (65), Montreaux Pop Rock Festival, Hopalong Cassidy (52+54), animated features, science fiction (7) and classic (7) movies, No Guts No Glory (6), America's Music (13), Alaska Outdoors (26), Shakespeare Theater Library (8), To Win at All Costs, Kid-A-Littles (26). **Staff:** Drew Savitch Levin, Bill Doyle, Steve Finch, Eve Joffee.

Essence Communications 826 Market
1500 Broadway, New York 10036

Essence, Essence Black History Minutes*, Essence Music Special. **Staff:** Clarence Smith, Gene Davis, Karen Thomas, Susan Taylor, Ed Lewis.

Euramco International 98 California
Box 5434, Beverly Hills, Calif. 90210

I Go Pogo*, Meet Your Animal Friends*, Wild Beasts*, Possession*, Journey Into Yesterday* (26), The World's Most Beautiful Tales* (52), This Is the Life, The World in Flames (5), Yeshua, feature films (42). **Staff:** Renato Romano, Larry Cervantes, Deborah Klorman.

Excel Telemedia 691 O'Farrell
745 Fifth Ave., New York 10151

Terrorvision* (52), Pathfinders (13), Music Moods (5), Chanel Solitaire, Bye See You Monday, Amazing Mr. Blunden, Angry Joe Bass, Blockhouse, Bonnie's Kids, Carry on Emmanuelle, Chance Cody, Combat Killers, Dirty Knight's Work, Duncan's World, Edge of Fury, Follow That Rainbow, 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, Psycho-tronic Man, Ragpicker, Ransom, Roller-mania, The Truth about Communism Nar-

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Financial Syndication Services
312 Anza

Fishing The West 206 Arguello
15170 S. Thayer Rd., Oregon City, Ore. 97045

Fishing the West (26). **Staff:** Charles Goodloe, Larry Schoenborn, Brad Schoenborn.

Four Star 680 O'Farrell
931 N. Cole Ave., Hollywood, Calif. 90038

No Restrictions* (13), Star I* (15), Heroes*, Mad Movies with the L.A. Connection*, Abbott & Costello (156), Stanley Smogless Steamer (39), Awards Theater (50), Action I & II (40), Astor Classics (10), Astor Sci-Fi Features (6), Astor III (23), The Late Show (30), Main Events II (15), Poseidon Files (15), Galaxy Two (15), Neptune Journals (12), The Thirteen Premiers (13), Odyssey (14), The Renown Pictures (27), Galaxy One (15), Good Vibrations (15), Main Events I (15), The Alpha Beat & Gamma Chronicles (37), Rainbow Outdoor Adventures I-IV (45), Scream Theater I & II (32), Cisco Kid Features (13), Dick Tracy Features and Serials (64), Action Features (13), Adventure Features (6), Sci-Fi/Horror Features (110), Big Valley (112), Stagecoach West (38), Burkes Law (64), Target: The Corruptors (35), Wonderful World of Magic (12), Flipper (88), Gentle Ben (56), Wonderful World of Magic (26), Thrillseekers (52), Teen Talk (52), Harry Blackstone Jr.'s Magic Magic Magic, David Niven's World Championship of Magic, Football: The Great Years, 20 Years of Rock & Roll. **Staff:** Joseph Fischer, Richard Cignarelli, David Reinbach, Bob Neece.

Fox/Lorber Associates 841 Market
432 Park Ave. South, New York 10016

Bellamy* (25), Big Palookas and Hard Boiled Blondes (16), Blood Curdlers (13), Broadway Video Specials (7), Grundy Premiere Films (12), King...Montgomery to Memphis, Legacy of a Dream, The New Candid Camera (130), Trail Blazers (32), Young Duke (15), Weekly

Story Service, One on One Exclusive, Local Program Network. **Staff:** Richard Lorber, David Fox, Richard Ruben, Jackie Judd.

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834 Market

505 Park Ave., Suite 1508, New York 10022
\$100,000 Name That Tune. **Staff:** Sandy Frank.

Fremantle 93 California
660 Madison Ave., New York 10021

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Game, Newlywed Game, Every Second Counts, Hot Potato, \$25,000 Pyramid, Tic Tac Dough, Joker's Wild, Bull's Eye, Press Your Luck, Trivia Trap, Tripods (6), Family Theater (64), Swiss Family Robinson (26), Adventures of Black Beauty (52), Fugitive Samurai (79), Woobinda Animal Doctor (39), Sophisticated Gents (4), Baker Street Boys (4), Nana (6), One Last Ride (5), Niko (6), Joey and Redhawk (5), Take Kerr (260), Standby...Lights!Camera!Action!, Against the Odds (26), Reggie Jackson's World of Sports (18), Pinwheel (26), Livewire (74), Wild Rides, Arcade (40), Working (77), Tip Top (25), Mr. Wizard's World (52), Kids' Write (17), What Will They Think of Next? (130), You Can't Do That on Television (52), Belle and Sebastian (52), Out of Control (26), Killer, Off Season, 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, Scotland's Story (24). **Staff:** Paul Talbot, Harriette Schwartz, Julie Zulueta-Corbo, Craig Macdonald, Randy Zalken, Marilyn McDonald, Russell Becker, Richard Becker.

Fries Distribution 111 Broadway
9200 Sunset Blvd., Suite 700, Los Angeles 90069

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Futura Marketing Associates
6 Westwood

Garden Way Broadcast 34 Sutter
Greenbush Rd., N. Ferrisburg, Va. 05473

Joy of Gardening* (39). **Staff:** Dave Schaefer, Dean Leith Jr., Pam O'Dell, Carol Burniche.

Gaylord Program Services 710 Pine
9255 Sunset Blvd., Suite 800, Los Angeles 90069

Hee Haw (52). **Staff:** James Terrell, Alan Courtney, Peter Alex, Dorothea Delaplain, Morton Smithline, Sam Lovullo.

Gaylord Syndicom 710 Pine
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Super Sports America* (26). **Staff:** Jane Grams, William Madden, Martin Clayton III.

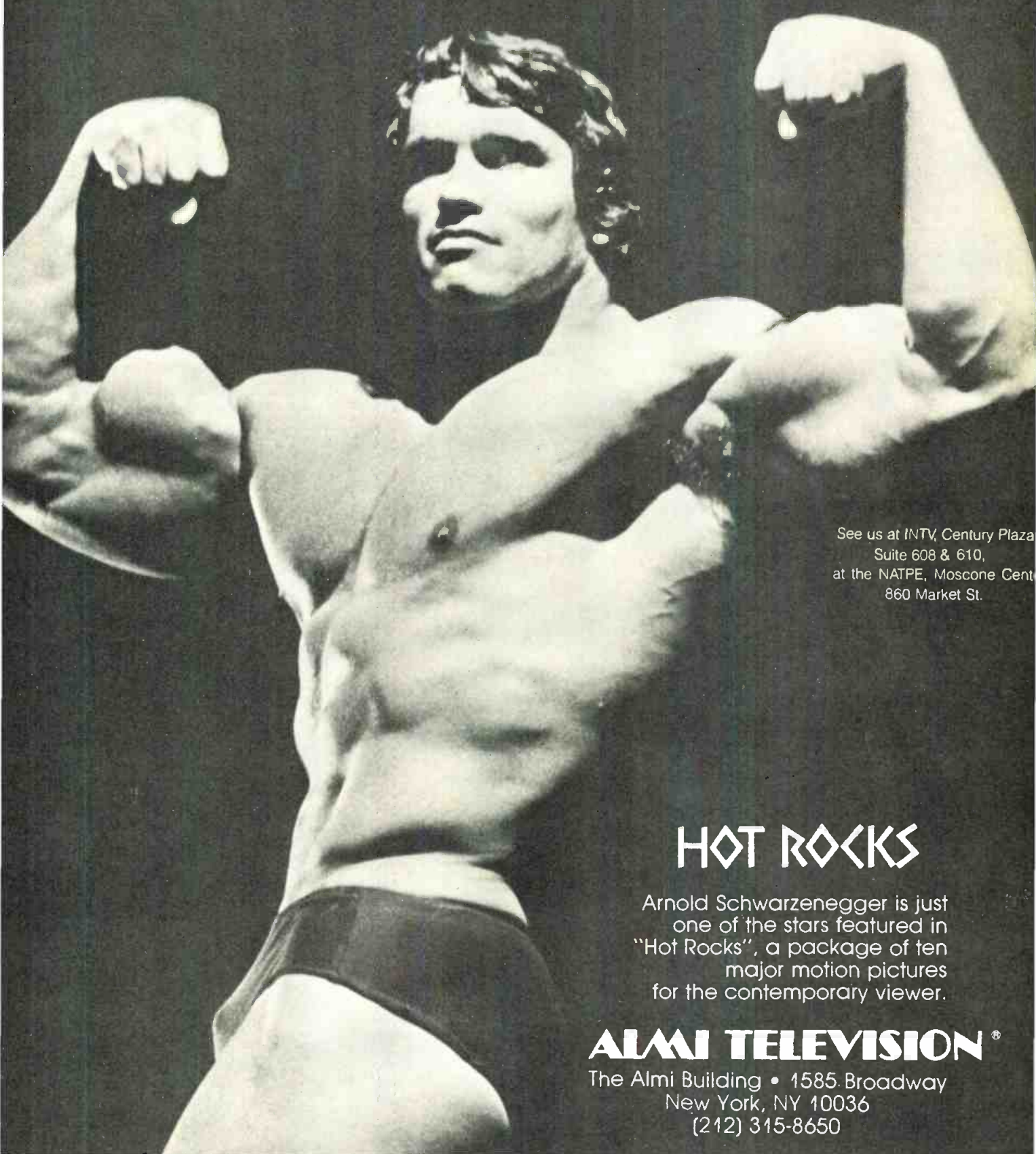
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823 Market

10100 Santa Monica Blvd., 26th fl., Los Angeles 90067

Sale of the Century*, Classic Country Featuring the Stars of the Grand Ole Opry (181), World War II: GI Diary (25), Wild Wild World of Animals (115), Life Around Us (26), Wilderness Alive, The Africans, Third Testament, America Sings, Music World. **Staff:** Gary Gannaway, Betsy Green, Jeff Kinney, Nancy Vautin, Jerry Weaver.

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Plumas e Paetes (191), Louco Amor (168), Maria Maria (119), Agua Viva (159), Sinhazinha Flo (82), A Moreninha (79), Pai Heroi (178), Cabocla (170), Dancin' Days (174), Ciranda de Pedra (154), Escrava Isaura (100), A Sucessora (126), Baila Comigo (163), Rabo de Saia (20), Bandido Corazon (10), Anarchists Thank God (9), Paulista Avenue (17), Love and Murder (20), Lampiao and Maria Bonita (8), Manaus Connection (4), Romeu e Julieta, Once Again Happy New Year, Life and Death Severina, Police Beat (64), Malu Woman (39), Orphans of the Earth, The Reencounter, Death in Paradise, Other Side of the Horizon, Sao Bernardo, Life Squad, Otelo de Oliveira, Mandrake, The Miraculous Saint, Sarapalha, Divine Woman, A Hora do Carrasco, O Homen Que Veio de Minas, Damas Valete e Crime, A Pata do Macaco, Alice Alice, Yellow Woodpecker Ranch (40), Vinicius for Children (2), Well-Beloved (13), Fantastico The Show of Life (24), Heavy Load (13), Simone, Rita Lee, Roberto Carlos, Fabian Junior, Moraes Moreira, Elba Ramalho/Alceu Valenca, Milton Nascimento, Julio Iglesias in Rio, Gal Costa, Gilberto Gil, Elis Regina, Joao Gilberto, Caetano Veloso and Jorge Ben, Gilberto Gil and Jimmy Cliff, Paulinho da Viola, Grandes Nomes-Mulhores Momentos, Sergio Mendes, Football Compact (39). **Staff:** Roberto Marinho, Roberto Irineu Marinho, J. Bonifacio Oliveria Sobrinho, Luiz Borgerth, Lisete Stewart.

Golden West Television 585 Powell
Box 500, Los Angeles 90078

It's A Living*, Press Your Luck*, The First Annual Stuntman of the Year Awards*, On the Rocks*, Big Girl Now, Animalympics*, The Practice*, It Takes Two, Kung Fu, New York Hot Tracks, American Video Awards, Gene Autry Movie Classics, The Annual Hollywood Christmas Parade. **Staff:** Anthony Cassara, Dick Gold, Bob Clark, Greg Nathanson, William Schickler, Betty Alofsin, Diane Foster, Bobbie Marcus, Lisa Woodcock, Jocelyn Chan, Robin Silverman.

Samuel Goldwyn Co. 684 O'Farrell
10203 Santa Monica Blvd., Los Angeles 90067

Treasure Chest*, Goldwyn Gold, Explosives, Family 6-Pack, Terrapix, Dan August, Power Pack, Snippets. **Staff:** Mort Marcus, Jack Masters, Suzanne Horenstein, Stuart Doriss, Laurette Hayden, Susan Transeth, Meyer Gottlieb, Craig Cox.

Granada Television 885 Market
1221 Avenue of the Americas, Suite 3468, New York 10020

Ebony Tower, Staying On, No Man's Land, For Services Rendered, Secret Orchards, December Flower*, Ann and Debbie*, Strike, Invasion, Philby Burgess and MacLean, Sergeant Cribb, Chessgame, Country Matters, Man and Music*,

End of Empire*, Television*, World in Action, War of the Springing Tiger, The Christians, Danedyke Mystery, Dear Enemy, Young Sherlock, Brass, Alfresco, Pop Explosion I* and II*, On the Road—Tina Turner*, There's Something Wrong in Paradise*, Seven Deadly Sins, Gloria, Isadora. **Staff:** Barrie Heads, Leila Man, Alison Brantley, Wendy Stebbings, Bill Allan.

Sherry Grant Enterprises 426 Union
17915 Ventura Blvd., Suite 208, Encino, Calif. 91316

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Group W Productions 865 Market
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PM Magazine, Hour Magazine, Newsfeed Network, He-Man and the Masters of the Universe (130), She-Ra: Princess of Power, Every Second Counts, Fat Albert and the Cosby Kids (90), Music of Your Life. **Staff:** Edwin Vane, George Resing Jr., Jeff Snetiker, Christine Foster, Owen Simon, Nancy Hamilton, Carol Strond, Frederick Kuperberg, Donald Spagnolia, Mary Fisher, Leonard Giarraputo, Andy Spitzer, Daniel Cosgrove, Robert Rubin, Judith Bernat, Glen Burnside, Diana Vargas, Richard Grove, Larry Frankenbach, Cindy Walker, Jack Foley, Jack Swindell, Peter Gimber, Linda McMann, Martin Berman, Steve Clements, Paul Nichols, Bob George, Debby Messana, Richard Newton, George Sperry Jr., Jim Tuverson Jr., Lou Scheimer, Alice Donenfeld, Richard Sareen, Terry O'Reilly, Gregg Risch.

Gutman and Gutman 50 Mason
230 Park Ave., New York 10169

Hennesey (96), Damon Runyon Theater (39), The Lone Wolf (39), Vintage Western Movies (11). **Staff:** Leo Gutman, Laurie Peterson, Georgia Gutman, Esther Balenzano, Mike Keen.

Alfred Haber 660 O'Farrell
321 Commercial Ave., Palisades Park, N.J. 07650

Group W's 'She-Ra'

Harmony Gold 681 O'Farrell
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Robotech*, Shaka Zulu, From the Terrace, The Covenant, Call of the Wild, Little Women, Frankenstein, 20,000 Leagues Under the Sea, The Adventures of Pinocchio, The Adventures of Little Lulu, Captain Future, Flower Angel, Little Lulu and the Gang, Time Patrol (130), Street Set (24), Nashville Swing (26), Martial Arts Series (12), Ann & Andy, The Great Santa Claus Caper, The Pumpkin Who Couldn't Smile. **Staff:** Frank Agrama, Jehan Agrama, Sy Shapiro, David LaFollette, John Rocknowski, Rob Shapiro, Norman Siderow, Jim Rocknowski.

Hollywood Reporter 461 Union**HTV 96 California**
*99 Baker St., London W1***Hubbard Entertainment 899 Market**
3415 University Ave., St. Paul 55114

Good Company*. **Staff:** Kevin Tannehill, Jani Paschka.

IMC Marketing Group 872 Market
65 W. 55th St., New York 10019

Staff: Barbara Olsen, Mark DiPippa, Alan Wolsky.

Independent Satellite Network 308A Anza**Independent Network News 536 Powell**
11 WPIX Pl., New York 10017

INN Nighttime Edition, INN Midday Edition, INN's The Wall Street Journal Report, INN's The Editor's Desk, news specials. **Staff:** John Corporon, Nicki Goldstein, Kevin McDermott.

International Music Network 209 Arguello**ITC Entertainment 593 Powell**
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), Let Them Live! (24), Thunderbirds: 2086 (24), The Prisoner (17), Secret Agent (45), Return of the Saint (22), The Saint (114), Muppet Show (120), Edward the King (13), When Havoc Struck (12), Let's Rock (24), Protectors (52), My Partner the Ghost (26), Department S (28), Persuaders (22), Adventurer (26), Baron (26), Man in a Suitcase (28), Fury (114), Tycoon: The Story of a Woman, 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, Superlative Seven, Julie & Sammy, Beatles Forever, Entertainers, Merry Christmas with Love Julie, Come Hear the Music Play, Heart and Soul. **International:** Slavs (10), Let Them Live II (13), Diamonds (13), Foundation (26), Nature Watch (13), Shillingbury Tales (20), Two of Us (20), Thunderbirds: 2086 (24), Symphony on Ice, Giselle, Romeo & Juliet with Nureyev, Royal Variety 1984, fea-



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starring Susan George
A DISTANT SCREAM
starring David Carradine
CHILD'S PLAY
starring Mary Crosby
THE CORVINI INHERITANCE
starring David McCallum
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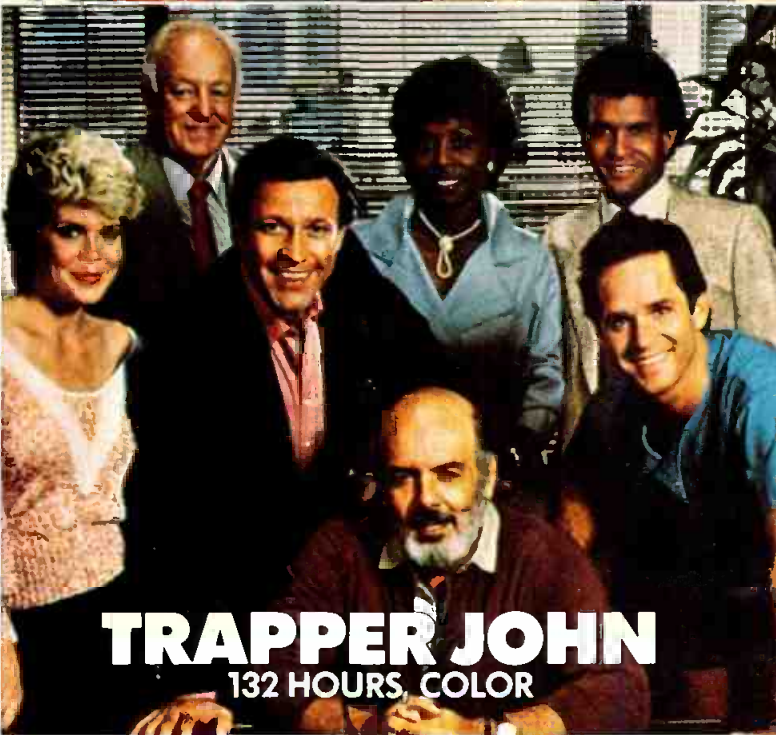
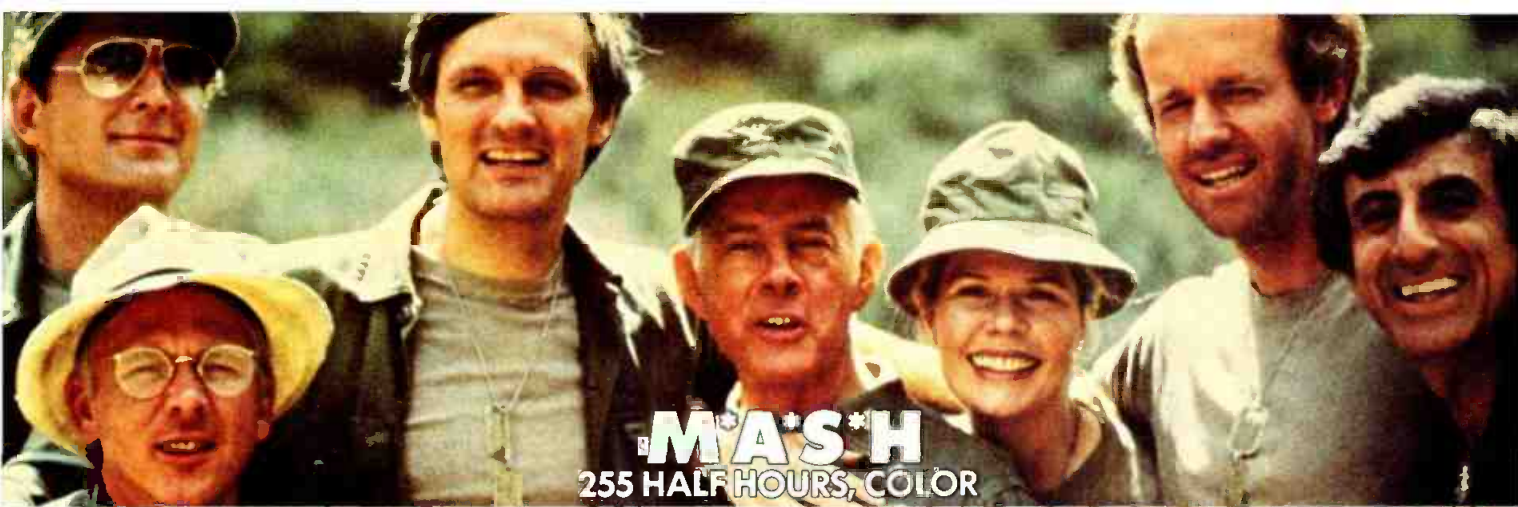


**DANCE
FEVER
YEAR 7**



TELEVISION

NATPE—FAIRMONT PENTHOUSE SUITE



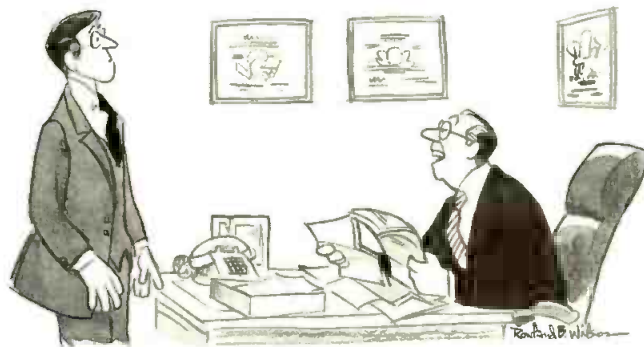
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tures/packages, made-for-TV films.
Staff: Peter Holmes a'Court, Joseph Ceslik, S. Allen Ash, Jim Stern, Charlie Keys, John Herrin, Armando Nunez, Doralea Rosenberg, Elliott Abrams, Murray Horowitz.

JM Entertainment 884 Market

JRD Productions 690 O'Farrell
 1207 17th Avenue South, Nashville 37212

This Week in Country Music (52), This Year in Country Music, Elvis Memories*, The Door Is Always Open*. **Staff:** J. Reginald Dunlap, Joyce Simmons, Sam Fuller.

Katz Communications 650 O'Farrell
 One Dag Hammar skjold Pl., New York 10017

Staff: James Greenwald, Richard Mendelson, Frank McCann, Barry Lewis, Gordon Hastings, Richard Goldstein, Peter Goulazian, Paul Arzen, Lucille Luongo, Jim Beloyanis, Tom Olson, Marty Ozer, Michael Hugger, Jack Higgins, Richard Brown, John von Soosten, Phil Oldham, Gary Lico, Serge Valle, Janice Marinelli, Mitchell Praver.

Katz Sports 435 Union
 One Dag Hammar skjold Pl., New York 10017

Kickoff Classic, Liberty Bowl, Big 8 Conference football*, Eastern College football, Miami football, Big 8 basketball, PCAA basketball, NABC All-Star Game, Championship Boxing*, Talkin Baseball Commercial Inserts. **Staff:** Fred Botwinik, Pat Garvey, Denis Coleman, Terry Reed.

KDKA-TV Pittsburgh 699 O'Farrell

M.A. Kempner 423 Union
 4699 N. Federal Hwy., Suite 102, Pompano Beach, Fla. 33064

TV Powwww!, Telephone Poll, feature films.
Staff: Marvin Kempner, Dan Kempner, Jo Montgomery, John James.

Kidpix 820 Market

Kling Features Entertainment 591 Powell
 235 E. 45th St., New York 10017

The Performers Vol. II* (12), The Romance of Betty Boop*, All New Popeye (192), Original Popeye (220), Animated Flash Gordon (24), Animated Flash Gordon, Cool McCool (20), Beetle Bailey (50), Beatles (39), Barney Google & Snuffy Smith (50), Crazy Kat (50), Perspective on Greatness (26), Hearst Reports (345), The Performers (15 domestic titles), Vol. II (12), Blondie (28), Flash Gordon (4), TV Time Capsules (2,000), Hints from Heloise (130), The Butcher (195), Blondie (26), Flash Gordon (40). **International:** The Performers (31), Genesis Project, Bonaventure Travel Series (25), Great Adventures (4), How About... (104), Pick Up Your Feet: Double Dutch Show, Television Playhouse (18). **Staff:** Bruce Paisner, William Miller, Sam Gang, Len Soglio, Chips Barrabee, Steven Weiser, Maureen Smith, Stephen Elsky.

King World Productions 57 Mason
 150 El Camino Dr., Beverly Hills, Calif., 90212

Wheel of Fortune (195), Jeopardy (195), Headline Chasers (195) Merv Griffin Show (260) (co-distributed by Camelot Entertainment), Paul Strassels Tax Report (75), Mr. Food (260), Little Rascals Inserts (195), Little Rascals (71), Rascal Dazzle, Little Rascals Christmas, Topper (78), Trivia Break (130), Soap Spot (130), Guns of Will Sonnett (50) Branded (48), Spotlight 10 (10), The Epics (5), The Detectives (34), Popcorn Theater (38), Wards of the Street, Drug Wars. **Staff:** Roger King, Michael King, Stuart Hersch, Karen Rabe, Diana King, Barbara Agostino, Alison King, Sidney Cohen, David Sams, Roger Adams, Moira Dunlevy, Stu Stringfellow, Jim Farah, Marianne Catalano, Lisa Gamboa, Sharen Dykeman, Michael Dubin, Richard Levy, Steven Hirsch, Joseph Weinflash, Marsha Diamond, Alan Infeld.

Larry Harmon Pictures 896 Market

LBS Communications 535 Powell
Colex Enterprises 433 Union
LBS Sports 435 Union
 875 Third Ave., New York 10022

Inday*, Tales from the Darkside (26), M.A.S.K.* (65), What's Happenin' Now (65+22), Heathcliff (65), Inspector Gadget (86), Fame, Too Close for Comfort, Superfriends (110), The Greatest American Hero (85), Family (85), World Premiere Movies: It Came Upon the Midnight Clear*, MGM/UA Premiere Network* (24), LBS Movie of the Month* (12), Goldwyn Classics* (12), The Making Of*, Marco Polo* (10), Peter & Paul* (4), Gidget (32), Hawk* (17), Eischied* (13), LBS's Children's Theater (20), Gobots, Robotman*, Strawberry Shortcake (5), Care Bears (2), Test Series, America's Top Ten, MTV Video Music Awards*, MTV Summer Concerts* (10), Montreux Golden Rose Pop Festival*, LBS Sports (distributor of Katz Sports programming). **Staff:** Henry Siegel, Dan Greenblatt, Roger Lefkon, Jeffrey Schlesinger, Paul Siegel, Mike Weiden, Marty Mills, Fred Petrosino, Robert Unkel, Peter Affe, Jerry Frank, Andrew Holtzman, Vivian Hunt, Tony Intelisano, Stephen Parker, Louise Perillo, Wendy Phillips, Donna Berrie, Marian Lockett-Egan, Richard Golden, Chris Gordon, Roberta Lehrman, Beth Mulnick, Tara Carroll, Marc Nagel, Monica Powers, John Reisenbach, Rand Stoll, David Friedman, Carl Dietze, Bruce Casino, Joanne Shapiro, Cindy Wilson, Gary Perchick, Scott Gaulocher.

Lionheart Television 527 Powell
 40 W. 57th St., New York 10019

Threads, 1915, The Great Detectives (52), The Wild Side (52), Blake's 7 (52), Thunder Sub (27), Beatles Special, Doctor Who (402), Butterflies (27), Dick Emery Show (40), Dave Allen at Large (51), The Fall & Rise of Reginald Perrin (21), Fawltly Towers (12), Good Neighbors

(29), Goodies (26), To The Manor Born (20), Wodehouse Playhouse (20), Not the Nine O'Clock News (16), Solo (13), Sweet Sixteen (6), The Two Ronnies (32), Rock Goes to College (6), Shirley Bassey Show (12), Sight and Sound in Concert (16), Civilisation (14), Connections (10), Elizabeth R (6), Fight Against Slavery (6), Madame Bovary (4), Marie Curie (5), Microbes and Men (6), Murder Most English, Search for the Nile (6), Shock of the New (8), Six Wives of Henry VIII (6), Voyage of Charles Darwin (7), Ireland: A Television History (13), Civilisation (14), America (13), The Americans (12), Ascent of Man (13), The Commanders (7), Great Little Railway Journeys (7), Great Railway Journeys (7), The Long Search (13), Risking It All (13), Ten Who Dared (10), Touring Great Cities (4), Auschwitz and the Allies, The Gathering, Window on the World (9), All Creatures Great and Small (41), Barbara's Problem Dogs, Barbara's World of Horses and Ponies (7), Training Dogs the Woodhouse Way (10), Billy Smart's Circus (4), Great Zoos of the World (8), Great Parks of the World (6), Wilderness (8), Poldark (29), Jane Eyre (5), Casanova (6), Anna Karenina (10), Duchess of Duke Street (31), Glittering Prizes (6), A Horseman Riding By (13), I Can Jump Puddles (9), Pallisers (22), Rush (13), Vision On (74), Europe the Mighty Continent (13), Fall of Eagles (13), Ballet Shoes (6), Black Tulip (6), Ivanhoe (10), 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:** Frank Miller, Tay Vaye, Paul Vane, A. Scott Lanken, Lisa Ericsson, Nelsa Gidney, Robert Greenstein.

Local Program Network 841 Market
 250 Fifth Ave., Suite 503, New York 10001

Consortium of local stations which distributes news and magazine features—Weekly Story Service and One-on-One Exclusive*. **Staff:** George Back, Joseph Kovacs, Conrad Roth, Bill Finkeldey, Susan Zimmer, Debbie Back, David Fox, Richard Lorber, Richard Ruben, Jackie Judd, Joan Marcus, Don Golden, Jim Hayden, Russ Stanton, Caryn Schall, Joe Kovacs.

London Markets Ltd. 96 California

London Weekend Television 840 Market

444 Madison Ave., Suite 206, New York 10022

Blue Money*, A Fine Romance (26), Secret Adversary, Upstairs Downstairs (68), Mapp and Lucia (5), Agony (20), Doctor in the House (26), Mind Your Language (29), Doctor in the House (137), Me and My Girl (26), We'll Meet Again (13). **Staff:** Robert Shay, Gloria Gallo, Michael Clark.

Lorimer 580 Powell
 3970 Overland Ave., Culver City, Calif. 90230

Dallas (161), Eight Is Enough (112),

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Knots Landing* (128), The Blue Knight (23), Flamingo Road* (37), 22 Karat* (22), Lorimar I (25), Lorimar II (25), Deja-Views (55), Sci-fi Horror (35), Western Package (33), Bomba the Jungle Boy (13), Americans at the Olympics. **Staff:** Ken Page, Pat Kenney, Dalton Danon, Victoria Laughlin, Dennis Greshman, Garry Hart, Michael Zucker, Glen Hagen, Steve Mathis, Maury Lanken, Bruce Genter, Scott Weber, Tom Byrnes, Cindy Barrett, Christie Hawks, Ralene Levy.

Lorimar Sports Network 101 Broadway

Lutheran Television 824 Market
2185 Hampton Ave., St. Louis 63139

This Is The Life, Esta es la Vida, Pattern for Living, Christmas Is, The City That Forgot About Christmas, The Stableboy's Christmas, Easter Is, Freedom Is, Three Days*, Yeshua*, Yeshua and the First Christmas*, Miles To Go, Tension Point. **Staff:** Janet Meyer, Nancy Nickolotsky, Gerri Meuser, Ardon Albrecht, James Nelsen.

Major League Baseball 87 Embarcadero

1212 Avenue of the Americas, New York 10036

This Week in Baseball, Baseball Bunch, Baseball 1985: A Look Ahead, All-Star and World Series Special. **Staff:** Joe Podesta, Larry Parker, Terry Kassel, Geoff Belinfante, Maureen Rooney, Mel Allen, Jay Moran.

Marketing Communications Group 210 Arguello

MCA TV (see Fairmont listing)

Medallion TV Enterprises 622 O'Farrell
8831 Sunset Blvd., W. Hollywood, Calif. 90069

Media Sales Corp. 897 Market
3 E. 54th St., New York 10022

The Matarese Circle*, The Man from St. Petersburg*, Chancellor Manuscript*, Triple*, The Astounding World of... (4). **Staff:** Ed Karlik, Alan Schlossberg, Alan Strumwasser.

Mediacast Television Entertainment 715 Pine
300 W. Washington, Suite 711, Chicago 60606

Metromedia Producers Corp. 470 Union
5746 Sunset Blvd., Los Angeles 90028

Expedition Danger*, Small Wonder*, Miller's Court, Dynasty (117), Vega\$ (68), That Girl (136), Ann Sothern Show (190), New Avengers (26), Untamed World (106), Squaring the Circle, Premium I (8), Premium II (12), Premium Plus (28), Premium III (14), Premium IV (11), MPC (20), Carry On (11), Sara Dane (8), I Claudius (13), Wild Times, Roughnecks, The Far Pavilions, Empire, Jamaica Inn, Salute to Lady Liberty, Presidential Command Performance, Assassins Among Us, Cancer Confrontation, Sex Teenage Style, Di-

vorce Kids in the Middle, Undersea World of Jacques Cousteau (36), Jane Goodall and the World of Animal Behavior (4), To the Ends of the Earth, David Wolper Chronicles (12), Groovy Ghoules and Friends (104), Crusader Rabbit (13). **International:** Squaring the Circle, House of Death, Choices of the Heart, Sweet Revenge, Hard Knox, Urge to Kill, Awakening of Candra, When She Says No, Intimate Agony, Seduction of Gina, Her Life as a Man, License to Kill, Shooting Stars, Atlanta Child Murders, Evergreen, Cooper's Promise, Little Gloria... Happy at Last, Sara Dane, The Kennedys, Dynasty (117), Fantasy Island (155), Vegas (68), Miller's Court (26), Expedition: Danger (26), Charlie's Angels (115), Starsky & Hutch (92), Strike Force (19), Family (86), S.W.A.T. (37), Movin' On (44), Dusty's Trail (26), Chopper One (13), Firehouse (13), Here We Go Again (13), Primus (26), Salute to Lady Liberty, Gudunov: The World to Dance In, Assassins Among Us, Sex Teenage Style. **Staff:** Robert Bennett, Charles Young, Len Grossi, Dale Sheets, Bruce Marson, Pat Pattison, Ed Hawkins, Rebecca Segal, Chet Collier, Paul Rich, Carl Menk, Susan Bender, Ted Baker, Ron Geagan, Jack Duffield, Regina Dantas, Grant Norlin, Jim Ricks, Tim Noonan, John Barrett, Rob Roberson, Neville Thompson, Dr. Pedro Simoncini, Panos Spyropoulos, Bajiro Uemura, Fred Keeling, Chris Wilson, Victor Berbara, Joel Nuffer, Mounir Chammas, Lawrence Fein, Richard Blayne, Irwin Klein, Jose Luis Augustin, Anthony Morris, Louise O'Shea.

MG/Perin Inc. 560 Powell
400 E. 54th St., New York 10022

Gateway to Liberty (75), The Winning Moment (30), B.C. The First Thanksgiving, B.C. A Special Christmas, Cicero The Queen's Drum Horse, Amazing Voyage of Daffodil & Daisy, Flames Over the Sahara, Where the Lotus Fell, Children of the Lotus, Gathering Storm, Finest Hours, Churchill and the Generals, A King's Story, Black Fox, Cannon Fodder (45), Spirit of Independence (208), Coral Jungle (12). **Staff:** Marvin Grieve, Richard Perin, Fran Reiter, Holly Grieve, Lily Wong.

MGM/UA Television 540 Powell
1350 Avenue of the Americas, New York 10019

David Steinberg's Hollywood Stars* (4), Kids Inc. (26), Fame, Gilligan's Island (98), 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), Dakari (89), Mothers-in-Law (56), My Mother the Car (30), Patty Duke Show (104), Rat Patrol (58), Outer Limits (49), The World of Mother Teresa, MGM/UA Premiere Network, 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). **International:** Paper Dolls, Jessie, Pink Panther & Sons, Mighty Orbots, Gabriella (130), George Washington (8), Goodbye Mr. Chips, We Got It Made (22), Empire (6), For Love and Honor (12), New Adventures of Gilligan (24), The Yearling (52), Barretts of Wimpole Street, 1983 International Emmy Awards Gala, Thank Heavens for Maurice Chevalier, Tom Sawyer, Bette Davis: The Benevolent Volcano, 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 (14), 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 (14), Lucan (11), G. E. Monograms (9), Something About Amelia, Paper Dolls, Casey Stengel, Cowboy, Cry for the Strangers, Deadly Lessons, Death of a Centerfold, Dear Liar, Fantasies, Farrell for the People, For Lovers Only, Happy Endings, 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, Sins of the Past, This House Possessed, Witness for the Prosecution, Women of San Quentin. **Staff:** Lawrence Gershman, Joseph Tirinato, Jerry Gottlieb, Lynn Loring, Susan Swimer, Jean Goldberg, Donna Landau, Stacy Valenza, Philip Smith, Robert Corona, Anita Van Petten, Leslie Friends, Sheryl Hardy, David Terrasi, George Paris, Terri Ooghe, Keith Miller, Colleen Malone, Edna Kaye, Peter Preis, William Trotter, Chuck Atkins, Robert Horen, Thomas Dwyer, Michael Caponi, Virgil Wolff, Kenneth DuBow, Peter Newgard, Howard Karshan, Lynden Parry, Michelle Prince, Jean Viana, William Wells, Jiro Sugiyama, Travis Wynne, Francisco Serrador, John MacDonald, Bill Wineberg.

Mighty Minute Programs 307 Anza
840 Battery St., San Francisco 94111

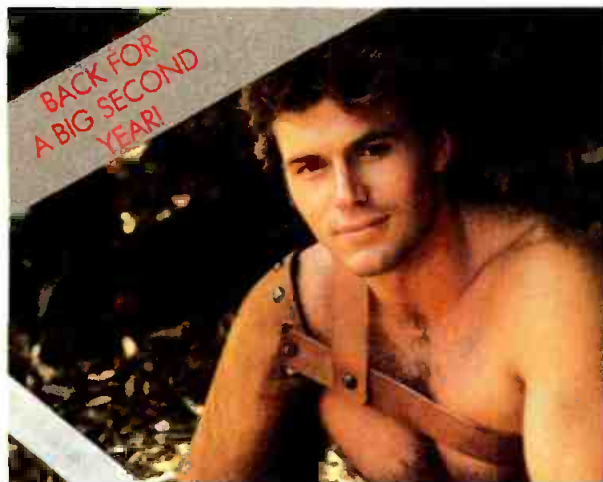
Mizlou Television 21 Van Ness
535 Fifth Ave., New York 10017

Mother Basilea Films 32 Sutter
9849 N. 40th St., Phoenix 85028

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Land of Promise, Patmos—When the Heavens Opened, Golden Lifelines of Sinai, Under the Banner of the Lamb, When God's Heart Breaks with Love, Dayspring (189), Eventide (189), Daily Discoveries (30), Christmas Inserts, public service announcements, inspirational programming. **International:** Arabic, Chinese, Danish, Dutch, Finnish, French, German, Greek, Indonesian, Italian, Ivrit, Japanese, Korean, Norwegian, Polish, Portuguese, Serbo-Croatian, Spanish, Swahili, Swedish. **Staff:** Sisters Rebecca Frankel, Laela Peterson, Aadaiah Klingbeil.

Muller Media 460 Union
23 E. 39th St., New York 10016

Warriors* (12), Which Witch is Which, Christmas Tree Train and Thanksgiving special*, Hero and Heroine (15). **Staff:** Robert Muller, Dan Mulholland.

Multimedia Entertainment 524 Powell
75 Rockefeller Pl., New York 10019

Donahue, Young People Specials, America Comes Alive, Sally Jessy Raphael, Pop Goes the Country, Music City U.S.A. **Staff:** Mike Weinblatt, Donald Dahliman, Lee Jackoway, Joe Cifarelli, Betty Stilt Mills, Bob Mitchell, Norman Hayes, Richard Thrall, Richard Mincer, Charles Strother, Bruce Johansen, Valerie DeSanti.

National Captioning Institute
13 Washington

National Telefilm Associates
(see Republic Pictures)

Netcom 308 Anza
1702 Union St., San Francisco 94123

Worldwide satellite transmission television network offering transmission, distribution and closed circuit services to Fifth Estate. Operates four transportable uplinks, a downlink and leases seven satellite transponders. **Staff:** William Tillson, Robert Patterson, Walt Munro, Gene Bornmann, Lillian Chin, Paula Nunes.

New Day Marketing 2 Sutter
Box 320, Newbury Park, Calif. 91320

New York Communications 317 Anza

Niles Productions 304 Anza

A.C. Nielsen Co. 835 Market
Nielsen Pl., Northbrook, Ill. 60062

Staff: James Lyons, Kenneth Mogensen, William Hamill, Harold Fleig, Roy Anderson, Andrew Faller, Paul Baard, Arthur Bulgrin, William Chesney, Steven Dyer, Ed Edmonson, Lawrence Frerk, Thomas Hargreaves, Jerry Infantino, Connie Malick, Dave McCubbin, Ann Rosenberg, Rusty Taragan, David Traylor, Louis West Jr.

On The Air 682 O'Farrell
160 E. 56th St., New York 10022

Let's Go to the Movies* (35), Lovesongs*, Visions* (12), The Living Series* (4), Liberace and Friends* (26), Your Choice for the Film Awards*, Television: Our Life and Times*, Years of Danger Years of Hope:

The Post War World*, Soap Opera Awards*, America Remembers John F. Kennedy, The Challengers, Kimba the White Lion (52), Movies on the Air (5), Unknown War (15). **Staff:** Fred Weiner, Alan Zaretsky, Bill Carpenter, Al Sussman, Jack Steng, Rita Michaelson, John Mulderrig, Marie Bowen.

OPT
(see TPE)

Orbis Communications 105 Broadway
432 Park Avenue South, New York 10016

Empire, Jamaica Inn, The Far Pavilions (with Metromedia Producers Corp.), Warner First Edition Movies*, Alive and Well*, Seeing Stars*, Graffiti Rock Breakdance Party*, Play the Numbers*, Jury! Jury!*, Comedy Tonight*, Movin' On (44), Liberty Minutes* (104), Bob Uecker's Wacky World of Sports*, I Challenge You*, Animated Classics* (5). **Advertiser sales:** Kid's Inc., In Search Of... Capital Cities Television family specials and documentaries, Embassy Telecommunications films. **Staff:** Bob Turner, John Ranck, Brian Byrne, Ethan Podell, Peter Schmid, Mark Wagenheim, David Spiegelman, Barbara Fultz, Rae Brooks, Betty McGuire, Lorraine Joseph.

Orion Television 590 Powell

1875 Century Park East, Los Angeles 90067
Rocket Boy* (65), Louisiana*, Blood of Others*, Secret of the Black Dragon*, Orion Premieres* (15), Orion II* (25), Orion I (20), Filmways I (22), Films for the 80's (45), Best of Saturday Night (102), Twenty Minute Workout (95), Addams Family (64), Avengers (83), Green Acres (170), Mr. Ed (143), Sinbad Jr. (130), Lorne Greene's Last of Wild (78), Sherlock Holmes (24), Winning Hand (25), World of the Macabre (8), Monsters on the Prowl (10), Films for the 70's (22), Ghoul-a-rama I (16) & II (8), A.I.P. Feature Group (24), Sci-Fi '63 (35). **Staff:** Jamie Kellner, J. Scott Towle, Larry Hutchings, Rick Jacobson, Donald Frehe, Arthur Hasson, Tom Cerio, James Ricks Jr., Jack Allen, Margaret Batsford, Kathy Haynsworth, Duffie McIntire, Ed Cooper, Charlotte Ermoian, John O'Brien.

Jim Owens Entertainment 61 Lombard
Box 457, 1113 Wilson Pike, Brentwood, Tenn. 37027

Paramount Television Union Square
1 Gulf & Western Pl., New York 10023

America*, Cheers (94), Family Ties (92), Taxi (114), Happy Days (255), Mork & Mindy (95), Laverne & Shirley (178), Odd Couple (114), Brady Bunch (117), Star Trek Animated (22), Love American Style (224), Brady Kids Animated (22), Lucy Show (156), Madame's Place (93), Make Me Laugh (195), Mission: Impossible (171), The Untouchables (114), Mannix (130), Star Trek (79), Jesse Owens Story, Star Trek Memories, Portfolio X (20), IX (30), VIII (37), VII (30), VI (30), V (33), IV (40), III (60), II (38), I (44), Preview I (14), Marquee III (18), II (17), I (13), Paramount

Action Theater (33), The Untouchables (3), Diana Ross, Frank Sinatra, Santana & Heart, The Doobie Brothers, Cher, Shogun, Washington Behind Closed Doors, A Woman Called Golda, Smiley's People, The Way They Were, The Top of the Hill, The Girl the Gold Watch & Dynamite, The Girl the Gold Watch & Everything, Anything for Money, Entertainment Tonight, Entertainment This Week, Solid Gold, Taking Advantage. **International:** Anything For Money (75), Brothers (15), Cheers (70), Family Ties (72), Webster (44), Solid Gold Hits (40), Call to Glory (22), Entertainment This Week (208), Hardcastle and McCormick (43), Riptide (34), Solid Gold (228), Special Squad (39), The Brady Kids (22), Fonz and the Happy Days Gang (24), Hans Christian Andersen (52), Kum Kum (26), Laverne and Shirley in the Army (21), Mork and Mindy (13), Oddball Couple (16), Star Trek (22), Happy Days (255), Mr. Smith (13), Greatest American Hero (42), Laverne & Shirley (178), Madame's Place (93), Taxi (110), New Ed Allen Show (130), Angie (36), Bad News Bears (26), Bosom Buddies (37), Brady Bunch (117), Busting Loose (26), Chopper Squad (26), The Defenders (132), Desilu Playhouse (47), Doctors and the Nurses (30), Funny Face/Sandy Duncan Show (26), Guestward Ho (38), Harrigan & Son (34), The Lost Islands (26), Love American Style (102), The Lucy Show (156), Make Me Laugh (195), Mannix (194), Mission: Impossible (171), Mork & Mindy (95), The Nurses (68), Odd Couple (114), Petrocelli (44), Spyforce (42), Star Trek (79), The Texan (80), The Untouchables (118), Lost Hero: The Story of Raoul Wallenberg, Space, Return to Eden, The Jesse Owens Story, A Town Like Alice, A Woman Called Golda, Backstairs at the White House, Evita Peron, Flesh and Blood, Inside the Third Reich, The Last Outlaw, The Money-changers, Shogun, Smiley's People, Timeless Land, Tinker Tailor Soldier Spy, Top of the Hill, Washington: Behind Closed Doors, Winds of War, The Country Girl, All the Way Home, Barefoot in the Part, The Odd Couple, Plaza Suite, Rainmaker, Diana Ross in Central Park, Cher at Caesar's Palace, Doobie Brothers in Concert, Frank Sinatra in Concert, Santana & Heart, Rock of the 80's, Live and in Person, Solid Gold specials (10), Miss Teen U.S.A., Bee Gees Special, Pat Boone Specials (4), Brady Bunch Musical Specials (9), John Denver Specials (13), A Gift of Song—Unicef Concert, Miss Universe, Miss U.S.A., Disco Fever, Foul Play, Grease Day U.S.A., King of the Gypsies, Thank You Rock 'n Roll, movies of the week (107), The Making of Indiana Jones and the Temple of Doom, Indiana Jones—Heroes and Sidekicks, Great Movie Stunts, Superstunt I and II, Ready When You Are Mr. DeMille, Stars with David Steinberg. **Staff:** Richard Frank, Ron Nelson, Randy Reiss, John Goldhammer, Frank Kelly, Barbara Buce, Ray Solley, Karen Paull, Helen Ricketts, Denise Kurtz-

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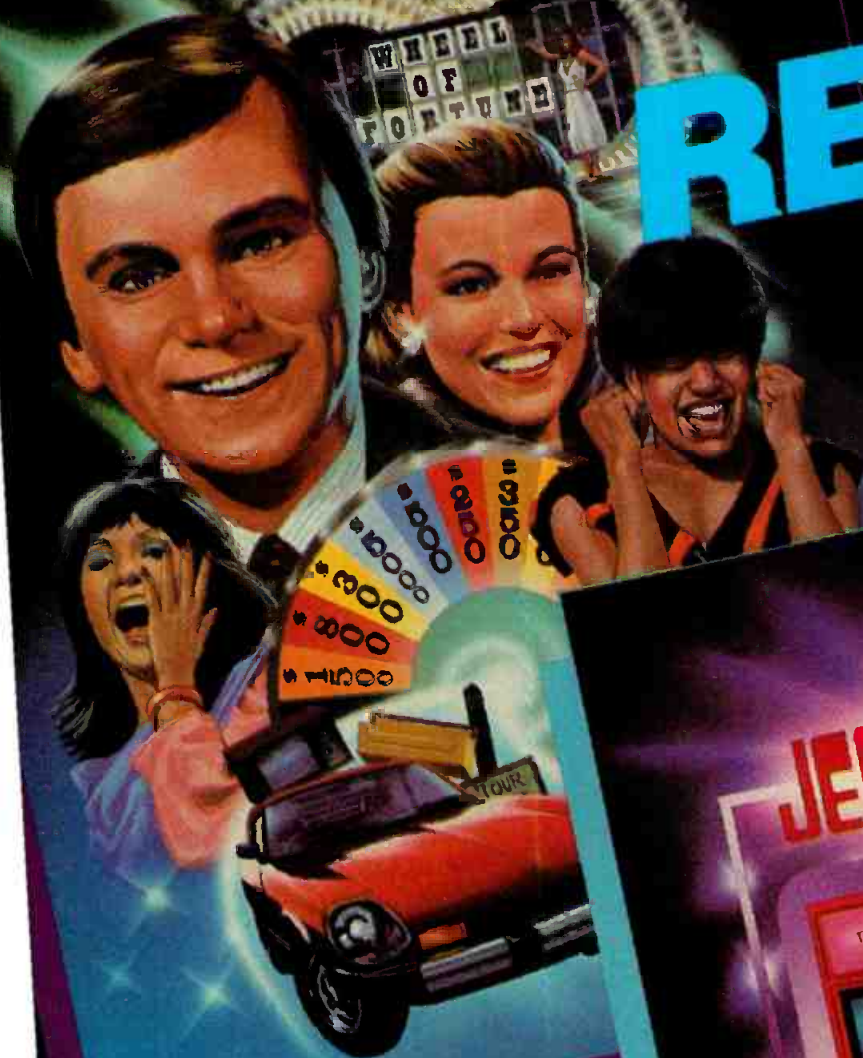
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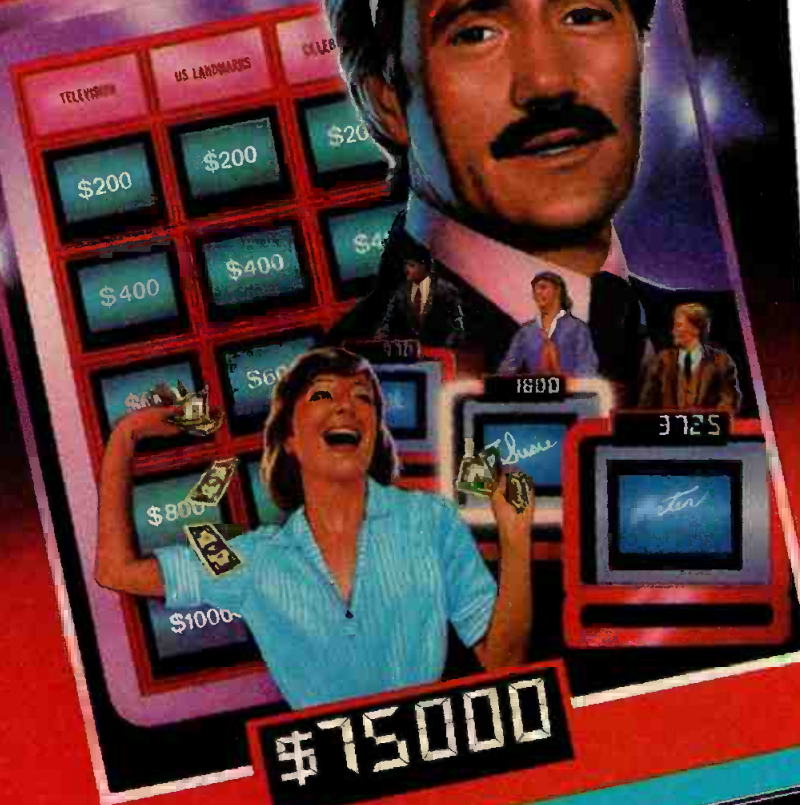
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141 El Camino Drive, Beverly Hills, California 90212
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published by Advertising Age - Oct. 29, 1984
**Good Housekeeping Magazine's list of the
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as published in January 1984

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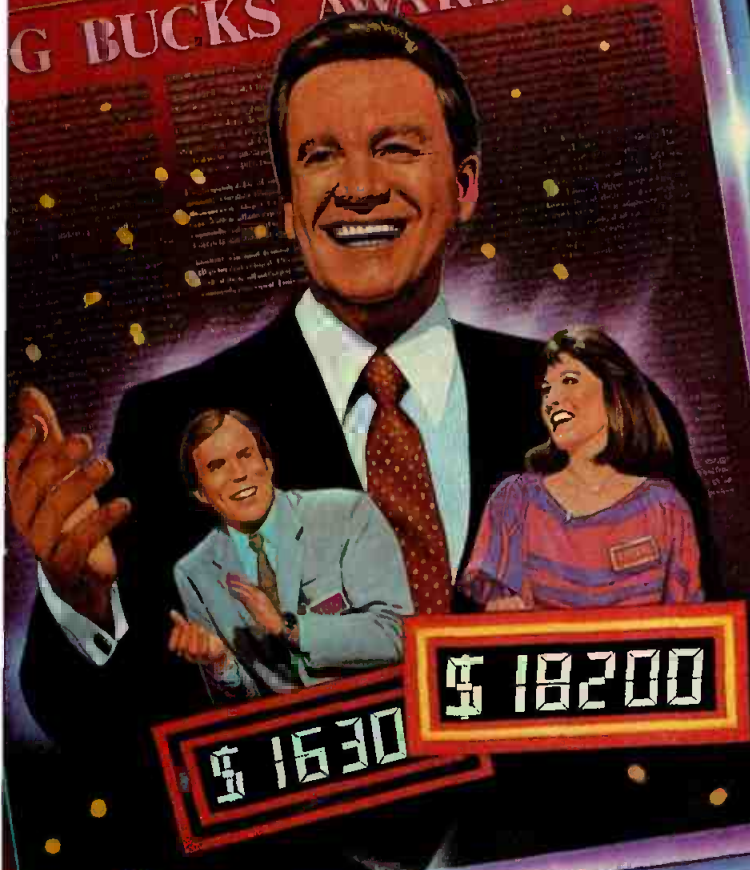
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Tom Parker Theatrical Productions
4 Sutter

Parrot Communications
89 Embarcadero
Deans Corner Rd., Brewster, N.Y. 10509

Publisher of sourcebooks for TV syndicators—TV Industry Dreambook, TV Advertising Dreambook, Radio Dreambook; mailing and communications services to syndication community, including mailing labels, personalized letters on clients' stationery, Trans-O-Grams, Para-O-Grams, TWXS, Mailgrams and Computer On Line system. **Staff:** Robert Mertz, Rae Assorgi.

Pennzoll Film 3 Sutter

Petry TV 850 Market
3 E. 54th St., New York 10022

Staff: David Allen, Ted Van Erk, Michael Membrado, Harry Stecker, Jim Major, Jack Fentress, Steve Eisenberg, Bob Miggins, Don Brownstein, Arlene McMahon.

PMS 884 Market

Richard Price Television 840 Market
444 Madison Ave., New York 10022

Airline (4), The Captain's Doll, Swallows and Amazons, The Amateur Naturalist, Sherlock Holmes* (4), Paul Hogan Show (26). **Staff:** Richard Price, Robert Shay, Gloria Gallo.

Prijatel Productions 305B Anza

Primetime Entertainment 840 Market
444 Madison Ave., New York 10022

Terrahawks* (39), Primetime II* (10), Sherlock Holmes* (4), Nicholas Nickleby (9), Primetime I (17), Trident I (15), Paul Hogan Show (26), Agony (20), A Fine Romance (26). **Staff:** Harvey Reinstein, Robert Shay, Michael Clark.

Program Syndication Services
625 O'Farrell
405 Lexington Ave., New York 10174

Holiday Moments (35), Morning Stretch, Campaign Buttons*, Tax Tips*, Growing Young*. **Staff:** Peggy Green, Suzanne Crowe, Marie Tucille, Karen Davidson, Marti Wishengrad.

Promark 493 Union
11645 Montana Ave., Suite 319, Los Angeles 90049

From Hawaii with Love, Liberace Live with the London Philharmonic, Crisis

Counsellor. **Staff:** David Levine, Bill Darby, Don Azars, Lynelle Berquist, Cynthia Wilkenson, Thom Thompson.

Purolator Courier Corp. 17 Washington
131 Morristown Rd., Basking Ridge, N.J. 07920

Time-sensitive package delivery service; exhibition of joint marketing arrangement with MCI mail. **Staff:** Hollis McLoughlin, John Sullivan, John Schmidt, Lynn McGrogan, Frank DiFilippo, Dan Di-Francesco, Russ Cooke, Carol Stypa, Ruben Rosenthal, Andy Johnson, Susan Norman, Gene Bauman, Michael Hales.

Random Productions 309 Anza

Republic Pictures/NTA 630 O'Farrell
12636 Beatrice St., Los Angeles 90066

Roger Ramjet* (156), A Currier & Ives Christmas, Animal Secrets (24), Bonanza (260), Dean Martin (26), Flip Wilson (26), High Chaparral (98), Laramie (124), Laredo (56), Car 54 Where Are You? (60), Get Smart (138), Loretta Young (187), Search and Rescue (26), T.H.E. Cat (26), Victory at Sea (26), The Champions (152), First Time Features (20), Horror (35), John Wayne Classic Westerns (29), Mystery/Suspense (339), Nostalgic Musicals (47), Nostalgic Westerns (455), Roy Rogers' The Great Movie Cowboys (26), Science Fiction (28), Republic Serials (71), Paramount Short Subjects (500), Storybook Theater (5), Betty Boop (100), George Pal Puppets (42), Little Lulu (26), Max Fleischer Color Classics (34), Noveltoons (43). **Staff:** Bud Groskopf, Arthur Gross, Dick Jolliffe, Barry Bernard, Terez Kiely, Tony Dwyer, Bill Pastuch, Murray Oken, Mickey Georgianna, Joe Termott, Patti Fleming.

Rhodes Productions 520 Powell
124 11th St., Manhattan Beach, Calif. 90266

RKO Pictures 832 Market
1440 Broadway, New York 10018

World of Survival (200+21*), Soldiers (13), Great River Journeys (6), The Day the Universe Changes (10), Secret Servant (3), Broadway and London specials (16), Royal Shakespeare Company Plays (3), Fred Astaire: Puttin' On His Top Hat, Fred Astaire: Change Partners and Dance, John Wayne... The Dukes Lives On, Hepburn and Tracy, Fonda: The Man and His Movies, Gotta Dance Gotta Sing, Monsters Madmen and Machines, This Is Noel Coward, An Evening with Helen Schneider, Neil Sedaka in Concert Bobby Vinton, Madame in Manhattan, George Segal's Best Bets, David Steinberg in Concert, Blackstone's Magic Show, Curtains Up: Broadway and London, Dick Turpin, Dolly Parton Meets the Kids. **Staff:** Bob Manby, Wynn Nathan, Ron Devillier, Tom Seehoff, Steve Robeck, Clare Alter.

Hal Roach Studios Inc./Colorization 499 Union

Peter Rodgers Organization 492 Union
Box 2759, Beverly Hills, Calif. 90213

Sandoval Productions 35 Sutter
3142 Dona Sofia Dr., Studio City, Calif. 91604

Advertising, marketing and creative services for TV stations, program distributors/syndicators. **Staff:** Rik Sandoval, Jackie English.

Satori Entertainment Corp. 595 Powell
330 W. 42d St., Penthouse Suite, New York 10036

Scottish TV 96 California
Cowcaddens, Glasgow G2 3PR

Sefel Entertainment 36 Sutter

Select Media 821 Market
123 E. 54th St., New York 10022

SFM Entertainment
(see Fairmont)

Silverbach/Lazarus Group
80 Embarcadero
9911 W. Pico Blvd., Los Angeles 90035

Growing Young* (26), The Littlest Hobo (96), Explore (13), Phenomenal World (11), Faerie Tale Theater (26), Europarade* (26), Quincy Jones*, The Beam* (13), Miles Davis*, Operas from Nice* (9), Terror* (2), Cimarron Strip (23). **Staff:** Alan Silverbach, Herb Lazarus, Carla Hammersmith, Jim Phillips, Gerald Feifer.

Special Events Television 9 Westwood

SPR Entertainment/SPR Newssource 420 Union

Sportman's Choice 310 Anza

Studio Hamburg Atelier GmbH
109 Broadway

Sunbow Productions 48 Post
380 Lexington Ave., Suite 1105, New York 10168

Great Space Coaster (250), G.I. Joe series, The Charmkins, My Little Pony I and II, The Transformers. **Staff:** Thomas Griffin, Joe Bacal, Art Heller, Heide Kahme, Tom Horner, Lisa Kaye, Mary Tricoli, Carole Weitzman.

Syndicast Services 660 O'Farrell
2 W. 45th St., New York 10036

The Black Universe (38), Dick Clark Presents (13), Golden Globe Awards, Mrs./Woman of the World Pageant, Here's Television Entertainment, Perry Como Las Vegas Style, Lou Rawls Presents the 2d Annual Black Gold Awards, Perry Como's Easter by the Sea, 1985 Mrs. America Pageant, 1985 Victor Awards, Demon Murder Case, Magical Musical Halloween, Barbara Mandrell & The Mandrell Sisters Halloween, Thanksgiving and Christmas Specials, Man in the Santa Claus Suit, Pro Wrestling USA, NCAA Football Previews, Bowling Skins Game, World Freestyle Invitational. **Staff:** Sheldon Boden, Leonard Koch, Gerry Lepkanich, William Koblenzer, Terry Paolillo, Bernie Schulman, Cyndy Wynne, Jay Whalen, Vicki Jo Hoffman, Mari Kimura.

Syndication Advertising Services
498 Union

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D.L. Taffner Ltd. 855 Market
31 W. 56th St., New York 10019

Too Close For Comfort (network weekly and 107), Benny Hill (85), After Benny (40), The Thames Comedy Originals (156), Man About the House (39), George & Mildred (38), Keep It in the Family (31), Robin's Nest (48), Hollywood (13), World at War (36), Best of Benny Hill, Blood and Honor (5), Benny Hill (5). **Staff:** Don Taffner, Chuck Larsen, Mike Fahn, Merritt Sticker, Ed Nugent, Jim Curtin, Charles Falzon, Rosemary Berry, Annette Bergh, Mary Lou Bradley, Don Taffner Jr.

Taft TV and Radio Co. 54 Mason
85 Merrimac, Suite 502, Boston 02114

Satellite transponder time for program distributors. **Staff:** Jack Morse.

Tatum Communications 28 Van Ness

Telephone Auction
Shopping Program 694 O'Farrell

Telepictures Corp. 530 Powell
15303 Ventura Blvd., Sherman Oaks, Calif. 91403

Catch Phrase*, TV Previews*, Thundercats*, Telepictures 3* (28), Telepictures All Family Off-Network Animated Holiday Package*, Masters of Fury* (15), Rituals (52), All New Let's Make a Deal, People's Court, Love Connection, N.I.W.S., Here's Lucy (144), More Real People (195), My Favorite Martian (107), New Dick Van Dyke Show/Mayberry R.F.D. (150), 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, 300 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 Ab-

bott, James Dean: The First American Teenager, Riding Tall, The Sacketts, Savage Is Loose, The Stoolie, Suicide's Wife, Target of an Assassin, Three Musketeers.

International: theatrical features (84), made-for-TV features (36), mini-series (15), awards specials (6), musical specials (28), specials (22), documentaries (8), animation series, specials and films (21), series (18), children's series (7). **Staff:** Michael Solomon, Michael Garin, Jonathan Shapiro, Karl Kuechenmeister, Donald Stump, Mary Martin, Jeannine Kadow, Steve Knowles, Stuart Graber, Jeff Schlessinger, Michelle Kearney, Josh Elbaum, Frances Reynolds, Vince Messina, David Salzman, Richard Robertson, Jim McGillen, Stephen Ross, Joseph Goldfarb, Don Ross, Scott Carlin, Jim Moloshok, Bruce Rosenblum, Scott Stone, Jay Feldman, Tom Straszewski, Mike McHugh, Mike Burke, Robert Barnett, Joan Robbins, Kathleen Bracken, John Garofolo, Brenda Geffner, Yelena Lazovich, J. Mathy Simon, Mark Robbins, Warren Taylor, Sherri Braman, Alicia Win-droth.

Telepool GmbH 109 Broadway

Tele-Ventures Corp. 16 Washington

Television Distribution Co. 212 Arguello
150 W. 58th St., New York 10019

The Agri Business Reports*, The Making* (20), GrandPrix All Star Show (26), An Evening at the Improv (52), Razzle Dazzle (26). **Staff:** Lawrence O'Daly, Barbara O'Daly, Henry Haggerty, Lee Nash.

Television Program Enterprises/
Operation Prime Time 881 Market
875 Third Ave., New York 10022

The Start of Something Big* (75), Star Search (52), Lifestyles of the Rich and Famous (52), Solid Gold (52), Entertainment Tonight (52), Key to Rebecca*, Jenny's War*, A Woman of Substance, Sadat, Blood Feud, Helen Keller: The Miracle Continues, Exciting People in Exotic Places/The Start of Something Big*, Solid Gold Countdown '84, Lifestyles Picks the World's Best, On Top All over the World*,

Star Search Junior Championships, Solid Gold Summer Special, Lifestyles of the Superstars, Face of the '80's, Solid Gold Christmas. **Staff:** Philbin Flanagan, Mary Jane Hastings, Michael Weiser, Cathy Forbes, Anne Rodgers, Tony Vella, Linda Lieberman, Howard Levy, Mike Shaw.

Television Program Source
The Cannery
711 Fifth Ave., New York 10022

Price Is Right (170+90), Dick Clark's Good Times 85* (230+30). **Staff:** Bob King, Alan Bennett, Bob Peyton, John Donahue.

Television Sales Worldwide
96 California
Derry's Cross, Plymouth PL1 2SP, Devon, England

Heather Ann, The Unvarnished Truth, Doubting Thomas, Secrets of the Coast, The Cut-Price Comedy Show, A Breath of Fresh Air, Hotel Amigo, Classix Nouveaux, Dance Class, The Strawbs, The Mechanics, National Youth Jazz Orchestra, Ron Goodwin & Members of the B.S.O., Moura Lympany, The Albio Ensemble, Simple Gifts, Invitation to the Dance, The Sharks, Harnessing the Past, Isambard Kingdom Brunel, Sefton, A Part of Life, Putting Them on the Ball, Killers of the Deep, Come Hell & Heavy Water, Doctor and the Deep Blue Sea, The Man Who Was Q, Sands of Silence, Brewes of Helston, Maritime Art, The River, For the Love of Dorset, Michael Hordern—Going Home, R.A.T.S., An Canker Seth.

Television/Radio Age 451 Union
Teleworld 52 Mason
245 W. 55th New York 10019

Chiefs*, Spiderman movie specials (7), Teleworld's Top 50 (50), The Turning Point (24), Powerhouse (16), Witness to Yesterday (26), Star Maidens (13), Castaway (13). **International:** The Historymakers Volume II (26), Volume I (13), International Award Theater (14), Prestige I (13+10 domestic), Prestige II (5). **Staff:** Robert Seidelman, Noah Jacobs, Donal Joannes, Richard Blayney, Issam Hamaoui, Antoniette Brughera Miranda, Robert Laphorne, Mel Giniger.

Thames Televison 855 Market
149 Tottenham Court Rd., London W1P 9LL
 Benny Hill Show (85), Benny Hill one-hour specials (5), Thames Comedy Originals (156), The World At War (26), Hollywood (13), World at War specials (10). **Staff:** Mike Phillips, Roger Miron, Peter Davies, Tricia Friswell.

Titan Sports 1 Ghradelli
81 Holly Hill Ln., Greenwich, Conn. 06830

Tribune Entertainment 536 Powell
435 N. Michigan Ave., Suite 1429, Chicago 60611

Dempsey & Makepeace*, Smurfs and the Magic Flute, At The Movies (52), A Married Man (2), U.S. Farm Report (52), Nadia, Soul Train, For Your Precious Love, Martin: The Emancipator, The Making of



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Black Mayors, National Know Your Heritage Quiz Show, Chicago Cubs Baseball. **Staff:** Sheldon Cooper, Joseph Antelo, Bill Kunkel, Clark Morehouse, Jack Devlin, Chuck Hinds, Peter Marino, Allan Grafman, Jim Smith, Liz Firalio, Nancy Trainor, Don Jackson, Carol Forace, John Barrett, Mike Newsom, Jack Donahue, Gene Siskel, Roger Ebert, Michael Brandon, Glynis Barber, Ray Smith, Don Cornelius.

Turner Program Services 632 O'Farrell
1050 Techwood Dr., NW, Atlanta 30318

The World of Cousteau (25), Conversations with Cousteau*, Rigging for the Amazon, Cousteau/Amazon The Expedition of the Century, Snowstorm in the Jungle*, Cousteau's Mississippi*, Jacques Yves Cousteau: The First 75 Years*, The Voyage of the Windship*, Cousteau's North American Adventures, Cousteau's Odyssey Series, CNN Television, American Caesar, Centennial (26), Black Beauty, The Last Convertible, Women in White, Battle of the Planets (85), Centennial (26). **Staff:** Henry Gillespie, Bob Schuessler, Bob Rierison, Sidney Pike, Tom Todd, Paul Wischmeyer, Arthur O'Connor, Carol Bomberger, Ken Christensen, Colin Chisholm.

TV Executive 441 Union

TV Extra 14 Washington
200 Park Ave., New York 10166

Promotional materials for television listings. **Staff:** Jacquelyn Parsons, Fran Hession, Glen Campbell.

TV World 443 Union

TVS International 96 California

Twentieth Century-Fox Television
(see Fairmont listing)

Twenty First Century Distribution

86 Embarcadero

1650 Broadway, Suite 807, New York 10019
Martial arts film package (20), Foreign Classics (15), Science Fiction Shockers (13), Drive In Movies (6). **Staff:** Art Schweitzer, Hank Guzik, Marilyn Namaroff, Donna Pastor.

Tyne Tees. Television 96 California
Television Center, City Road, Newcastle-upon-Tyne, NE1 2AL

Unifilm International 831 Market
1741 N. Ivar St., Suite 102, Hollywood, Calif. 90028

The Masters of Kung Fu I (13), II (13) and III (13), Blood of the Dragon. **Staff:** Ken Haker, Neva Friedenn.

Up With People 205 Arguello

U.S. Chamber of Commerce 627 O'Farrell
1615 H St., NW, Washington 20062

Ask Washington, BizNet News Today, It's Your Business. **Staff:** Robert Adams, Andrea Kosek, Milton Mitler, Frank Allen Philpot, Cheri Rusbuldt, Meryl Comer, Carl Grant.

VariCom 422 Union

Variety 577 Powell

VCI Duplication 698 O'Farrell

Viacom International 74 Geary Blvd.
1211 Avenue of the Americas, New York 10036

Bizarre (125), Star Games* (26), Family Feud (260), Terrytoons (689), Harlem Globetrotters (22), All in the Family (207), Mary Tyler Moore (168), Hawaii Five-O (200), Bob Newhart (142), Life and Times of Grizzly Adams (35), Cannon (124), Beverly Hillbillies (168), Clint Eastwood/

Rawhide (217), Gunsmoke (226), Gomer Pyle (150), Hogan's Heroes (168), Andy Griffith Show (249), Twilight Zone (168), I Love Lucy (179), Honeymooners (39), Petticoat Junction (148), Circus (25), December Bride (154), Dick Van Dyke (158), Family Affair (138), Have Gun Will Travel (156), Marshall Dillon (233), Millionaire (188), My Three Sons (160), Our Miss Brooks (127), Perry Mason (245), Rookies (90), Spy (6), Trackdown (71), Wild Wild West (104), You Are There (65), Viacom Features I through X, Viacom Movie Greats, The Legend Group, GASP, The Exploitable I and II, Thematics. **Staff:** Ralph Baruch, Terrence Elkes, Kenneth Gorman, Bud Getzler, Ron Lightstone, Jules Haimovitz, George Castell, Gordon Belt, Dennis Ellis, Joseph Zaleski, Willard Block, Dennis Gillespie, John Kelley, Michael Gerber, Paul Kalvin, Charles Tolep, Toby Martin, Jerry Kaufer, Andrea Cetera, Eric Veale, William Thels, Jerry Pinks, Howard Berk, Ken Werner, Irene Mizwinski, Lisa Merians, Betsy Vorce, Raul Lefcovich, Neil McHugh, James Marrinan, George Robertson, Roger Kirman, Walter Kaufman, George Faber, Brooks Carroll, Al Miller, Frank Flanagan, James McCormick, Jim Hallsell, Gloria Martin, Dennis Emerson, David Campbell, Joseph DiSalvo, Milton Strasser, Alistair Banks, Benigno Nosti, Wolner Camargo, Gerald Adler, Peter Press, Jiro Sugiyama.

Video Media Marketing 212 Arguello

Video Tape Co. 415 Union
10545 Burbank Blvd., N. Hollywood, Calif. 91601

Visual Productions 18 Washington

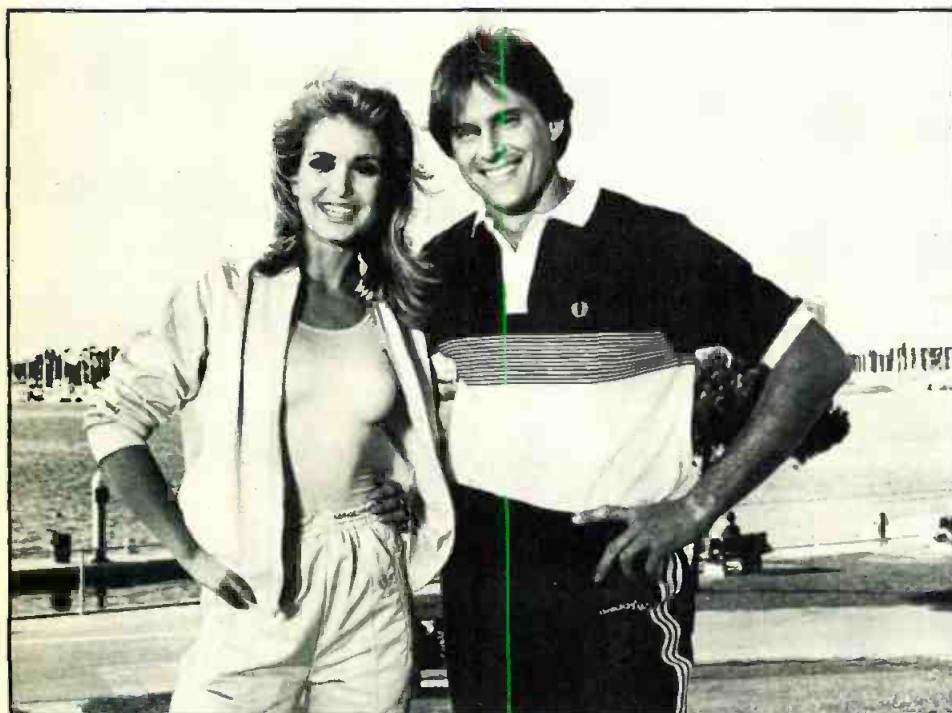
WDR International 109 Broadway

Weiss Global Enterprises 522 Powell
2044 S. Saviers Rd., Oxnard, Calif. 93033

For Adults Only, Galaxy (14), Golden ShowmanShip (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), Glitter Glamour & Gags—That Beauty Contest, America Confidential (5), Stan Kann Show (52), Canine Comments (13), Craig Kennedy Criminologist (26), Make Room for Daddy (161), Thrill of Your Life (13), Chuckle Heads (150), Alice (10), Krazy Kid Kartunes (4), Nursery Rhymes (6). **Staff:** Adrian Weiss, Ethel Weiss, Laurie Weiss, Steven Weiss, Patricia Sandoval, Alex Gordon, E. Melvin Pinsel, Tom Corradine, Hank Profenius, Hank Guzik, Albert Goustin, Tom Thurman, George Harper, Anthony Morris, Eric Conrad, Michele Haye, Panos Spyropoulos, Susumu Shimada, Roger Hooker, Jorge Rossi.

We're Cooking Now 204 Arguello
Box 307, Winter Park, Fla. 32790

We're Cooking Now. **Staff:** Mary Lou Boyle, Wayne Croasdel, Lynn Miller.



Heather Thomas and Bruce Jenner in Viacom's 'Star Games'

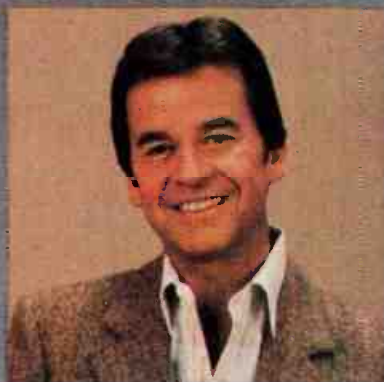
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Woodland Hills, CA 91365 (818) 954-2343

A Dick Clark Production in association with The Television Program Source.
Executive Producers Dick Clark and George Merlis.

Western-World Television 525 Powell
10490 Santa Monica Blvd., Los Angeles
90025

Amy, A Prisoner Without a Name Cell Without a Number, Dead Wrong, Frankenstein, P.M. Magazine (300), Survive, Together Again (130), He-Man & Masters of the Universe (65), War and Man (7), The Borgias (10), Search for Alexander (4), Wagner (10), Rush (10), Risking It All (13), Royal Romance of Charles and Diana, Churchill and the Generals, Suez, Shirley Bassey Christmas Special, A Christmas Carol by Dickens, Circus World Championships, Elton John Christmas Special, Firebird, Grimms Fairy Tales, Magic of Dance, Nutcracker, Andre Previn Christmas Special Sleeping Beauty, Rod Stewart Christmas Special, PM Magazine (240), Fat Albert Specials, Fraidy Cat Mush Wacky & Packy (18), Ghost Busters (15), He-Man & Masters of the Universe (65), Mission Magic (16), Snow White's Christmas Special, Waldo Kitty (13), Abba, Charles Aznavour, Shirley Bassey, Beach Boys, Dave Brubeck, Glen Campbell, The Carpenters, Petula Clark, John Denver Show, John Denver in Person, Disco in the Snow, Echoes of the 60's, Elton John Songbook, Elton John, Jack Jones, Johnny Mathis, Nana Mouskari (6), Rockline (26), other dramas and mini-series, features, super specials and mini-series, classics, family specials and series, documentaries, animation and music box series. **Staff:** Robert Springer, Julio Gonzalez-Reyes, Frank Miller,

Midge Barnett, Belinda Menendez, Richard Weighill, Susan Clark, Judy Rohloff.

William Winckler Prods. 305A Anza

Wold Communications 10 Washington
10880 Wilshire Blvd., Suite 2204, Los Angeles 90024

Worldwide satellite transmission network for television syndicated series, movie packages and specials; stereo transmission available. **Staff:** Robert N. Wold, Robert E. Wold, Gary J. Worth, Ian Joseph, Jim Burke, Maxine Jordan-Campbell, Dorothy Marsh, Tom Bartunek.

World Events Productions 898 Market
4935 Lindell Blvd., St. Louis 63108

Voltron...Defender of the Universe (125), Rock Review* (52). **Staff:** Thomas Battista, Janet Brown, Robert Webb, Peter Keefe, Gary Elliot.

World Wrestling Federation

1 Ghirardelli

Worldvision

(see Fairmont listing)

WW Entertainment 579 Powell
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). **Staff:** George Hankoff, Lou Israel, Marica Skolnick, Ami Witt, Sylvia Delia, Meril Weinstein, Fran Matos, Larry Bensky, Frank Stanton.

Y&R Program Services

19 Washington

285 Madison Ave., New York 10017

Christmas in America* (15). **Staff:** Paul Isacsson, Joseph Schrier, Gary Pranzo, Jane Dooley.

Yorkshire TV 96 California
32 Bedford Row, London WC1

Harry's Game, The Bounder (14), Arthur C. Clarke's World of Strange Powers (13). **Staff:** Clive Leach, Brian Harries, Mark Kaner.

Ziv International 30 Sutter
600 N. Sepulveda Blvd., Los Angeles 90049

Citizen Soldier*, Nickel Mountain*, The Omega Connection*, Hans Christian Andersen's A Magic Adventure*, Freeze Frame* (52), Backstage Pass* (13), Red Skelton Funny Faces Part II and Part III*, Last Great Vaudeville Show*, Show of Shows* (65), Villa Alegre (260), Clutch Cargo (52), Little Lulu (26), Angel (50), Captain Harlock (40), Captain Future (52), Candy Candy (65), Fables of the Green Forest (52), Spunky & Tadpole (150), Rocky Jones—Space Ranger (39), Musical Telescriptions (1,100), Milestones of the Century (358), Men of Destiny (13), My Little Margie (126), Adventures of Jim Bowie (76), Waterfront (78), Feature Library, Bal du Moulin Rouge, Tony Bennett with Love, Tom Jones Live, Gumby (130), Space Angel (52), Death Valley Days (169+276). **Staff:** Irv Holender, John Mansfield, Alan Letz, Jeri Sacks, J. Michael Byrd.

Zweites Deutsches Fernsehen

109 Broadway

In the hospitality suites of the Fairmont hotel

Advanswers

10 Broadway, St. Louis 63102

Bill Dance Outdoors (20), That Nashville Music (26), Fishing with Roland Martin (20), Living Longer. **Staff:** Rose Busalacki, Pat Bolling.

Bel-Air Program Sales 520
1200 W. Broadway, Hewlett, N.Y. 11557

New Newlywed Game*, Best of the Dating Game*, Gong Show, \$1.98 Beauty Show, Treasure Hunt. **Staff:** Brian Firestone, Bob Cohen, Richard Bompane, Buddy Brooks, Jack Flestone, Nancy Schecter.

CBS/Broadcast Group
Worldwide Group 731
51 W. 52d St., New York 10019

Storybreak (13), Mills Family Saga (4), Orphans Waifs and Wards, Help Wanted, Faces of Culture (24), CBS News Special: The War Years, Adventure (10), The Twentieth Century (222), Passport to Extinction, American Parade (7), Ben Franklin (4), My Wicked Wicked Ways—Legend of Errol Flynn, He's Not Your Son, He's Fired She's Hired, First Steps, Threesome, Coast to Coast, NBA on CBS, PGA Tour on CBS, CBS Sports Anthology Series,

NTRA Horse Racing on CBS, Early Days, On the Razzle, The Importance of Being Ernest, Sizwe Banzi Is Dead, Purlie, Kennedy's Children, Gertrude Stein. **Staff:** John Eger, Gene Mater, Joseph Bellon, Haidee Granger, Joseph DiCerto, Albert Crane, Art Kane, Jim Landis, Maria Komodikis, Nina Renaud, Barbara Cioffari, Rainer Siek, Sonja Mendes, Reg Baker.

Columbia Pictures International

Cambridge suite

711 Fifth Ave., New York 10022

Crazy Like a Fox*, Fifty/Fifty*, A Touch of Scandal*, Passions*, It Came Upon the Midnight Clear*, Robert Kennedy and His Times*, Reunion at Fairborough*, Jenny's War*, Scorned and Swindled*, A Reason to Live*, Benson, T.J. Hooker, Mickey Spillane's Mike Hammer, Ripley's Believe It or Not! **Staff:** Brian McGrath, Strauss Zelnick, Susan West, Helioz Alvarez, Nelson Duarte, Alvao Mutis, John Migicovsky.

Columbia Pictures Television

Diplomat suite—2210

Columbia Pl., Burbank, Calif. 91505

Barney Miller, Benson, Carson's Comedy Classics, Carter Country, Charlie's An-

gels, Fantasy Island, Hart to Hart, Police Woman, Police Story, Soap, Starsky and Hutch, S.W.A.T., That's My Mama, What's Happening, Prime 4, Volume 4, TV 20. **Staff:** Herman Rush, Joseph Indelli, Dick Campbell, Steve Astor, David Mumford, Janet Bonifer, Mitch Sallitt, Tom Holland, Bill Clark, Jay Silha, Noranne Frisby, Don Bryan, Tim Overmyer, Ken Doyle, Herb Weiss, Dick Woolen, Steve Mulderrig, David Jacquemin, Tom Tardio, Marylynda Salas, Doug Roth.

Dan Robinson Broadcasting

127 E. 59th St., New York 10022

MCA TV 23rd floor, Tower
445 Park Ave., New York 10022

Simon & Simon* (125), FTV*, Gimme A Break* (85), Black Sheep Squadron* (35), Something Truly Special: 4 Music Events*, Whiz Kids/Voyagers* (50), Magnum* (129), Banacek* (16), The Columbo McCloud McMillan Mystery Movies* (124), Puttin' on the Hits Year 2* (36+16), Switch III* (52), That's Incredible* (165), Universal Pictures Debut Network* (24), Five Star Mystery (87), Bold Ones (98), Ironside (198), It Takes a Thief (65), Love That Bob (173), Name of the Game (76),

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In Canada, Box 481, Kitchener, Ontario 426 4A2



MCAs 'FTV'

Rod Serling's Night Gallery (97), Run for Your Life (85), Rich Man Poor Man Book 1 (12) and 2 (22), Best Seller I and II, Bachelor Father (157), The Deputy (76), Mickey Spillane's Mike Hammer (78), Thriller (67), Men from Shiloh (23), Dead End Kids Movies (7), Quincy (148), Buck Rogers (37), Kojak (118), Rockford Files (125), House Calls (57), BJ/Lobo Show (86), Incredible Hulk (85), Hardy Boys/Nancy Drew Mysteries (46), Baretta (82), Alfred Hitchcock Hour (93), Alfred Hitchcock Presents (268), Alias Smith & Jones (43), Bionic Woman (58), Emergency (136), Jack Benny Show (104), Leave It To Beaver (234), McHale's Navy (138), Munsters (70), Woody Woodpecker & Friends (360), Six Million Dollar Man (108), Olivia Newton-John, Let's Get Physical, Universal's Most Wanted List (23), Hit List (36), Universal Network Movies 85 (85), Battlestar Galactica (12), Champagne Movies 34 (34), Ninety Minute Movies (49), Universal Grand 50 (48), Universal Star Spangled 33, Universal World Premiere (35), Comedy Festival 1 (26) and II (26), Universal 40 (39), Universal 49, Universal 52, Universal 50 (46), Paramount Pre 48 (693), Paramount 100 Select (100), Universal 53 (52), Universal 123, (116), Universal 260 Select List (261), Universal Color 100 (99), Universal 36 Black and White Elite (36), 77 Horror Greats (77), Western Roundup (26), Reserve (169), Diabolic Dozen (12). **Staff:** Al Rush, Lou Friedland, Don Menchel, Carl Russell, Shelly Schwab, Chuck Gerber, Mort Slakoff, Bob Davis, Bert Herbert, Phil Conway, Marc Grayson, Paul Hoffman, Jeff McElheney, Tom Maples, Carl Runge, Bill Smith, Jim Kraus, Richard Nailling, David Brenner, Bobbi Fisher, Stephanie Beatty, Kate Kelleher, Gerri Pare, Jim McCann, Don Teye, John Carson, Charlotte Sweet, Ernie Goodman,

Fran Toll, Lin Oliver, Sara Rutenberg.

MCA TV International **Stuart suite**
100 Universal City Pl., Universal City, Calif.
91608

Book Adventures (13), Donkey Kong (13), Woody Woodpecker and Friends (113), World Premieres (175+), Movies for TV (100+), Best of the Series I and II (26), Super Cine I & II (26), Premier Mundial (156), Vaquero (60), Musicomedia (24), Adventurama (26), Lo Mejor de las Series (23), Best Sellers (91), Centennial (26), Acts of Peter & Paul, Masada, Charles In Charge* (13), Hawaiian Heat* (14), Miami Vice* (14), Murder She Wrote* (23), Otherworld* (8), Scene of the Crime* (7), Streethawk* (14), Airwolf (27), A-Team (60), Battlestar Galactica (58), BJ and the Bear (47), Buck Rogers in the 25th Century (37), Foul-ups Bleeps and Blunders (28), Gangster Chronicles (13), Gimme A Break (85), Harper Valley (29), House Calls (57), Incredible Hulk (85), Knight Rider (68), Magnum (106), Quincy (150), Rockford Files (124), Simon & Simon (83), Tales of the Gold Monkey (22), Voyagers (20), Charley's Aunt, Compleat Beatles, Coming Soon, Crosby Stills Nash & Young in Concert, E.T. and Friends: Magical Movie Visitors, Rick Springfield Live'n Kickin', Utopia, World's Greatest Circus, Sugar Ray Leonard's Golden Gloves (26), Salute (12), Puttin' On the Hits (38). **Staff:** Robert Bramson, Colin Davis, Marion Edwards, Francisco Padilla, Wanderley Fucciolo, Peter Hughes, Marshall Forster, Myriam Ormos.

MMT Sales **Versailles suite, 662**
630 Third Ave., New York 10017

Staff: Gary Scollard, Jack Oken, Neil Kennedy, Jon Gluck, Matt Shapiro, Karen Schmidtke.

SFM Entertainment **Tiburon suite**
1180 Avenue of the Americas, New York
10036

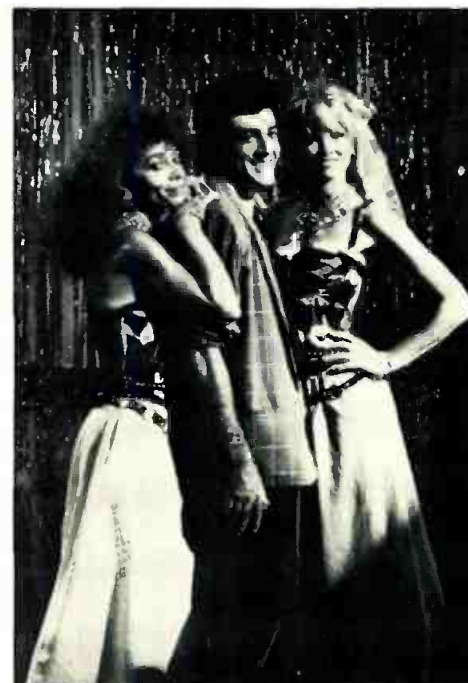
SFM Holiday Network* (11), Jason and the Wheeled Warriors* (65), Rainbow Brite (5), Rose-Petal Place, Walt Disney's Mickey Donald and Sport Goofy, Twists From Forsyth* (9), Faces of Love* (8), March of Time (205), Crusade in the Pacific (26), Indomitable Teddy Roosevelt, Dayan's Israel, The World of Tomorrow, King Lear, Voyage Round My Father, The Shepherd*. **Staff:** Stanley Moger, Jordan Ringel, Joseph Gerard, Maria Carayas, John Doscher, Gary Montanus, James Hergen, John Murphy, Dale Grimm, Mike James, Morrie Roizman, Virginia Jucius, Mary Ann O'Dea.

Televisa International

TVS Television
19 W. 44th St., New York 10036

Twentieth Century-Fox **Presidential**
Television
10201 W. Pico Blvd., Los Angeles 90035

Dance Fever (26), That's Hollywood (74), Circus (52), Animal Express (130), Hollywood: The Gift of Laughter, Fox Mystery Theater (13), Charles Dickens Animated Classics (8), Fox Movietone News (520), This Day in Sports (365), Fall Guy (110), Trapper John (132), M*A*S*H (255), Daniel Boone (120), Jackie Gleason Show (100), Batman (120), Lost in Space (83), 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), Julia (86), 12 O'Clock High (78), Century V through 12 (220), Charlie Chan (20), Fox I through V (199), Laurel & Hardy (6), Planet of the Apes (5), Pre-



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miere 1 (20), Shirley Temple (20), Special 41 (41), Super 65 (65), Time Tunnel (5). **Staff:** Steve Roberts, Robert Morin, William Saunders, George Sefotis, Robert Ruchanan, Jerry Greenberg, Gene Lavelle, Stanley Decovnick, David Skillman, Peter Baca, Barry Lowen, Ruth Slawson, Gerald Minnucci, Joseph Greene, Michael DiGennaro, Harry Mulford, Marvin Levan, Charles Gersch, James Puffer, Barbara Van Buskirk, Dennis Juravic, Gary Grandolph, Al Shore, John Martin, Tony Bauer, David Jackson, Earl Weiner, Harold Greenberg, Stephen Greenberg, Gerald Ross, Gilles Meunier, Malcolm Vaughan, Michael Doury, Peter Broome, Paul Herbert, Goro Uzaki, Gustavo Montaudon, Elie Wahba, Maurice Aghion.

Victory Television **Sutro**
275 Madison Ave., New York 10016

Hill Street Blues (101), Lou Grant (114), Rhoda (110), White Shadow (54), WKRP in Cincinnati (90), Streets of San Francisco (119), Match Game, Tattletales, MTM Group (9). **Staff:** Jim Victory, Chuck Wolfertz, Ben Okulski, John Rohrs Sr., John Rohrs Jr.

Warner Bros. Television **462**
4000 Warner Blvd., Burbank, Calif. 91522

Bugs Bunny & Friends (100), Porky Pig & Friends (156), TV2* (13), 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 (12), 20 (30), 21 (26), 22 (38), Volume 1A (22), 11A (22), FBI Story (4), Tarzan features (32), Bowery Boys (48), 13 Classic Thrillers (13), Starlight 3 (30), 4 (30), 5 (28), 6 (25), Special Features (17), Bare Essence*, Thorn Birds*, Pearl, Scruples, Roots, Roots: The Next Generations, Private Benjamin* (39), Alice (202), Welcome Back Kotter (95), Chico and the Man (88), F Troop (65), Superman (104), Batman/Superman/Aquaman (69), Dukes of Hazzard (143), Harry O (44), Wonder Woman (61), Kung Fu (62), The Waltons (221), FBI (234), Tarzan (57), Maverick (124), Phenomenon of Roots, David Wolper Specials of the '70's (30). **Staff:** Charles McGregor, Mauro Sardi, William Hart, Ed Donaldson, Bill Seiler, John Louis, John Laing, John Bryan, Gary Cozen, Paul Simon, Ken Fournier, John Chickering, Dee Eulberg, Dan McRae, Edwin Markisch, Joe Kivlehan, Louis Marino.

Worldvision Enterprises **Tower suite**
660 Madison Ave., New York 10021

Bobbie Vinton Show*, Return to Eden* (series), The Jetsons* (65), Fantastic World of Hanna-Barbera* (52), Barnaby Jones (177), Little House on the Prairie (216), Love Boat (140), The Invaders (43), The Fugitive (120), Dark Shadows (520), Man from Atlantis (20), Doris Day Show (128), The Rebel (76), Mod Squad (124), Ben Casey (153), Combat (152), One Step Beyond (94), 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 (130), Return to Eden (6), Holocaust (10), Against the Wind (13), Prime I (10), Prime II (16), Prime III (16), Prime IV (26), Prime V (26), Prime VI (19), Prime VII (25), Jackson Five (23), 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), 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, Roberta Flack/Donny Hathaway, A Little Bit of Irish, World of Miss World, Newfangled Wandering Minstrel Show, Musical Ambassadors, Russian Festival of Music and Dance. **Staff:** Kevin O'Sullivan, Bert Cohen, John Ryan, Jerry Rettig, Bill Baffi, Tim Davis, Burton Rosenburgh, Katherine Holt, Tim Newman, Ben DeAugusta, Andy Coscia, Lucille Shevett, John Riggio, Paul Danylick, Gary Butterfield, Victoria Quoss, Jim Thomson, Reggie Jester, Randy Hanson, Jesse Weatherby, Martin Weisman, Harrington Silva.

Also on hand

Cori Films **Hilton**
2049 Century Park East, Los Angeles 90067

Jack Holborn (3), Genghis Khan, Sinbad, Camel Boy, Epic. **Staff:** Marie Hoy.

D.A.W.N. Inc.
16300 Ledgemont, Suite 802, Dallas 75248
DAWN. **Staff:** Bill Barnett, Charles Yates.

Jerry Dexter Program Syndication
139 S. Beverly Dr., Beverly Hills, Calif. 90212

At the Limit/Paul Newman Championship Race Driver, 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 (25), Wolfman Jack Show (26). **Staff:** Jerry Dexter.

Eastman Kodak **Hilton**
343 State St., Rochester, N.Y. 14650
Staff: William Koch, W. Hunter Low, Leon-

ard Coleman, Roger Soike, Robert Wollman, John Spence.

Klein & Hyatt at Union Square
1111 S. Robertson Blvd., Los Angeles 90035

Against All Odds (26), Out of Control (26), Castles and Concerts, Wild Rides, Why in the World. **Staff:** Robert Klein, Bruce Littlejohn, Bob Hughes.

Lightstream Productions
12031 Ventura Blvd., Suite 1, Studio City, Calif. 91604

No Earthly Reason. **Staff:** Michael Little, Peter Engel, Terry Botwick, Susan Rohrer, Jackie Cooper.

McManus & Co. **Mark Hopkins**
425 E. 63d St., New York 10021

Consulting and representational services for producers, distributors and service organizations. Representing the Grundy Organization and T.A.P.E. Ltd. **Staff:** Tom McManus, Jan McManus.

Miller Robinson Television
80 Wall St., Suite 614, New York 10005

Home participation TV game shows using bingo. **Staff:** Benson Miller, John Robinson.

Picture Music International
1800 N. Vine, Hollywood 90028

Rock N America (26), London Calling, American Suite, Castles and Concerts, Ready Steady Go. **Staff:** Mark Levinson, Bob Hart, Peter Blachley.

Pro Sports Entertainment **St. Francis**
111 Kraft Ave., Bronxville, N.Y. 10708

NFL Pro Magazine (21), NFL Week in Review (22), NFL Man of the Year, NFLSym-funny, Football Follies, Son of Football Follies. **Staff:** Richard Sagehorn, Karyen Petrone.

Soundtrack Recording Studios **Hilton**
77 N. Washington St., Boston 02114

Soundtrack syndicated and custom music, aircraft music library*. **Staff:** Stacey Lion, Mark Cuddy, Crit Harmon.

T.A.P.E. Ltd. **Mark Hopkins**
111 Regents Park Rd., London NW1 8UR

Program evaluation, promotion and marketing services for television stations, producers and distributors. **Staff:** Michael Firman, Brian Abrahams, Tom McManus, Susan Tirsch.

Vitt Media International **St. Francis**
1114 Avenue of the Americas, New York 10036

Wall Street Journal Report, Hail to the Chief, Big Blue Marble (151), Big Blue Marble Company Specials, The Witches Sister, Choppy and the Princess, New Zoo Revue (195), Super Pay Cards (130), Dick Dead Eye, Outcry. **Staff:** Richard Olson, William Morton.

MJ Zink Prods. **Hilton**
245 W. 19th St., New York 10011

Money Counts with Ken and Margo Howard. **Staff:** Judith T. Feinstein, Jan Morgan.

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A "turning point" convention

Independent TV confident of prosperous future, but at annual meeting there's worry over beer-wine ads, stereo must-carry

The 12th annual convention of the Association of Independent Television stations was devoid of hoopla, hyperbole, whistle-blowing and cheerleading. Instead, the mood among the more than 1,200 attendees reflected a quiet confidence that independent television station operators face a future that, at the least, is unbounded and, at the worst, exceedingly prosperous.

"A profound change is coming about in this business as independents move into the mainstream of programing," observed Herman Land, INTV president, at the conclusion of the four-day conference in Los Angeles at the Century Plaza hotel. His remarks echoed those heard by independent operators repeatedly over the previous days from producer Norman Lear, Washington congressmen and legislators, colleagues on panels and even from a television program syndicator, the broadcaster's leeriest industry associate. Believes Land: "This convention marks the turning point in the development of this business."

As Land sees it—and as a growing part of the independent community confirms—the past year has been marked by station groups banding together to produce programing for themselves. But few as those projects may be (they can be counted on one hand), the feeling at INTV was that a step in the right direction has been taken.

And while nearly everybody found cause for optimism for the independent station community, a few alarms were sounded as well. Four congressmen from the telecommunications subcommittee bluntly told the independent broadcasters that the citizen groups' campaign to ban beer and wine advertising from the airwaves is rapidly taking on a life of its own and if broadcasters want to counter it, they had better act quickly. Another operator publicly expressed fear that he sees a comeback of the prejudice among media buyers to buy news-and-sports-only national spot availabilities on independents, once again relegating independents to back-of-the-bus seating in the Fifth Estate.

The approximately 1,200 registrants were 20% more than the 1,013 who attended last year's convention, in keeping with past annual increases. However, the registration list appeared to show that program distributors outnumbered program buyers by more than two to one.

According to Land, "there was no regulatory issue upon which this convention turned" as was the case in previous years, "although there were a series of important things that emerged." One, said Land, was the warning sounded by the congressmen at the convention about the movement to ban



Land

beer and wine advertisements ("What they said is going to alert the rest of the country") and another was the assurance by FCC commissioners at the convention that when stereo must-carry comes up on the agenda, there are enough votes to pass the measure.

Throughout the two floors of exhibitors' suites, it was frequently remarked by distributors and program buyers that traffic was lighter than usual. The explanation most often heard was that INTV was held too close to the NATPE International convention (INTV ended Jan. 8; NATPE began Jan. 10). Many may have opted to attend the second convention because companies could not afford to have executives out of the office for the 10-day period the two events encompassed. Also believed to be a factor was the Sunday (Jan. 6) football playoffs—many buyers and sellers apparently took time out to watch the San Francisco 49ers defeat the Chicago Bears. After the game, however, traffic in the halls picked up noticeably.

The near collision of INTV and NATPE this year, Land emphasized, is not expected to be a problem next year, or the year after that. In 1986, NATPE is scheduled for Jan. 17-22, and INTV is tentatively scheduled for Jan. 4-8 ("probably" in Los Angeles), Land explained, spacing the conventions two weeks apart. In 1987, the dates should be three weeks apart. And for years after that, program distributors have asked NATPE to move into February, creating an even wider gap.

Land said that over all, the exhibitors were pleased with this year's suites and that, complaints notwithstanding, the majority of syndicators would return next year. He said

there were 64 exhibitors this year, compared to 52 last year, and that next year INTV may "have to go to three floors, although it's impossible to forecast."

One suggestion that came up in a closed-door breakfast meeting of the INTV board and members of the syndication community, Land said, was to hold a summer meeting between INTV representatives and program distributors to ascertain more precisely the programing needs of independents. The recommendation was advanced, Land said, by Bob Jacquemin, executive vice president, Paramount Television Domestic Distribution, who contended such a meeting would give distributors a leg up on putting together packages of programing designed primarily for independents. Land suggested that the meeting could be combined with INTV's midyear managers' meeting, held in July. "It's one thing we'll be discussing at the board meeting in May."

Another subject sure to be discussed at that board meeting is the choice of a successor to Land, who later this year will retire after 12 years as INTV's president. Land said a search committee was created last week comprising board members, including himself. He said there are already "four or five names in the hopper." The board has "talked to a number of people," but the field is "wide open," stressed Land. □

Promises of Land

Association president says future favors independent television stations; cites statistics on industry's growth

Independent station operators can look forward to a bright future, predicted INTV President Herman Land, who presented his view of what's in store during the opening session of last week's Los Angeles convention. For Land, who is to retire at the end of this year, the presentation marked the end of his 12-year career with INTV.

His forecast called for further growth with continued competition with the networks. "The central contest in the world of mass media will be between the system of network affiliates and rising independent stations," he said.

His survey of current media conditions found little impact by new services. Pay cable perhaps was the only entry that had any "real impact" on the viewing of independent television stations, but "that story is not really told," he said.

Overall, over-the-air broadcasting has the most advantages, Land stated. Not only is its coverage a plus but "it's free," Land said. "All the other services get back some kind of payment."

He cited independent-station growth. From 1972 to 1984, the independent audi-

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ence has increased by 60%. Independents account for 60% of syndicated programming revenue.

"Independent television has become the primary market for syndicated programs," said Land. "I expect to see that figure rise to 70%." Independents can also expect to make significant progress in advertising revenue, he continued.

Independents are not only prospering in the marketplace but also have had an effective voice in Washington, Land said, citing the retention of the FCC's financial interest and syndication rules and the FCC's final

rulemaking on multiple ownership.

A future priority for the association, Land said must be protection of the FCC's must carry rules. However, he warned the broadcasters "to be careful about timing" and how they go about achieving that goal.

Land also advised the independents to work together to tackle individual advertisers. He noted that with increased diversity and program services there is an "increased challenge to advertisers." He urged his audience to "step up the sales battle and develop a more sophisticated research presentation." □



McCurdy, Dawson, Quello and Rivera

Commissioners speak their minds on stereo must carry, U-V swapping

Dawson, Rivera and Quello tell INTV that they favor protection for multichannel TV sound, are intrigued by proposal to exchange commercial-noncommercial frequencies; they also talk of upcoming issues including VHF drop-ins, land mobile spectrum requests and attempts to ban alcohol ads on radio and TV

An FCC majority assembled at the INTV convention last week to answer questions most on the minds of independent operators—and in the process to point out the direction the commission is likely to take on major broadcast issues. Present: Mimi Dawson, Henry Rivera and James Quello, who has dubbed their triumvirate the FCC's "Rainbow Coalition."

■ In response to a question from moderator Eugene McCurdy, of WPHL-TV Philadelphia and INTV chairman, the majority said it favored extending the FCC's must carry rules to require cable systems to retransmit the multichannel sound services (stereo and, possibly, foreign-language soundtracks) of local television stations.

"If must carry is real it should not stop with the state of the art," said Dawson, adding that she hadn't been able to get an answer that would support elimination of must carry if there is a market imperative. "If the commission wants to take up [the entire] must carry policy it should be through the front door," she said.

"Mimi is right on target," Quello said. But he voiced sympathy for an eventual "selective" must carry policy under which the commission would make allowance for

limited channel capacity. But "if it's program-related, [cable] ought to carry it," Quello said of the stereo TV item.

Rivera put it succinctly. "There is a consensus at the FCC to support must carry for stereo sound." He criticized a "nibbling away" at the must carry rules, and cited the Salinas, Calif., case as stressing that must carry should be taken on in a coordinated fashion.

Commissioner Dawson entered an exception to Quello's mention of a "selective" must carry policy. "The minute you start to do that you deny must carry to new entrants," she said, noting that one of the policy's objectives is to insure diversity.

(Most broadcasters support rules requiring cable systems to carry multichannel sound services, but, in doing so, they may be creating backlash from the cable industry that could jeopardize the must carry rules themselves. "There isn't a consensus in the cable industry to seek outright elimination of the must carry rules," said NCTA President Jim Mooney in Washington last week. "But if they start imposing more [must carry] burdens, you might see a consensus develop." And if the cable industry goes after the rules, he said, broadcasters will be in for "a stiff fight that will spill over into the courts and Congress.")

■ Next up was the question of permitting commercial UHF stations to swap their facilities for noncommercial V's, with a bonus of cash to make up the difference in value. The proposal first appeared during conversations between BROADCASTING and Commissioner Quello several weeks ago (BROADCASTING, Dec. 31, 1984) and ever since then "all hell has broken loose," Quello told the

INTV.

"I ask the question but I don't have the answer," he said. "I want to help public broadcasting. I hope Senator [Barry] Goldwater can get more money for the medium. If not, we may get more distressed stations that may have to sell. But it should be done only on an individual, ad hoc basis—take it one at a time."

Quello summed up by saying, "I guess we've let the genie out of the bottle. But the reaction has been more positive than negative so far."

Rivera called it a very complicated issue and said the FCC would want the advice of the Temporary Commission on Alternative Financing for Public Telecommunications (which Quello headed). "The whole tradition of trying to put UHF on a par with VHF might be at stake," he said. But he agreed with Quello in thinking the ad hoc approach the best one to take.

Dawson found the idea "quite attractive from what I know so far. Opportunities for enhancement would make me look favorably on it."

■ VHF drop-ins? Quello said he had voted for four such stations thinking that would take care of the idea forever. But, on the question of whether existing UHF's should be given preference for such new facilities, he indicated a willingness to give them a break. "We're giving daytimers a leg up in 80-90," he said, referring to the commission's creation of 689 new FM allocations.

Rivera said he believed the question of VHF drop-ins would come up in the second quarter of 1985. "The FCC has been trying to replace regulation with competition," he said. "If we stay faithful to that point of view it would be hard to say no."

Rivera said he would tend to be against a preference for existing broadcasters but said he would have to wait until the record is developed.

Dawson said that "As of now, I do not support" VHF drop-ins. "History has not served us well when the FCC has created new services that we did not need," she added, citing low-power television as a principal example. She also voiced concern about lessening the broadcast product through diminished service areas or greater interference.

■ The pressure by land mobile interests for more spectrum space, often at the expense of UHF television, was the subject of another question. Commissioner Quello voiced a certain impatience. "If we keep giving them everything they ask for they will never use their existing spectrum efficiently," he said. On the other hand, he expressed doubt about how many new UHF's the commission should reserve. "How many should there be?" he asked.

Rivera said that all unused UHF spectrum was under attack by land mobile, and said the pressure would intensify. "If you are concerned, you should make yourself heard. I think you have strong views but I'm not sure. They are not being articulated."

Dawson said there was a very important question for broadcasters to ask themselves: "Why am I saving all of this spectrum for more competition in my market?" It will

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happen, she said. "We are not the National Broadcasting Commission. We are there to manage spectrum. How much video communication is enough? I think there is enough diversity when land mobile is looking for channels."

Rivera added that "we have to find a way to manage spectrum that doesn't rely on the top 10 markets. That's what's being done now."

■ All three commissioners agreed that repeal of the financial interest and syndication rules was consigned to a back burner from which it would not emerge in either "the foreseeable future" (Dawson) or "for a very long time" (Quello)—timetables with which Rivera agreed.

■ The three touched briefly on the issue of beer and wine advertising, which is expected to be under attack in Congress this session. Quello, speaking from personal experience as a Michigan broadcaster, advised his former colleagues not to take it lightly. The movement to have such ads stricken from radio and television is "discriminatory, unconstitutional and you ought to be outraged," he said, adding that it would pro-

duce a huge bonanza for newspapers, direct mail, skywriting and other media.

Rivera said that, were he a broadcaster, he would be concerned that the alcohol industry "doesn't abandon you. Make sure they are your allies." Rivera saw a "real danger" that alcohol interests would let the issue go by default. Dawson said simply that she saw no correlation between advertising and consumption.

■ Each commissioner was asked to identify the priorities he or she would have the FCC act upon. Dawson began by extending "kudos" to Chairman Mark Fowler, who she said came to the FCC with an "extraordinary agenda" and "knew what he wanted to accomplish." For her part, she would concentrate on: (1) regulatory parity, to bring terrestrial broadcasting more into line with the relaxed regulation of the new technologies (MDS, DBS, etc.); (2) follow the results of the 12-12-12 decision, with the possible objective of eliminating the numerical limitation; (3) study spectrum allocation; (4) deal with the comparative renewal and authorization process; (5) voice her concern for must carry as it comes up in individual items, and

(6) get rid of content regulation while relying on the statutes.

Quello said he would concentrate on: (1) much closer relations with the Senate and House ("Even if you disagree with them; don't surprise them," and "Unless the chairman does more he will be overruled more"); (2) proceed with TV deregulation; (3) work for codification of radio deregulation; (4) continue efforts to remove the fairness doctrine (but he doesn't think the commission can do so on its own), and (5) see that broadcasting becomes comparable with other media in terms of vulnerability to government regulation ("Broadcasters are the only ones practically threatened with extinction for violation of the rules," he said). If necessary, Quello said, broadcasters should be willing to pay a reasonable fee to acquire this freedom.

Rivera said he would devote more commission resources to the common carrier side, as opposed to broadcasting, and said he was concerned that something be done for children. "There is a need to remedy what I perceive as an injustice to the young," he said in conclusion. □

Sobering words on efforts to ban alcohol ads

Congressman Swift warns that ban will pass if it reaches floor; other panelists express concern on exit polling; little change in Hill views on broadcast deregulation; networks are blamed for arrogance

Broadcasters were urged by key congressmen last week to "act quickly" to head off efforts by citizen groups to ban beer and wine advertisements. The warning was issued by members of the House Telecommunications Subcommittee in an INTV panel session, and the prevailing view was that a defense may already be too late.

The seriousness of the threat was underscored by Representative Al Swift (D-Wash.) who said: "If it gets to the floor, you're dead." Swift and the other panelists, Representatives Tom Tauke (R-Iowa), Mickey Leland (D-Tex.) and Michael Oxley (R-Ohio), revealed their views during a lively debate on a number of issues, including alcohol advertising, broadcasting deregulation

and the networks' relationship with Congress.

The passage of legislation eliminating beer and wine advertising from radio and television is a "very real threat" that should not be underestimated, said Oxley. Oxley said the influence of such groups as Mothers Against Drunk Driving and Students Against Drunk Driving and the passage of the 21-year-old drinking age limit, which "sailed through Congress," illustrate how little opposition there may be to an advertising ban. Personally, Oxley said, he thought a ban was unconstitutional.

"If this issue gets to the floor of the House and Senate, it will pass," commented Swift. He advised the independent television operators to prepare for the "worst-case scenario."

Swift, however, disagreed with Oxley, who felt the burden of proof in this issue would rest with the proponents of a ban. "I think the burden of proof for this issue may well be on the broadcasting industry to show

the ads don't do any harm," Swift said.

Tauke suggested that broadcasters direct their countermovement immediately toward the Telecommunications Subcommittee. He also recommended they look at the issues involved in the fight over cigarette advertisements versus those connected with beer and wine commercials. Cigarette advertising, he said, was banned "because the surgeon general said they were bad for your health." In this case, he noted, "it's the abuse of beer and wine that is harmful."

The citizen groups that have launched the antialcohol ad movement are an effective constituency, Leland said. Their campaign is in the category of "motherhood and apple pie," he said. "You'd better get started developing your own constituencies."

While the members shared similar views on alcohol advertising, they agreed on little when it came to broadcast deregulation legislation. Tauke, along with Representative Billy Tauzin (D-La.), sponsored deregulation legislation supported by the industry in



Leland



Oxley



Tauke



Swift

**IF SOMEONE
SUGGESTED A
PROGRAMMING
SCHEDULE
WITHOUT
COMEDY,
YOU'D PROBABLY
LAUGH.**



the last Congress. Oxley also backed Tauke's bill. But Swift and Leland favored less deregulation legislation. The differences surfaced again last week. Tauke, who said he would make another effort to pass legislation, said competition in the marketplace was preferable to government control and there was no longer a scarcity of stations to justify regulation.

Furthermore, Tauke felt broadcasting deregulation was a First Amendment issue. "The burden for regulating speech has been scarcity," he said. "Why should the medium that is the least scarce be regulated in this day and age?" The bottom line, Tauke continued, is: "Should the federal government regulate what the people see and hear?"

Oxley took the same stand. "I feel strongly the ultimate decision of what is watched belongs to the consumer, not to government. I feel more comfortable with the consumer making that decision."

But Swift said he does not accept the argument that the marketplace takes care of everything in every market. Moreover, he felt eliminating the comparative renewal process would free broadcasters from their "responsibility to bring public service to the community."

And he emphasized if broadcasters are deregulated, it will be more difficult to convince Congress to codify the FCC's must carry rules. "Is it worth running the risk of losing must carry?" he asked. "If you get deregulation, the next big fight will be over spectrum fees. It's one you'll lose," Swift said.

Leland sees deregulation as a trading chip for his favorite cause, a law establishing equal employment opportunities for minor-

ities. "I intend to wage the battle to make sure minorities have their just due," he said.

He said he was willing to support deregulatory legislation in exchange for EEO. However, the National Association of Broadcasters, Leland said, pledged to fight against the inclusion of any EEO standards. "When you look at the political realities, you have to accept compromise. I was willing to support deregulation." He also felt something must be done to improve children's programming.

Leland's dissatisfaction with broadcast programming also was expressed later during a discussion of the television networks' sometimes stormy relationship with Congress. "I am upset with the networks because of how minorities are portrayed. Look at their EEO record. They're virtually absent any kind of positive minority roles on TV," he said. But Leland did not place all the blame on the networks. He also criticized program producers for failing to create more positive roles.

Networks came in for other criticism. The way the networks handled the exit polling issue, said Oxley, "really rubbed a lot of people the wrong way." Furthermore, he noted that many conservative members, like himself, feel the networks provide news coverage that tends to be slanted toward a liberal philosophy.

Tauke pointed out that the networks are distrusted by both liberals and conservatives in Congress. It's not only the Congress, he noted, that gets upset with the networks. There are other groups, such as the business community, that voice dissatisfaction with network programs for portraying businessmen like J.R. Ewing, he said. The networks,

Swift added, "are perceived the way they are because they are arrogant." (For a further report of Swift's views on the networks, see box, below) □

Policy issues reviewed at INTV

Beer and wine advertising, broadcast dereg and swapping UHF's and VHF's discussed

FCC and Hill staffers aired their views on a variety of issues during an INTV breakfast session last week. And once again, the subject of beer and wine advertising cropped up.

At an earlier session, a congressional panel indicated a ban on beer and wine ads could easily pass in the House. But what might occur in the Senate was not predicted. According to Dale Brown, of the Senate Communications Subcommittee, "it's too early to tell" what will happen in that chamber. But he thinks it will be a "hot issue."

In addition, Brown pointed out that the Senate Commerce Committee has a new chairman who has not "come forward on this issue." However, Brown continued, "it's interesting to note" that Commerce's new chairman, Republican John Danforth, is from Missouri, home to Anheuser Busch. Furthermore, Senator Robert Kasten, who chairs the subcommittee with jurisdiction over the Federal Trade Commission, represents Wisconsin, a state with several brewers. The Communications Subcommittee is studying the issue, however, and is working

Networks' image problem

The sometimes precarious relationship between the networks and Congress was a topic explored by a congressional panel during the INTV convention last week. The following remarks on the subject were made by Representative Al Swift (D-Wash.):

There's a book about the history of the city of Seattle called 'Sons of the Profits' dedicated to the basic principle that you do not have nice people who found cities in the wilderness. Chapter three is entitled 'The Bastard.' It's about a man named Henry Yesler. The opening line is 'Henry Yesler was a bastard. I do not refer to the accidental nature of his birth, but rather to the fact that day in, day out, every day of his life, he worked at it.'

The networks are perceived the way they are because they are arrogant—not by accident, but every day in, day out, every day of their lives, they work at it. You're independent television stations. I imagine some of you have worked for network affiliates and have found the network, as an affiliate of that network, extraordinarily difficult to deal with.

They come out of New York, speaking ex cathedra, bringing stone tablets along with them to explain to the Congress how things ought to be. I have the view that nobody who makes any policies that in any way affect the American public should be permitted to have an office above the fifth floor in the city of New York. There is something about the air; you don't get enough oxygen to the brain or something. I have even had, and it was after the multiple station rule, had a rather major representative of one of the three networks take me out to lunch and he simply wanted to honestly know, why? 'Why aren't we liked? We are trying to figure this out.' Well, that's the first welcome sign of humility, and maybe if that goes some distance, maybe it will help.

As we try to make policy on the committee, however, we have to keep

in mind the networks are not always wrong. Occasionally, whether by accident or odds, or what have you, they come up with a position that's valid. It is to their severe disadvantage that they are perceived the way they are although I readily grant it is their fault they are perceived the way they are. I thought all during the financial interest thing that it was absolutely remarkable the way Norman Lear et al, you people who were in that battle, were able to contrast the starving poet in the garret in Hollywood versus the steely-eyed, cold, ruthless network executive in New York. Now, my friends, that's bullshit. But if any industry or segment of an industry had worked hard to set themselves up so that Jack Valenti could take advantage of what was already a perception in the minds of most people, the networks did.

And so in a sense you can't shed too many tears for them. I think they were jobbed on the multiple station thing. They were kind of walking down the street, fat dumb and happy, and pretty much keeping their fingers out of the pie for a change, when Valenti and some others got all upset and they look around—who do we blame this on? Well, there goes CBS, NBC and ABC and they're not watching right now, so they hung that tail on them, too. And in that particular instance, I don't really think the networks were doing anything inappropriate. It's their problem. I don't think they can blame this perception on the part of stations, their colleagues in the industry, the public or Congress—on anybody but themselves. They built that bed with great care and now it's getting a little uncomfortable to lie in, I guess. But in terms of us as policy makers, I think we have to keep in mind that our job isn't to devise policy to get somebody. It's to devise policy that hopefully will be rational for all Americans. And from time to time, we have to swallow hard and say, 'Well the networks on this one may not be wrong' and give consideration to the valid arguments that they may raise.

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closely with the National Association of Broadcasters on the matter, Brown added.

Also in the Senate, broadcasters can expect to see Senator Robert Packwood (R-Ore.), former chairman of the Commerce Committee, continue his drive to achieve full First Amendment rights for the electronic media. Despite Packwood's departure from the chairmanship, he is committed to that effort, said Ward White, counsel for the Commerce Committee. White emphasized that Packwood's move to chair the Finance Committee is not a sign he will drop his interest in communications issues. Indeed, Packwood is retaining a seat on Commerce and plans to play an active role, White added.

He said Packwood would pursue his First Amendment initiative through the Freedom of Expression Foundation. The FEF was created by the senator to serve as a clearinghouse for a grass-roots movement to eliminate the fairness doctrine and equal time rules. And while "we may not have a lot of broadcasting legislation; the Senate stands ready to pass any legislation that recognizes the importance of the marketplace," White said.

On the House side, Telecommunications Subcommittee counsel Thomas Rogers reviewed some of the issues of the debate on broadcast deregulation legislation in the last Congress. Rogers noted that Representative Tim Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, had some "drastic differences" with the National Association of Broadcasters. Wirth's view was "the spectrum is valuable and the public has a right to get something in return for it," Rogers said. Wirth advanced the idea of a spectrum fees in return for a long license term and no content regulation. But, Rogers continued, "it was an idea that did not go over well." Consequently, Wirth dropped the idea.

NAB and Wirth, along with other members, tried to develop compromise legislation, but "NAB was not interested and walked away from the table," he said. Furthermore, he added, "I don't think there is a hell of a lot of sentiment for broadcast deregulation legislation in the House unless broadcasters are willing to give something," he said.

A proposal to swap noncommercial VHF television stations for commercial UHF's was discussed by Tom Herwitz, legal assistant to FCC Chairman Mark Fowler. The idea, he noted, is a way of insuring a source of funding, but "it's not without problems." However, he noted that the chairman shares FCC Commissioner James Quello's interest in the issue. (Quello is responsible for promoting the idea.) The swap concept, Herwitz said, "creates new opportunities" and is "the type of innovative idea the FCC is receptive to."

There was also good news to report from the FCC's Mass Media Bureau. A major goal for the bureau, said John Kamp, legal assistant to Mass Media Chief Jim McKinney, is to eliminate more of the paper work associated with must-carry relief petitions. "We intend to continue to accelerate that proposal

and move even faster on the issue. We'd like to move special relief petitions in a matter of weeks," Kamp said. As a part of this stepped-up effort, Kamp added, the bureau asked the cable branch to look at how the process works and to consider strategies to make it work faster.

The question of what might happen if the U.S. Appeals Court forces the commission to reconsider its rejection of a petition by Turner Broadcasting to repeal the must carry rules was raised during the session. "The sense around the commission is no one really wants to take up the issue," commented Bob Pettit, legal assistant to FCC Commissioner Mimi Dawson. "If they're forced to, I

really don't know what they'll do."

And Diane Silberstein, legal assistant to FCC Commissioner Dennis Patrick, shed some light on the decision making involved concerning Patrick's stand on the multiple ownership rulemaking. She explained why Patrick originally objected to the concept of an audience reach cap. The problem he had, she said, was that he didn't feel it was "a good idea to create a new limit and then eliminate it through the sunset." However, since the sunset was removed, a number of parties voiced concern that "maybe the commission was moving too fast. Based on that, he thought a more cautious approach was warranted," she said. □

Back and forth on buying and selling

Syndicators and independent station executives air differences over programing

When program buyers and sellers are scheduled opposite each other on industry panels to debate advertiser-supported programing, sparks—and a few epithets—usually fly. But in an INTV panel session, "Probing the Syndication Future," the parties on opposite sides of the syndication fence put aside the verbal jousting and engaged in a civil (for the most part) question-and-answer session. The panel was billed as an opportunity for station executives to solicit some unprepared but on-the-record replies from syndicators about where barter advertising dollars come from, where those dollars go and who benefits from them.

In what might be considered a fairly representative attitude among station executives as to whether barter money comes out of network budgets on spot, moderator Harvey Cohen, vice-president, general manager, WCIX-TV Miami, turned to the syndicators and read: "I have a note from a station owner. It says: 'Congratulations. You now own more of my station than I do.'"

Skittish tittering was heard in the audience. "Where are the dollars coming from that support your (advertiser-supported) shows?" inquired Lewis Freifeld, president and general manager of WFTS(TV) Tampa, Fla. Answered Dan Greenblatt, executive vice president, LBS Communications, "We are convinced it's network money. We only sell to network buyers on national accounts.

Somebody will find an exception—but there is no money if the clearance level is less than 70%."

Asked if program distributors are paying enough attention to station needs by developing programing for underserved time periods such as late night, Greenblatt replied that the lack of programing hasn't been due to a lack of effort. He called late night "the first daypart we continually explore," but conceded it was a "problem" because "everything in the future will be measured against the success of *Mary Hartman, Mary Hartman*. Somewhere out there is a potential solution."

Several new programing consortiums composed of station groups have sprung up in the past couple months, noted Greg Miller, program director at WIAF-TV Philadelphia, and he wanted to know if the program distributors were "for or against them." Replied Dick Robertson, executive vice president, Telepictures Corp., "this is a giant leap in the right direction." If that's so, continued Miller, "how will the changing of the ownership rules affect new program ventures?"

It probably will make the clearance of shows much easier, said Robertson. As the 12-12-12 rule goes into effect, he noted, it will go a long way to cutting out the "drudgery" of selling "city by city." Robertson added that for new shows "it is more important to get on the air than own 100% of the back-end of the show."

Then what are a stand-alone station's chances of getting a new show, wondered Freifeld. Still pretty good, according to Rob-



Miller



Freifeld



Greenblatt

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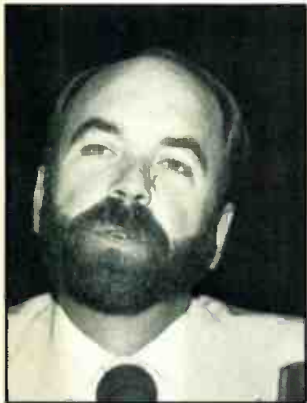
Serious, because comedy is one of the most important elements in any successful line-up. And good comedy is what The Bob Newhart Show is all about.

In fact, for three seasons, The Bob Newhart Show ranked in the top ten of all prime access, prime time and late-fringe syndicated sitcoms and achieved an audience composition your advertisers demand—a high concentration of men and women 18–49.

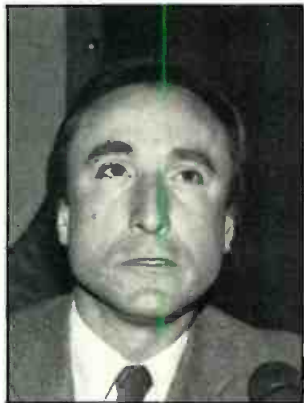
So keep your audience laughing along with The Bob Newhart Show. The results in ratings will keep you smiling for a long, long time.



Source: Nielsen
Cassandra, Nov.,
Feb., May 1980/81;
1981/82; 1982/83



Robertson



Jacquemin



O'Brien

erson: "About 30% of the shows we get involved with are group deals."

However, Robertson noted, it doesn't always work out to the distributor's advantage because of the "dynamics of selling to groups." According to Robertson, "we start out wanting to be on the best station in every city, but when we do group deals there are a number of cases where we wind up on stations we don't want to be on. This is the truth. This is how it works." That sometimes leads to weaker time periods on less desirable stations in order to get the clearance levels to support the national advertising, he explained.

And to what extent do syndicators pay attention to a station's financial resources when selling programs? inquired Freifeld.

"We're paying more attention to the financial stability of new independent stations," said Bob Jacquemin, executive vice president, Paramount Television Domestic Distribution. He said that Paramount has an "aggressive collection policy with start-ups" and often "looks at the track record" of the station before making a deal. "Beyond that," he reminded, "we always hold the power of supplying product. If a station is unwilling [to pay] we can always withhold the product."

Kevin O'Brien, vice president and general manager of Metromedia's WTTG(TV) Washington, observed that "there seems to be a resurrection" among media buyers at advertising agencies of the "archaic" news-and-sports-only attitude in placing national spot dollars on independents—"in spite of the success of INTV." Posed O'Brien: "Do you run into this absurd attitude?"

Assured Robertson: "Absolutely not." He explained: "What we're selling is a national rating based on a lineup of 100 or so stations. After we moved *People's Court* from KABC-TV Los Angeles to access on an independent, we used that as an aggressive marketing tool to get a higher cost-per-thousand." Robertson also said that Telepictures took in \$33 million in national advertising for the 1984-85 season.

As the number of ad hoc movie networks grows, stations are increasingly required to commit to promoting the theatricals, which provoked O'Brien to ask, When it comes to promotion, who is better qualified—the station or distributor?

"There's a trend toward requiring promotion," Greenblatt agreed, "and I would like to see it go even further." Greenblatt said

that LBS has been insistent on stations promoting its ad hoc movie network because "we had decided to pay out-of-pocket expenses for national advertising [on some recent features] and we also felt stations should feel some level of commitment. Who is better equipped? Obviously stations are, but leaving it ultimately to stations leaves it up in the air."

It's no secret that many station executives consider barter to be sapping national spot, thus depleting their own inventory. The way things are going, Miller wondered, isn't the next step barter spots in off-network series?

Responded Jacquemin: "If in fact that's the way to maximize revenues for Paramount—yes." Jacquemin said that Paramount had considered putting barter spots into *Cheers* and *Family Ties*, but after a year of analyzing the move, scrapped the idea because "straight cash gives you the feasibility of how to schedule the show. Also, by offering future off-network product on a barter basis, you're asking a station to program its schedule two years from now. There are so many variables. . . it's a little presumptuous," said Jacquemin in what must have been a relief for station executives to hear, "at least at this juncture it doesn't make much sense." □

Making a name through local programming

Independent stations are told that if they want to create a positive image in their market they should consider producing more of their own material

Successful local programming on independent stations was the topic of an early morning program manager's breakfast meeting. The message from the three independents who presented examples of their local programming endeavors: yes, local programming is possible; it's not expensive; it boosts the local image of the station, and it provides a similar lift to the station's ratings.

"We poke fun at the Los Angeles community," said Joe Weber, program manager at WOFL(TV) Orlando, Fla., in his introduction to the panel members, "but most of the pro-

gramming we air is done here." Weber then asked: "Why are so many of us afraid to reach out to our local communities?" Noting that the supply of off-network programming is dwindling as the cost of acquiring product is rising, Weber emphasized that if independents "don't start producing for ourselves we're all going to be in trouble."

Successful locally produced programming may not hinge as much on brilliant new concepts as on proper execution. Zvi Shoubin, station manager and program director at WPHL-TV Philadelphia, said that "once upon a time there were three independents in Philadelphia and they all scheduled children's programming in the afternoon." He said the supply of children's programming at the time was insufficient to satisfy the independents' demand and advertising volume wasn't big enough to go around. "We looked for a format to bridge our daytime and evening schedules," he recalled, "and since this was Philadelphia, we decided to bring back something like *American Bandstand*." (*Bandstand* was born in Philadelphia.) Four years ago WPHL-TV launched a daily, afternoon, local one-hour dance show, *Dancin' On Air*, which incorporated all the standard elements of dance shows: a host, guest star appearances and teen-agers dancing to pop music before live television cameras. Shoubin said the show regularly draws a four household rating, a 12 rating among teen-agers, a five rating among women 18-34 "and a lot of dirty old men."

During the summer, Shoubin added, the show does live remotes from various locations around the city as well as the New Jersey shore. The show also tries to break away from the straight dance-before-the-camera scene by doing such things as producing a local cheerleading competition among area high schools. "This show can be duplicated in other markets as long as you can find music that's indigenous to your market," Shoubin advised.

Locally produced programming is also exclusive, said Charles S. Alvey, program manager at KPHO-TV Phoenix. "I've come to believe that local programming gives a station personality. It's the only thing on our schedule that's not available on cable or the local video store."

Two locally produced shows that are working on KPHO-TV, according to Alvey, are a children's show, *Wallace and Ladmo*, and a cooking show, *Cooking with Rita*. "The key to both shows is that everybody involved in making them has a good time," Alvey said.

Wallace and Ladmo has been on KPHO-TV for 30 years and there is a one-year waiting list for seats in the studio audience, principally made up of children and their mothers. The format of the show is "comedy for kids with adult appeal," and Alvey said the governor of Arizona is a regular watcher.

The show is also an outlet for all the barter animation product flooding the marketplace, Alvey added, and the staff makes frequent public appearances at community events.

A local cooking show was produced to fill the gap between comedy and information that was created by *Love Boat* and *Donahue*

All In The Family

A TOP PERFORMER IN ALL DAYPARTS.

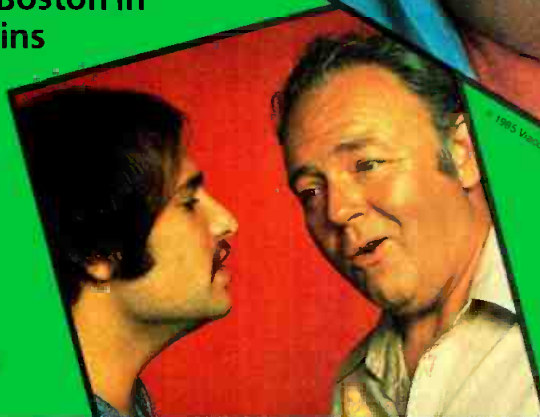
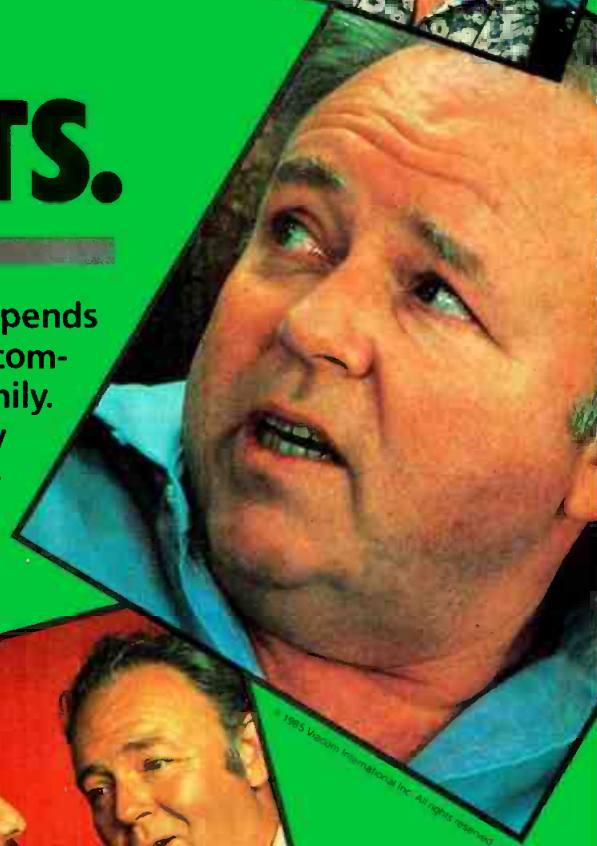
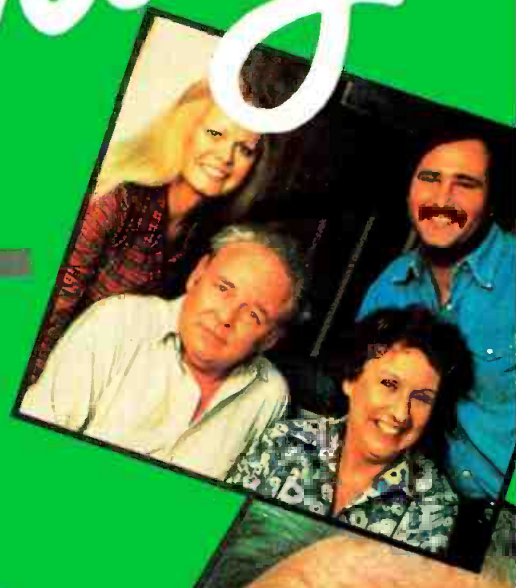
It's no secret that the performance of your line-up depends on the performance of your comedies. And the one comedy that keeps on performing is clearly All in the Family.

The timeless, innovative humor of All in the Family has made it one of the most popular shows in television history. In syndication, All in the Family has ranked first or second for six consecutive seasons in New York in prime access, as well as in Boston in early fringe. And All in the Family remains Dallas' #1 late night performer after eleven consecutive sweeps.

So let All in the Family perform for your station. It's guaranteed to give you ratings performance you'll feel right at home with.



207 episodes available



Source:
Nielsen Nov '79-Oct '84,
Arbitron Memphis Oct '84

in the morning, Alvey explained. A woman who had a local talk show on the station for several years and had written two cook books was tapped to produce and host the program that Alvey characterized as fast-paced and humorous. Local chefs are featured almost on a daily basis, and it's produced in front of a live audience.

While WPHL-TV and KPHO-TV developed local programs for the afternoon and morning time periods, respectively, KSHB-TV Kansas City, Mo., has developed a local late-night program that runs from 11 p.m. to 6 a.m. The show is not continuous, explained Pete Brake, general sales manager at KSHB-TV, but features a former local radio disk jockey who does on-camera introductions, comedy sketches and wrap-arounds between a late-night schedule of old shows like *The Twilight Zone* and *The Three Stooges*. Unlike Elvira, who has provided a similar function during late-night movie periods, KSHB-TV's late-night comedy host is a clean-cut, slightly bad boy, preppie-looking type who gives the impression that he would be welcome in any viewer's living room. Titled *All Night Live*, the show was launched in 1980

after "focus group research showed our station lacked local identity," said Brake. "We were seen as a mechanical rerun house. Affiliates have local anchor people [to project local identity]. While this wasn't a revelation, it was time to rethink and address the problem. We wanted to carve out a niche in the marketplace as a bold and innovative station and develop a station personality."

Brake said that KSHB-TV "took a cue" from radio and hired an announcer from the number-one rated radio team in the market. Comedy sketches last anywhere from 10 seconds to five minutes, and the host does remotes and takes live phone calls. The set is next to the control booth, Brake said, giving the show a "high tech" look. Ratings started in the ones and twos, but have since moved up to threes and fours. Advertisers also followed, he said, with revenues for the 11 p.m.-6 a.m. period increasing 200% the first year, another 50% the second year, and 23% more the third year. A full-time producer and crew of six cost the station about \$175,000 more annually than running straight programming, Brake said, "but the return on investment has been exceptional." □

Selling an independent's fine points

Panel examines cumulative ratings' relationship to advertising sales

A bugaboo that has plagued independent television from the beginning occupied INTV delegates again in Los Angeles last week. The subject: how to convince advertisers and agencies that the accumulation of smaller rating points that can be attained in prime time on an independent are as valuable as an equal number of rating points attracted on a network affiliate in one prime time outing.

Statistically, most agree, they are. Getting agencies to suspend their disbelief is another matter. That subject was discussed by four with experience on both sides of the selling equation: Susan Adams, national sales manager of KSTU(TV) Salt Lake City; Cathy Egan, vice president and director of marketing for Katz Independent Television; Lloyd James Low, general sales manager of KCPQ(TV) Tacoma, Wash., and Faye Youngmark, vice president and broadcast manager of D'Arcy MacManus Masius, Los Angeles.

Youngmark led off by saying that cume packages (the combination of programs independents put together to sell against affiliate spot buys) must equal the market average (if that's a 10, the package must also equal a 10), and that cume packages must deliver at least a 3 rating. Her advice to the independents seemed to be the day's consensus: The only way to succeed in selling a cume package is to "present it again and again." Agencies must have good information to avoid using affiliate prime time, she said.

Egan described Katz's approach to selling cume packages, which it calls "Flexpak." It stands for flexible packaging, she said, and is designed to make media plans "as creative as the advertising." Now is an excellent time to pursue such selling efforts, she said, with "affiliate ratings declining—down 20%—while prices are soaring."

Egan traced Katz's sales passage—even though successful—through the BBDO agency, which required repeated presentations over a nine-month period. Her conclusion: "Nothing can be done without the sanction, in writing, of the media research department." That should be the independent station's first stop in selling cume packages, she said. Thereafter, each sales presentation ought to have a copy of the agency acceptance memo attached, she advised.

Independents have only scratched the surface of this type of selling, Egan said, but the momentum is beginning to build.

That "a rating point is a rating point, no matter how large or small," was emphasized by KSTU's Adams, who said many independents are forced to price prime time as though it were late fringe. Her station had to increase revenues by running barter specials in prime time, she said.

"If I could sum up the situation, it would

Lear implores indies to take 'creative risks'

Veteran producer says independents have muscle to break traditional programing molds set by networks as big-three share dwindles

Veteran television writer and producer Norman Lear last week pleaded with independent television station executives to exercise "true leadership" by taking creative risks at odds with conventional programing wisdom.

Television "needs television programmers who are willing to allow the creative spirit to soar," Lear told an INTV luncheon audience Tuesday in Los Angeles. "You independent television stations have the potential for changing the medium—and for reaping enormous gains—if you have the courage to stake your future on the future and not on the past."

In a speech sharply critical of television's status quo, the Embassy Communications co-owner argued that "the programing mentality that now dominates network television just ain't good business. According to the November sweeps, the three networks can deliver only 78% of all prime time viewers. This is a whopping 15% decline from just eight years ago... The failure rate for new network series after one season is a miserable 94%. What other business in America could survive with that kind of failure record?"

The "illusory survival" of the networks is "sustained by higher advertising rates and a quasi-monopoly," Lear maintained. "Higher ad rates may stop a full-scale hemorrhage of profits—but it sure doesn't do much for the long-term health of the networks, which grows bleaker every year with the erosion of their market share."

Lear characterized independent stations as "dominating the video dogfights of the

1980's. With access to nearly 85% of American viewers, you are the most potent rival of the networks. Collectively, independents can now entice advertisers with the capabilities that have traditionally been monopolized by the networks: a nationwide lineup of TV stations, proved audience achievement and considerable financial resources."

As the independents gain competitive influence, Lear feels they must maintain their commitment to innovation and avoid a "self-destructive business ethic" that allows "virtually no room to experiment or incubate a new idea."

The creative community is not allowed to create, Lear told his audience, when it is forced to satisfy "the machines and tests and graphs that purport to measure audience preferences. It's like forcing Michelangelo and dozens of other painters to paint the Sistine Chapel with their paint-by-numbers kits." □



Lear

Bizarre

**MORE MEN
18-34 THAN
NETWORK SITCOMS.**

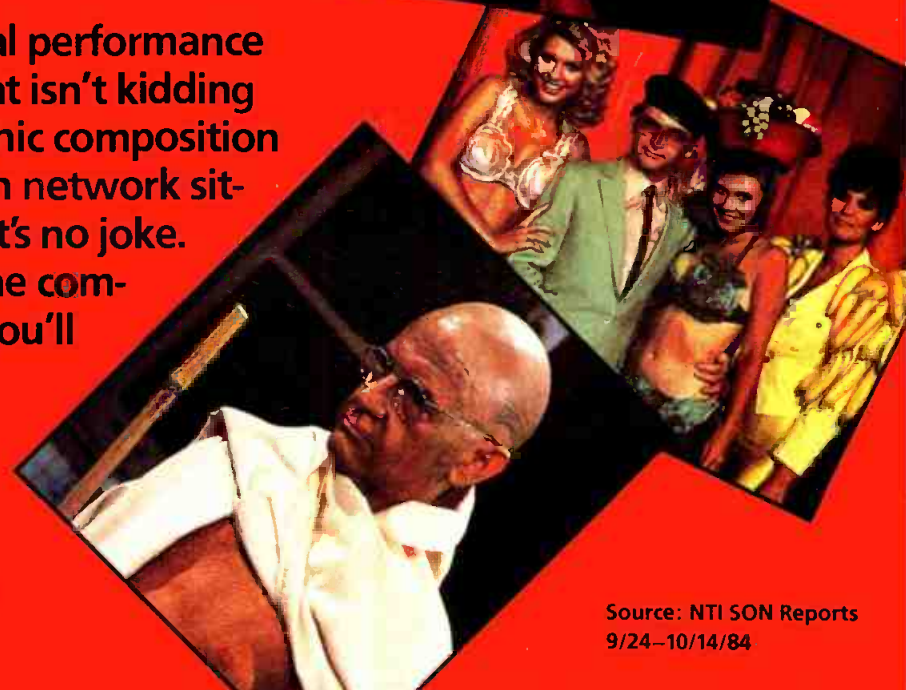
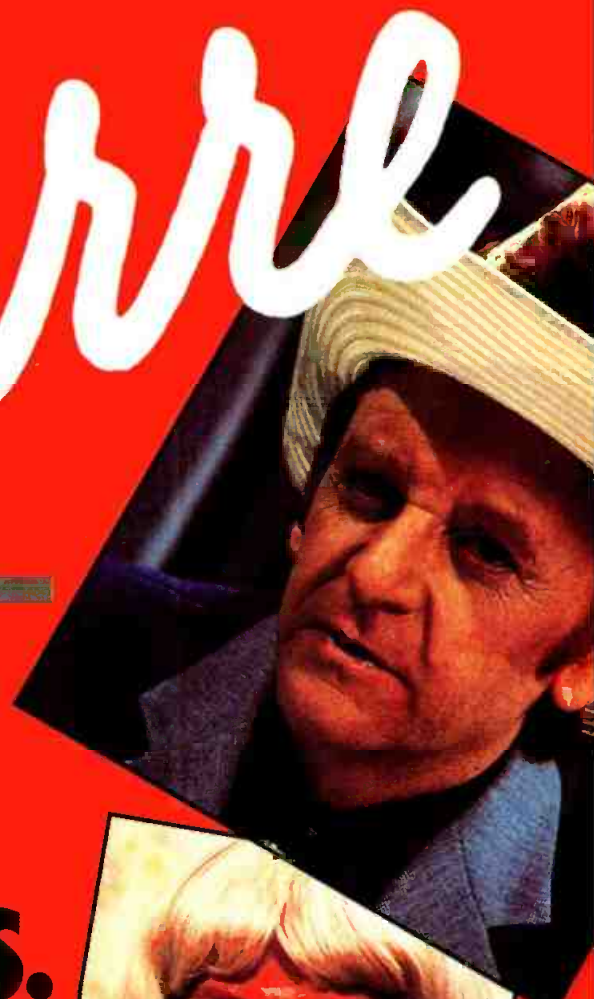
It's outrageous. It's irreverent. It's the funniest first-run syndicated strip on television today. And it's one of the best ways to strengthen your overall programming line-up any day of the week.

Bizarre's impressive national performance proves this is one comedy that isn't kidding around. In fact, its demographic composition reaches more men 18-34 than network sitcoms. And to advertisers, that's no joke.

So this year, go with the one comedy that's truly Bizarre. And you'll see spectacular results that, all kidding aside, are truly out-of-this-world.



125 episodes available



Source: NTI SON Reports
9/24-10/14/84



INTV's Paul Williams, Youngmark, Egan, Adams and Low

be 'frustration,'" said KCQP's Low. "It's like a dog chasing its tail." In response, KCQP prepared an illustrated brochure—entitled "Dick and Jane at the Movies"—on the subject. The text:

"See Dick and Jane and three friends watching a movie on KCQP-13! Therefore, this movie has a rating of 5. See the 5? It's gross, but it's still a 5!

"The next night, Dick and four different friends watch another movie on KCQP-13. Now, nine different people have seen a KCQP-13 movie. Dick has seen two. Now KCQP-13's movies have a rating of 10. It's gross but still 10.

"On the third night, Dick, Jane and three other friends watch the movie on KCQP-13. Now, 12 different people have seen a KCQP-13 movie. Dick has seen three, Jane has seen two. KCQP-13's movies have now been seen 15 times, grossly speaking.

"On the fourth night, Dick and Jane went bowling, but five different friends watched KCQP's movie. If you've been reading carefully, now you know that KCQP's movies have had 20 gross viewers so far this week.

"On the fifth night, Dick and Jane went roller skating, but five of their friends who hadn't seen a movie this week watched KCQP's *Prime Movie*. This brought the gross total of viewers to KCQP's movies to 25.

"Dick told his dad, who runs an ad agency, about how he and Jane had caused KCQP's viewers to have 25 viewers. 'What's the net?' asked Dick's dad (he came from the media side). 'Net? What's that?' asked Dick. Patiently, Dick's dad explained: 'Net is the number of people who saw at least one movie and were counted only once.'

"Dick drew a chart for his dad. 'Now let me get this straight, Dad. If a total 25 viewers watched KCQP's movies, and three of those counted were me and two of those counted were Jane, that means the movies had 22 unduplicated viewers!'

"'Right,' said his dad. 'KCQP's movies had a reach of 88% that week.'

"'Wow!' said Dick. 'Great!' said Jane.

"Dick was really getting into the cume business. He borrowed one of his dad's rating books and soon discovered that KCQP's five movies had a better cume rating than a whole list of prime time shows on network stations. Dick asked: 'Dad, wouldn't it be better for your clients at the agency to buy five movies on KCQP instead of one spot on a network station?' His dad replied: 'Sure, Dick, but my clients might not understand.'

"'Show them my chart, Dad,' said Dick. 'It makes sense even to a little kid like me.' And so he did, and now Dick's dad has the most successful advertising agency in town."

In the real world, said Low, this is a most

serious topic. Yet he was optimistic about the outcome. "I submit that 1985 will be the year that cume buying really takes off."

One delegate in the audience observed that once a station begins generating 4's and 5's it does not need the cume concept to sell. Another observed that the most significant development of the last 16 years has been the change in competitive status between independents and affiliates. Nevertheless, said Katz's Cathy Egan, the burden still resides with the independents. "You must reduce the risk in the buyer's mind." □

Daytime comes to light for independents

Silverman predicts networks will continue to lose viewers, giving independents opportunity to provide interesting counterprogramming

The commercial networks will continue to lose daytime audience shares and voluntarily relinquish more of that time period, leaving "maybe three or four hours" of network programming by the end of the decade, predicted former network program executive Fred Silverman during an INTV session, "Soap Busters: Daytime Opportunities for Independents."

"You [independents] can cause the revolution in daytime television," advised Silverman, now president of his own independent, Hollywood-based production company, InterMedia Entertainment Co. He observed that "there is a sameness" to network programs and much duplication of material. Sil-

verman sees the network share skidding to "the fifties" in large part because of the limited appeal of serials and game shows, which he feels will remain network staples.

Potentially, "the most interesting and effective" counter programming independents might offer in daytime is local origination, Silverman believes. He urged risk-takers to take a cue from successful talk-radio stations by producing daily programs with personable hosts, provocative guests and opportunities for audience interaction.

Other viable independent strategies in daytime, according to Silverman, include well-chosen old movies, game shows and local news.

Panelist Peter Spengler, vice president of advertising services for Bristol-Myers, estimated that daytime would become a \$2.6-billion-a-year market by 1988, growing at a faster rate than any other daypart. At the same time, he sees the network audience falling from from a 74 share in 1984 to a 66 share in 1988.

"Many brands are being squeezed out of prime time into daytime as unit prices keep going up," Spengler observed, predicting that most daytime advertising dollars will continue to come from packaged-goods advertisers. "It's very clear that the antidote to declining network shares in daytime is greater use of daytime syndicated product." He said advertisers are also attracted to independent stations and program producers because of greater opportunities for product protection, lead-ins, billboards and price protection for long-term commitments.

Although there is a tendency for new daytime shows to get canceled more quickly than those in prime time, Spengler suggested that a long-term commitment to "the right programs" can yield substantial benefits to sponsors and stations alike. "We all need to be partners," he stressed.

A third panelist, LBS Communications President Henry Siegel, contended that "the face of daytime television has undergone some radical changes in the last five years," reflected in declining network shares and a lack of off-network product. Independents have yet to take full advantage of that trend, he declared, with the bulk of advertising still going to the networks and their affiliated stations.

"Daytime is your last frontier," Siegel said, citing research indicating network revenues from daytime increased from \$1.2 bil-



Siegel, Silverman and Spengler

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community involvement.

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of this life-giving campaign, visit
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KDKA-TV 2 ^{GROUP} 



SETS THE PACE

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“I’ll be the judge of that.”

Like the irreverent Groucho, it’s the cold,
hard marketplace that decides.

If the market likes what you do and how
you do it, you keep building and growing.

If it doesn’t, no sale.

LBS has been building and growing:
Children’s programs. Drama. Comedy. Sports.
Music. Movies.

More people watch more LBS programs than
programs from any other source, except the
three networks. We supply over 40 hours of
quality programming to America’s stations
every week.

And for 1985, LBS sets the pace again,
with a five-day-a-week, two-hour block of first-
run programming: INDAY—Independent
Daytime Network. A joint project with Tribune
Broadcasting Company.

You’ve helped us set the pace.

And we intend to keep setting it.

With important new program opportunities.
With the best service in the industry. And
with careful concern for the needs of stations,
advertisers, and viewers.

One thing we know for certain:
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625 N. Michigan Ave., Suite 1200, Chicago, IL 60611 (312) 943-0707

lion in 1982 to \$1.5 billion in 1983 and may have passed the \$2 billion mark last year. The daypart, he added, is still the most cost-efficient period for reaching women.

Siegel described INDAY, the first-run, two-hour daytime original programming block his company is introducing next fall, as an attempt to take full advantage of network audience erosion. In remarks following Siegel's presentation, Silverman labeled INDAY "a revolutionary, terrific concept" akin to ABC's *Operation Daybreak* of the late 1950's. □

INTV looks at hardware side

Equipment manufacturers describe state-of-the-art technology that can keep independents up to date

The part that hardware plays in a medium presumably dominated by software was discussed in one of INTV's opening panels, designed to broaden the thinking of station operators concerned mainly with programming. The panel represented INTV management's initial foray into the technology world—a probe Herman Land, INTV president, said would not be the last.

Representatives of three manufacturers—Sony, Panasonic and Ampex—carried the discussion last week. Lead-off speaker, William Connolly of Sony, emphasized that "the game today comes down to productivity." He struck a parallel with the automotive industry, which "has learned the value of per-worker, per-car productivity," and said broadcasters must do the same in their own frame of reference. At the same time, he said, independent broadcasters have to turn out a product at least as good as the network product on the next channel. "The home viewer is a merciless judge," he said.

Connolly cited the Betacam half-inch camera and the Betacam playback machine as two Sony-developed technologies that give broadcasters greater production flexibility at lower manpower cost. He cited the example of WNOL-TV New Orleans, an independent station that has achieved state-of-the-art automation using the Betacart system (moderator Hal Protter of WNOL-TV backed up Connolly's assertions of improved productivity as a result). "In this business the future is never far away," Connolly said.

Nick Hudak of Panasonic advised broad-

casters to ask themselves: "What's wrong with the way you're presently doing it? If you can address that, then we can help you," he said.

Hudak traced the increase in broadcast videotape technology from the one-frame-per-square-inch ratio of two-inch quadraplex to the eight-frames-per-square-inch ratio of today's systems. One difficulty that new stations face today, he said, is that they require all sizes of tape to be able to play back all the advertising and program materials that may reach them.

Mark Sanders of Ampex said that broadcasters face a period of uncertainty as they await the outcome of such broadcast technology developments as improved TV, enhanced NTSC and high-definition TV. Moreover, they will be affected by the increasing use of digital technology (over half of new broadcast products are now digital, he said). The third consideration is the proliferation of new tools in the studio, each presenting new opportunities along with the problem of making informed buying decisions.

Sanders said he had doubts about the eventual establishment of HDTV but felt the industry would progress to enhanced NTSC. Digital will begin to eclipse analog early in the 1990's, he said.

Each of the equipment experts was asked to identify the one product from his company most useful to independent broadcasters. Connolly cited Sony's Betacart. Hudak cited two: digital processing in television sets that will double the scanning lines, work out ghosts, enable the set owner to view two video pictures simultaneously while taping a third, freeze frame, print out for teletext and exhibit a close-up frame and zoom, plus a multicassette player unit Panasonic has under development. Sanders singled out Ampex's spread of studio one-inch recorders (he called the one-inch type C format the world's dominant, with 4,000 machines being sold each year).

There was one minor disagreement among the experts. Sony's Connolly said that when digital recording arrives, it will be used first in production, not at the station level, and thus broadcasters need not hold back from present purchases to await digital's arrival. Ampex's Sanders disagreed, saying that stations would want to take advantage of digital's enhanced quality as soon as possible after its advent. "The program [playback] can be good but the spots [advertising] have to be the best," he said. □

Planning stressed for new-station success

Careful business plan, promotion and programming are elements emphasized by INTV panel

Although the expanding video marketplace bodes well for new independent television stations, such outlets must plan carefully if they are to achieve success in such a crowded and competitive environment. This consensus was reached among a dozen speakers participating in concurrent INTV sessions held Friday and devoted to issues affecting newly built independents.

"The key elements of our success are having the right people, power, programming and promotion," declared Gail Brekke, vice president and general manager of WNOL-TV New Orleans, a UHF independent launched last March. Brekke, who moderated the "New Independent Station Workshop," placed particular emphasis on the need to pre-sell the station to both advertisers and viewers before sign-on.

Brekke's theme was picked up by Gary Marshall, general manager of WHNS(TV) Greenville-Asheville, N.C.-Spartanburg, S.C., who described promotion as "one of the most overlooked departments of any station." Aggressive pre-broadcast advertising helped WHNS earn a 10 share last May, according to Marshall, after an April 1 sign-on. The station produces and airs between 80 and 125 on-air promotion units each week, he pointed out. New stations would do well to develop specific marketing plans, Marshall said, based on local research surveys and focus groups. He offered the position of cable coordinator as an example of a key start-up position, especially for those UHF stations anxious to get carried on local cable systems.

In Miami, WBFS-TV used a cable coordinator to assure access to all 350,000 area cable homes at the time of the station's Dec. 9, 1984, sign-on, said vice president and station manager Douglas Knight. Such an individual must be aware of a new station's legal rights to cable carriage, he added.

"To be successful," said Knight, "a new station also needs access to programming that will be successful in that market." He recalled his surprise upon learning that many off-network situation comedies, which form the backbone of WBFS's schedule, were unsold in the Miami market. "Movies were tough to acquire, however." Local sporting events can be used to establish a regional identity quickly, Knight added.

A "major public relations blitz," followed by extensive advertising in newspapers, on radio, and in *TV Guide*, can help stations get off on the right foot, Knight believes. He said his station hopes to garner a six share in January, building to a seven share by May.

There was agreement among four representatives of the investment community on the panel that extensive research into construction and financing of a proposed new station was an essential prerequisite for suc-



Connolly, Protter, Hudak and Sanders

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Video Cassette

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This broadcast-quality video tape is designed

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Doubting Thomas traces the story of Thomas Didymus (doubting Thomas) after the crucifixion of Jesus Christ, and this moving musical is co-ordinated under the guidance of a panel of religious advisors.



Doubting Thomas stars award-winning Paul Nicholas (well-known for his recording career and West End stage performances such as *"Hair"*, *"Jesus Christ Superstar"*, *"Cats"* and most recently in *"Just Good Friends"*), and Stephanie Lawrence (famed for her appearances on the West End stage in the title role of *"Marilyn"* — based on the life story of Marilyn Monroe, as well as starring in *"Evita"* and in Andrew Lloyd-Webber's *"Starlight Express"*).



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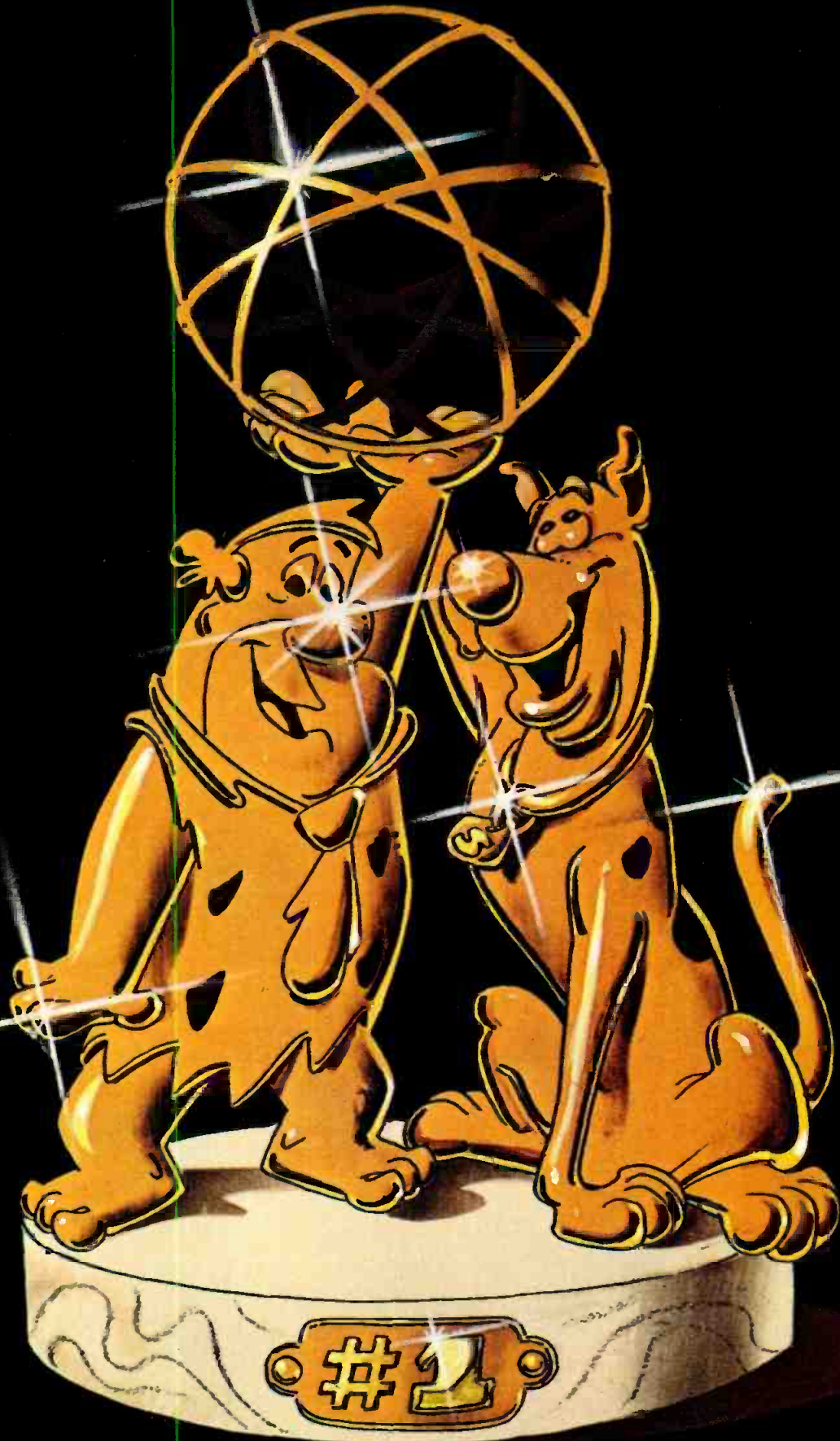
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- ★ Inch High, Private Eye
- ★ Uncle Waldo
- ★ Space Kidettes
- ★ Young Samson
- ★ Sealab 2020
- ★ King Leonardo



*Source: Nov. '83—July '84 ARB Syndicated Program Analysis

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cess.

Richard Windatt, vice president and director of Kidder, Peabody & Co., a firm specializing in formation of general partnerships for venture capital investments, said his company looks at "people aspects" of a proposal first. "We're interested in experience, reputation and so on," he said.

Windatt described the principal advantage of a venture capital partnership as enabling the operator "to get into the business on his own with considerable upside potential." The arrangement also provides relative operating freedom, a focused investment and "some tax advantages," he observed.

On the negative side, such transactions require much commitment of time and effort, are complex and necessitate a loss of equity on the part of the operator. "You may get no return for six or eight years," Windatt warned potential investment partners.

Speaking from a bank officer's perspective, Marine Midland Bank Vice President Jose Echeverria urged potential station operators to avoid underestimating the initial expense of starting a station and strive for proper capitalization. "You must be reasonable in both your upside and downside expectation," said the head of Marine Midland's broadcast investment unit. "We consider ourselves to be an investor, a partner of sorts."

According to Echeverria, a proper business plan should include a careful market analysis, a survey of program availability, a report on technical problems posed (if any), and detailed discussion of the management-ownership team. "The latter should have lots of experience," he emphasized.

Although Marine Midland did not make its first independent station loan until January of 1984, Echeverria sees the industry as "very solid" for the foreseeable future.

Dirk Freeman, director of Blair Media, agreed that new station owners "must keep sight of their original business plan." He urged that special attention be paid by management to engineering aspects of station construction and not left to consulting or station engineers. Antenna placement and power output can have an enormous impact on signal coverage, he noted, and the cost of equipment has a profound impact on debt service.

"Realize that delays are inevitable and that you'll always forget something," Freeman added.

A final speaker, Charles Kadlec, vice president and partner in the Washington-based consulting firm of Frazier, Gross & Kadlec, said his company is "bullish on broadcasting in the long-term," although the industry's present growth rate is not likely to last for long. The key underpinning of success in any new station, he said, is a detailed analysis of the market, coupled with sufficient capital to protect against contingencies.

On the negative side, Kadlec warned of broadcasting's cyclical economic patterns (i.e. flush years when there are elections and Olympics), the limited supply of quality programming, increasing competition among nonscrambled UHF stations as STV phases

out, fractionalization caused by cable penetration, rising interest rates and "the inability of some markets to support some new stations that can't meet their financial projections."

During a subsequent session, "Hometown Stations for New Markets," representatives of KFTY(TV) Santa Rosa, Calif., described the battles being fought by their station and others which are overshadowed by nearby large cities.

"This is a new breed of television station that exists outside the present system of ratings and advertising," noted KFTY General Manager James Johnson. "Whether they make sense from a business point of view remains to be seen."

His station must confront a 30-year-old industry infrastructure that doesn't know how to deal with "hometown" television, Johnson said. Problem areas include cable must carry, ratings, agency recognition, national sales representation and local sales acceptance.

"We will never achieve ratings in the San Francisco [ratings] book," declared Frank Savage, KFTY's vice president for sales and marketing. "We would have to do 20,000 unduplicated homes, and our signal doesn't even reach most of the San Francisco ADI," although it reaches about 130,000 homes in suburban Sonoma county.

The station has dealt with the problem by producing a five-minute video sales presentation for national agencies and local advertisers detailing its impact, an approach both Johnson and Savage recommended other small stations adopt.

INTV counsel J. Laurent Scharff, a communications attorney with Pierson, Ball & Dowd, urged such outlets to discuss their must-carry cable rights with their Washington lawyers "and insist on those rights with local cable systems." Those rights vary, he added, depending on market size and audience characteristics. Scharff urged stations to carefully monitor FCC actions which in some instances can expedite requests for carriage.

Representatives of the Nielsen and Arbitron ratings services participating on the panel outlined the process by which stations may request formation of separate survey areas or specialized research in areas served by their stations.

"The ratings book can be restructured by geography," stressed Dennis Spragg, northwest manager for television stations, Arbitron Research Co. He described how a station in Bend, Ore., took action that eventually resulted in creation of a separate ADI by an increase in the area's sample size to 200 diaries every ratings period.

Thomas Hargreaves, a vice president and general manager of the A.C. Nielsen Co., said his firm offers separate coincidental telephone survey services to stations and can do specialized analysis regarding specific time periods and geographic areas. Special "area reports" for individual stations may be used to promote the station among advertisers, he allowed, or the station may elect to create its own DMA by meeting specific statistical criteria. □

Massaging ratings with little computers

Technology gives independent TV stations ability to read ratings in many ways

The microcomputer and its contributions to station research were examined by panelists during the final day of the INTV convention. Independent TV operators were presented with a brief overview of some of the leading computer research services available.

Microcomputers "give us the complete capability to look at audience measurements any way we want to," said Roger Cooper, president of Broadcast Management Plus, Auburn, Calif. Cooper's firm "has converted Arbitron and Nielsen reports to floppy disks," he said.

The process enables stations to pull out fast rankings, share comparisons and trends, among other things, Cooper said. "It's brought the power of the computer down to an individual level," Cooper said.

In addition, Cooper's computer programs provide broadcasters with instant sales research and color print-outs illustrating trends analysis and station and audience profiles.

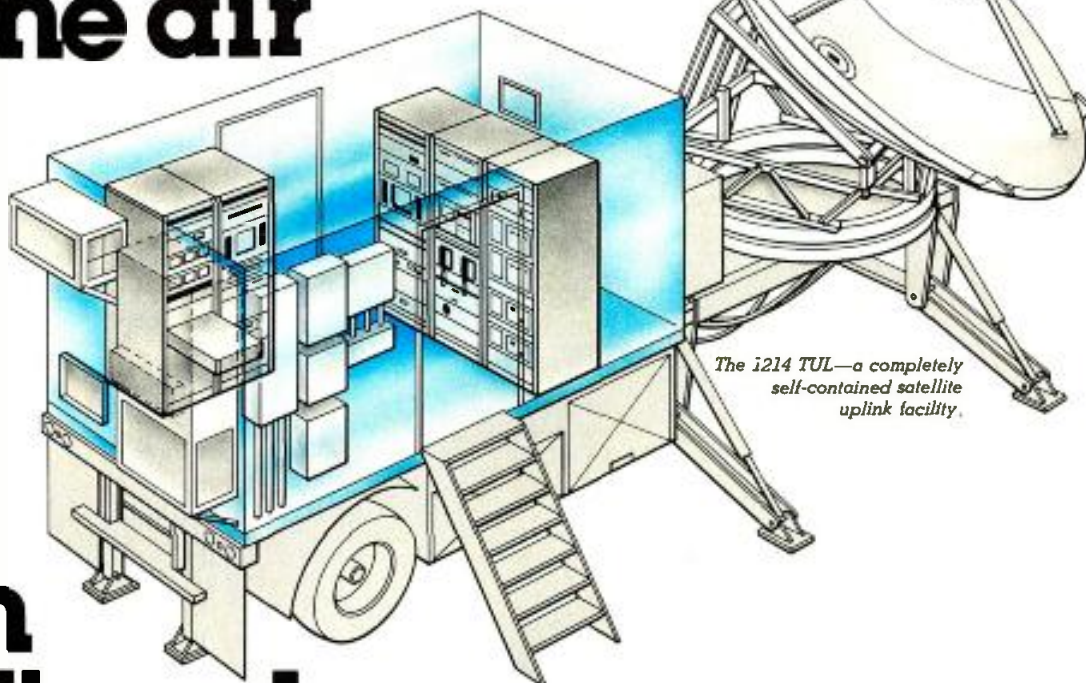
Bill Shafer, vice president, television sales, Arbitron, Los Angeles, discussed his company's computer service, Arbitrends. As Arbitron has expanded its metered market service to 11 markets, he said, it is working on a technique to enable stations to handle this data. At present, Arbitrends has the ability to "store 34 months of ARB and NSI metered data," he added.

Shafer explained some of the additional services. There is a daily grid providing a clear view of the previous night's results and a tracking grid that does the same thing but does it over a longer period of time, he said. Moreover, Arbitrends' trending report allows stations to look at six individual weeks and keep an average, Shafer added. Also the ranking report will rank programs from the number-one spot to the 100th, he said. Arbitrends also is offering a free training course to help its clients learn how to use the service.

A.C. Nielsen's computer service called Micro Node, was described by Arthur Bulgrin, micro services executive for the firm. Nielsen offers a metered market data system that assists broadcasters with a customized overnight data base and "one-step accessing." Furthermore, he continued, the service provides four weeks of cumulative averages and multiple market reports. Bulgrin said Nielsen was working on the development of diary data from which it hopes to produce a user profile.

On the local sales side, Kenneth Klein, director of research and sales development, SoftPedal, Atlanta, spoke about Sel-A-Vision, a service designed to assist TV sales people. It is a system, Klein said, for stations to rank their sales inventory. "It shows where the strengths lie, through rate card evaluation and demo cost efficiency," he added. □

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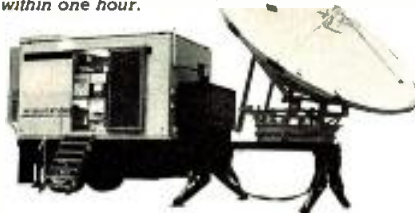
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Graphics vs. text: the volatile world of videotex

Growth of home personal computers has put a whole new light on a medium that some were ready to write off; but some companies are fine tuning and determined to survive

A few years ago there was an argument within the Fifth Estate as to whether the word "videotex" should have had a "t" on the end. Based on recent developments, it seems as if the "t" should indeed have been added and the word, "computer," substituted for "video."

The original notion of videotex, as an advertiser-supported, sophisticated graphics system received on the television set using a dedicated terminal, is in retreat. In its place the same two-way services (such as home banking and shopping, and on-line news and information) are being offered mostly in simple text form to growing numbers of personal computer owners. The uncertainty over whether there was a demand for those

services has ended in a growing competition among major communications, finance and computer companies.

The change in the look of videotex is illustrated by events taking place at Viewtron, the south Florida videotex operation that was the first to start. Since November 1983, the service has provided home banking and shopping, on-line news and information, games and a variety of other two-way services to consumers via a television set and a "Sceptre" terminal made by AT&T.

Officials of Viewdata, the Knight-Ridder subsidiary operating Viewtron, had indicated last year that it was behind schedule in signing up customers. One year after start-up the service had 2,200 local subscribers, or a television household penetration of two-tenths of 1%, at a cost to Knight-Ridder of \$36 million. So it was not a great surprise when, last Oct. 31, Viewdata announced spending reductions and a 20% cutback of its 200-member staff. The problems of the

operation raised the question of whether there was a demand for the services at all, or whether that demand might be being met elsewhere.

That "elsewhere" could well be what were formerly called on-line data services such as CompuServe, The Source and Dow Jones News Retrieval, all of which began offering news and information to personal computer owners in the mid and late seventies. Originally conceived to make use of main-frame computers in the evening hours, all three services began with stock quotations and news wires but have since expanded their offerings and now resemble graphics videotex services.

Robert L. Smith, director of administration for the Videotex Industry Association, said: "I think there has been a rethinking of the concept of videotex so that it is no longer synonymous with color graphics. It may happen to use color graphics, but other systems like CompuServe have evolved into vi-

CBS takes the week in prime time and daytime

With eight of the top 10 programs, CBS-TV took the prime time ratings race for the week ended Jan. 6, the 15th week of the season, by its biggest margin yet—and also claimed victory for the latest week and the season to date in the daytime ratings as well.

Nielsen's prime time numbers showed CBS with an average 19.3 rating/30 share—4.2 rating points ahead of NBC-TV's 15.1/23 and 4.7 points ahead of ABC-TV's 14.6/22.

The end of 1984 gave the networks a reckoning point for reviewing performance—and making claims—in other dayparts too. Everybody could find something to cheer about.

CBS claimed victory in daytime programming for both the week ended Dec. 30, the latest for which ratings were available, and for the season to date. It could also claim victory for the full calendar year, taking the top spot away from ABC for both the year and the fourth quarter.

NBC claimed "impressive improvements" not only in prime time and daytime, but in late-night, early-morning and Saturday-morning ratings as well. In daytime, NBC said, it was the only network to improve its

fourth-quarter rating and share performances over those in the fourth quarter of 1983, going from 4.7/17 in 1983 to 4.8/18 this time, while CBS went from 6.8/24 to 6.6/24 and ABC from 7.0/24 to 5.8/20.

NBC said its *Late Night With David Letterman* averaged 3.3/18 in 1984's fourth quarter, the highest quarterly average ever attained by Letterman, and *Tonight* with Johnny Carson did a 7.1/22, up from 6.8/21 in the 1984 fourth quarter.

ABC meanwhile cheered its *Good Morning, America* as winning the early-morning competition not only for the latest week (ended Dec. 30) but also the quarter and the full calendar year—its fifth consecutive calendar year as number one. For the week it was *GMA* 4.3/21, *Today* 4.1/20 and *CBS Morning News* 3.1/16. For the year (Dec. 26, 1983, to Dec. 28, 1984) *GMA* was out in front by a full rating point, 5.1/24 to *Today's* 4.1/20 and *CBS Morning News's* 3.3/16.

Street Hawk, premiering on ABC in a 90-minute version Friday night, averaged 17.9/26, topping everything against it except CBS's *Dallas* (26.3/38) and ranking 24th for the week.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	NFL Champ., 7-7:08 p.m.	CBS	32.6/52	22.	Road Warrior	NBC	18.3/27	43.	Scarecrow & Mrs. King	CBS	14.1/24
2.	Simon & Simon	CBS	27.0/39	23.	Trapper John, M.D.	CBS	18.1/30	44.	Hill Street Blues	NBC	14.1/22
3.	Dallas	CBS	26.3/38	24.	Streethawk	ABC	17.9/26	45.	Sharkey's Machine	CBS	14.1/21
4.	Dynasty	ABC	26.2/38	25.	Night Court	NBC	17.3/25	46.	Finder of Lost Loves	ABC	14.0/24
5.	60 Minutes	CBS	25.5/36	26.	Kate & Allie	CBS	16.9/30	47.	Hardcastle & McCormick	ABC	13.8/23
6.	NFL Champ., post-game	CBS	25.0/48	27.	Orange Bowl	NBC	16.9/27	48.	Orange Bowl Parade	NBC	13.7/23
7.	Victor/Victoria	CBS	23.6/35	28.	Diff'rent Strokes	NBC	16.7/26	49.	T.J. Hooker	ABC	13.6/21
8.	Magnum, P.I.	CBS	22.8/33	29.	20/20	ABC	16.6/26	50.	St. Elsewhere	NBC	13.3/21
9.	Murder, She Wrote	CBS	22.4/31	30.	Thorn Birds, part 1	ABC	16.4/24	51.	Matt Houston	ABC	13.3/21
10.	Rose Bowl, 8-8:36 p.m.	NBC	22.3/32	31.	Miami Vice	NBC	16.2/25	52.	Airwolf	CBS	13.2/20
11.	Bill Cosby Show	NBC	21.8/32	32.	Love Boat	ABC	16.2/25	53.	It's Your Move	NBC	13.0/19
12.	Crazy Like a Fox	CBS	21.8/31	33.	Newhart	CBS	15.6/29	54.	Rapley's Believe It or Not	ABC	12.9/19
13.	Falcon Crest	CBS	21.5/33	34.	Charles in Charge	CBS	15.6/23	55.	Punky Brewster	NBC	12.2/18
14.	Knots Landing	CBS	21.4/33	35.	Dukes of Hazzard	CBS	15.1/23	56.	Wolfen	ABC	12.0/17
15.	Fall Guy	ABC	21.2/31	36.	Double Trouble	NBC	14.9/23	57.	Berenger's	NBC	11.9/20
16.	Family Ties	NBC	21.2/30	37.	Cover-Up	CBS	14.7/25	58.	Silver Spoons	NBC	11.9/18
17.	Charlie Brown Special	CBS	21.0/29	38.	Facts of Life	NBC	14.7/21	59.	V	NBC	11.9/18
18.	Hotel	ABC	20.3/33	39.	Cagney & Lacey	CBS	14.6/29	60.	Hard Knox	NBC	11.7/22
19.	Webster	ABC	20.3/31	40.	Gimme A Break	NBC	14.6/23	61.	The Big Red One	ABC	10.5/20
20.	Knight Rider	NBC	18.8/26	41.	Mike Hammer	CBS	14.2/22	62.	Hunter	NBC	10.3/15
21.	Cheers	NBC	18.4/26	42.	College Cheerleading Champ.	NBC	14.2/21	63.	Sugar Bowl	ABC	7.2/10

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- 1 WHEN DOVES CRY—Prince
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- 3 SAY SAY SAY—Paul McCartney and Michael Jackson
- 4 FOOTLOOSE—Kenny Loggins
- 5 AGAINST ALL ODDS (TAKE A LOOK AT ME NOW)—Phil Collins
- 6 JUMP—Van Halen
- 7 HELLO—Lionel Richie
- 8 OWNER OF A LONELY HEART—Yes
- 9 GHOSTBUSTERS—Ray Parker Jr.
- 10 KARMA CHAMELEON—Culture Club
- 11 MISSING YOU—John Waite
- 12 ALL NIGHT LONG (All Night)—Lionel Richie
- 13 LET'S HEAR IT FOR THE BOY—Deniece Williams
- 14 DANCING IN THE DARK—Bruce Springsteen
- 15 GIRLS JUST WANT TO HAVE FUN—Cyndi Lauper
- 16 THE REFLEX—Duran Duran
- 17 TIME AFTER TIME—Cyndi Lauper
- 18 JUMP (FOR MY LOVE)—The Pointer Sisters
- 19 TALKING IN YOUR SLEEP—The Romantics
- 20 SELF CONTROL—Laura Branigan
- 21 LET'S GO CRAZY—Prince & The New Power Generation
- 22 SAY IT ISN'T SO—Daryl Hall & John Oates
- 23 HOLD ME NOW—Thompson Twins
- 24 JOANNA—Kool & The Gang
- 25 I JUST CALLED TO SAY I LOVE YOU—Stevie Wonder
- 26 SOMEBODY'S WATCHING ME—Rockwell
- 27 BREAK MY STRIDE—Matthew Wilder
- 28 99 LUFTBALLONS—Bona
- 29 I CAN DREAM ABOUT YOU—Dan Hartman
- 30 THE GLAMOROUS LIFE—Sheila E.
- 31 OH, SHERRIE—Steve Perry
- 32 STUCK ON YOU—Lionel Richie
- 33 I GUESS THAT'S WHY THEY CALL IT THE BLUES—Elton John

- 34 SHE BOY—Cyndi Lauper
- 35 BORDERLINE—Madonna
- 36 SUNGLASSES AT NIGHT—Corey Hart
- 37 EYES WITHOUT A FACE—Billy Idol
- 38 HERE COMES THE RAIN AGAIN—Eurythmics
- 39 UPTOWN GIRL—Billy Joel
- 40 SISTER CHRISTIAN—Night Ranger
- 41 DRIVE—The Cars
- 42 TWIST OF FATE—Olivia Newton-John
- 43 UNION OF THE SNAKE—Duran Duran
- 44 THE HEART OF ROCK 'N' ROLL—Huey Lewis and The News
- 45 HARD HABIT TO BREAK—Chicago
- 46 THE WARRIOR—Scandal Featuring Patty Smyth
- 47 IF EVER YOU'RE IN MY ARMS AGAIN—Peabo Bryson
- 48 AUTOMATIC—The Pointer Sisters
- 49 LET THE MUSIC PLAY—Shannon
- 50 TO ALL THE GIRLS I'VE LOVED BEFORE—Julio Iglesias & Willie Nelson
- 51 CARIBBEAN QUEEN—Billy Ocean
- 52 THAT'S ALL—Genesis
- 53 RUNNING WITH THE NIGHT—Lionel Richie
- 54 SAD SONGS (SAY SO MUCH)—Elton John
- 55 I WANT A NEW DRUG—Huey Lewis and The News
- 56 ISLANDS IN THE STREAM—Kenny Rogers With Dolly Parton
- 57 LOVE IS A BATTLEFIELD—Pat Benatar
- 58 INFATUATION—Rod Stewart
- 59 ALMOST PARADISE... LOVE THEME FROM FOOTLOOSE—Mike Reno And Ann Wilson
- 60 LEGS—2 2 Top
- 61 STATE OF SHOCK—Jacksons
- 62 LOVE SOMEBODY—Rick Springfield
- 63 MISS ME BLIND—Culture Club
- 64 IF THIS IS IT—Huey Lewis And The News
- 65 YOU MIGHT THINK—The Cars
- 66 LUCKY STAR—Madonna
- 67 COVER ME—Bruce Springsteen

- 68 CUM ON FEEL THE NOIZE—Quiet Riot
- 69 BREAKDANCE—Irene Cara
- 70 ADULT EDUCATION—Daryl Hall & John Oates
- 71 THEY DON'T KNOW—Tracey Ullman
- 72 AN INNOCENT MAN—Billy Joel
- 73 CRUEL SUMMER—Bananarama
- 74 DANCE HALL DAYS—Wang Chung
- 75 GIVE IT UP—K.C.
- 76 I'M SO EXCITED—The Pointer Sisters
- 77 I STILL CAN'T GET OVER LOVING YOU—Ray Parker Jr.
- 78 THRILLER—Michael Jackson
- 79 HOLIDAY—Madonna
- 80 BREAKIN'... THERE'S NO STOPPING US—Dillie & Jerry
- 81 NOBODY TOLD ME—John Lennon
- 82 CHURCH OF THE POISON MIND—Culture Club
- 83 THINK OF LAURA—Christopher Cross
- 84 TIME WILL REVEAL—DeBarge
- 85 WRAPPED AROUND YOUR FINGER—The Police
- 86 PINK HOUSES—John Cougar Mellencamp
- 87 ROUND AND ROUND—Ratt
- 88 HEAD OVER HEELS—The Go's
- 89 THE LONGEST TIME—Billy Joel
- 90 TONIGHT—Kool & The Gang
- 91 GOT A HOLD ON ME—Christine McVie
- 92 DANCING IN THE SHEETS—Shalamar
- 93 UNDERCOVER OF THE NIGHT—The Rolling Stones
- 94 ON THE DARK SIDE—J. Cafferty & Beaver Brown Band
- 95 NEW MOON ON MONDAY—Duran Duran
- 96 MAJOR TOM (COMING HOME)—Peter Schilling
- 97 MAGIC—The Cars
- 98 WHEN YOU CLOSE YOUR EYES—Night Ranger
- 99 ROCK ME TONITE—Billy Squier
- 100 YAH MO BE THERE—James Ingram with Michael McDonald

ES IT AGAIN

...and then some

BILLBOARD

**9 OF TOP 10, 18 OF TOP 20
70% OF ENTIRE YEAR-END CHART**

CASHBOX

**9 OF TOP 10, 18 OF TOP 20
74% OF ENTIRE YEAR-END CHART**

RADIO & RECORDS

**9 OF TOP 10, 18 OF TOP 20
75% OF ENTIRE YEAR-END CHART**

ASCAP

American Society of Composers, Authors & Publishers

deotex because of their price and ease of use."

Dave Kishler, a spokesman for Columbus-based CompuServe, said it offers home banking service through the Shawmut Bank of Boston and several other regional banks. In addition, CompuServe has just started an airline ticket ordering service in conjunction with Trans World Airlines, and three weeks ago started a shop-at-home service, "The Electronic Mall," with 35 merchants. Kishler said the H&R Block subsidiary offers its 164,000 subscribers "primarily a text-oriented service. If our customers have the ability to receive graphics we offer some stock history information on bar charts or provide weather maps for pilot aviation. We have the technology available to offer addi-

tional graphics if the marketplace asks for that, but on the other hand we don't want to offer unnecessary peripheral graphics. That takes up additional connect time that our customers are paying for."

While the graphics videotex business may be slow in getting off the ground, the text videotex business appears to be healthy and growing. CompuServe, The Source and Dow Jones News Retrieval have 400,000 subscribers among them. The last, with 175,000 subscribers, is increasing at a rate of about 5,000 subscribers per month, according to a spokeswoman.

News Retrieval does not yet have home banking, but does offer nonbusiness services, such as electronic shopping, movie reviews, sports news and recently added a

college selection service. Vicki Fuentes, marketing coordinator for the Princeton, N.J.-based service, indicated that most of the customers responding to surveys say they use it for both personal and business purposes.

It was planned by Viewdata officials that the graphics in their system would encourage advertising, but that potential has yet to be realized. Ashe said he could not tell what percentage of Viewtron revenue came from advertising but added he did not think it was important. "I think that so far we have been approaching the wrong group of advertisers, and Paul Orme, our president, is now concentrating on national accounts that have the budgets and the need for sophisticated data. What we have to offer is research and development, and experience in a new medium."

What does a text videotex system offer to advertisers? Apparently not much yet, for none of the three major services currently have advertisers or a formal advertising plan.

However, Tom Ray, a spokesman for Keycom, the graphics videotex system that also is made available in a text form to personal computer owners, indicated that a "different kind of advertising" is possible: "You can deliver facts and figures and current information and still keep your name in front of them. The First National Bank of Chicago makes a presentation that talks about the hours of the bank, where automatic tellers are, what kinds of loans are available, and allows you to send for more information, all through the computer." Keycom, a partnership of Honeywell and Centel, began serving the Chicago area two months ago.

The main revenue stream of the text videotex services comes from sign-up and user fees of a steadily increasing population of home computer owners. The Electronic Industries Association released estimates last week that home personal computers (under \$2,000) are currently in 13% of all homes, and that shipments of units to dealers will rise from two million in 1982 to approximately six million this year.

Graphics videotex is also getting competition from another group of companies: banks. It has been a little over a year since Bank of America introduced "HomeBanking" to northern California in November 1983, and, seven months since the service was extended to the southern half of the state. It now serves 16,000 PC owners, as does "Pronto," a nationwide service begun in the fall of 1983 by Chemical Bank. These and other similar services allow PC owners to transfer funds, get up-to-date balances, review or cancel transactions, send items via electronic mail and pay bills for a monthly fee ranging between \$8 and \$12.

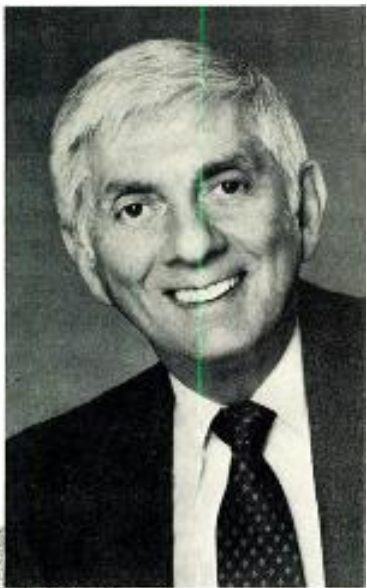
Charlie Forbes, vice president of the electronic banking division at Chemical Bank, said Pronto will add services to meet "measurable consumer demand." It already offers consumer reports and tax-help information and next spring will allow customers to make securities transactions using the service. Other likely additions, he said, are home shopping and airline reservations.

Viewdata's Ashe said he doesn't think the text videotex services had eroded Viewtron's customer base significantly: "They are alter-

"With the help of these 4 TV Log Lines

☆ Glamorous, Romantic
Special All-Star 2 Hr.
LONDON PARIS Cruise
On LOVEBOAT Tonight!

Our Love Boat cruise was a sell-out"



Aaron Spelling

In the intensely competitive world of prime-time television no producer can rely just on the quality of his show and the promotional efforts of a network to attract viewers. That's why I've been using TV Log since 1973, the "Rookies" rookie season. I've continued using TV Log ever since because I'm convinced that TV Log offers an important edge in influencing viewer choices.

I'm not saying that "Starsky and Hutch", "Charlie's Angels", "Love Boat", "Fantasy Island", "Dynasty", "Matt Houston" and "Hotel" have all been hits because of TV Log. A hit series is made up of a lot of things: concept, story, actors and more. What I do know is that with a newspaper circulation of 73 million, TV Log creates tremendous viewer awareness. The kind of awareness that helps a hit happen.

TV LOG

ADVERTISING

The right time
The right place
The right audience

For more information
about TV LOG'S
115 markets and over
650 newspapers,
Please call
(212) 687-0660

© Icon Communications

ON YOUR SIDE ON TIME ON THE AIR!

Antek is on to something. A new alternative consulting system that provides a clear understanding of your market and all FCC regulations. Providing the answers you need in acquiring licensing. At less cost. In less time. And with greater efficiency.

Antek utilizes the most advanced software systems and a thorough knowledge of the industry to provide you the following:

- Location of transmitter sites.
- Frequency selection.
- Prediction of service area.
- Signal level calculation.
- Understanding the relationship between your potential site and existing sites.
- Necessary assistance in completing all required exhibits for FCC applications.

Antek will provide answers to all your questions concerning licensing. Project managers Jim Swayze and Kelley Stalder are accomplished experts, with over 10,000 applications accepted by the FCC. Combining the experience and knowledge to recognize your specific needs and to adapt their own capabilities to those needs.

Now is the time to consult Antek. With the establishment of the Docket 80-90 FM Drop-Ins, the FCC is authorizing over 1,000 new additions to the Table of Allocations. Antek is clearly your alternative to licensing and market consultation. Clearly on your side. And clearly capable of getting you on the air in the least amount of time.



natives. We offer some of the same features but the market is so immature it's not yet a strongly competitive situation. I suspect that it will grow to be." Viewdata and Keycom are also currently developing a videotex service for businesses, to be used either within a complex or between different branches. Here, too, it will find competition.

Even if Viewdata does not feel threatened by text videotex, it will nonetheless develop a text version of Viewtron this year, said Ashe, enhanced to allow screen-by-screen operation instead of line-by-line. And beginning this week the service is also acknowledging the PC market by making software available that will allow Viewtron to be received on personal computers.

"We don't expect to sell a whole lot,"

Ashe said, "they run only on IBM compatible PC's and won't work unless you have a color monitor, a color board and a modem. But in April or May we expect a new generation of software to be out, for the PC Junior. Every PC Junior ever shipped has color capability to start with. We have made a special deal with our software supplier and will be able to offer it cheaply."

Ashe said this recognition of the personal computer market is a hedging action: "We have been constrained in the past by using only a single receive device (AT&T's Sceptre terminal). I can't sit here today and tell what's the way of the future: text only or text and graphics. One or the other may wither and die, but we want to be prepared either way." □

"With the help of these 4 TV Log lines..."

★ 16 Semi Finalists in
The Quest for Eight
\$100,000 Grand Prizes
on Star Search!

TeleRep is a telehit!"



Al

Al Masini
President TeleRep, Inc.

"Today, with more program choices available, it's imperative to get the attention of the viewing audience in newspaper TV listings. We've used TV Log for all our series to date - SOLID GOLD, ENTERTAINMENT TONIGHT and STAR SEARCH - and specials like FACE OF THE 80's. We use TV Log not only because of its huge circulation potential and flexibility, not only because it highlights a show's selling points to potential viewers precisely when they're making viewing choices, but also because it integrates our message into the listings without looking like an ad. Most importantly, we use TV Log because it continues to work for us. Needless to say, we're using it again for our intriguing new series - LIFESTYLES OF THE RICH AND FAMOUS."

TV LOG

ADVERTISING
The right time
The right place
The right audience

For more information
about TV LOG'S
115 markets and over
650 newspapers,
Please call
(212) 687-0660

© Ison Communications

Public station to air commercials

**New York City-owned WNYC-TV is
leasing time during day to broadcasters
who will sell advertising spots**

Noncommercial WNYC-TV New York has received the go-ahead to lease air time to commercial broadcasters, which will bring the station almost \$950,000. Approval came from the New York Board of Estimates late last month, permitting WNYC-TV (which is owned by the city) to lease parts of its daytime schedule to commercial broadcasters who may in turn carry paid advertisements.

(The station is in an unusual position in that it has a commercial license, but operates as a noncommercial station and is a member of the Public Broadcasting Service. When the station begins airing the commercial programs, it will lose its community service grant from the Corporation for Public Broadcasting, which in 1983 amounted to more than \$370,000.)

WNYC-TV's dual identity has raised concern at PBS. At that network's December board meeting, the PBS directors tabled a request by WNYC-TV to indicate whether the station's PBS membership would be jeopardized by the commercial lease-time program. It also asked the board's support for an application by WNYC-TV to the FCC for a second set of call letters to be used exclusively in connection with the commercial leasing operations (which would further distinguish the commercial and noncommercial day parts). The board, however, postponed a decision until it had a fuller understanding of what the implications would be, fearing that any action would set a precedent, a PBS spokesman said.

WNYC-TV's lease-time program was developed to fight federal funding cutbacks, the station said, and as a way to "help insure long-term financial stability, and for the first time provide adequate funding for a local public television service for New York City," according to WNYC-TV Director Mary Perot Nichols.

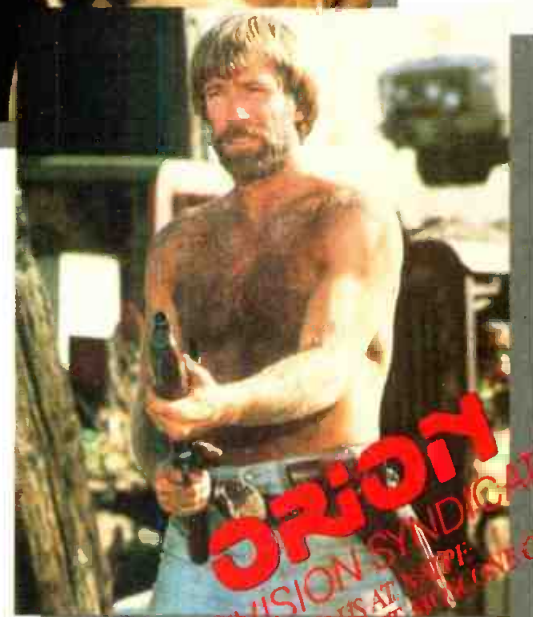
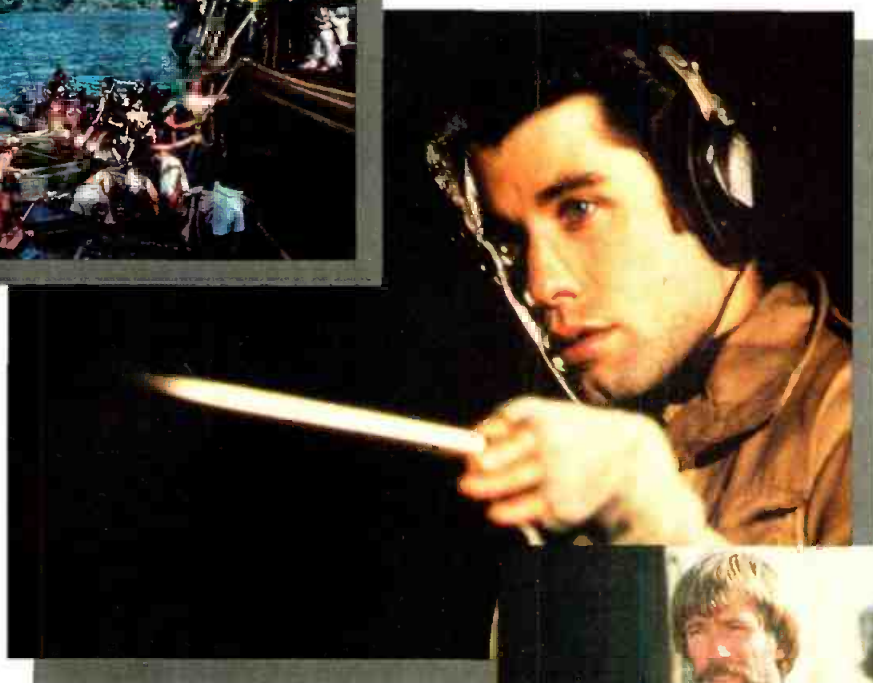
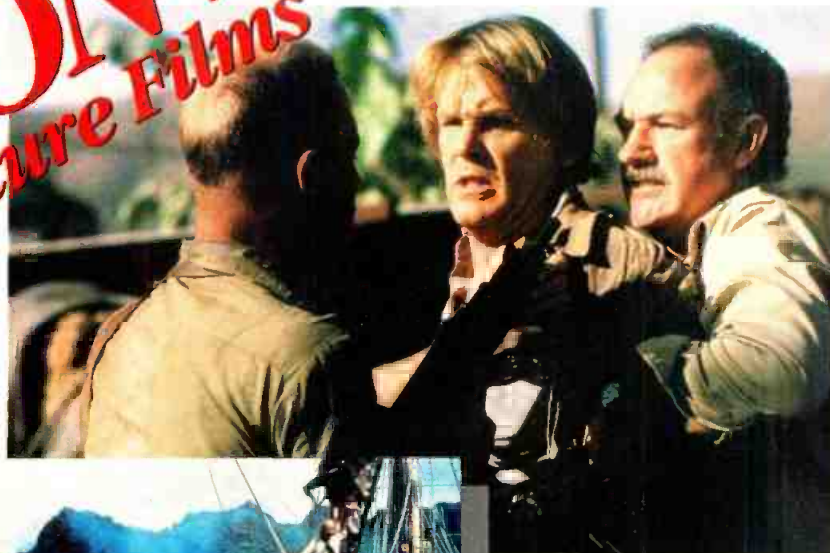
More than 300 requests for proposals to lease time were distributed to profit and non-profit organizations in November 1983 and negotiations were opened with seven of the 20 applicants that submitted a proposal by the station's Jan. 6, 1984, deadline. Contracts were approved with three foreign language broadcasters: U.S. Nippon TV Network Inc.; Fuji California Inc., and Hellenic Communications Corp.

Because the bidding process set the price for available air time, the price of lease time per hour varies from lease to lease, the station said. The contract for Nippon is for \$3,000 an hour on Sunday, 5-8 p.m., for a total of \$468,000; Fuji's is for \$750 per hour, Monday through Friday at 7-9 a.m., for a total of \$390,000, and Hellenic Communications' is for \$1,500 per hour at 1-2 p.m. on Sunday for \$78,000. Nippon and Hellenic are tentatively scheduled to begin programming Jan. 20, and Fuji is scheduled for today (Jan. 14). □



ORION II

25 Feature Films



A high calibre mix of comedy, romance, action and adventure selected for your success...

Sail with Mel Gibson and Anthony Hopkins in the epic adventure, "THE BOUNTY." Experience danger in war torn Latin America with Nick Nolte, Gene Hackman and Ed Harris in "UNDER FIRE." See William Hurt and Lee Marvin in the international best seller brought to life, "GORKY PARK." Watch as fists and fury explode in "LONE WOLF McQUADE" with Chuck Norris and David Carradine.

Join favorites such as John Travolta and John Lithgow in Brian DePalma's "BLOW OUT," Lee Majors and Lauren Hutton in the outer space thriller, "STAR FLIGHT ONE," plus more great stars in nineteen other major motion pictures.

ORION
TELEVISION SYNDICATION
SEE US AT
700 POWELL STREET, NEW YORK CENTER

Stock Index

	Closing Wed Jan 9	Closing Wed Jan 2	Net Change	Percent change	P/E Ratio	Market Capital- ization (000,000)
BROADCASTING						
N ABC.....	62 1/4	63 1/8	-	7/8 -	1.39	9 1,800
N Capital Cities.....	156	164 5/8	- 8	5/8 -	5.24	16 2,003
N CBS.....	72 1/8	72 3/8	-	1/4 -	0.35	9 2,143
O Clear Channel.....	14 1/2	15	-	1/2 -	3.33	17 42
N Cox.....	47 1/8	49 3/8	- 2	1/4 -	4.56	16 1,330
A Gross Telecast.....	29 1/2	29 1/8	-	3/8	1.29	7 24
O Gulf Broadcasting.....	14 7/8	15 3/8	-	1/2 -	3.25	62 652
O LIN.....	23 3/8	24 3/8	- 1	-	4.10	20 491
O Malrite Commun.....	11 1/2	12	-	1/2 -	4.17	14 96
O Orion Broadcast.....	1 1/32	1/32	-	-	-	2
O Price Commun.....	15 5/8	15	-	5/8	4.17	51
O Scripps-Howard.....	29	30	- 1	-	3.33	17 300
N Storer.....	45 7/8	46 1/2	-	5/8 -	1.34	752
O SunGroup Inc.....	7	7	-	-	-	5
N Taft.....	57 3/4	62 3/8	- 4	5/8 -	7.41	12 523
O United Television.....	16 1/4	16 1/8	-	1/8	0.78	27 179

BROADCASTING WITH OTHER MAJOR INTERESTS										
A	Adams Russell	25	3/8	24	1/4	1	1/8	4.64	20	155
A	Affiliated Pubs	47	1/4	47	5/8	-	3/8	0.79	15	384
N	American Family	23	5/8	23	1/4		3/8	1.61	12	465
O	Assoc. Commun.	16	1/2	16	1/2					79
N	A.H. Belo	43		42	1/8		7/8	2.08	16	497
N	John Blair	17	1/2	15	7/8	1	5/8	10.24	10	140
N	Chris-Craft	34	5/8	33	1/2	1	1/8	3.36		222
N	Cowles	45	3/4	45	3/4				37	182
N	Gannett Co.	48	3/8	47	5/8		3/4	1.57	19	3,877
N	GenCorp	34	3/4	33	3/4	1		2.96	9	746
O	General Commun.	69	1/2	69	1/2				15	35
N	Inslico Corp.	18	5/8	18	3/4	-	1/8	0.67	10	316
N	Jefferson-Pilot	38	3/8	40	1/4	- 1	7/8	4.66	11	1,228
O	Josephson Intl.	7	3/8	7			3/8	5.36	57	36
N	Knight-Ridder	28	1/2	29	1/4	-	3/4	2.56	14	1,845
N	Lee Enterprises	29	5/8	25	3/4	3	7/8	15.05	17	394
N	Liberty	24	1/4	22	5/8	1	5/8	7.18	12	243
N	McGraw-Hill	41	5/8	42	3/4	- 1	1/8	2.63	16	2,089
A	Media General	64	1/2	65			1/2	0.77	12	450
N	Meredith	54	1/4	54	1/2	-	1/4	0.46	13	511
O	Multimedia	37		36	3/4		1/4	0.68	16	617
A	New York Times	37	1/4	38	3/8	- 1	1/8	2.93	17	1,472
O	Park Commun.	26	3/4	26	3/4				19	246
N	Rollins	18	1/8	17	1/8	1		5.84	27	265
N	Schering-Plough	35	1/2	36		-	1/2	1.29	10	1,797
T	Seldirk	19	1/4	19	3/8	-	1/8	0.65	42	156
O	Stauffer Commun.	52		52					13	52
A	Tech Operations	49	5/8	52	1/4	- 2	5/8	5.02	17	46
N	Times Mirror	38	3/4	40	3/8	- 1	5/8	4.02	12	2,662
N	Tribune	32	1/2	34	1/2	- 2		5.80	15	1,313
O	Turner Bcastg.	17		17	1/2	-	1/2	2.86	340	346
A	Washington Post	78	1/8	80	1/4	- 2	1/8	2.65	14	1,093

SERVICE						
O BBDO Inc.....	42 1/4	44 1/4	- 2	-	4.52	12 267
O Comcast Video.....	3 5/8	3 5/8	-	-	-	16
N Comsat.....	26 3/4	25 7/8	-	7/8	3.38	11 483
O Doyle Dane B.....	17 1/2	17 3/4	-	1/4 -	1.41	14 93
N Foote Cone & B.....	48 3/4	51	- 2	1/4 -	4.41	9 167
O Grey Advertising.....	136	136	-	-	-	9 81
N Interpublic Group.....	34	34 3/8	-	3/8 -	1.09	12 367
N JWT Group.....	25 1/2	26 1/2	- 1	-	3.77	8 152
A Movielab.....	5 1/8	5 3/8	-	1/4 -	4.65	8
O Ogilvy & Mather.....	35 3/4	35 3/4	-	-	-	15 327
O Sat. Syn. Syst.....	7	6 1/4	-	3/4	12.00	10 40
O Telemation.....	5 3/4	5 3/4	-	-	-	6 7
O TPC Commun.....	3/8	3/8	-	-	-	1
A Unitel Video.....	7	6 7/8	-	1/8	1.82	13 15
N Western Union.....	8 5/8	8 3/4	-	1/8 -	1.43	208

	Closing Wed Jan 9	Closing Wed Jan 2	Net Change	Percent change	P/E Ratio	Market Capital- ization (000,000)
PROGRAMING						
O American Nat. Ent.....	1 1/4	1 7/16	-	3/16	13.07	6 3
O Barris Indus.....	8 1/8	8 1/2	-	3/8 -	4.41	135 46
N Coca-Cola.....	62 7/8	62 3/8	-	1/2	0.80	13 8,326
N Disney.....	60 1/2	59 7/8	-	5/8	1.04	99 2,041
N Dow Jones & Co.....	41 1/2	41 3/4	-	1/4 -	0.60	21 2,668
O Four Star.....	3 1/2	3 1/2	-	-	-	4 3
A Fries Entertain.....	5 1/4	5 1/4	-	-	-	10 18
N Gulf + Western.....	28 1/4	28 3/8	-	1/8 -	0.44	8 1,976
O Robert Haiml.....	1 1/4	1 1/4	-	-	-	25 21
A Lorimar.....	30 3/4	30 1/4	-	1/2	1.65	15 218
N MCA.....	39	39 5/8	-	5/8 -	1.58	17 1,890
N MGM/UA.....	11 3/8	12	-	5/8 -	5.21	13 565
N Mizlou.....	2 3/8	2 5/16	-	1/16	2.68	11
N Orion.....	8 7/8	8 7/8	-	-	-	20 83
O Reeves Commun.....	5 1/4	5 1/2	-	1/4 -	4.55	19 65
O Sat. Music Net.....	5 1/2	4 3/4	-	3/4	15.79	37
O Telepictures.....	16 3/8	16 5/8	-	1/4 -	1.50	15 126
O Video Corp.....	19 5/8	19 5/8	-	-	-	13 33
N Warner.....	20 1/8	20 3/8	-	1/4 -	1.23	1,220
A Wrather.....	17 3/4	18	-	1/4 -	1.39	121

CABLE						
A Acton Corp.....	4 3/8	4 1/4	-	1/8	2.94	26
O AM Cable TV.....	2 1/2	2 5/8	-	1/8 -	4.76	9
N American Express.....	36 1/4	37 5/8	- 1	3/8 -	3.65	19 7,807
N Anixter Brothers.....	17	17 3/8	-	3/8 -	2.16	21 309
O Burnip & Sims.....	7	6 1/2	-	1/2	7.69	100 63
O Cardiff Commun.....	19 3/2	21 3/2	-	1/16	0.62	66 3
O Comcast.....	20 1/4	20 1/8	-	1/8	0.62	23 250
N Gen. Instrument.....	15 7/8	16 1/4	-	3/8 -	2.31	16 514
N Heritage Commun.....	18 1/8	18 1/4	-	1/8 -	0.68	34 137
T Maclean Hunter X.....	22 1/4	22 3/4	-	1/2 -	2.20	31 820
A Pico Products.....	4 1/4	4	-	1/4	6.25	19 15
O Rogers Cable.....	5 1/4	5 1/4	-	-	-	118
O TCA Cable TV.....	14	14	-	-	-	27 93
O Tele-Commun.....	22 1/2	23 1/4	-	3/4 -	3.23	73 941
N Time Inc.....	43 5/8	42 3/4	-	7/8	2.05	15 2,647
N United Cable TV.....	30 1/4	30 3/4	-	1/2 -	1.63	50 332
N Viacom.....	33 1/4	32 1/2	-	3/4	2.31	13 450

ELECTRONICS/MANUFACTURING						
N Arvin Industries.....	18 3/4	19 5/8	-	7/8 -	4.46	6 141
O C-Cor Electronics.....	7	6 1/4	-	3/4	12.00	100 21
O Cable TV Indus.....	4 1/8	4 1/2	-	3/8 -	8.33	24 12
A Cetec.....	7 1/4	7 1/2	-	1/4 -	3.33	9 16
O Chyron.....	10 7/8	10	-	7/8	8.75	20 100
A Cohu.....	7 3/4	7 5/8	-	1/8	1.64	8 13
N Conrac.....	13 3/8	14 1/4	-	7/8 -	6.14	13 82
N Eastman Kodak.....	70 3/8	71 7/8	- 1	1/2 -	2.09	14 11,602
O Elec Mls & Comm.....	5 1/2	5 1/2	-	-	-	16
N General Electric.....	56 3/4	56 5/8	-	1/8	0.22	12 25,690
O Geotek-Telemet.....	1	1	-	-	-	11 3
N Harris Corp.....	27 3/4	27 1/8	-	5/8	2.30	14 1,108
N M/A Com. Inc.....	17 3/4	19 1/4	- 1	1/2 -	7.79	22 768
O Microdyne.....	5 1/8	4 7/8	-	1/4	5.13	15 23
N 3M.....	78	78 5/8	-	5/8 -	0.79	13 9,130
N Motorola.....	33 1/4	33 3/4	-	1/2 -	1.48	12 3,936
N N.A. Philips.....	36 3/4	38 1/2	- 1	3/4 -	4.55	9 1,055
N Oak Industries.....	2 5/8	2 1/2	-	1/8	5.00	43
A Orrox Corp.....	2 3/4	2 3/4	-	-	-	6
N RCA.....	35 1/2	36 1/8	-	5/8 -	1.73	11 2,908
N Rockwell Intl.....	30	30 3/8	-	3/8 -	1.23	10 4,462
N Sci-Atlanta.....	10 5/8	10 5/8	-	-	-	21 247
N Signal Co.s.....	31 1/4	33 1/8	- 1	7/8 -	5.66	13 3,408
N Sony Corp.....	14 5/8	14	-	5/8	4.46	14 3,377
N Tektronix.....	55	57 3/4	- 2	3/4 -	4.76	9 1,058
A Texscan.....	5 1/4	5	-	1/4	5.00	8 35
N Varian Assoc.....	36	37 3/8	- 1	3/8 -	3.68	14 776
N Westinghouse.....	25 3/4	26 1/8	-	3/8 -	1.44	9 4,508
N Zenith.....	18 1/4	19 3/4	- 1	1/2 -	7.59	7 403
Standard & Poor's 400	183.92	184.10	-	0.18	-	0.10

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research.

WHO WILL SAVE THE WORLD?



White House is planning satellite-delivered interviews

Administration is exploring possibility of new service; draws fire over switch from mail to electronic press releases

The Reagan White House, well known for its skill in dealing with the media, is planning to expand its reach in that regard, with an assist from satellite technology. White House aides say the aim is to make the President and other administration officials available for television interviews by anchors and correspondents for stations around the country, without the mountain going to Mohammed, or vice versa. The link would be a communications satellite.

White House aides note that they are inundated with requests for interviews with the President. Satellite technology, they say, will permit more of them to be granted—and without the cost of plane fare to Washington. The details remain to be worked out, but aides say a room will be set up in the Executive Office Building, next door to the White House, where the President or other official to be interviewed would face a camera

leased (at least until a final decision is made on a purchase) by the White House and answer questions telephoned in by a correspondent.

Word of the still tentative plans was published last week as many in the media reacted belatedly and with expressions of concern to the news that the White House had entered the computer age. It has provided its media relations office—which serves print and broadcast operations outside Washington—with the equipment to collect and distribute electronically the speeches, press releases and other material it has been distributing by mail. The White House News Service, as it is called, is now part of the ITT Dialcom News Services' data base (BROADCASTING, Nov. 19).

Ted M. Natt, editor and publisher of the *Daily News*, in Longview, Wash., and immediate past president of the Associated Press Managing Editors Association, responding to an Associated Press story two weeks ago on the new service, said: "I'm appalled that the White House feels it has to spend American taxpayers' dollars to put out

the administration's propaganda."

Lou Adler, president of the Radio-Television News Directors Association and news director of WOR(AM) New York, appeared less exercised than some of his print colleagues about the White House News Service computer operation. "Who doesn't give handouts?" he asked. Even RTNDA does it, he noted. However, he saw the service as an effort "to circumvent the White House press corps and get a better press." If that is the intention, Adler, said, it will fail. "The caliber of news directors is high... The White House will get as much of a critical eye from the stations as from the White House press corps."

Mike McManus, who as deputy to White House deputy chief of staff Michael Deaver is responsible for the Media Relations Office, said he had been surprised by such reactions. "We're using computer technology to put out the same material we would otherwise—the same information handed out to the White House press corps." He also noted the Department of Agriculture has been using the same computer technology to distrib-

"Ninety percent of the businessmen in this country would not pick up the phone when the press calls."

—John Lawrence
Los Angeles Times
on CBS' "Business and the Media"

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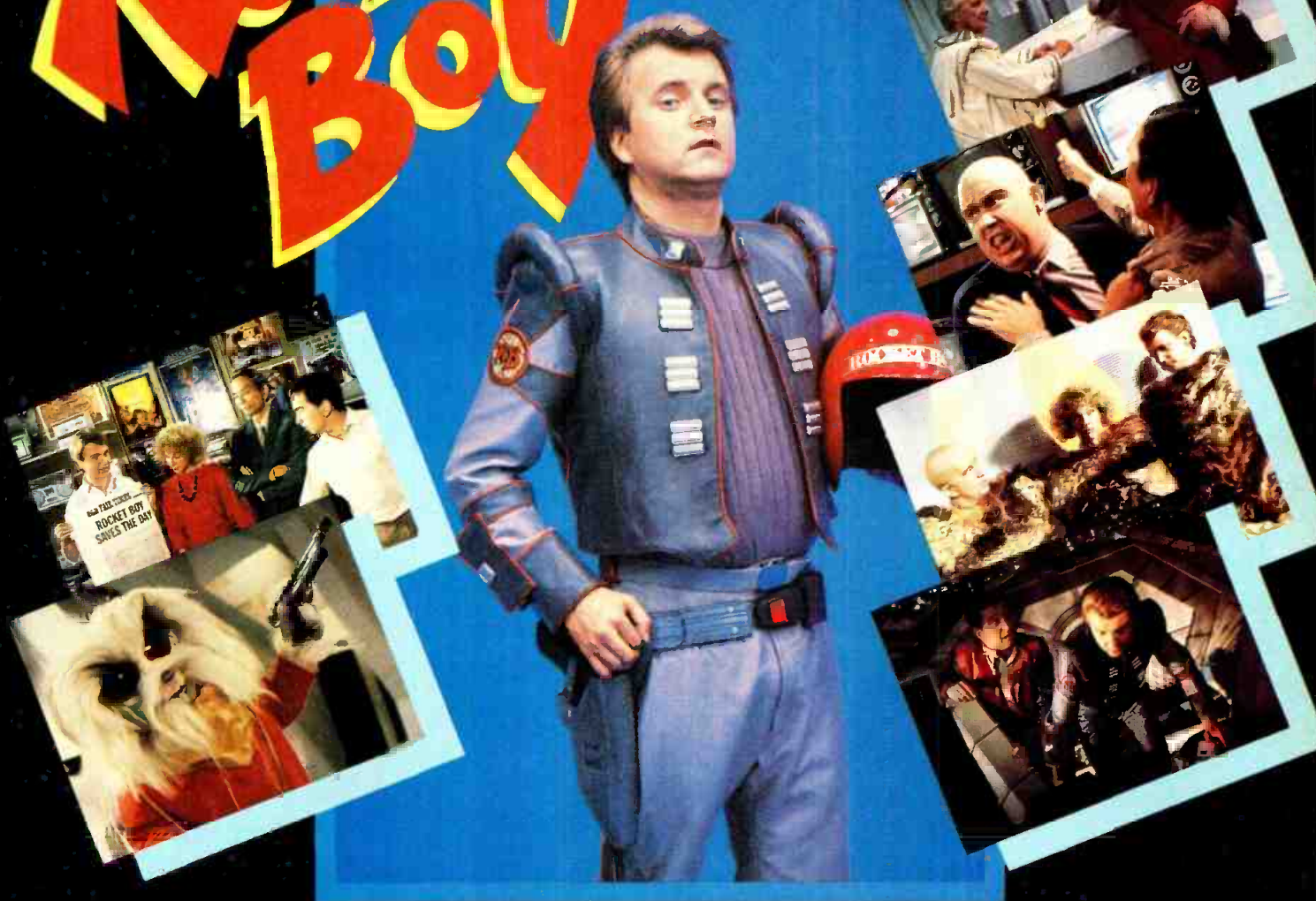
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Rocket Boy



"ROCKET BOY," the new hit strip for early fringe is set to blast off September, 1985, with 65 first-run half hours of explosive action and side-splitting humor!

Here comes Rocket Boy, the costumed crime kicker of the cosmos! Each thrilling episode unleashes a comically crazed super-villain, obsessed with total world domination... and worse!

"ROCKET BOY," starring Dave Thomas as the bumbling galactic hero, is the only new half-hour series designed as a transition vehicle between animation, or other kid shows, and

adult-oriented programming. From early fringe to early evening, "ROCKET BOY" will not only deliver the kids, but the all important teen and adult demos, too!

Share in the fun as Rocket Boy leaps into action with his wacky but loveable side-kicks, shooting through space while spanning the programming gap at light speed. Outstanding special effects add to the thrills, and surprise guest stars like Rick Moranis, Robert Donner and John Candy add to the fun.

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ute information for the past three years.

The prospect of having a local anchor or correspondent go one-on-one with the President or some other high official in the administration raised fewer hackles. Indeed, it was generally regarded favorably by local news directors. "As long as questions don't have to be submitted in advance—and if he's making himself available for legitimate interviews and will take hard questions—I think that's marvelous," said Adler. White House aides said the interviews would be conducted as are those now done in the White House—and that do not require the submission of questions in advance.

Ralph Renick, news director of WTVJ(TV) Miami and the recipient of the Paul White Award at the RTNDA conference in San Antonio last month, said the value of an interview "would depend on the quality of the reporter involved." But he said the interview would "provide a more personalized treatment of a subject for local audiences." Renick sees the interview-by-satellite service as a possible effort to "leapfrog the White House press corps." But McManus

talks of it principally as a means of increased efficiency. Indeed, he sought to downplay the use the President would make of the system. He said it would be used "mainly" for administration officials.

As McManus noted, the service will make it possible for stations of virtually any size to interview the President and other officials. Rather than sending a crew to Washington—as some have done on specific issues—or hiring a crew there—they would have only the cost of satellite time to bear. And the interview would be exclusive. But the stations would not have control over the camera to be used—the plan is to set it up for a head-on shot.

And one question still to be resolved is whether the White House would permit all interviews to be carried live. Sue Mathis, acting director of the Media Relations Office, said she is "sure" some will be available for live broadcast. But she could not say the White House would not require a delay in some cases.

The concept has yet to receive final approval. McManus said Mathis is preparing a

proposal for his consideration and that he will take it to Deaver. But it appears that Mathis's office will coordinate interview schedules. She said she has "lists and lists" of people seeking interviews. She said the decision on whom to select would be based largely on the issue—a presidential action bearing on steel, for instance, would generate calls to a number of stations in Pittsburgh and Youngstown with offers of exclusive interviews a few days in the future. McManus, however, indicated stations might not always get the President. A presidential bill-signing affecting a particular area, he said, might result in an offer to stations there of "an interview with an administration official."

The White House's plans for making the President and other administration officials available for satellite-delivered interviews were not the only ones disclosed last week for transmitting the President's views to the public. White House spokesman Larry Speakes said Reagan will resume his Saturday afternoon, five-minute radio broadcasts after his second inauguration, next week. □

Law & Regulation

CBA hears words from Washington

Program includes Senators Packwood and Wilson addressing possibilities for legislation on beer and wine ads; debate on fairness doctrine

Broadcasters can expect to face an intense lobbying campaign in support of legislation banning or restricting the advertising of beer and wine, two prominent U.S. senators told members of the California Broadcasters Association last week. In separate presentations during the CBA's annual midwinter convention in Palm Springs, Senators Bob Packwood (R-Ore.) and Pete Wilson (R-Calif.) advised station executives that momentum is building on Capitol Hill for such proposals.

"I don't think [a ban] is appropriate," Packwood told his Sheraton Plaza hotel audience. "But what I'm sensing already in Congress is an attitude of, 'Let's see what kind of a deal we can strike with broadcasters as to what kind of limitation they will accept on beer and wine advertising.' That's already halfway down the road now." Packwood said his "hunch" is that "if we ban by statute beer and wine advertising on radio and television, given no other decisions, the Supreme Court would support it. That risk is coming for all of you. That bill is going to be before the Congress this year, and while I don't support it, it is going to have a fair degree of support."

In luncheon remarks, Wilson said he believes that, however well intended, a ban "would fail in its purpose." Social scientists, he claimed, have found no correlation be-

tween advertising and the incidence of drinking, citing the alcohol problems existing in countries where such products are not advertised.

During a discussion of prospects for repeal of the equal-time law and fairness doctrine, Packwood conceded that he doesn't find "any support" in Congress for eliminating the restrictions. "The rules today are designed perfectly for incumbents. We're newsworthy...[the news media] will cover me as news and forget the other challengers," he said.

Former FCC Chairman Charles Ferris, now a Washington-based communications attorney, conceded Packwood's point but argued that the current rules provide an "affirmative obligation" for broadcasters to cover controversial issues and individuals, including nonincumbents.

"What these regulations do is provide shields in many cases to permit you to in-

volve yourself and do the journalistic job which otherwise you might be inhibited from doing because of economic disincentives," Ferris contended. "There are going to be pressures in the community from people who feel strongly about certain issues for ideological reasons, and economic disincentives on the part of advertisers who might not be going to you because you do get involved in areas that they think are out of the mainstream."

If the fairness doctrine and other content rules are repealed, Ferris predicted Congress would eventually impose access requirements making a broadcast station "in effect, a common carrier."

In response, Packwood wondered why current content rules are not applied to cable. "If you originate and send a signal on cable, you are not using the spectrum at all. And how the government can constitutionally regulate that is beyond me." □

Deja vu. Broadcast groups have asked the FCC to reject yet another set of tariffs by the Bell telephone companies, and many other local telcos, that broadcasters say would impose large and unjustified rate increases for television and radio transmission services.

In comments at the FCC, the National Association of Broadcasters said the proposed tariffs for the local facilities used to complete interstate audio and video transmission services would "substantially inflate" costs for both full-time and part-time users—even though the nature of the services would remain the same. "In the absence of cost justification, these proposals should be rejected, or, at the very least, suspended and subjected to investigation by the commission's staff," NAB said.

In a joint filing, the television networks noted that the commission already has rejected two sets of telco tariff proposals. The latest proposals are as unreasonable, and in some ways even more unreasonable, than those that have been rejected, the networks said. ABC, CBS and NBC speculated that the telcos were playing a waiting game, hoping that the commission will finally cave in and give the carriers whatever they want. "If, despite the clear evidence that the proposed rates are not cost-based, and the commission does not reject the proposed television service rate proposals, then broadcasters will require a transition period to avoid 'rate shock,'" the networks said.

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Heavyweights for fairness hearing. The FCC is getting set to take the next step in its controversial inquiry into the fairness doctrine.

And, if the commission has its way, the public hearing it has scheduled for Feb. 7 and 8 could turn out to be a media event: Among those the FCC has been trying to get to participate are CBS News's Walter Cronkite and Dan Rather, ABC's Ted Koppel and David Brinkley and NBC's Tom Brokaw and John Chancellor.

Among those who also have been approached for the event, according to FCC sources, are Eddie Fritts, president of the National Association of Broadcasters; Bev Brown, owner of KGAS(AM) Carthage, Tex., and chairman of the NAB's First Amendment committee; Bruce Fein, former FCC general counsel (a primary architect of the inquiry) and now senior vice president for the Washington public relations firm of Gray and Co.; Charles Firestone, director of the communications law program at the University of California at Los Angeles; Floyd Abrams,

attorney at Cahill, Gordon and Reindel; Lee Bollinger, professor of law at University of Michigan; Phyllis Schlafly, head of Eagle Forum; Reed Irvine, chairman of Accuracy in Media; Andrew Schwartzman, executive director of the Media Access Project, and Sam Simon, executive director of the Telecommunications Research and Action Center.

The commission is hoping to explore four major topics at the hearing: the constitutionality of the doctrine; whether it has been codified by statute; the doctrine's effects, and whether there are "alternative" ways to enforce any fairness obligations that might exist under the law.

Those wanting to participate should make their desire known in writing by Jan. 18 to Marcia Alterman, Mass Media Bureau, Room 314, 1919 M St., N.W., Washington, D.C., 20544. In a press release last week, the FCC said the requests, which are supposed to identify the organization represented and the general substance of the material to be presented, will be considered on a "time-available" basis.

In Sync

NBC: for the birds

It will be a couple of months before NBC is totally weaned from AT&T's landlines and becomes the first of the three commercial television networks to rely solely on satellites for program distribution. As of last week, according to Jack Weir, vice president, broadcast operations, all three network feeds (Eastern, central and mountain/Pacific) are now transmitted over the new Ku-band satellite system, but only 126 of its affiliates are equipped with earth stations.

Weir said NBC should be able to cut all its landlines in March after earth stations are installed at the 170 designated affiliates. (NBC has 214 affiliates; those that don't get earth stations will pick up their feeds via local microwave networks or off the air from affiliates that do.) While NBC waits for completion of the system, affiliates already equipped with earth stations have the option of using the satellite or the landline signal as their primary feed.

The satellite network does not belong to NBC. Comsat General is building the satellite system under a 10-year contract from NBC and leasing it to the network for at least \$30 million a year. Comsat's prime contractor is Harris Corp., which is supplying, installing and maintaining most of the hardware.

Once the network is completed, NBC will be able to feed its affiliates from redundant "master" earth stations in New York and

Burbank, Calif. The Burbank facility has been on line since November, Weir said, and the New York operation should be up and running by the end of this month.

Start-up of the New York earth station atop Rockefeller Center's 45-story Celanese building has been delayed, Weir said, by troubles in reinforcing the roof of the building and in setting up a link between the earth station and the network's computerized control system and program origination center at NBC's headquarters at 30 Rockefeller Plaza.

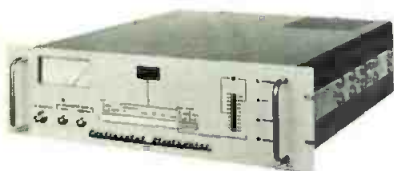
Another important element of the satellite network is six transportable uplinks. According to Weir, the transportables have all been delivered and have already seen a lot of action. Two are now being used to uplink feeds out of New York while NBC awaits completion of the Celanese earth station, he said. The rest are available for uplinking events for NBC Sports, he said. One spent the first week of the new year at Miami's Orange Bowl, where it transmitted two National Football League games and the Orange Bowl.

Comsat began installing the earth stations in the fall of 1983. Since then, according to Weir, work has proceeded fairly smoothly. "I really have no complaints," he said, and neither do the affiliates. They call to praise Harris's work, he said. "It's a first-class job—neat and tidy and efficient."

Marconi's new agent

Comark Communications Inc., Southwick, Mass., and Colmar, Pa., has struck a deal with Marconi Communications System Ltd., Chelmsford, England, to become the exclusive distributor of MCSL transmitters in the U.S. and Central and South America. Under their agreement, according to Nat Ostroff, chief operating officer and soon-to-be president of Comark, Marconi's line of VHF, AM and FM transmitters complements Comark's existing 'S' series high-power UHF transmitters. The deal also allows Comark to incorporate Marconi's new modulator, developed in conjunction with the BBC, into its UHF exciters, he said. The new modulator, he said, helps boost the power efficiency of the Comark transmitters to around 80%.

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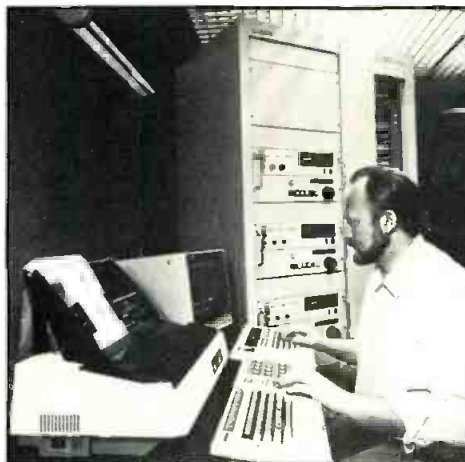


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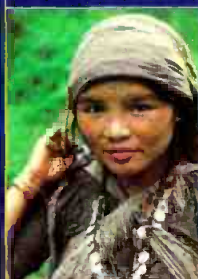


Public debut. Noncommercial WNET(TV) New York has become the first broadcaster to put Sony's new Betacart multicassette player on the air. In the photo, a WNET technician programs the computerized machine to play back a series of half-inch Betacam cassettes containing promos and spots. "The... system gives the continuity producer," said WNET's Kathleen Walsh, "the freedom and flexibility to create a station break that has variety and excitement for the viewer without tying up every playback and editing facility in the house."



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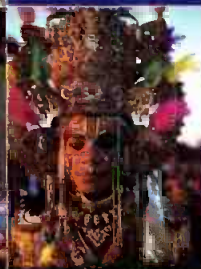
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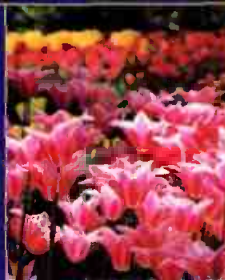
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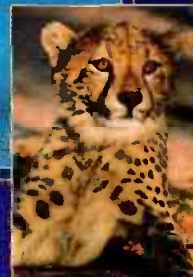
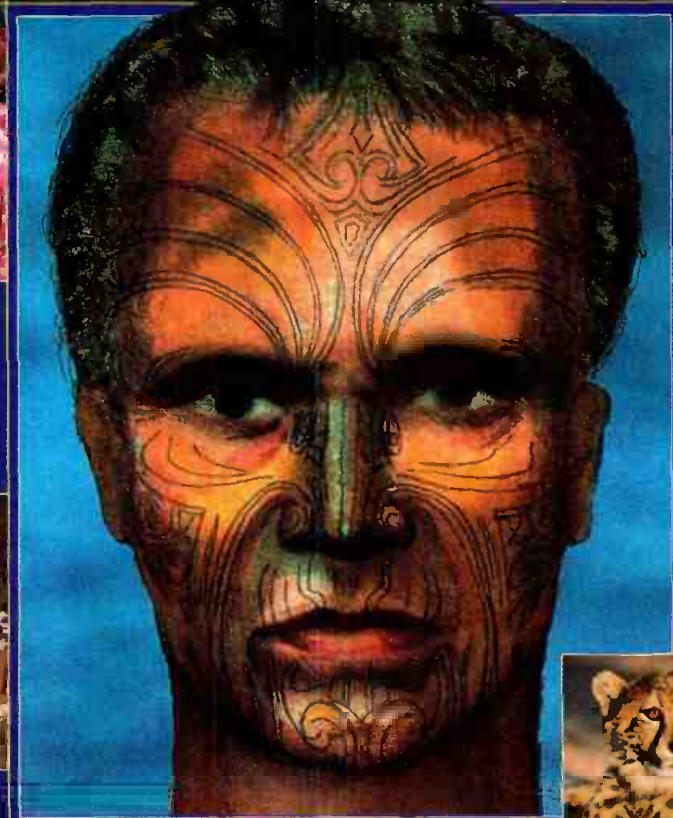


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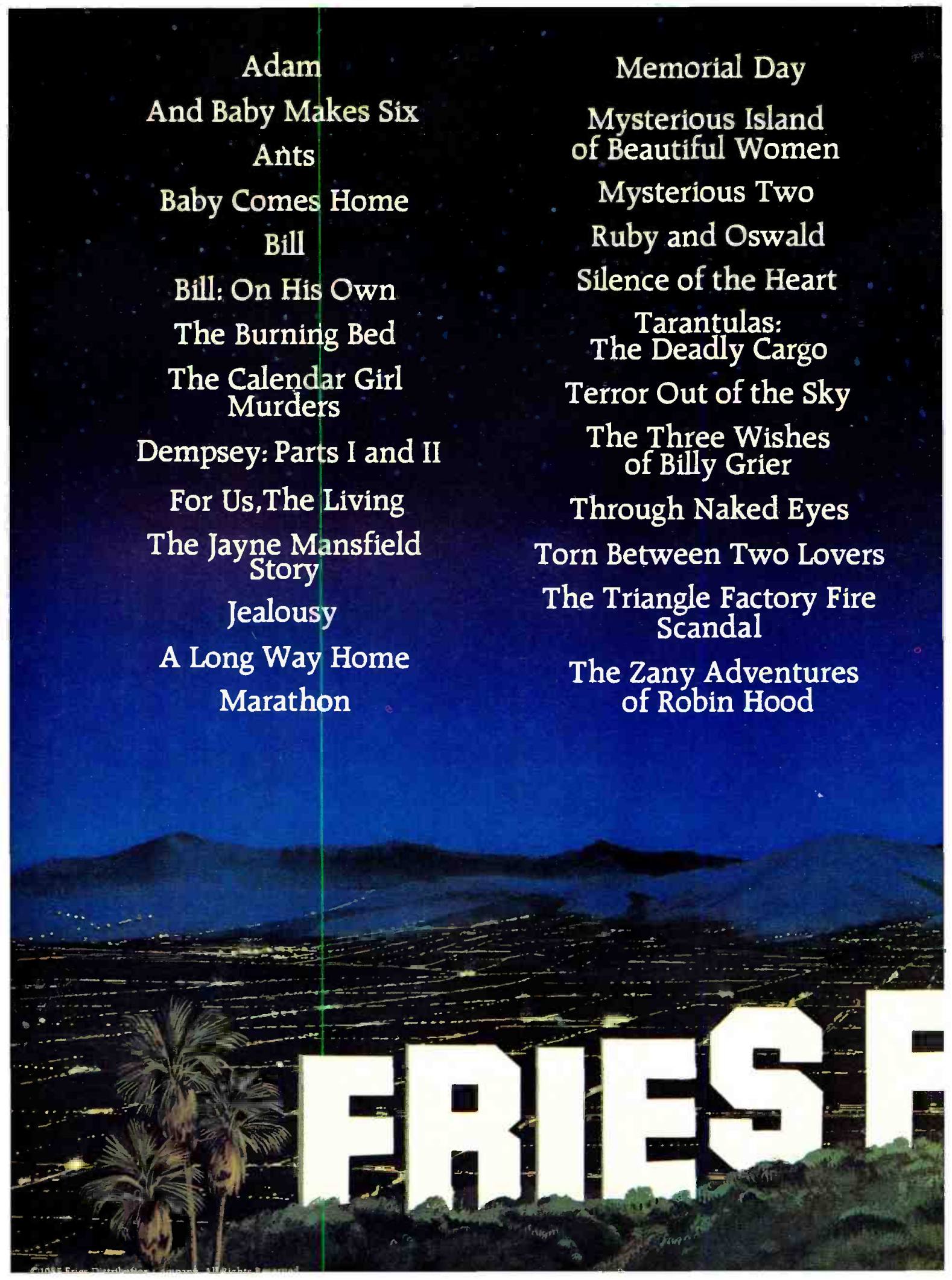


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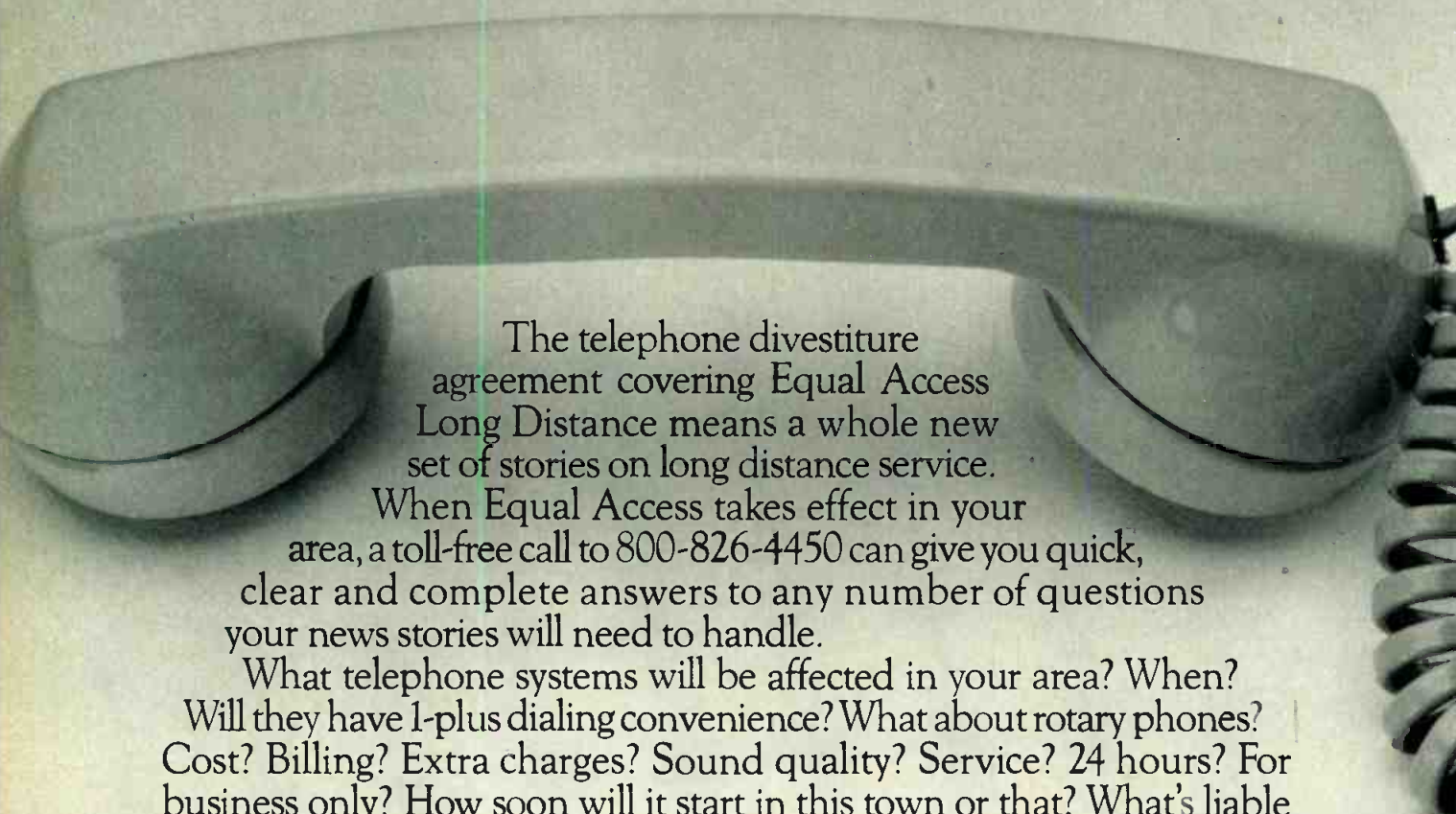
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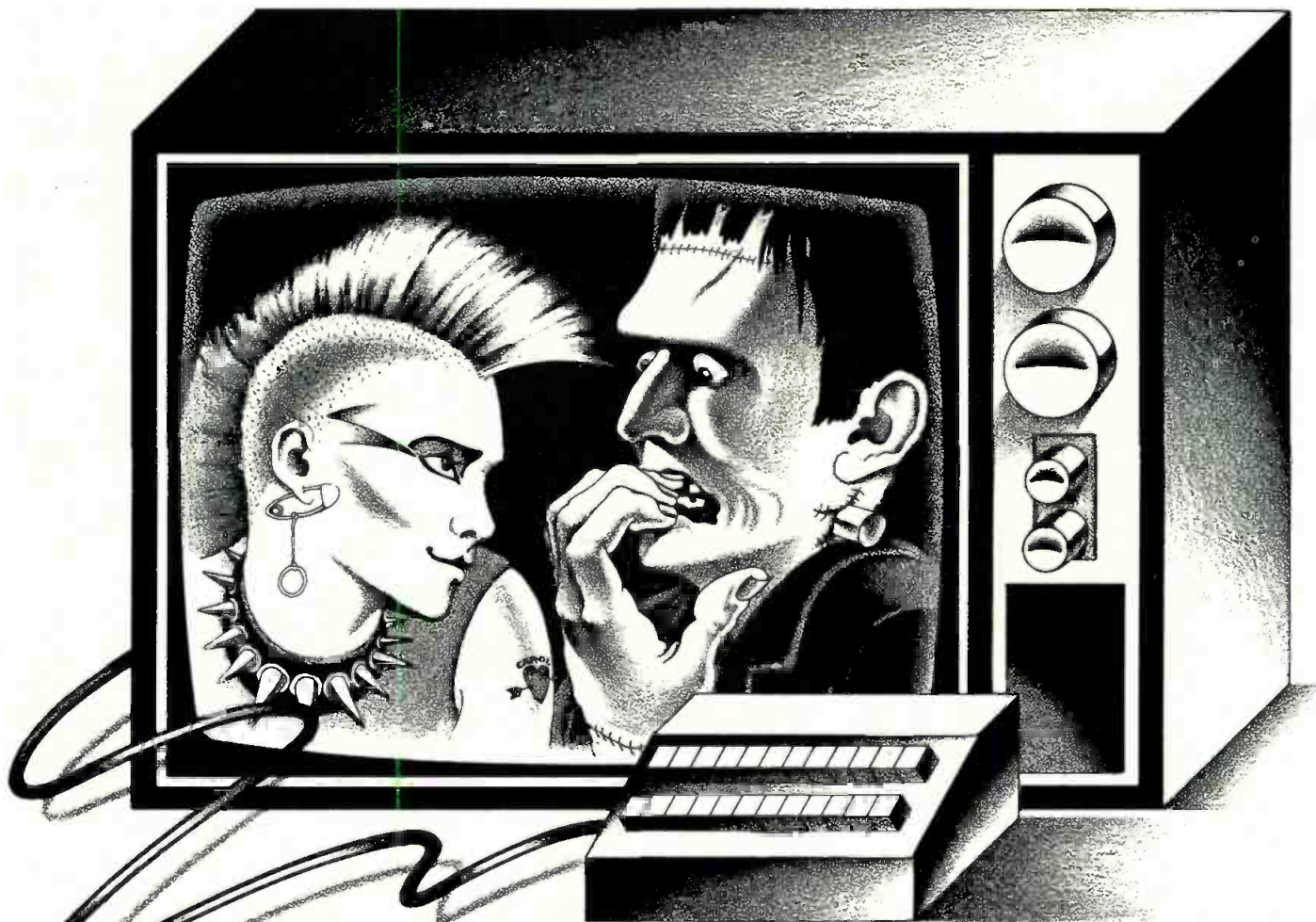
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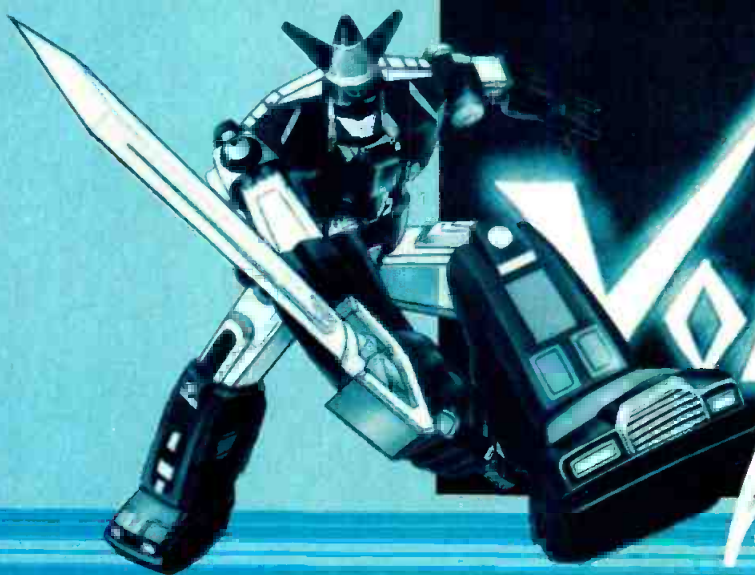
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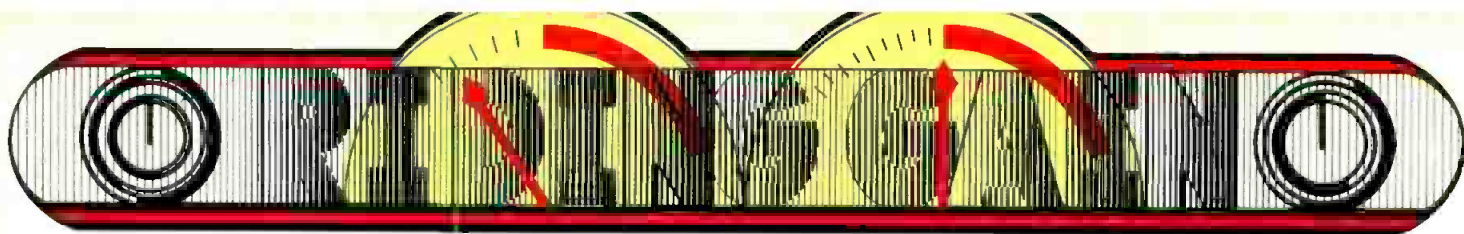
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Counterprogramming

With many stations now saturating the marketplace with the popular contemporary hit radio (CHR) sound, FM broadcasters looking to change formats appear to be eyeing the broad appeal of adult contemporary as one alternative. Thus far in 1985, at least two FM stations have switched to some form of adult contemporary music with another major-market outlet reportedly close to a move.

On Jan. 4, the last of Buffalo, N.Y.'s album-oriented rock (AOR) stations, Taft Broadcasting's WGRQ(FM), changed formats to adult contemporary under the call of WGR-FM. "As the 'baby-boomers' are growing out of the rock era, we are modifying our format to fit their tastes," said Carl Wagner, executive vice president, Taft Radio and Cable, in explaining the move. "And our research indicated that adult contemporary—long a popular format on AM radio with its 'full-service' features of music, news, sports and weather—will be just as popular in Buffalo on FM," he noted. (Taft programs adult contemporary on co-owned WGR(AM) Buffalo.)

"We want to get a piece of the adult con-

November jump

National spot radio expenditures jumped 17.7% in November 1984 over November 1983, to \$73,330,500, according to Larchmont, N.Y.-based Radio Expenditure Reports Inc. (RER), which relies on financial information collected confidentially each month from 16 rep companies. For the first 11 months of 1984, national spot business reported by the reps totaled \$748,866,700—up 14.6% over last year's pace.

temporary audience," added Larry Anderson, a 17-year Taft veteran who has just taken over as vice president and general manager of WGR-AM-FM after most recently serving as operations manager for the company's WSUN(AM) St. Petersburg, Fla. Anderson said the total adult contemporary listening audience in Buffalo registers about a 30 metro share for 12-plus in Arbitron.

WGR-FM will now go directly up against adult contemporary-formatted WBUF(FM), which pulled a 5.7, 12-plus metro share in the new fall 1984 Arbitron report.

The day before WGR-FM was launched, First Media's new Boston FM outlet hit the airwaves with what the station's new vice president and general manager, Mark Schwartz, calls a "very hip" adult contemporary sound. The station, called WKKT-FM, recently changed ownership from Alexander Tanger, who operated the outlet as WHUE-FM, and, more recently, as WCOZ(FM) with an easy listening format.

According to Schwartz, WKKT-FM will be targeted for the young urban professional in the 20-to-40-year-old age bracket, but will "super serve" a core audience of 25-34. Schwartz said the station will attempt to fill what the company considers to be a void in the radio makeup of the market—a sound that falls between CHR music and mainstream adult contemporary. "But," said Schwartz, "the station's approach to news and features as well as its marketing will be AC-oriented.

Additionally, in Chicago, it is rumored that Doubleday Broadcasting is about to switch WMET-FM from album-oriented rock to adult contemporary.

"Adult contemporary FM" is a strong, competitive format," said Flagstaff, Ariz.-based research consultant Gary Bond, who has just completed an analysis of the format's ratings on 106 FM stations in Arbitron-measured markets. Bond said his survey showed that AC FM stations "are doing better than they were two years ago." Bond noted that he looked at each station's audience composition, share trends and median listener age when putting together his report, which is titled "The Bond AC FM Report." According to Bond, the median age of listeners for the stations used in his analysis of adult contemporary, which encompassed the many variations of the format, was 30.

Reviving AM

"Unless AM stations devote the resources and long-term commitment to developing their programming, the AM band will, in fact, become second-rate," proclaimed ABC Radio President Ben Hoberman in a speech before the winter convention of the California Broadcasters Association. "Listeners don't care about technology or satellites or AM or FM. They care about programming," Hoberman told the CBA, meeting in Palm Springs, Calif., last week.

Hoberman offered several suggestions as "realistic" programming approaches for AM broadcasters. He said AM stations need to establish an on-air staff of "strong" personalities. "Radio is becoming centered more and more around strong personalities... The personalities must be exciting, provocative and engaging. The resurgence we're seeing

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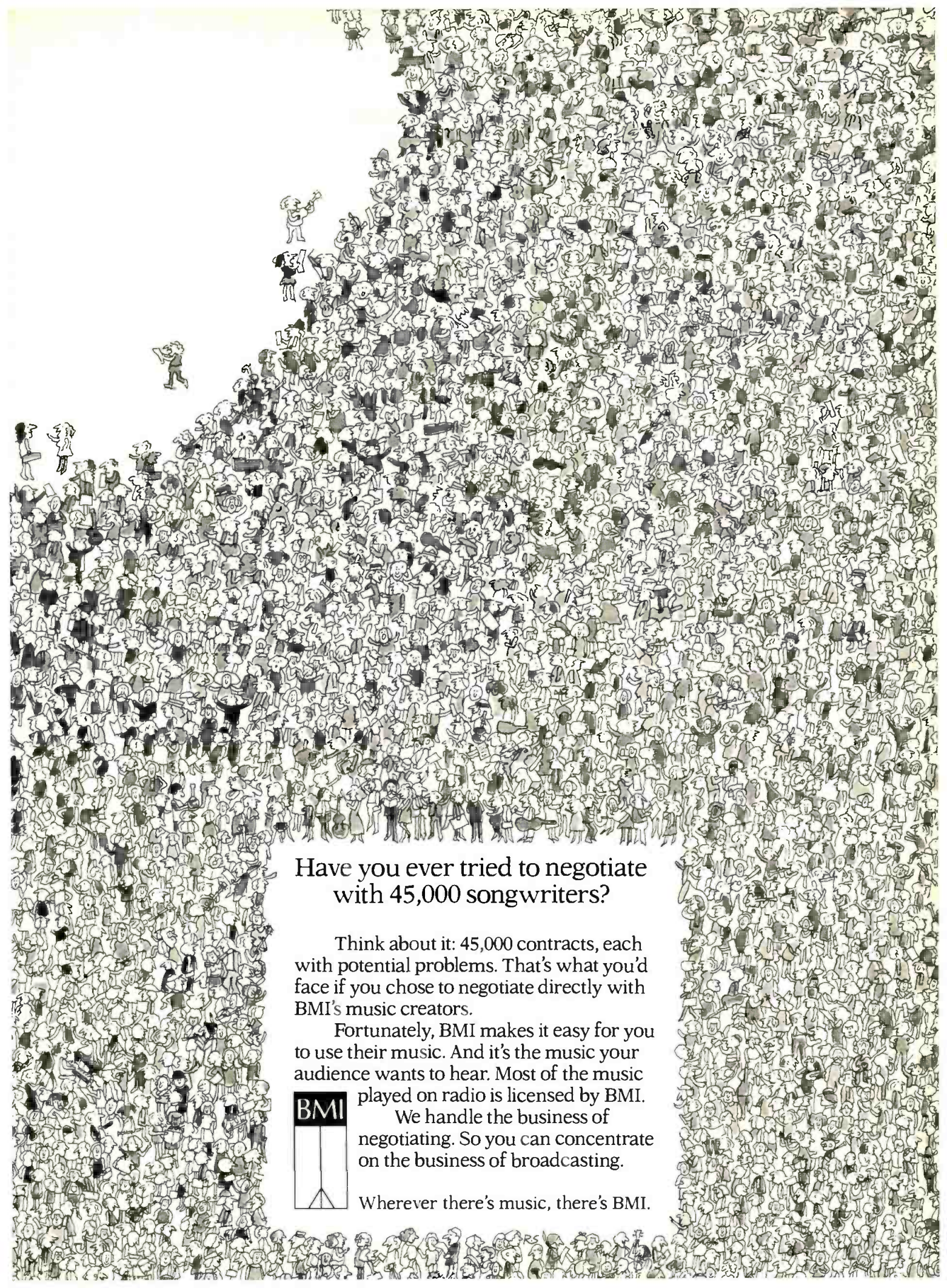
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Helping out. NBC's young adult network, The Source, has raised \$6,000 for African famine relief by auctioning one of the first acetate pressings of the song, "Do They Know It's Christmas," recorded to benefit famine victims by several prominent members of the British rock community under the name of Band-Aid. The auction took place at New York City's Hard Rock Cafe. The winning bid was from Nancy Condon representing the Alexander Gallery, a New York art and collector's gallery. Also on hand at the auction was Bob Geldorf, a member of the rock group, Boomtown Rats, who created the project and wrote the song.

According to NBC, "Do They Know It's Christmas" was first introduced to American radio listeners by Rona Elliot, program manager of The Source, during a live satellite broadcast of Duran Duran (participants in the project) from the Abbey Road Studios in London last Nov. 27. Pictured above (l-r): Elliot; Brian Cole, auctioneer from Christie, Manson & Woods International, New York; Condon, and Geldorf.

in top 40 is in many ways a return to strong disk jockeys," he said.

Hoberman noted that the news/talk format is still viable. "AM radio is increasingly becoming the information band. And news and talk do not need stereo or superior sound quality," he said. Hoberman warned, however, that the format will work only if broadcasters are willing to commit at least two to three years for it to become established. "Once a news or talk station is established, it has a virtual franchise in its market," he said.

The ABC Radio executive also said AM broadcasters should explore carriage of play-by-play sports. "It is the equivalent of a very effective advertising campaign and has tremendous promotion appeal. A hot team can give you community involvement that no other form of programming can," he said. "But," added Hoberman, "sports is no instant cure for an ailing station. It is only one important part of a winning mix."

Hoberman tried to dispel the notion that AM radio's audience is too old to attract advertisers. AM stations should "stop apologizing for having older listeners and start educating clients to the marketing potential and strength of the 35-64 listeners," he said. "They are a premium audience with disposable income, leisure time and specific consumer needs."

At the same time, Hoberman urged AM operators to adopt "a full-court marketing press" to attract younger listeners. "There is a new generation emerging who grew up with television, MTV and FM, and AM is alien to them," he said. "The industry must develop ways to get these listeners to recognize AM, discover its potential and keep coming back."

Hoberman said broadcasters must avoid becoming "entrapped by the mindset in which AM stations have become perpetual understudies to their FM counterparts. There is no superior or inferior band."

Getting them off the road

Stevie Wonder has lent his talents to help combat drunk driving. In addition to his song, "Don't Drive Drunk," on his 1984 album, "Woman in Red," Wonder has recorded two public service announcements that have been distributed by Motown Records to more than 1,000 radio stations in the U.S. and in Europe. The message on the last (which was distributed in late December): "If you're like me, every day is a holiday. But this season stay low and don't drive drunk."

Future plans

Satellite Music Network, Dallas, is likely to expand its programming during the latter part of 1985, according to John Tyler, SMN chairman and chief executive officer. Among the different formats being considered are urban contemporary and one that would involve Mexican-based Spanish music. SMN, which will be four years old in August, currently distributes four formats—adult contemporary, top 40, country and nostalgia—on about 450 stations.

Counting numbers

NBC Radio's Talknet increased its affiliation count last year by 52% to 222 stations, according to Deborah McLaughlin, director of affiliate relations, NBC Radio Network and Talknet. She noted that 78 stations joined the call-in nighttime talk network in 1984. Among the additions were KLIF(AM) Dallas, WRKO(AM) Boston, WNOE(AM) New Orleans, WCKY(AM) Cincinnati, WGST(AM) Atlanta, WOAI(AM) San Antonio, Tex., and WKBW(AM) Buffalo, N.Y. Talknet began three years ago with a lineup of 23 stations. For the NBC Radio Network, 41 stations affiliated in 1984, bringing its year-end station total to 339.

Selling minorities

What is being called the first annual black/urban national radio sales conference will be held Feb. 6-7 at the Pentagon City Quality Inn, Arlington, Va. The two-day seminar, "The Buying and Selling of Black/Urban Radio for the 80's," is being organized by Ralph Brown, a Philadelphia-based media publicist, and Jerry Boulding, senior vice president for *Black Radio Exclusive Magazine*. The conference is to be conducted by Richard Kaufman, president of Radio Advertising Dynamics, a New York-based radio sales training and consulting firm. Other seminars are scheduled for Atlanta, Los Angeles and Detroit. For more information: (818) 342-9051.

Playback

A new thrice-weekly public radio commentary series, *Future Forward*, will debut this month, providing "commentaries on the arts and art of living in the 1980's." The three-minute, 39-part series is produced by New York-based Murray Street Enterprises in association with noncommercial WNYC-FM New York, with funds provided by Remy Martin cognac. Commentators will contribute essays on music, dance, other performing arts, film, theater, television, cultural and social trends. The series is distributed by Artcorp Media of Windsor, Vt.

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'Smoking fetus' PSA proves hot topic

American Cancer Society spot OK'd by ABC, rejected by NBC and CBS

The American Cancer Society is pitching broadcasters and cablecasters a controversial new anti-smoking public service announcement aimed at pregnant women. The spot has already been rejected by CBS and NBC on the grounds that it may offend viewers. ABC has said it will run the spot because it makes a valid point, albeit a bit more graphically than most public service announcements. A spokesman for ABC last week expressed surprise at the reaction the spot has generated.

The 30-second spot was produced by a group of young video artists headed by Joseph Vogt, now with Eveslage Film & Video, San Francisco. Vogt used a computer-enhanced, motion-control camera system to simulate a fetus (actually a puppet that was manipulated with unseen strings) floating in a womb. The fetus has a cigarette clutched in one of its tiny hands and draws it to its lips to smoke. Meanwhile a voiceover asks: "Would you give a cigarette to your



American Cancer Society's PSA

unborn child? You do every time you smoke when you're pregnant." Then, just as the voiceover finishes the line "pregnant mothers, please don't smoke," the fetus exhales a cloud of smoke from its lungs.

It is a powerful image, and one that has drawn the interest of *Entertainment Tonight* and *NBC Nightly News*, both of which are said to be considering stories on the spot, as

are some local stations, including WNBC-TV New York and WBBM-TV Chicago.

A spokesman for NBC said the network rejected the PSA because its standards and practices department deemed it "potentially offensive" to some viewers. He also said the spot was "not consistent with our policy that PSA's must deal affirmatively with causes they advocate."

A CBS spokesman said the network agreed with the "importance of the intent of the message," but said that the spot was "far too graphic for broadcast on CBS."

An ABC spokesman said the message delivered by the spot was "important for pregnant mothers to understand," and that while it was "different visually," it contained no material that warranted its rejection. "We're startled that it has gotten as much attention as it has," he said. The spot will be included in ABC's regular PSA rotation, probably beginning in late January or early February, although no date has yet been determined.

CBS's rejection of the spot also applies to its owned and operated stations. A separate decision on whether NBC's group of owned stations will run the spot is expected shortly. The ABC O&O's are expected to run the spots.

Turner Broadcasting System officials were reviewing the spot late last week before making a decision, a spokesman said.

According to Jerry Angert, director of broadcasting for the American Cancer Society, "demands for the spot around the country" have come in from local television outlets. Philadelphia independent station WPHL-TV will carry the PSA, he said. Angert added that it is likely that the Lifetime cable service

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Resolution. Iowa broadcasters, determined to combat drunk driving, coordinated a two-hour broadcast on the subject in only two weeks so that the special could air before New Year's Eve. The program, *Drinking and Driving: Does the Bell Toll for You?*, was conceived at a meeting of the Iowa Broadcasters Association. It featured Iowa Governor Terry Brandstad; Iowa Attorney General Tom Miller; doctors in trauma centers; experts on chemical abuse and treatment; former alcoholics, and families that have lost members in alcohol-related accidents. Cohosts for the program were IBA executive secretary, Jack Shelley, and WHO(AM) Des Moines talk show personality, Dena Michaels. Shelley wrote the finished script for the special, which was broadcast by more than 25 Iowa radio stations. IBA President Larry Edwards said 13 stations in the Des Moines market carried the program at the same time.

will carry it, and that other cable networks, including ESPN, USA Network, CBN Cable and Nickelodeon, will be asked to review the spot within the next two weeks.

Angert downplayed CBS's and NBC's decision not to carry the spot: "We aren't mad at them and they're aren't mad at us. We knew it would be a risk." □

Changing Hands

PROPOSED

WEEK-TV Peoria, Ill., and KRCG-TV Columbia-Jefferson City, Mo. □ Sold by Kansas City Southern Industries Inc. to Price Communications Corp. for approximately \$30 million. **Seller** is Kansas City, Mo.-based, publicly traded railroad corporation with interests in data-processing and aircraft equipment. **Buyer** is New York-based, publicly held station group of four AM's and two FM's headed by Robert Price. WEEK is NBC affiliate on channel 25 with 2,410 kw visual, 239 kw aural and antenna 680 feet above average terrain. KRCG is CBS affiliate on channel 13 with 316 kw visual, 47.4 kw aural and antenna 1,010 feet above average

WHB(AM) Kansas City, Mo. □ Sold by Storz Broadcasting Co. to Shamrock Broadcasting Co. for \$3.5 million cash. **Seller** is owned by Robert H. Storz. It also owns KXOK(AM) St. Louis and WQAM(AM) Miami. **Buyer** is Burbank, Calif.-based station group of two AM's, six FM's and five TV's principally owned by Roy E. Disney and family. WHB is on 710 khz with 10 kw day and 5 kw night. **Broker: Blackburn & Co.**

KHBS(TV) Fort Smith and KTVP-TV Fayetteville, both Arkansas □ Sold by George T. Hemreich to Sigma Broadcasting for \$2.5 million note. **Seller** also owns KZNG(AM)-KWBO(FM) Hot Springs, Ark. **Buyer** is equally owned by seller's children, Cynthia and Robert E. Hemreich. In separate action, they have transferred their ownership in father's station group and have no other broadcast interests. KHBS is ABC affiliate on channel 40 with 644 kw visual, 417 kw aural and antenna 424 feet above average terrain. KTVP-TV is ABC affiliate on channel 29 with 700 kw visual, 70 kw aural and antenna 890 feet above average terrain.

WERU(AM)-WMAD(FM) Sun Prairie, Wis. □ Sold by Erin Broadcasting Inc. to Blackburn & Blackburn Communications Inc. for \$2.4 million cash. **Seller** is owned by Nancy Chase McMahon, who has no other broadcast interests. **Buyer** is equally owned by Lorreta Blackburn and her husband, Jay. Lorreta Blackburn is account executive at WMET(FM) Chicago. Jay Blackburn is principal in Strategic Radio Research, Chicago-based radio research firm, and Scantic International, manufacturer of hand-held stock quotation receivers. WERU is daytimer on 1190 khz with 1 kw. WMAD is on 92.1 mhz with 3 kw and antenna 380 feet above average terrain.

WRYO(AM) Crystal River, Fla. □ Sold by Cape Christian Broadcasters of Florida Inc. to COMCO of Florida Inc. for \$1.4 million cash. **Seller** is owned by W.C. Lamon, who has no other broadcast interests. **Buyer** is

owned by James C. Robinson, president, and 23 others. It also owns WAMR(AM)-WRAV(FM) Venice, and WKIQ(AM) Inverness, both Florida. WRYO is on 98.5 mhz with 100 kw and antenna 500 feet above average terrain. **Broker: Donald K. Clark Inc.**

KASH(AM) Eugene and KSND(FM) Springfield-Eugene, Ore. □ Sold by Sterling Recreation Organization Inc. to Community Eugene AM-FM Broadcasting Corp. for \$1.4 million, comprising \$300,000 cash and remainder note. **Seller** is Bellevue, Wash.-based station group of seven AM's and five FM's, principally owned by Frederick Danz. It is also applicant for new FM in Evergreen, Colo. **Buyer** is subsidiary of Community Pacific Broadcasting Corp., Salinas, Calif.-based station group of four AM's and three FM's, principally owned by David J. Benjamin, chairman, and Charles W. Banta, president. It owns KEED(AM) Eugene, Ore., which it is selling to comply with FCC duopoly rules (see "For the Record," page 192). KASH is on 1600 khz with 5 kw day

and 1 kw night. KSND is on 93.1 mhz with 100 kw and antenna 850 feet above average terrain.

KIOT(AM) Barstow, Calif. □ Sold by D.L. Developments Inc. to B&B Broadcasting Inc. for \$450,000, comprising \$100,000 cash and remainder note. **Seller** is owned by D.L. Van Voorhis, who has no other broadcast interests. **Buyer** is owned by Walter C. Tucker and his wife, Margaret. Tucker is sportscaster on KMPC(AM) Los Angeles. KIOT is daytimer on 1310 khz with 5 kw. **Broker: Broadcast Properties West/SFO.**

KXUU(FM) Emmett, Idaho □ Sold by Radio Broadcasting Inc. to Broadcasting Inc. for \$450,000, comprising \$60,000 cash and remainder note. **Seller** is owned by Floyd D. Brown, who has no other broadcast interests. **Buyer** is owned by Bert S. Mitchell, Boise real estate developer and financial consultant, who is also purchasing KKIC(AM) Boise-Meridian, Idaho (see below). KXUU is on 101.7 mhz with 790 w and antenna 500 feet above average terrain.

KKIC(AM) Boise-Meridian, Idaho □ Sold by Northwest Broadcasting Inc. to Broadcasting Inc. for \$400,000, comprising \$60,000 cash and remainder note. **Seller** is owned by Steve Summer, who has no other broadcast interests. **Buyer** is owned by Bert S. Mitchell, who is also purchasing KXUU(FM) Emmett, Idaho (see above). KKIC is daytimer on 950 khz with 5 kw.

For other proposed and approved sales see "For the Record," page 192.

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As compiled by BROADCASTING, Jan. 2, through Jan. 9, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. 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. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. 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

- KVRD(AM) Cottonwood, Ariz. (1600 khz; 1 kw-D)—Seeks assignment of license from Harry S. McMurray to Richard B. Dehnhart for \$90,000 note. Seller has no other broadcast interests. Buyer is station's sales manager and owns 49% of station. Filed Jan. 7.
- KIOT(AM) Barstow, Calif. (1310 khz; 5 kw-D)—Seeks assignment of license from D.L. Developments Inc. to B&B Broadcasting Inc. for \$450,000, comprising \$100,000 cash and remainder note. Seller is owned by D.L. Van Voorhis, who has no other broadcast interests. Buyer is owned by Walter C. Tucker and his wife, Margaret. Tucker is sportscaster on KMPC(AM) Los Angeles. Filed Dec. 27.
- KKIC(AM) Boise-Meridian, Idaho (950 khz; 5 kw-D)—Seeks assignment of license from Northwest Broadcasting Inc. to Broadcasting Inc. for \$400,000, comprising \$60,000 cash and remainder note. Seller is owned by Steve Summer, who has no other broadcast interests. Buyer is owned by Bert S. Mitchell, who is also purchasing KXUU(AM) Emmett, Idaho (see below). Filed Jan. 2.
- KXUU(AM) Emmett, Idaho (101.7 mhz; 790 w; HAAT: 500 ft.)—Seeks assignment of license from Radio Broadcasting Inc. to Broadcasting Inc. for \$450,000, comprising \$60,000 cash and remainder note. Seller is owned by Floyd D. Brown, who has no other broadcast interests. Buyer is owned by Bert S. Mitchell, who is also purchasing KKIC(AM) Boise-Meridian, Idaho (see above). Filed Jan. 2.
- KCCU(AM) Columbus, Kan. (98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Columbus FM 98 Inc. to Greater Radio Group Inc. for \$120,000, comprising \$95,000 cash and remainder note. Seller is owned by Ben H. Woolery, who has no other broadcast interests. Buyer is owned by William T. Mensendick (80%) and Scott R. Adams (20%). Mensendick is salesman at KCMO(AM) Kansas City, Mo. Adams is employed at

KZZC(FM) Kansas City, Mo. Filed Dec. 27.

- WBNZ(FM) Frankfurt, Mich. (99.3 mhz; 1.65 kw; HAAT: 412 ft.)—Seeks assignment of license from Benzie County Communications Inc. to Starr Communications Inc. for \$200,000, comprising \$15,000 cash and remainder note. Seller is owned by Richard Clark, who has no other broadcast interests. Buyer is equally owned by Bruce D. Law and Martin L. Ackley. Law is station's general manager and Ackley is operations manager. Filed Jan. 2.
- KBCC(AM) Cuba, Mo. (1410 khz; 5 kw-D)—Seeks transfer of control of Crawford Broadcasting Co. from Neal Stephens and his wife, Gail (75% before; none after) to Michael Robinson and his wife, Linda (25% before; 100% after) for assumption of liabilities. Seller and buyer have no other broadcast interests. Filed Jan. 3.
- KIAE(FM) Aurora, Neb. (103.1 mhz; 3 kw; HAAT: 280 ft.)—Seeks assignment of license from Steven G. Kafka to Mile Hi Broadcasting for \$55,000, comprising \$25,000 cash and remainder note. Seller is also app. for new FM in Kearney, Neb. Buyer is equally owned by Tony A. Cranford and his father-in-law, Bernard W. Land. Cranford, with his wife, Karen, owns KRCT-AM-FM Trinidad, Colo.
- KKCW(FM) Beaverton, Ore. (103.3 mhz; 85 kw; HAAT: 1,654 ft.)—Seeks assignment of license from Columbia-Willamette Broadcasting Co. to Heritage Broadcasting Co. for \$5,060,000 cash. Seller is owned by John Q. Tilson, who formerly owned KKNV-FM Fresno, Calif. ("For the Record," June 18), and now has no other broadcast interests. Station was formerly KTJA(FM). Buyer is principally owned by William Yde, George A. Johns, his brother, Reginald, and Jim West. It is subsidiary of Fairwest Enterprises, Dallas-based program syndication firm. Filed Dec. 31.
- KASH(AM) Eugene and KSND(FM) Springfield-Eugene, Ore. (AM: 1600 khz; 5 kw-D; 1 kw-N; FM: 93.1 mhz; 100 kw; HAAT: 850 ft.)—Seeks assignment of license from Sterling Recreation Organization Inc. to Community Eugene AM-FM Broadcasting Corp. for \$1,400,000, comprising \$300,000 cash and remainder note. Seller is Bellevue, Wash.-based station group of seven AM's and five FM's principally owned by Frederick Danz. It is also app. for new FM in Evergreen, Colo. Buyer is subsidiary of Community Pacific Broadcasting Corp., Salinas, Calif.-based station group of four AM's and three FM's, principally owned by David J. Benjamin, chairman, and Charles W. Banta, president. It owns KEED(AM) Eugene, Ore., which is being sold (see below). Filed Dec. 31.
- KEED(AM) Eugene, Ore. (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Community Eugene Broadcasting Corp. to KRXX Inc. for \$140,000 cash, plus option to purchase real estate at closing for \$100,000, \$105,000 one year after sale or \$107,500 after 18 months. Seller has purchased KASH(AM)-KSND(FM) Eugene (see above) and is spinning off KEED to comply with FCC duopoly rules. Buyer is owned by Richard Parker (50%), Lester W. Spillane (25%), and his son, John (25%). Spillane has interest in KRXX(AM) Milwaukie, Ore. Filed Jan. 4.
- WEEL(AM) Fairfax, Va. (1310 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Northern Virginia

Radio Corp. to Universal Broadcasting Inc. for \$750,000, comprising \$250,000 cash, \$200,000 note and \$300,000 noncompete agreement. Seller is subsidiary of George Mason University, four-year educational institution with no other broadcast interests. Buyer is Mineola, N.Y.-based station group of eight AM's and four FM's owned by Marvin Koshtofsky and Howard Warshaw, and his wife, Marion. Filed Dec. 27.

■ WKGK(AM) Saltville, Va. (1600 khz; 5 kw-D)—Seeks assignment of license from Childress VA Inc. to Radio Tech Co. for \$79,500, comprising \$26,500 cash and remainder note. Seller is owned by James B. Childress, who also owns WBRM(AM) Marion, WRGC(AM) Sylva and WKRR(AM) Murphy, all North Carolina. Buyer is owned by Laurence R. Brown, who, with his son, Ronald, owns WGTB(FM) Richlands, Va. Filed Jan. 2.

New Stations

Applications

AM's

- Englewood, Fla.—Jeff Smith seeks 750 khz; 250 w-D. Address: Highway 12, Baraboo, Wis. 53913. Principal has no other broadcast interests. Filed Dec. 31.
- Hernando, Fla.—Management and Market Synergy Inc. seeks 720 khz; 10 kw-D. Address: 2024 Coral Point Dr., Cape Coral, Fla. 33904. Principal is equally owned by Franklin Watson and Clayton E. Brinker. Watson is station manager of WINK-TV Fort Myers, Fla., and Brinker is sales manager of WCJB-TV Gainesville, Fla. Filed Dec. 27.
- Overland Park, Kan.—Bott Broadcasting Co. seeks 760 khz; 1 kw-D. Address: 10841 E. 28th St., Independence, Mo. 64052. Principal is owned by Richard E. Bott and his wife, Shirley. They have interest in KCCV(AM) Independence and KSIV(AM) Clayton, both Missouri; KQCV(AM) Oklahoma City, and WFCV(AM) Fort Wayne, Ind. Filed Dec. 31.
- Smithville, Mo.—Nadine Marie Bohan seeks 760 khz; 500 w-D. Address: Route 1, Box 233, Edgerton, Mo. 64444. Principal has no other broadcast interests. Her brother, Elvis Moody, has interest in KJEM(AM) Bentonville, Ark. Filed Dec. 31.
- Adjuntas, P.R.—Tanama Communications Inc. seeks 1020 khz; 1 kw. Address: Post Office Building, Intersection Routes 111 and 611, Utuado, P.R. 00761. Principal is owned by Juan A. Perez-Juarbe (51%) and his wife, Sonia Fernandez-Pol, and Cesar A. Cortes-Garcia (22%) and his father, Cesar A. Cortes-Matus (23%). They have no other broadcast interests. Filed Dec. 27.
- Kanab, Utah—Kanab Broadcasting Co. seeks 1290 khz; 5 kw-D. Address: 7 Los Artoes Plaza, Springville, Ariz. 85938. Principal is equally owned by Jon Hotaling and Joseph E. Jindra. Hotaling and his wife, Martha, have interest in new FM in Hays, Kan. Jindra and his wife, Susan, have interest in KQNK(AM)-KNTX-FM Norton, Kan., which is being transferred subject to FCC approval. Susan Jindra is also app. for new AM in Salina, Utah. Filed Jan. 2.

FM's

- Andalusia, Ala.—Barbara W. Townsend seeks 104.7 mhz; 3 kw; HAAT: 334 ft. Address: 105 Spring Valley Court, Dothan, Ala. 36303. Principal has no other broadcast interests. Filed Dec. 31.
- Andalusia, Ala.—Jackson-Purnell Broadcasting Co. seeks 104.7 mhz; 3 kw; HAAT: 300 ft. Address: 312 Deen St., P.O. Box 53, Red Level, Ala. 36474. Principal is owned by Jerome Jackson (51%) and Michael Purnell (49%). It has no other broadcast interests. Filed Dec. 28.
- Green Acres, Calif.—Green Acres Community Broadcasting Inc. seeks 106.3 mhz; 1.86 kw; HAAT: 408.4 ft. Address: P.O. Box 1300, Freedom, Calif. 95019. Principal is equally owned by Eric R. Hilding and Claudia Barstowicz, who are also app.'s for new FM's in Freedom and Santa Margarita, Calif. Filed Dec. 31.
- Green Acres, Calif.—Rose Marie Ramirez seeks 106.3 mhz; 3 kw; HAAT: 246 ft. Address: 2046 North Euclid Ave., Upland, Calif. 91786. Principal's husband, Michael, has interest in KZON(AM) Santa Maria, Calif. Filed Dec. 31.
- Green Acres, Calif.—Bogstera Randis seeks 106.3

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mhz, 3 kw; HAAT: 328 ft. Address: 1461 Rising Glen Rd., Los Angeles, 90069. Principal's daughter, Bonnie L. Chambers, has interest in KTPI(FM) Tehachapi, Calif., and KGBR(FM) [CP] Gold Beach, Ore. App. is mutually exclusive with app. of Bette Addington. Filed Dec. 31.

■ *Daytona Beach, Fla.—Volusia Public Radio Inc. seeks 90.1 mhz; 5 kw; HAAT: 132 ft. Address: 957 Tall Pine Dr., Port Orange, Fla. 32019. Principal is nonprofit corp. headed by John H. Weeks, president. Weeks also owns WMFJ(AM) Daytona Beach, Fla., and WSPB(AM)-WMLO(FM) Sarasota, Fla. Filed Dec. 31.

■ *Daytona Beach, Fla.—National Christian Network Inc. seeks 90.1 mhz; 3 kw; HAAT: 300 ft. Address: 1150 W. King St., Cocoa, Fla. 32922. Principal (NCN) is nonprofit corp. headed by Raymond A. Kassiss, president. Kassiss owns WWBC(AM) Cocoa, Fla., and CP for new AM in Palm City, Fla. His wife, Glenda, is app. for LPTV in Sheridan, Ark. NCN owns WMIE(FM) Cocoa, Fla., and has app.'s for new noncommercial FM's in Fort Myers and Palm City, both Florida, and for five LPTV's. Filed Dec. 27.

■ *Gainesville, Fla.—Alachua Public Radio Inc. seeks 91.7 mhz; 3 kw; HAAT: 300 ft. Address: 2925 NW 39th Ave., 32605. Principal is nonprofit corp. headed by Arnold Lastinger, president. It has no other broadcast interests. Filed Dec. 31.

■ Hilo, Hawaii—William Halm seeks 92.7 mhz; 3 kw; HAAT: minus 443.3 ft. Address: 1063 South Norton Ave., 96720. Principal has no other broadcast interests. Filed Jan. 2.

■ Hilo, Hawaii—Pamela D. Anderson seeks 92.7 mhz; 3 kw; HAAT: 300 ft. Address: 3405 Avondale Ave., Knoxville, Tenn. 37917. Principal has no other broadcast interests. Filed Dec. 31.

■ Hilo, Hawaii—Southport Radio Inc. seeks 92.7 mhz; 3 kw; HAAT: minus 604 ft. Address: 1063 South Norton Ave., Los Angeles, 90019. Principal is owned by Arna M. Alford. It has no other broadcast interests. Filed Dec. 31.

■ Hilo, Hawaii—Irrving A. Uram seeks 92.7 mhz; 3 kw; HAAT: minus 584 ft. Address: c/o Robert A. Stern, Suite 2, 711 NW 23d Ave., Gainesville, Fla. 32601. Principal was former owner of WGV(L) Gainesville, Fla. Filed Dec. 28.

■ Hilo, Hawaii—Hilo Broadcasting Co. seeks 92.7 mhz; 3 kw; HAAT: minus 380 ft. Address: 1129 SW Second Ave., Ontario, Ore. 97914. Principal is owned by Alan C. Ralston (20%); William G. Williamson (20%); Williamson's sister, Linda J. McCormick, and her husband, Matthew (20% jointly), Matthew McCormick's sister, Margaret R. Bostwick (20%), and Timothy J. Helfrich and his wife, Pamela (20% jointly). William Williamson and Linda McCormick have interest in KJII(FM) Bend, Ore. Filed Dec. 31.

■ *Medford, Ore.—Foundation for Human Understanding seeks 103.5 mhz; 100 kw; HAAT: 2004 ft. Address: 8780 Venice Blvd., Los Angeles, 90034. Principal is nonprofit corp. headed by Roy Masters, president. It has no other broadcast interests. Filed Dec. 31.

■ Medford, Ore.—Gloria K. McAdams seeks 103.5 mhz; 28.5 kw; HAAT: 3,276 ft. Address: P.O. Box 1428, Los Banos, Calif. 93635. Principal has no other broadcast interests. Filed Dec. 31.

■ Medford, Ore.—Gina R. O'Quinn seeks 103.5 mhz; 100 kw; HAAT: 1,648 ft. Address: 1135 S. First St., Jesup, Ga. 31545. Principal's husband, Chester O'Quinn, has interest in cable systems in Baxley and Blackshear, both Georgia. Filed Dec. 31.

■ *Haverford, Pa.—Haverford-Bryn Mawr Broadcasting Inc. seeks 88.5 mhz; 460 w; HAAT: 275 ft. Address: Haverford College, Haverford, Pa. 19041. Principal is nonprofit corporation headed by Lionel Cassin. It has no other broadcast interests. Filed Dec. 31.

■ *Corsicana, Tex.—Navarro College seeks 91.1 mhz; 10 kw; HAAT: 445 ft. Address: P.O. Box 1170, 75110. Principal is public educational institution headed by Leighton B. Dawson, chairman. It is also app. for two LPTV's. Filed Dec. 31.

■ Charlotte Amalie, V.I.—Franklin D. Graham seeks 101.7 mhz; 158 w; HAAT: 1,399.4 ft. Address: 1276 Westover Rd., Stamford, Conn. 06902. Principal has interest in WFDG-TV New Bedford, Mass. Filed Dec. 28.

New TV

■ Charleston, S.C.—DW&M Broadcasters seeks ch. 36; ERP vis. 1,092 kw; aur. 109.2 kw; HAAT: 952.56 ft.; ant. height above ground: 953 ft. Address: 4241 O'Hear Ave., North Charleston, S.C. 29406. Principal is equally owned by William G. Dudley, Alvin E. Mendicino and Jesse N. Williams. Dudley has interest in WKNB(AM) Dorchester Terrace-Brentwood, S.C., and new FM in Mount Pleasant, S.C. Williams is app. for new FM in Hilton Head, S.C. Filed Dec. 27.

Facilities Changes

Applications

AM's

Tendered

■ KTOX (730 khz) Boise, Idaho—Seeks CP to increase power to 1 kw. App. Jan. 3.

■ WDDD (810 khz) Johnson City, Ill.—Seeks CP to add night service with 250 w; install DA-N, and make changes in ant. sys. App. Jan. 3.

■ KMIN (980 khz) Grants, N.M.—Seeks CP to change freq. to 1400 khz; add night service with 1 kw, and make changes in ant. sys. App. Jan. 3.

■ WVOZ (970 khz) San Juan, P.R.—Seeks CP to increase day and night power to 10 kw and make changes in ant. sys. App. Dec. 28.

Accepted

■ KJMB (1450 khz) Blythe, Calif.—Seeks CP to increase night power to 1 kw. App. Dec. 28.

■ KPTO (890 khz) Citrus Heights, Calif.—Seeks MP to construct new ant. and change TL. App. Dec. 28.

■ WWDC (1260 khz) Washington—Seeks CP to make changes in ant. sys. App. Dec. 26.

■ WKLA (1450 khz) Ludington, Mich.—Seeks CP to change TL. App. Jan. 2.

■ WNYM (1330 khz) New York—Seeks mod. of lic. to broadcast from shared time with WPOW(AM) to fulltime. App. Dec. 28.

FM's

Tendered

■ WVRT (101.7 mhz) Reform & Gordo, Ala.—Seeks CP to change community of lic. from Reform to Gordo, Ala. App. Jan. 2.

Accepted

■ KYKK-FM (103.7 mhz) Little Rock, Ark.—Seeks mod.

of lic. to install new transmission sys. App. Jan. 3.

■ KFXE (92.3 mhz) Pine Bluff, Ark.—Seeks CP to change TL and change HAAT to 982 ft. App. Jan. 4.

■ KCRI-FM (103.1 mhz) Helena, Ark.—Seeks CP to change TL; change ERP to 1.06, and change HAAT to 530.7 ft. App. Jan. 4.

■ KPLM (106.1 mhz) Palm Springs, Calif.—Seeks CP to change HAAT to 392 ft. App. Jan. 4.

■ WWDC-FM (101.1 mhz) Washington—Seeks mod. of CP to change ERP to 22.5 kw; change HAAT to 760.96 ft, and install new ant. App. Jan. 4.

■ WCAC (105.5 mhz) Sebring, Fla.—Seeks mod. of lic. to install new transmission sys. App. Jan. 2.

■ WBOD (100.9 mhz) Canton, Ill.—Seeks mod. of CP to change ERP to 3 kw; change TL, and change HAAT to 328 ft. App. Jan. 4.

■ *WEFT (90.1 mhz) Champaign, Ill.—Seeks CP to change ERP to 10 kw; convert to stereo operation; move ant. to a tower in rural Champaign county. App. Jan. 4.

■ WSPY (107.1 mhz) Plano, Ill.—Seeks mod. of lic. to install new transmission sys. App. Jan. 2.

■ WCBK-FM (102.3 mhz) Martinsville, Ind.—Seeks CP to change ERP to 3 kw. App. Jan. 4.

■ WKYW (104.9 mhz) Frankfort, Ky.—Seeks mod. of lic. to install new transmission sys. App. Jan. 2.

■ KHEZ-FM (99.5 mhz) Lake Charles, La.—Seeks CP to change ERP to 100 kw. App. Jan. 4.

■ KXOR-FM (106.3 mhz) Thibodaux, La.—Seeks CP to change ERP to 3 kw and change HAAT to 300.5 ft. App. Jan. 4.

■ WROR (98.5 mhz) Boston—Seeks CP to change ERP to 8.1 kw. App. Jan. 4.

■ WZOU (94.5 mhz) Boston—Seeks CP to change ERP to 11.6 kw on main transmitter and ant. and change ERP to 8.61 on aux. transmitter and ant. App. Dec. 28.

■ WMDK (92.1 mhz) Petersborough, N.H.—Seeks CP to change ERP to 0.25 kw. App. Jan. 4.

■ WYYY (94.5 mhz) Syracuse, N.Y.—Seeks mod. of lic. to install new transmission sys. App. Jan. 2.

■ WLYK (107.1 mhz) Milford, Ohio—Seeks CP to change

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ERP to 1.2 kw and change HAAT to 511 ft. App. Dec. 28.

■ WKCD-FM (93.5 mhz) Mechanicsburg, Pa.—Seeks CP to change ERP to 0.575 kw. App. Jan. 4.

■ WYTK (95.3 mhz) Washington, Pa.—Seeks CP to change ERP to 2.14 kw. App. Jan. 4.

■ KIWW (96.1 mhz) Harlingen, Tex.—Seeks CP to change TL and change HAAT to 1,157 ft. App. Jan. 4.

■ KLTR-FM (93.7 mhz) Houston—Seeks CP to change HAAT to 1,720 ft. App. Jan. 4.

■ KXLY-FM (99.9 mhz) Spokane, Wash.—Seeks CP to change ERP to 36.7 kw and change HAAT to 2,998 ft. App. Jan. 4.

■ WKTT (103.1 mhz) Cleveland, Wis.—Seeks mod. of CP to change HAAT to 328 ft. and make changes in ant. sys. App. Jan. 4.

■ KOTB (106.3 mhz) Evanston, Wyo.—Seeks CP to change TL and change HAAT to 1,523 ft. App. Dec. 28.

TV's

Accepted

■ KBFD (ch. 32) Honolulu—Seeks MP to change TL and change HAAT to 424 ft. App. Jan. 2.

■ WWAY (ch. 3) Wilmington, N.C.—Seeks MP to change ERP to vis. 100 kw, aur. 10 kw and change HAAT to 1,953 ft. App. Dec. 28.

■ KSBH (ch. 52) Oklahoma City—Seeks MP to change coordinates and overall height above sea level to 1,304 ft. App. Jan. 2.

■ WTVE (ch. 51) Reading, Pa.—Seeks CP to change ERP to vis. 1,326 kw, aur. 265 kw and change HAAT to 1,051 ft. App. Jan. 2.

■ KZEI (ch. 67) Alvin, Tex.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change TL, and change HAAT to 1,783. App. Jan. 3.

Actions

AM's

■ KDAP (1450 khz) Douglas, Ariz.—Dismissed app. as unnecessary to change SL to TL. Action Dec. 27.

■ WINU (1510 khz) Highland, Ill.—Returned app. to change freq. to 880 khz; add night power with 250 w; increase day power to 5 kw; install DA-2; change TL, and make changes in ant. sys. Action Dec. 20.

■ WIDS (1190 khz) Russell Springs, Ky.—Granted app. to make changes in ant. sys. Action Dec. 20.

■ WVLA (800 khz) Sauk Rapids, Minn.—Granted app. to add night service with 1 kw; increase day power to 10 kw; install DA-2; change freq. to 660 khz, and make changes in ant. sys. Action Dec. 18.

■ WNYM (1330 khz) New York—Granted app. to change from shared time with WPOW(AM) to full time. Action Dec. 27.

■ WXAX (1170 khz) Lexington, S.C.—Returned app. to increase power to 10 kw. Action Dec. 20.

■ WTBH (560 khz) Brentwood, Tenn.—Granted app. to change TL. Action Dec. 21.

FM's

■ KMDX (99.3 mhz) Parker, Ariz.—Granted app. to change SL to 137 West Riverside Drive, Parker. Action Dec. 14.

■ KMZK (106.3 mhz) Sun City, Ariz.—Granted app. to change HAAT to 300 ft. and change TL. Action Dec. 13.

■ KJBA (100.1 mhz) Bethel, Ark.—Granted app. to change HAAT to 64.08 ft. Action Dec. 20.

■ KEZY-FM (95.9 mhz) Anaheim, Calif.—Granted app. to change TL; change ERP to 2.4 kw, and change HAAT to 328 ft. Action Dec. 17.

■ KXVR (99.5 mhz) Mountain Pass, Calif.—Granted app. to change SL. Action Dec. 21.

■ KOCM (103.1 mhz) Newport Beach, Calif.—Granted app. to change ERP to 2.57 kw and change HAAT to 322 ft. Action Dec. 21.

■ KKHJ-FM (95.7 mhz) San Francisco—Granted app. to change ERP to 6.9 kw and change HAAT to 1,289.04 ft. Action Dec. 17.

■ *KSCA (88.7 mhz) Santa Barbara, Calif.—Granted app. to make changes in ant. sys. Action Dec. 19.

■ KRXX (98.1 mhz) Yermo, Calif.—Granted app. to change SL. Action Dec. 21.

■ KBCO (97.3 mhz) Boulder, Colo.—Granted app. to change TL; change HAAT to 1,541 ft., and make changes in ant. sys. Action Dec. 14.

■ WPCB (94.9 mhz) Atlanta—Granted app. to install and operate aux. ant. Action Dec. 18.

■ WFMG (105.7 mhz) Augusta, Ga.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,322 ft. Action Dec. 24.

■ WLS-FM (94.7 mhz) Chicago—Granted app. to install aux. sys. Action Dec. 14.

■ WDDD-FM (107.3 mhz) Marion, Ill.—Dismissed app. to install aux. sys.; change ERP to 4 kw, and change HAAT to 418 ft. Action Dec. 19.

■ WTAO-FM (104.9 mhz) Murphysboro, Ill.—Granted app. to change HAAT to 328 ft. Action Dec. 19.

■ KLYF (100.3 mhz) Des Moines, Iowa—Granted app. to install aux. sys. Action Dec. 14.

■ WAMX (93.7 mhz) Ashland, Ky.—Granted app. to change ERP to 50 kw and change HAAT to 590.4 ft. Action Dec. 13.

■ WQXE (100.1 mhz) Elizabethtown, Ky.—Granted app. to change TL and change HAAT to 300 ft. Action Dec. 24.

■ WSIP-FM (98.9 mhz) Paintsville, Ky.—Granted app. to change ERP to 94 kw and change HAAT to 600.24 ft. Action Dec. 19.

■ WRSL-FM (95.9 mhz) Stanford, Ky.—Dismissed app. to change TL; change ERP to 1.4 kw, and change HAAT to 424 ft. Action Dec. 24.

■ KDKS (92.1 mhz) Benton, La.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 300 ft. Action Dec. 24.

■ KVKI-FM (96.5 mhz) Shreveport, La.—Granted app. to make changes in ant. sys. Action Dec. 17.

■ *WFXM (88.1 mhz) Frederick, Md.—Returned app. to relocate tower and change transmitter and ant. Action Dec. 20.

■ WMJX (106.7 mhz) Boston—Granted app. to change ERP to 15.5 kw and change HAAT to 900 ft. Action Dec. 18.

■ WITW (107.1 mhz) Cadillac, Mich.—Dismissed app. to change TL and change HAAT to 300 ft. Action Dec. 19.

■ WCFX (95.3 mhz) Clare, Mich.—Granted app. to change

TL and change HAAT to 328 ft. Action Dec. 17.

■ WFMK (99.1 mhz) East Lansing, Mich.—Granted app. to change TL and make changes in ant. sys. Action Dec. 17.

■ *WNCB (89.1 mhz) Duluth, Minn.—Granted app. to move transmitter and ant.; change ERP to 0.494 kw, and change HAAT to 240 ft. Action Dec. 27.

■ KAGE-FM (95.3 mhz) Winona, Minn.—Granted app. to change ERP to 1.31 kw. Action Dec. 19.

■ *KSOZ (91.7 mhz) Point Lookout, Mo.—Returned app. to relocate tower; change HAAT to 787 ft., and change ERP to 22.71 kw. Action Dec. 20.

■ KKEI (103.1 mhz) Imerial, Neb.—Returned app. to change TL and change HAAT to 208 ft. Action Dec. 20.

■ KWNZ (97.3 mhz) Carson City, Nev.—Granted app. to change TL; change ERP to 29.306 kw, and change HAAT to 2,186 ft. Action Dec. 13.

■ WNYM (1330 khz) New York—Granted app. to change from shared time with WPOW(AM) to fulltime. Action Dec. 27.

■ WBAZ (101.7 mhz) Southold, N.Y.—Granted app. to change ERP to 2.5 kw, and change HAAT to 333 ft. Action Dec. 18.

■ WDLA-FM (92.1 mhz) Walton, N.Y.—Granted app. to change ERP to .690 kw. Action Dec. 26.

■ WOFM (92.1 mhz) Moyock-Chesapeake, N.C.—Granted app. to install new transmission sys. Action Dec. 27.

■ WKJ (93.3 mhz) Chillicothe, Ohio—Granted app. to change ERP to 22.1 kw. Action Dec. 12.

■ WGTZ (92.9 mhz) Eaton, Ohio—Granted app. to install aux. ant. sys. Action Dec. 17.

■ WZZT (103.1 mhz) Johnstown, Ohio—Granted app. to change HAAT to 328 ft. Action Dec. 20.

■ WEYQ (94.3 mhz) Marietta, Ohio—Granted app. to change TL; change ERP to 3 kw; change HAAT to 270 ft., and change freq. to 94.3 mhz. Action Dec. 20.

■ WIMT (102.1 mhz) Lima, Ohio—Granted app. to change ERP to 11 kw and change HAAT to 1,060 ft. Action Dec. 14.

■ WPTW-FM (95.7 mhz) Piqua, Ohio—Granted app. to change TL; change ERP to 50 kw, and change HAAT to 475.6 ft. Action Dec. 17.

■ KYFM (100.1 mhz) Bartlesville, Okla.—Granted app. to change TL; change ERP to 0.95 kw, and change HAAT to 493 ft. Action Dec. 13.

■ KICE (100.7 mhz) Bend, Ore.—Granted app. to change

Summary of broadcasting as of October 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,741	170	4,911
Commercial FM	3,680	418	4,098
Educational FM	1,168	173	1,342
Total Radio	9,590	761	10,351
FM translators	789	444	1,233
Commercial VHF TV	538	26	562
Commercial UHF TV	359	252	611
Educational VHF TV	114	2	116
Educational UHF TV	172	31	203
Total TV	1,181	311	1,491
VHF LPTV	203	74	277
UHF LPTV	106	132	238
Total LPTV	309	206	515
VHF translators	2,868	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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ERP to 100 kw and change HAAT to 598.5 ft. Action Dec. 12.

■ **KINK** (101.9 mhz) Portland, Ore.—Granted app. to change HAAT to 1,674 ft. Action Dec. 13.

■ **KPUP** (107.5 mhz) Redmond, Ore.—Granted app. to change TL. Action Dec. 13.

■ **WSFM** (99.3 mhz) Harrisburg, Pa.—Granted app. to change ERP to 3 kw and change HAAT to 328 ft. Action Dec. 20.

■ **WHTF** (92.7 mhz) Starview, Pa.—Granted app. to change ERP to 0.625 kw and change transmission line. Action Dec. 17.

■ **WLVW** (105.5 mhz) Moncks Corner, S.C.—Dismissed app. to change TL; change HAAT to 300 ft., and make changes in ant. sys. Action Dec. 20.

■ **WWWZ** (93.5 mhz) Summerville, S.C.—Granted app. to change ERP to 1.5 kw. Action Dec. 18.

■ **WLAC-FM** (105.9 mhz) Nashville—Dismissed app. to change SL to Berry Hill, Tenn. Action Dec. 5.

■ **KFQX-FM** (104.9 mhz) Llano, Tex.—Granted app. to change TL; change HAAT to 326.032 ft., and make changes in ant. sys. Action Dec. 20.

■ **KFMX-FM** (94.5 mhz) Lubbock, Tex.—Granted app. to change TL; change HAAT to 564 ft., and make changes in ant. sys. Action Dec. 14.

■ ***KEOM** (88.3 mhz) Mesquite, Tex.—Granted app. to increase ant. height to 250 ft. Action Dec. 20.

■ **KTBC** (92.1 mhz) Nacogdoches, Tex.—Granted app. to install new transmission sys. Action Dec. 20.

■ **KESI** (106.7 mhz) Terrell Hills, Tex.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,016 ft., and change freq. to 106.7 mhz. Action Dec. 26.

■ **KBLQ-FM** (92.9 mhz) Logan, Utah—Granted app. to change TL; change ERP to 100 kw; change HAAT to 154 ft., and add remote control. Action Dec. 13.

■ **WAVN-FM** (99.7 mhz) Staunton, Va.—Granted app. to install aux. sys. Action Dec. 13.

■ **KMNT** (102.9 mhz) Centralia, Wash.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,057 ft. Action Dec. 13.

■ **KACA** (101.7 mhz) Prosser, Wash.—Granted app. to install new transmission sys. Action Dec. 27.

■ **KBRD** (103.7 mhz) Tacoma, Wash.—Granted app. to install aux. sys.; change ERP to 10 kw, and change HAAT to 547.76 ft. Action Dec. 17.

■ ***KTCI-TV** (ch. 17) St. Paul—Granted app. to change ERP to vis. 1,000 kw, aur. 200 kw. Action Dec. 19.

■ **KNBQ** (97.3 mhz) Tacoma-Seattle—Granted app. to change TL; change HAAT to 1,480 ft., and make changes in ant. sys. Action Dec. 20.

■ **KZHR** (92.7 mhz) Toppenish, Wash.—Granted app. to change TL; change ERP to 0.407 kw, and change HAAT to 868.4 ft. Action Dec. 19.

■ **WDEZ** (101.9 mhz) Wausau, Wis.—Granted app. to change SL to 920 Grand Ave., Schofield, Wis. Action Dec. 13.

TV's

■ ***KTCI-TV** (ch. 17) St. Paul—Granted app. to change ERP to vis. 1,000 kw, aur. 200 kw. Action Dec. 19.

■ **WTZA** (ch. 62) Kingston, N.Y.—Granted app. to change SL. Action Dec. 18.

■ **WWLF-TV** (ch. 56) Hazleton, Pa.—Denied app. to change ERP to vis. 3,653 kw, aur. 365.3 kw; change HAAT to 1,627 ft., and change TL. Action Dec. 24.

■ **WOLF-TV** (ch. 38) Scranton, Pa.—Granted app. to change ERP to vis. 3,700 kw, aur. 370 kw. Action Dec. 20.

Call Letters

Applications

Call Sought by

Existing AM's

WSRR	WCRV Star Broadcasting Inc., Washington, N.J.
WKNF	WORL FM94 Ltd., Oak Ridge, Tenn.
WUNI	WANR Jarit Ltd., Wheeling, W. Va.

Existing FM's

KFMV	KFRA-FM Franklin Broadcasting Co., Franklin, La.
WKNF-FM	WETQ FM94 Ltd., Oak Ridge, Tenn.
WZMM	WANJ Jarit Ltd., Wheeling, W. Va.

Grants

Call Assigned to

New AM's

WOOB	SE/USA Broadcasting Co., Leeds, Ala.
WGNZ	Central Florida Broadcasters, Titusville, Fla.
KAHU	Wendell J. Kaehuaea, Hilo, Hawaii
WKLW	B & G Broadcasting Inc., Paintsville, Ky.
WBZE	Peter V and Jacqueline A. Gureckis, Indian Head, Md.
WFEN	D.R.O. Inc., Fenton, Mich.
WBZN	Wake Forest Radio, Wake Forest, N.C.
WGFC	Gallimore Electronics Inc., Floyd, Va.

New FM's

KDAN-FM	Soho Broadcasting, Williams, Ariz.
KXBX	Visionary Radio Euphonics of Lake County Inc., Lakeport, Calif.
KRZO-FM	Cascade Communications Co., Tahoe City, Calif.
WOZN	Key West Communications Inc., Key West, Fla.
*KWPR	Hawaii Public Radio Inc., Wailuku, Hawaii
WWMZ	Kokosing Communications Corp., Fredericktown, Ohio
*KWSO	The Confederated Tribes of the Warm Springs Reservation of Oregon, Warm Springs, Ore.

New TV's

KOIA-TV	Haynes Communications Co., Ottumwa, Iowa
KPEJ	Odessa Family Television Ltd., Odessa, Tex.
KJJW	Powell Broadcasting Co., Texarkana, Tex.

Existing AM's

WBHY	WWAX First South Broadcasting Corp., Mobile, Ala.
KPRZ	KNEF Radio 1210 Inc., San Marcos, Calif.
WGRT	WATI Universal Broadcasting of Indianapolis Inc., Indianapolis
WMTG	WJOK Montgomery Radio Inc., Gaithersburg, Md.
WCHP	WGGD Champlain Radio, Champlain, N.Y.

Existing FM's

*KJZZ	KMCR-FM Maricopa County Community College District, Phoenix
KTCN	KNPY Beverley A. Butler, Eureka Springs, Ark.
WHOT	WEZI EZ Communications Inc., Coral Gables, Fla.
WTHZ	WOWD Kelly Communications Inc., Tallahassee, Fla.
WATI	WGRT Universal Broadcasting of Indiana Inc., Danville, Ind.
WBVS	WPRT-FM American Signal Corp., Prestonsburg, Ky.
KHLA	KHEZ KLCL Radio Inc., Lake Charles, La.
KGVM	Lloyd W. Higuera, Gardnersville-Minden, Nev.

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WW-DQ WECM DynaCom Corp., Claremont, N.H.
 *WPAR WUDD Claremont Educational Workshop Inc., Claremont, N.C.
 WONE-FM WAEZ Summit Radio Corp., Akron, Ohio
 WJMX-FM WSTN Atlantic Broadcasting Co., Florence, S.C.
 WBMW WEZR EZ Communications Inc., Manassas, Va.
 WXXK WQAW Jacor Broadcasting Group Inc., Parkersburg, W. Va.
Existing TV's
 WTMV WIUD Lakeland Public Interest Telecasters, Lakeland, Fla.

KIDK KID-TV Idaho Falls Broadcasting Co., Idaho Falls, Idaho
 KZKC-TV KEKR-TV Choice Channel 62 Partnership, Kansas City, Mo.
 KTBW-TV KQFB Family Broadcasting Co., Tacoma, Wash.

In Contest

The Review Board made the following decisions:

North Las Vegas and Paradise, Nev. (Las Vegas Electronics Inc., et al.) FM Proceeding. Scheduled oral argument for

Jan. 18 on exceptions to the initial decision of ALJ Walter C. Miller granting the app. of Las Vegas Electronics for a new FM station on ch. 28.1C at Paradise and denying the competing apps. of Debra D. Carrigan, Constance J. Wodlinger, Silver State Communications Inc., WCB Broadcasting of Nevada Inc. and new Radio Inc. for North Las Vegas. Each party shall have 20 minutes for argument; Carrigan, Wodlinger, Silver State, MCB and New Radio may reserve part of their time for rebuttal. The order of appearance is: Carrigan, Wodlinger, Silver State, MCB, New Radio and Las Vegas Electronics. By letter, Dec. 17.

ALJ Joseph Chachkin made the following decision:

Doylstown, Pa. (Central Bucks Broadcasting Co., et al.) AM Proceeding. Granted motions by Somerset Valley Broadcasting Co. and enlarged issues against Minority Broadcasting Company of the Midwest Inc. to determine whether Minority made misrepresentations to the FCC concerning the identity of its consulting engineer and if so, the effect on its basic and comparative qualifications to be a licensee; and Minority's financial qualifications. By MO&O, Dec. 20.

ALJ John H. Conklin made the following decision:

Laughlin, Nev./Glendale, Calif. (Laughlin Roughrider Broadcasting Inc. and Southern California Broadcasting Co.) AM Proceeding. Granted motion by Southern California for summary decision and resolved air hazard issue in its favor. By order, Dec. 27.

ALJ Frederick J. Coufal made the following decisions:

North Charleston, S.C. (Lowcountry Women Communications Inc., et al.) FM Proceeding. Approved settlement agreements among all applicants; granted app. of Hanahan Communications Inc. for a new FM station at Hanahan, S.C.; dismissed with prejudice apps. of Lowcountry, Charleston Minority Radio Inc., Santee Broadcasting Inc., WII-La-Saun Communications and Southern Broadcast Corp. for North Charleston; Harmony Broadcasting Corp., Radio America Inc. and Berkeley County Communications for Hanahan, and terminated proceeding. By order, Dec. 26.

Hamilton, Tex. (A. Tony Beltran, et al.) FM Proceeding. Granted motions by Roy Neal Randolph and by Hamilton Broadcasting Co. and dismissed their apps. with prejudice; by separate order granted app. of Beltran for a new FM station at Hamilton, and terminated proceeding. By orders, Dec. 26.

ALJ John M. Frysiak made the following decisions:

North Las Vegas, Nev. (Juarez Communications Corp.) AM Proceeding. Granted motion by Juarez for summary decision; resolved coverage issue in its favor, and granted its app. for a new AM station at North Las Vegas. By MO&O, Dec. 26.

Duffield, Va./Maryville, Tenn. (Duffield Broadcasting Co. and Dove Inc.) AM Proceeding. Granted joint motion for summary decision resolving mutual exclusivity between the two apps.; granted Duffield's app. for a new AM station at Duffield; granted Dove's app. for a new AM station at Maryville, and terminated proceeding. By MO&O, Dec. 26.

ALJ Joseph P. Gonzalez made the following decision:

Tampa, Fla. (Gary E. Willson, et al.) TV Proceeding. Granted motion by Willson for summary decision and resolved air hazard issue in his favor. By MO&O, Dec. 24.

ALJ Edward J. Kuhlmann made the following decision:

Christiansted, St. Croix, V.I. (Joseph Bahr and Samuel Dean Elder) TV Proceeding. Granted motion by Bahr to the extent of adding issues to determine the facts and circumstances under which Elder certified his financial qualifications and presented his programming plans on Form 301 and in light of those facts and circumstances whether Elder is financially qualified and has the requisite plans for program service. By MO&O, Dec. 20.

ALJ Edward Luton made the following decision:

Kennett, Mo., and Franklin, Ky. (KBOA Inc. and Charles M. Anderson) AM Proceeding. Accepted an amendment by KBOA Inc. changing its proposed antenna pattern from directional to nondirectional thus eliminating the electrical mutually exclusivity between the two proposals; granted KBOA Inc.'s app. to change facilities of KBOA at Kennett; granted Anderson's app. for a new AM station at Franklin, and terminated proceeding. By MO&O, Dec. 24.

ALJ Joseph Stimer made the following decision:

Austin, Tex. (Alpha Radio Inc., et al.) AM Proceeding. Granted motion by Worden Communications for partial summary decision and resolved air hazard issue in its favor. By MO&O, Dec. 24.

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Growing broadcast group offers excellent opportunity for sales oriented manager and strong local sales manager. Medium-sized Southwest markets. Send resume to Box B-108.

Fast growing group needs general manager for WDXI, Jackson, TN. High salary, profit share, equity opportunity, other benefits. Proven ability to increase sales & good people skills essential. Ideal opportunity for career-minded person. Rush resume to Jim Glassman, Vice President, Community Service Broadcasting, Inc., 811 Broadway, Mt. Vernon, IL 62864. EOE/MF.

Are you a first or second salesperson looking to move up? If you love sales, want to live in great area with lakes, fishing, boating; within 2 hours of Tampa, Disney World, & West Palm Beach, we're anxious to talk to you. Growing organization; great growth opportunity. Contact Bob Connelly, WCAC/WITS, P.O. Box 871, Sebring, FL 33870, 813-385-5151.

Alabama. Take-charge manager to operate group of four AM stations same general area. Full management of flagship, supervision of others. Salary and liberal incentive for sales-minded, cost-conscious, good ole person. Box E-11.

General manager with proven managerial, sales, marketing skills for Little Rock AM-FM facility. Excellent opportunity for proven manager who, with the highest of integrity, shares same commitment to excellence as this progressive broadcasting group. Call Sheryne Wolters, 214-458-8400.

Experienced sales manager for new 51KW stereo station in rich, fast growing market in Alaska. Applicants should have strong background in sales and promotion. Excellent salary and bonus. AAAA living conditions in beautiful suburban area, just 47 minutes from Anchorage. If you're good, but skeptical about life in the 49th state, contact us, let us tell you about ourselves and one of the best places in the nation to live. Contact: Stephen Brooks, President, KNBZ, P.O. Box 87-1890, Wasilla, AK 99687. 907-376-9688.

General manager. New FM, Ozark resort community. We are professional radio people! If you qualify as a "pro", we want to talk to you! Person chosen will earn above average income, reside in one of the finest small towns in America, and manage station with the latest broadcast equipment! Must be small town oriented, like hard work, be top salesperson, have good morals, credit, and excellent track record. Non-smokers preferred! If the qualifications scare you, you're not for us. If you think you're ready for rewarding challenge, send resume, previous employment, short narrative about yourself as a broadcaster, & include air check cassette. KTCN, P.O. Box 190, Eureka Springs, AR 72632.

Radio station manager. Strong sales background, willing to sell on the street. St. Ignace, MI, 100,000 watt FM/5,000 watt AM. Call evenings EST, 517-321-1763.

General sales manager. West Palm Beach market. Must carry list. Resume to General Manager, WKTD-FM, 10 N. Delaware, Jupiter, FL 33458.

General manager. Broadcasting group seeks full charge general manager. Large Midwest station. Position requires individual with sales, promotional & managerial skills. Excellent opportunity. Include experience, salary requirements, references in complete confidence. EOE. Resume to E. Anderson, VP Radio Operations, Park Communications, Inc., P.O. Box 550, Ithaca, NY 14850.

HELP WANTED SALES

Florida coast. 350,000 metro. 3 yrs. fulltime radio sales. Class C FM. Consistently top ratings. Begin at no drop in current income. Personal interview at station expense. EOE. Resume (in strict confidence) to Box Z-137.

Local sales manager. Successful country FM. Must have good people skills/proven performance record. Resume to G. A. Gamblin, WAMZ-FM, P.O. Box 1084, Louisville, KY 40201.

New FM sales staff being formed, offering good opportunity for hardworking account executive. Must have at least one year's radio sales experience. Must be aggressive but willing to work with others cooperatively. Must have car & be able to travel short distances. Resume to Earl Hunter, 704 LaCrosse St., La Crosse, WI 54601. EOE.

High income potential at area's fastest-growing FM station. We stole the market's top air personality and need to add sales position to cover anticipated increase in revenue. Top 150 market, but studios/offices located in quiet suburban setting. Expect \$15 to \$30-thousand first year. Modest guarantee, gas and clothing trades available. Agency and coop experience a must. Knowledge of ratings helpful. Ag experience. Send resume: Bill Bro, 2606 N. Knoxville, Peoria, IL 61604.

Georgia small market FM in need of aggressive general sales manager. Must be able to work with other people. Team player a must. EOE/MF. Resumes to Box E-25.

Sales manager. Northwest Arkansas, 200,000 population, progressive market, #1 rated station. Hardworking, talented, cooperative staff. Part of successful & expanding group that tries to promote management from within. Desire applicants who are genuine, ambitious, stable, aggressive, with at least 5-10 years' radio sales experience, preferably with some background in a leading, promotional & aggressive radio station, may be in comparable sized market, perhaps successful salesperson or sales manager whose potential is restricted. Please send complete resume with real earnings to Doug Whitman, KKIX, P.O. Box 1104, Fayetteville, AR 72701. EOE.

Arizona FM, forty miles from Tucson, needs salesperson with small market and metro expertise. Management potential. EOE. 602-889-9797.

Seeking aggressive local street salesperson for Westchester County/White Plains, NY. Premier FM station - WZFM. Upgrade yourself to an excellent local radio market. Earn top dollars with heavy commission plan. Must be available for personal interview at own expense. Call John Zanzarella, 914-747-1071. EOE.

Senior sales position with account list producing \$30K in commissions and growing rapidly. Leading class C FM/AM combo, east Texas prime growth area of next ten years. Applicants should have solid radio background, preferably with sales management potential. 214-586-2527.

\$2500 month minimum salary. KS/NEB pro-sales group owner seeking experienced salespeople. Submit provable track record, resume, billing and collection figures to Box E-38.

Account executive. Upstate NY FM. Unique opportunity. Must be experienced/aggressive. We're growing and need people to handle our account lists. WMVQ-FM, 518-843-2006.

Sales. Central Florida, medium market. Resume to WSIR, 665 Lake Howard Dr., SW, Winter Haven, FL 33880.

Leading AM country/FM rock stations, small market, have salesperson opening for area with possibilities for development. Send experience and goals to Chuck Thornton, P.O. Box 767, Martinsburg, WV 25401. EOE.

Make major market income in medium market. 100,000 watt FM signing on shortly in Medford, OR. Upward sliding commission scale; no top limits! Excellent training program and great growth opportunities. Resume to Jeff Salgo, KBGG, PO Box 1400, Cave Junction, OR 97523. EOE/MF.

SE Florida. AM/FM needs aggressive salespeople. Must have experience and excellent references. Established lists. Be prepared to work. Resume to Box E-75. EOE.

Virginia - Live/work in very attractive, growing university-city market. Excellent account list with well-established stations. Need responsible hard-worker with radio sales experience. Excellent opportunity and financial package. Letter and resume: Box E-79. EOE.

HELP WANTED ANNOUNCERS

Can you talk? Do you enjoy live telephone interaction? Can you be controversial, fun, glib, do it all live? Then this major market station wants you. EOE. Resume to Box B-9.

Upstate NY AM/FM seeks air-ready talent. Strong production skills. T&R to Box 649, Oneonta, NY 13820.

Experienced announcers wanted. Produce, write, research, promote. Minimum pay: \$250/week. 3 1/2 day work week. 2 yrs. min. experience. Apply to WRLO, PO Box 509, Antigo, WI 54409.

WWSA/WCHY. Possible opening. Experienced adult-contemporary announcer. T&R to Randy Bush, P.O. Box 1247, Savannah, GA 31402; Minorities encouraged.

New W. Texas FM. Experienced person for evening shift. Willing to get involved in community. Tape/resume to Chet Gould, KIKZ, 120 S.E. Ave. B, Seminole, TX 79360, 915-758-5878. EOE/MF.

Full announcing staff for new 51 KW stereo station outside Anchorage, Alaska. Station goes on air April 1, 1985, and seeks some broadcast pros who desire good salary, coupled with excellent living and working conditions. Send resume/air check to Stephen M. Brooks, President, KNBZ, PO Box 87-1890, Wasilla, AK 99687, 907-376-1890.

PD announcer. Energy, ideas, production, talent. Department head. Don Kern or Manager, WGUS-AM-FM, Augusta, 803-279-1380.

Tapes/resumes needed to fill afternoon drive position. Great station. WLBR, P.O. Box 1270, Lebanon, PA 17042.

One of Virginia's finest radio stations looking for pro adult communicator. Very stable organization, good benefits, beautiful area. Resume only to Box E-54. EOE.

Top 50 CHR wants to hear from morning personality. Present format not important. Rush tape/resume to P.O. Box 2346, Kettering, OH 45429. EOE/MFH.

South Florida FM - experienced air talent needed. Good communicator, production skills a must. Knowledge of country music helpful. No time and temps. Resume/tape to PO Box 2106, Clewiston FL 33440.

HELP WANTED TECHNICAL

Chief engineer. Hudson Valley AM/FM radio stations WGHQ & WBPM. AM is 5kw DA (3 towers), FM is class A. Facilities in good shape; we need someone to keep them that way. If you're interested in applying for the position, you should be familiar with directional antenna systems, digital & analog automation operations, and proficient in preventive maintenance. Applicant should be SBE certifiable. Resume/salary requirements to Walter C. Maxwell, WGHQ/WBPM, CPO 1880, Kingston, NY 12401. EOE.

Chief engineer. Class B FM, AM-DA, directional experience & general class license required. GM, WAAL/WKOP, Box 997, Binghamton, NY 13902.

Engineering manager. Oversee Sunbelt radio stations. Major group broadcaster. Must have track record working with people, as well as technical expertise in all aspects of radio. Position requires mature, experienced professional who's looking for long-term, secure position with well-established broadcasting group offering excellent salary/benefits, including pension plan. Please send resume, complete with references, to Box B-46. EOE.

Chief engineer-live in west central Florida, handle technical functions for 2 AM + 2 FM in same general area. Box E-12.

Suburban Cleveland AM seeks experienced engineer for 15 to 20 hours monthly maintenance. Resume to WBKC, Box 266, Chardon OH 44024.

Growth oriented Texas group - 3FM/2 AM - seeks motivated self-starting chief. Security plus for the right individual. Box E-72.

HELP WANTED NEWS

News-sports director: Minimum pay \$250/week. 3 1/2 day work week. 1 yr. minimum experience required. Apply to WRLO, PO Box 509, Antigo, WI 54409.

Anchor-reporter. Journalism educated or experienced in local news. Resume, tape, writing samples: WCSS, Amsterdam, NY 12010.

News director. Hilton Head Island, SC. News director. Growth market. Local news is our #1 asset for AM/FM facility. Experience a must in gathering, writing, delivering news. This market expects the best. \$20,000 for right person. Tape/resume to Carl McNeill, WHHR/WHHQ, 14 Archer Rd., Hilton Head Island, SC 29928, 803-785-9447. EOE.

Small market Iowa station needs hardworking news director. Tapes/resumes to Leighton Hepker, Box 940, Maquoketa, IA 52606.

North Carolina 100 KW CHR FM seeks news director. Must have two years' experience in commercial radio news. Strong writing/delivery skills musts. If you have the qualifications, come join growing company in the beautiful Carolinas. Send resume, references, salary requirements to Box E-43. EOE.

Middle market AM/FM seeking responsible, experienced individual to assume news directorship and air shift. Established, stable market leader. 1000 watt AM/100,000 watt FM. State award winners in news and public affairs. Good starting salary, medical, dental, other benefits. Resume/tape with self-written and recorded feature story and newscast to Jill Adams, PD, WNAT/WQNZ, Box 768, Natchez, MS 39120. EOE.

Promotions create opening for anchor/reporter at SC Network. Government reporting experience helpful. Tape/resume/writing sample to Jack Jones, 1825 St. Julian Place, Columbia, SC 29204.

Top news station, small New England college town, has two openings: news director wanted with good administrative skills. Moming anchor for heavy local news. Entry level reporter needed. Should have writing skills. Good delivery stressed. Tape & resume: Darrel Clark, GM, WTSL Radio, Box 1400, Lebanon, NH 03766.

Leading AM country/FM rock stations, small market, have immediate opening for aggressive newswoman concerned with community involvement. Resume/demo tape to David Plume, P.O. Box 767, Martinsburg, WV 25401. EOE.

Ready to move up to medium market all news & information station on the East Coast? Resume & tape to WILM, P.O. Box 1990, Wilmington, DE 19801. EOE.

News director. Aggressive news dept., NPR affiliate public/community radio, isolated SE Alaska town of 8,000. 3 yrs. radio news experience. Must manage paid staff and volunteers. \$20 - \$25,000, DOE, plus benefits. Open until Jan. 15, 1985. Call KCAW-FM, 907-747-5877. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Program director. 100,000 watt NPR affiliate, western KY. Responsible for overall sound of station, which is 40% classical, 24% information, 21% jazz. This includes programming, production, on-air promotion. May teach audio production. Bachelor's degree, 2 years experience in public radio, strong production skills, supervisory experience. Salary \$17,000 plus, depending on qualifications. Starting date March 15 or as soon as possible thereafter. Closing date January 30 or until filled. Send resume, audition tape including production samples, references to Jane Moore, Chair, PD search, Box 2018, University Station, Murray, KY 42071. Murray State University, an equal opportunity/affirmative action employer.

SITUATIONS WANTED MANAGEMENT

General manager, 18 yrs. experience, last 2 in unrelated field. Desires return to broadcasting. POB 532462, Grand Prairie, TX 75053.

Hard working general manager with experience from ground up. Excellent references, presently employed. Early thirties, family. Seeking good opportunity with possible equity; small markets, Ohio, nearby. Box E-23.

30-year vet, 15 years management & ownership, available February 1st. Prefer lower Midwest. 319-334-4971.

GM. Proven record of success. Dedicated, organization, motivator, administrator. If you need professional, experienced GM, call Pat, 816-259-2098.

Experienced small market GM seeks opportunity with growing organization. Hard working, reliable, responsible. Prefer Southeast. Box E-52.

Ready for a great '85? Contact general manager in Southern market with proven ratings/sales track. Box E-65.

Medium market general manager with sales expertise desires to relocate. Capable of developing industry leader again. FCC, programming, people skills. Available soon. Box E-73.

GM/GSM. Wanting new opportunity. 12 years' experience promotion, ratings, sales, & management. Outstanding track record. Will consider equity position. Currently positioned, but station's been sold. Prefer lower Midwest or South, medium sized market. Excellent references. Box E-74.

SITUATIONS WANTED SALES

Sales, sales management. Direct, agency, new business 'go getter'. Relocate? Yes! TV or radio. 317-251-8698.

Hungry, ambitious salesman. Loves hard work. Seeking challenge from established or up and coming station. Will relocate anywhere! Cameron J. La Clair, 1519 Kingman Pl., NW, Wash., DC 20005, 202-483-7126.

SITUATIONS WANTED ANNOUNCERS

Urban personality seeks refined A/C format. "Thinking person's" announcer. Distinctive phrasing. Clear enunciation. Have voice, will travel. T & R: George, 312-348-3314.

Experienced announcer wants job with news writing possibilities. Good family-life area preferred. Katrina, 619-292-9444.

Play-by-play sports announcer. White Sox/Pirates exhibition baseball, Illinois high school football (1984). Sports director WSPB-Sarasota. U-IL. grad. Call Noah Charles, 813-349-0608; 202-737-5000. Tape/resume upon request.

Small mkt. news & announcer experience, FCC 1st, automation. Seeking move up. Realistic goals. Bill, 516-674-4134.

Hardworking female seeks entry level position, East Coast. Newspaper experience, broadcasting training. Box E-45.

Don't pay me until you know I'm right for the job! Journalism grad, experienced announcer 4 years away from radio seeks full/part-time position, central/west Florida. Bruce, 813-794-6140.

Beautiful music announcer from Bonneville's KOIT, WRFM, also KJOI. Prefer major market. 602-266-9229.

Enthusiastic and versatile beginner with professional attitude. Will relocate, any shift. Mike, 414-483-6345.

SITUATIONS WANTED TECHNICAL

Chief engineer, mature/well experienced in audio and RF, seeks employment at successful station with stability. Tennessee area only. 615-579-1135 after 6:00 PM EST.

Chief engineer looking for similar position, Eastern market. 15 years' experience includes FM, AM, DA, studio, transmitter, installation, repair, and maintenance. 804-233-1545.

17 years experience most phases. 1st phone engineer/announcer seeks position as assistant engineer in major market. Currently chief operator. Excellent references. Midwest, prefer Iowa. Box E-77.

SITUATIONS WANTED NEWS

Sports reports, interviews, editorials, PBP, talk show. Experienced, professional sportsaholic seeks to move up to major college or major mkt. Box B-92.

Sportscaster seeks permanent oppty. Network experienced, all news format, heavy pro/college PBP background. All opptys. in radio/TV considered. Currently freelancing. Bob Buck, 602-294-1826.

Dedicated news pro ready for work. 12 years regional/national news exp. 4 years news director nationally acclaimed New England station. Crisp newswriter. Strong on-air. Skilled talk show host. Box E-29.

Experienced reporter, excellent voice, writing skills, news judgment, dedication. Prefer California or Southwest. 818-508-7148.

News-sports director, 10 years experience, looking to advance career. Would accept position in news, sports, or both. Extensive PBP experience basketball, baseball, football. Dedicated, hardworker. Dan, 405-382-7766.

TV sports personality wants back into first love: play-by-play sports coverage. A walking sports encyclopedia with dynamic and riveting but really likeable delivery in 4 major sports. Ohio U grad, one year radio and 1 1/2 years TV experience in college and pro level sports reporting. Currently in medium size market. Ready to move. Write Box E-50.

Sports/news position sought. Solid PBP all sports, creative writer, conversational, committed professional. 201-763-5587.

Sports director/sports broadcaster position desired. Experienced sports broadcaster desires to relocate for career advancement. Sports oriented, good delivery, attractive appearance, traditional, ambitious, knowledgeable, any location considered. B. A. communications. 419-865-0765.

Want to relocate to North Central states. Wisconsin or surrounding states. Looking for news or news/announcer job. Experienced. Rob, 817-322-2162.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Programming professional with operations manager experience. Ten years includes most formats, automation, first phone. Promotional/managerial skills, aggressive. Thom, 601-868-1504.

Copywriting with character! Variety of "voices" for creative production, too! Professional, academic, even personal credentials. Will relocate. Tim Prchal, 309-837-4582.

Creative services/production director. Award winning production, money making specs. Pro now employed in top 50. Looking for better opportunity. 517-773-9273.

Experienced PD with winning attitude, ready to help your country station in all programming areas. Solid, professional background with top-rated country/AC stations. Truly dedicated pro looking for great station/group. Mark, 205-759-2936.

This twenty-year pro seeks new programming and production challenges. If yours is an audit operation, let's get together. This one's not a waste of your time. Box E-78.

TELEVISION

HELP WANTED MANAGEMENT

Chief engineer—expanding three station network, Wyoming. Minimum ten years in TV. Must have operational record, effective communication skills. Responsible for budget prep., compliance with FCC, system design/implementation, supervise staff of 8. Reply in confidence with resume/salary requirements to Consultant, KCWY-TV, Box 170, Casper, WY 82602.

Executive director of state ETV network. Requires administration in public broadcasting or related field. Strong in public relations, governmental relations, planning, evaluation of both instructional and community programming. Should have experience in fiscal affairs including development. Salary range: \$40,900 to \$50,900. Applications must be postmarked by February 1, 1985. Send letter of application, including references, complete resume to Selection Committee, c/o Personnel Officer, Louisiana Educational Television Authority, 2618 Wooddale Boulevard, Baton Rouge, LA 70805. Louisiana Educational TV Authority is an AA/EOE.

Asst. chief engineer. #1 TV station, 50's market, seeks asst. chief engineer. Strong maintenance skills, FCC general class license required. SBE certification a plus. Good opportunity for growth with fast moving organization. Send resume, salary history, references to WTVR-TV, Attn. Frank Lawrence, 3301 W. Broad St. Richmond, VA 23230. EOE/MF.

First and only TV station in Ventura County, So. Calif., scheduled air date April, 1985. We need experienced, top notch people for the following jobs: news director, asst. chief engineer, asst. sales manager, promotion mgr. Interviews start January 15th. Forward resume/salary level to KTFE-TV, 211 So. Beverly Dr., Suite 110, Beverly Hills, CA 90212.

Engineering manager. UHF-NBC affiliate, Charlotte, NC, seeking strong leader to run engineering department. One who can motivate people and match the energy and commitment of our management team. Prefer 5 yrs. TV engineering mgmt. exp. Will consider asst. chief engineers from major markets. Ability to manage & control major budget, strong knowledge of transmitter and studio operations, and good understanding of digital electronics. Send resumes to Human Resources, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218-0665. EOE.

Ready for the fast lane? Progressive growing TV group needs top general manager to replace general manager who's retiring. We prefer 3-5 years' experience. Station located in growing, medium size market. Send resume in confidence to Box E-58. EOE/MF.

National sales manager. Top group owned VHF affiliate, growing major Midwest market, seeks skilled NSM. Previous national sales and/or rep sales experience required. EOE. Resumes to Jeff Cash, GSM, WCMH-TV, P.O. Box 4, Columbus, OH 43216.

Controller. Seeking highly motivated person to manage business office staff at growing independent TV station. Three years business experience necessary, computer skills desirable. Competitive salary/excellent benefits package. Submit resume to WFSL-TV, 600 W. St. Joseph St., Lansing, MI 48933. Equal opportunity employer.

General sales mgr. Hands-on manager. Medium mkt., SW. If you demonstrate success in this mkt., will have opportunity to move up to top 50 mkts. Excellent salary/benefits with multi-operator. Resume to P.O. Box 27206, Houston, TX 77027.

Development manager. University PBS station, Southwest. Requires degree in communications or marketing plus two years fundraising experience; or equivalent combination of education and experience; strong administrative, communications, selling skills; ability to recruit/motivate volunteers. Will coordinate pledge weeks, membership campaigns, annual auction, solicit underwriting, maintain records. \$18,000-\$21,000. Resume/names of three professional references postmarked no later than January 25, 1985, to Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. New Mexico State University is an AAEOE.

General sales manager. Strong leader to help position market and station for dynamic growth. Terrific growth opportunity. Gulf Broadcast Group. ABC affiliate. Contact Scott Vaughan, GM, KESQ-TV, P.O. Box 4200, Palm Springs, CA 92263. EOE.

HELP WANTED SALES

National sales manager. Seeking motivated individuals who are interested in making a contribution. Ideal candidate should be self-starter with thorough understanding/knowledge of national sales and inventory control. We are a growth company looking for individuals with growth potential. Resume to Ben Tucker, Executive Vice President, Retlaw Broadcasting, P.O. Box 1938, Monterey, CA 93940.

Local sales manager. Are you ready for the fast lane? We are looking for local sales manager or account executive ready to move up and lead our sales team. We are leading affiliate in top 100 Southeast Sunbelt market; compensation mid \$30's plus benefits. If you feel you can meet the challenge, send resume to Box B-110. EOE.

Regional account executive. WSOC-TV, Cox station, Charlotte, NC, has opening for regional account executive. Minimum two years TV sales experience with major agencies required. Contact David Parker, LSM, 704-335-4719; Jerry Pelletier, GSM, 704-335-4717; P.O. Box 34665, Charlotte, NC 28234. EOE, MF.

Top independent station, Sunbelt market, seeks experienced account executive. 3 years in TV sales preferred. Send resume to Box E-10. EOE.

GSM. Upper Midwest, 250,000 pop. market. Salary + incentives. Join growing corp. with many future broadcast acquisitions. Be prepared to move up on results. Send resume/success stories to Box E-22.

Account executive. WTVB, CBS affiliate, Raleigh/Durham, seeking team-oriented person with proven track record of excellence in TV sales. A Capital Cities Communications station, WTVB offers major benefits and opportunity to grow with one of the industry's leading groups. Apply in writing to Denis O'Connor, General Sales Manager, WTVB, P.O. Box 2009, Durham, NC 27702. EOE.

Director of sales—general sales manager. WTKK-TV, Washington, DC/WTLN-TV, Richmond, VA. Establish and run sales departments both stations. Management experience desirable. Stations are 50% entertainment/50% religious. Christian experience necessary. Write: General Manager, WTKK-TV, Box 3150, Manassas, VA 22110. EOE.

Sales executive. Minimum 2 years' sales experience. Media sales preferred. Send resume by January 25, 1985, to Personnel, WTRF-TV, 96-16th St., Wheeling, WV 26003. EOE.

New business development. Top 10 Sunbelt affiliate seeks aggressive self-starter with proven track record in retail sales development. Knowledge of vendor programs, co-op, production helpful. Resume to General Sales Manager, P.O. Box 11, Houston, TX 77001. EOE.

TV account executive. Must be energetic self-starter willing to learn entire station operation while performing in local sales. Candidate must have proven track record of successful new business sales plus solid account management. Prefer radio or TV experience, but will consider related field experience. WYNY is part of growing multiple station group with limitless opportunities. Equal opportunity employer. Resume to Bill Bradley, General Manager, WYNY-TV, 100 Market Square, Burlington, VT 05401.

HELP WANTED TECHNICAL

Maintenance engineer—major Florida post production facility, with latest digital equipment, has opening for talented, self-motivated television engineer. Must have strong maintenance skills, & digital experience. Beautiful facility, friendly atmosphere. Call Bruce Graham, Chief Engineer, 305-920-0800.

Video maintenance engineer. Minimum 3 years' experience maintaining/repairing studio cameras, GVG switcher, master control equipment, 1" and 2" VTR's, extensive experience with 3/4" Sony VCR's. Knowledge of digital and analog theory a must. Contact Bob Martin, 408-998-7344; send resume to BAI, 1310 N. Fourth St., San Jose, CA 95112.

Growing #1 station seeking good, self-starting technical engineers wanting career in broadcasting. Engineering, transmitter, studio maintenance experience preferred. Send resume to KTVP-TV, P.O. Box 1029, Fayetteville, AR 72701.

Chief engineer. Midwest group owner seeks chief engineer and asst. chief for Fort Wayne, IN independent, WFFT. Hands on experience with UHF transmitters, studio equipment, EFP is essential. Previous experience as chief or asst. chief preferred. Resume, references, salary history to Director of Engineering, 4 S. Main St., Dayton, OH 45402. EOE.

Maintenance engineer. Major market station looking for 3/4" maintenance engineer. Candidates must have Associate's degree in electronics or its equivalent, with two years 3/4" technical experience. Responsibilities include design and construction of edit suites, maintenance of 3/4" video tape machines and ENG/EFP equipment. Send resume/salary history to WGBH, Personnel Office (A-202), 125 Western Avenue, Boston, MA 02134. Equal opportunity employer.

Chief engineer. Hands on chief. Full power UHF independent TV. On air 1 year. New equipment. RCA Transmitter. Salary based on experience. EOE. Contact Mr. Butler, WKCH-TV, Box 3809, Knoxville, TN 37927, 615-971-4343.

Maintenance engineer. Southeast affiliate. Broadcast experience in maintenance of studio cameras, VTR's, ENG, switcher, film chains, etc. Reply: Personnel Director, WSET-TV, Box 11588, Lynchburg, VA 24506. EOE.

Broadcast technician III. \$1826 - \$2337 per month effective January 1, 1985. Need immediately - lead position, four station Washington State University telecommunications system. Requires four years full-time experience/training in radio or TV broadcast technician work. Strong experience in RF transmission, microwave systems, two-way radio preferred. Experience with Harris, GE, Macom a plus. First class FCC radio-telephone operators license may be required. Apply by January 17, 1985, to Staff Personnel, 134 French Administration Building, Pullman, WA 99164-1014, 509-335-4521. WSU, an EOE.

Chief engineer. Well-established and successful independent UHF station, top 50 market, has opening for experienced chief engineer with the following qualifications: understands how to manage and train personnel, has knowledge of state of art technology to plan for future station growth; must be willing hands-on engineer to maintain equipment for maximum performance. If you have the necessary qualifications, with at least three years experience as chief engineer, we offer exceptional opportunity for growth along with above average salary and benefits. EOE. Box E-6.

TV chief engineer. If you are presently assistant chief engineer or broadcast engineer with 5 years television experience, we're looking for you to become our next chief engineer. Excellent career opportunity to train with retired chief engineer with 32 years' experience. Transmitter experience desirable. FCC license required. Full benefits, car, 100% insurance, moving expenses. Equal opportunity employer. Box E-24.

Assistant chief engineer. Western VHF looking for right person to assume duties of assistant chief. Must be well versed in digital techniques, have experience with RCA cameras, Ampex and Sony video tape machines. Must have take charge attitude and show proper leadership in maintaining all varieties of TV broadcast equipment. FCC license required. Box E-31.

TV maintenance engineer with chief engineer qualifications. Microwave and translator systems experience required. Reply to Weldon Paulsen, DOE, MTN, P.O. Box 2557, Billings, MT 59103.

KOVR-TV, Sacramento, seeking dynamic, self-starter to act as primary ENG maintenance engineer. Must be familiar with ENG cameras and Sony 3/4" VTR's, be able to work well with competitive news department in 20th market. SBE certification a plus. Salary \$30K+. Contact Bob Hess, 916-927-1313, or direct correspondence to C/E, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. KOVR-TV, an equal opportunity employer, M/F.

Maintenance engineer. Maintain/repair studio equipment. Work with minimum supervision. General radiotelephone license required; prefer applicant with minimum one year technical experience in TV broadcasting &/or electronic technical training & digital experience. KTUL is an equal opportunity employer with excellent advancement opportunities/benefits package. Resume to Personnel Director, KTUL-TV, Inc., P.O. Box 8, Tulsa, OK 74101.

Engineering manager. Oversees TV studio operation in northern New Jersey. Position has responsibility for maintenance and videotape operations, including supervision of eight person staff. Please respond in writing to Bill Schnorbus, Asst. Director of Engineering, New Jersey Network, 1573 Parkside Ave., CN777, Trenton, NJ 08625.

Engineer—WFSB-TV, Post-Newsweek station, seeking operating engineer. Candidate should be able to operate broadcast teleproduction equipment, such as camera, videotape, audio and video switching. Applicant should have strong technical background; technical degree or equivalent experience and/or FCC license preferred. Send resume to Personnel Department, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE/MF.

Midwestern CBS affiliate seeks experienced, knowledgeable engineer. Must be leader and have excellent T.D. skills, as well as solid understanding of NEC optiflex or A.D.O. Ability to do minor maintenance a plus. First class license regarded. Send resume/salary requirements to WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE/MF.

New York City duplication facility seeks videotape operator, 5:00 p.m. - 1:00 a.m. shift. Must have 2" and 1" experience. Supervisory experience a plus. Excellent salary/benefits. Resume/salary history to Box E-68.

Entry level position for dedicated individual desiring to learn videotape operations. Flexible hours a must. Resume to Box E-69.

Established independent TV station, Mid-South top 50 market seeking maintenance technician with at least two years' experience. First or general class license required, and good working knowledge of both studio and transmitter operation and maintenance. Respond with experience, salary requirements, references in complete confidence to Box E-71. EOE.

HELP WANTED NEWS

Anchor. 11 P.M. KCOY-TV, Santa Barbara/Santa Maria. Applicants must have some anchor experience. Strong writing-producing ability. No calls. Rush tape/resume to Jim Harrison, KCOY-TV, 1503 N. McClelland, Santa Maria, CA 93454. EOE.

Prime anchor needed. Sunbelt market. Tape/resume/letter to Newspeople, 400 Town Center, Suite 655, Southfield, MI 48075.

Co-anchor. CBS affiliate, southeastern market. Looking for experienced television reporter who can write, edit, anchor. Job will require field reporting; you must be able to demonstrate that you can talk conversationally on the air. Tape, resume, writing examples to News Director, WCBI-TV, P.O. Box 271, Columbus, MS 39703. No phone calls, please. EOE.

Weekend anchor. Seeking weekend anchor with potential to move into weeknight slot. Tapes/resumes to Mike Piggott, News Director, WLFI-TV, 2605 Yeager Rd., West Lafayette, IN 47906.

Chief photographer. Totally news-oriented Southwest network affiliate looking for chief photographer. Candidate must have excellent shooting/editing abilities, plus proven record of leading and teaching. Station is dominant number one and getting better. References/resume to Box E-5. EOE.

News photographer. ENG/editing experience or training. Texas Gulf Coast VHF. Journalism helpful. EOE. Resume to Box E-20.

Anchor/reporter. Join hard-working newsteam and anchor award-winning nightly news for unique cable operation. Staff of eight; competitive with broadcast. Considerable reporting experience required. Salary—high teens. Mature and hard working only apply. Tape/resume to Personnel Department, Palmer Communications Center, 333 8th Street South, Naples, FL 33940. Equal opportunity employer.

Now is the time to send your tape/resume to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

Weekend weathercaster. Top-rated station looking for experienced TV weathercaster. Provide forecasts for four weekend newscasts. Environmental reporting three times a week. Computer background helpful. Meteorologist preferred. Top 25, network affiliate, Southwest. Resume to Box E-36.

Sports reporter/anchor. Minimum 2 years' experience in commercial TV. Experienced in writing, producing, presenting a TV sportscast, and packaging, plus knowledge of sports. Needs experience in production, editing, live reports. Join 3 on-air person sports department. Sunbelt, top 25, CBS, group owner. Resume to Box E-37.

Southwest top 75 market. Anchor, primetime news. Three years' experience minimum. Sound news judgment, strong writer. EOE. Resume only to Box E-53.

Reporter. If you're the best reporter in your market now, & no longer challenged, we'd like to hear from you. Midwest mid-sized market committed to quality. Resume to Box E-55.

Weathercaster. Weekend weather spot available with state of the art equipment. Applicant must be meteorologist, personable, professional. Midsize market. Resume to Box E-56.

TV producer/reporter for prime-time documentary series. Bachelor's degree, plus 1-2 years experience with long-form TV documentary production. Send resume/tape to WXXI, Personnel Department, P.O. Box 21, Rochester, NY 14601. EOE.

General assignment reporter. Good, medium market CBS affiliate. Must have several years' reporting experience. Live work a big plus. Resume to Ned Warwick, WTVN, P.O. Box 2009, Durham, NC 27702. EOE.

Experienced assignment manager for #1 Post-Newsweek station, Sunbelt. Applicants must have minimum 2 years' experience, and have desire to progress up management ladder. Send applications to Mel Martin, P.O. Box 5270, Jacksonville, FL 32207. EOE.

Producer. New nationally syndicated weekly news program is seeking program producer. Must have strong news background with creative production sense. Prefer individual with experience in covering federal government. Send resume and salary history to Box E-76.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Award winning audio production house seeks engineers for new studios. Must be capable of producing award-winning sound tracks for slide and video shows, radio, and film. Must relate well to clients; have working knowledge of music and SFX libraries. Resume/tape to SoundHound, 45 W 45th Street, Suite 405, NYC 10036. No phone calls.

Production manager. Northern California UHF independent. Manage 8 person department for both on-air and commercial production. Resume to Box B-120. EOE.

Film colorist. Experienced person only for major mid-Atlantic teleproduction facility adding film to tape room. Resume to Hal Lipman, E. J. Stewart, Inc., 525 Mildred Ave., Primos, PA 19018. EOE/M-F.

Creative promotion manager. KBVO-TV, aggressive, highly-rated, successful independent, in the capital of Texas. Austin, the fastest growing city in Texas, home of Univ. of Texas, surrounded by hill country, lakes, rivers. If you are successful, talented, imaginative, experienced in station promotion, publicity & advertising, we want to talk to you. Resume to Clyde Formby, KBVO-TV, P.O. Drawer 2728, Austin TX 78768. EOE.

Talent/writer/producer. Major NW NBC affiliate seeks talent/writer/producer to work with specials unit in developing issue and entertainment-oriented prime time specials. Minimum 4-5 years experience writing, producing, and as talent on comparable shows. Resume/tape please to Bob Jones, Programming Manager, KING-TV, 333 Dexter Ave N, Seattle, WA 98109. No telephone inquiries, please. Position closes 1/21/85. An EOE.

Graphic designer. WXFL-TV, Tampa, FL looking for designer with broadcasting experience to join our award-winning team. Applicants should be experienced in print as well as on-air graphics. Electronic graphics experience preferred. Resumes to Chuck Easler, WXFL-TV, Box 1410, Tampa, FL 33601. EOE, M/F.

Coordinating producer for national public TV series, The New Tech Times, based in Madison, WI, at WHA-TV. Duties include segment research and idea development, coordination of uplink interviews, pre-interviewing of segment subjects, coordination of field segment editing, some field production responsibilities, production and editing liaison with free-lance producers. One to two years broadcast news producing or reporting experience and B.A. in journalism, communications, or related field required. Knowledge of small format field production and editing, satellite uplink procedures desired. Minimum starting salary \$18,000 - \$20,000, plus liberal benefits. Send letter of application, list of five references, resume, 3/4" or 1/2" videotape sample of work, by January 25, 1985, to Jeff Clarke, Executive Producer, The New Tech Times, 821 University Ave., Madison, WI 53706. WHA-TV, an equal opportunity employer.

Director on-air promotion. Responsible for production of on-air promotion for top 50 network affiliate. Must be highly motivated and creative with strong skills in production and writing. Resumes to Personnel Mgr., WSAZ-TV, P.O. Box 2115, Huntington, WV 25721. EOE/M-F.

Television syndication firm seeking individual to work in research/promotion capacity. Must possess solid background in rating services. Your goal: proving why our product is a "must buy" on agency & station level. Will also coordinate advertising/promotion with our agency. Resume to Box E-44.

Host/co-host/associate producers. Top 20 market station planning new live morning show, and we're going to do it up right. We are looking for two associate producers who are strong in imagination/initiative, as well as host and co-host. Send resumes to Box E-59. EOE/M-F.

Director-switcher. Proven hands-on ability in news/production. South Texas VHF. EOE. Resume to Box E-21.

Top 20 market station in search of director with solid experience directing live news. Applicant should be self-motivated leader capable of participating in development/maintenance of creative visual format of the program. Send resumes to Box E-60. EOE/M-F.

The right stuff. KPLR-TV seeking experienced promotion writer/producer with heavy emphasis on creative movie promotion. If you're strong writer, well-organized, reliable, want to be part of 1 of the top indys in the country, send resume to Steve Grzyb, Promotion Manager, KPLR-TV, 4935 Lindell Blvd., St. Louis, MO 63108. EOE.

Program marketing executives. KCET/28, Los Angeles public TV station, offers exciting opportunities to join our new program marketing team which is responsible for corporate and foundation funding development for productions and programming. Manager - program marketing. Manages program marketing team in southern California. Handles key accounts, develops marketing plans and strategies. Minimum 5 years television advertising sales, marketing or development management experience. Strong local contacts essential. Publicity and promotion background helpful. Manager - national program marketing. Develops national accounts for funding KCET productions to be televised nationally and internationally. Ideal candidate has considerable marketing and fund development experience in television production. Strong corporate public relations, advertising, or marketing background. High level executive contact with Fortune 500 companies and major national foundations. Extensive travel. Excellent compensation plan. Only resumes with salary requirements will be considered. Respond to KCET/28, Nancy Rishagen, 4401 Sunset Blvd., Los Angeles, CA 90027. EOE.

KUAC-TV, small public TV station in university community, on America's last frontier, seeks assistant program manager to supervise preparation of daily logs, manage tape library, help with facilities scheduling & promotion. Minimum salary \$30,264. KUAC-TV, University of Alaska, Fairbanks, AK 99701. Deadline: 1/25/85. University of Alaska is an EO/AA employer and educational institution. Your application for employment may be subject to public disclosure if you are selected as finalist.

Production operations manager. Public TV station seeks individual to oversee management, scheduling and operation of WILL-TV studio and associated remote production equipment. Must be able to function as lead crew member operating equipment, as lighting designer, videographer, and tape editor. Salary \$17,000 minimum. Baccalaureate degree and relevant professional experience. Apply before February 1, 1985, to William E. Glaeser, Station Manager, WILL-TV, 1110 W. Main St., Urbana, IL 61801. Equal opportunity employer/AA.

Videographer/editor. News magazine/mini-documentary. BA or equivalent. 2-3 years' experience. Salary \$15,432 plus 22% benefits package. Send resume and tape. Deadline January 30, 1985. Contact: Dan Smith, Production Manager, WSWP-TV, P.O. Box AH, Beckley, WV 25802-2831.

TV production technician. Produces instructional programs, supervises production crew, monitors cable operations, performs minor repair/maintenance on equipment. Requires Bachelors + 2 years production & engineering experience, or approved combination, 1 year supervisory experience. Salary \$15,886. Closing date 1/25/85. For application, call Personnel, Howard Community College, Columbia, MD 21044, 301-992-4817. EEO/AA.

SITUATIONS WANTED MANAGEMENT

News director. Experienced, competitive administrator seeks competitive ownership for long-term association. Especially interested in number three determined to be number one in 40's-70's markets. Box B-117.

GM of profitable LPTV looking to move to full power in top three market. Box E-62.

Operations/technical/general management. 28 years' broadcasting and video production experience, looking for new challenge. Strong people motivator and cost reducer. Box E-70.

SITUATIONS WANTED SALES

Mature sales executive. Self-starter. Radio or TV. 912—228-5392.

SITUATIONS WANTED TECHNICAL

3 years' experience TV operations, light maintenance, general radio telephone license, member SBE, broadcasting degree, available now. 817—665-9405.

SITUATIONS WANTED NEWS

News director. Managing editor-assignments editor for small market ready to move to top spot in small or medium market. Excellent references. John Morvant, 318—981-1383.

TV sports reporter. 84 MS TV journalism. Major market network affiliate experience. Production pro too. Can and will do everything. NBA/NCAA/AAA/500. Single. Will relocate. Entry level position more important than salary. Rick, 317—849-3913.

Meteorologist. Mature, experienced weather enthusiast available for your next book. Down home style combines warmth/humor with credible information. Strong computer graphics knowledge, feature & environmental reporting skills. 915—944-2926.

Veteran sportscaster, 34, who thrives on knocking socks off the competition. Seeks exciting opportunity to apply my versatility, leadership, & credibility. Available immediately. 203—673-2231.

Awards, references, outstanding audition tape. Aggressive, articulate, artsy, too. Small station's been sold; I'm looking. Best work's been in the field, but you'll like my anchoring, too. Box E-35.

TV sports reporter. Great personality, upbeat delivery. True sports pro, ready to move onto bigger and better things. Ohio U. grad, one year radio and 1 1/2 years TV experience in college and pro level sports reporting. Currently in medium size market; heading for the "big time". Let's meet along the way. Tapes available. Write Box E-51.

Feature reporter, top 16, desires large market station planning "on the road" series/programs. Box E-61.

ENG photographer-news-production. 3 1/2 years' experience in Washington DC market. Promo and spot copywriter. Exp. Contact Jim, 301—933-4390; 2009 Blueridge Ave., Wheaton, MD 20902. Will relocate.

Broadcast meteorologist—could your station benefit from a credible, pleasant meteorologist who can make a difference in your weather presentation? Call Tim, 312—894-6349, evenings, CST.

Experienced on-air TV-radio reporter. DC area or proximity. Box 2793, Laurel, MD 20708.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Do you need innovative ideas, fresh writing, & bottom line producing for your commercials/industrials/documentaries? Hands-on, free-lance producer/writer (MS. film production '83, experience major markets/overseas) seeking position to permanently work rear end off. Martin Glenday, 412—391-5240.

Audio professional looking for freelance work. 10 yrs. experience. Has own equipment. Remote or studio production. Box E-64.

Videotape editor. Freelance or fulltime. 10 yrs.' experience on CMX, Sony, Convergence equipment. Go anywhere, anytime. Box E-63.

ALLIED FIELDS

HELP WANTED INSTRUCTION

TV production. Hampshire College seeking visiting assistant professor with demonstrated ability in documentary video production and/or television journalism. Candidates should have professional experience and must be able to teach video production technique and either documentary history, journalistic writing & reporting, or media criticism. Graduate training desired. Appointment is for two-year contract beginning September, 1985. Send letter, vita, three recommendations to Television Search Committee, School of CCS, Hampshire College, Amherst, MA 01002. Application deadline: February 15, 1985. AA/EOE.

Broadcast news. Search reopened. Tenure track position. Ph. D. preferred, experience in TV news, potential as successful teacher and researcher. Rank/salary dependent upon qualifications. Deadline for application: February 1, 1985. Send letter of application/curriculum vita to Dr. Larry Lorenz, Chairman, Department of Communications, Loyola University, New Orleans, LA 70118. Loyola University, an affirmative action/equal opportunity employer.

Instructor/assistant professor. Teach broadcast management, news, broadcast advertising/sales, media law, broadcast copywriting. 12 hours per semester, possible supervision of campus radio station, and/or internship program. M. A. required, Ph. D. preferred, teaching & broadcast industry experience desired. Salary competitive. Letter, resume, transcripts, 3 letters of reference to Dr. June Smith, Head, Department of Speech, Communication & Theatre, Box 275, WTSU Station, Canyon, TX 79016, 806—656-3248. EOE.

Instructor or assistant professor. Initially to have primary responsibility for broadcast journalism courses with one quarter of full-time load associated with management of student-operated, 3,000-watt non-commercial radio station. Ph. D. or ABD in journalism or mass communication preferred; Master's degree required. Both teaching and professional experience (preferably in radio station management) desired. Must be able to teach basic writing-reporting courses and two or more of the following: advertising, public relations, photography, and upper-level theory course. To start Sept. 1, 1985. The Department's news-editorial sequence is accredited by the ACEJMC. University is an equal opportunity employer. Deadline: Feb. 28, 1985. Send resume/at least three letters of recommendation to George P. Crist, Chairman, Search and Screen Committee, Journalism Department, University of Wisconsin-River Falls, River Falls, WI 54022. River Falls is about 30 miles from St. Paul-Minneapolis.

Executive director for new broadcasting school, Midwest. We plan on resident, as well as correspondence courses. Must have complete know-how including instruction, advertising, student financing. Send complete resume including salary requirements to Box E-67.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

Instant cash - highest prices - we buy TV transmitters, FM transmitters, TV studio equipment, microwaves. Millions in equipment purchased annually. Quality Media, 404—324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

New TV start-ups - fast, cost effective construction. Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404—324-1271.

Top quality equipment - lowest prices - satisfaction guaranteed. Most brands new and used. Quality Media, 404—324-1271.

New UHF transmitters - our new "Silverline" transmitters are unbeatable for quality and price. Quality Media, 404—324-1271.

UHF transmitters - 2 available, 30KW or 55KW; low price; immediate delivery. Call Quality Media Corporation, 404—324-1271.

Harris FM-20H3 (1977), 20kw FM, on air, portable studio desk w/2 QRK trnbls. & 8 ch. stereo board, ITA 5kw FM transmitter. Call M. Cooper/Transcom Corp., 215—379-6585.

1kw AM RCA BTA-1R, good condition. Call M. Cooper/Transcom Corp., 215—379-6585.

Videocassettes, half price! Master stock quality U-matic blanks. Chyron evaluated, delabeled, erased, fully guaranteed! Albums included. Prices: KCA-60's \$12.49; KCA-30's \$9.49; mini KCS-20's \$7.49; mini MBU-18's \$8.49; KCA-10's \$6.99. 1" and 2" videotape also available. Free, fast delivery to anywhere in U.S. Carpel Video, Inc. Call Collect, 301—845-8888.

Lightening Elimination Associates. LEA Kleen Line power line, conditioner, 250 KW. Used two months since new. Make any offer. Call/write Jim Lockerd, KSWO-TV, 405—355-7000.

2-RCA BTF-10ES1 10 KW FM transmitters for sale. Transmitter includes BTA-15 exciter, BTS-101 stereo generator, harmonic filters, spare parts, low noise kits. For further information, contact Rick Melamed, ABC-NY, 212—887-4981.

BEI Marquee 3000 video character generator. Brand new, never used. Disc drive. \$22K Tom Disinger, 603—434-8850.

25KW & 10KW FM, Sparta 625 (1978) w/exciter & spares. RCA BTF 10E (1974), on-air, excellent cond. Call M. Cooper/Transcom Corp., 215—379-6585.

Harris gateway 80 8-channel solid state console. Mono, 2 years old, perfect, \$2,500. Dorrough DAP 310 AM audio processor w/updated peak limiter, perfect, \$750. Miscellaneous other broadcast equipment & parts. S.A.S.E. for list or call C. A. Moeller, 2827 SE 2nd St., Ocala, FL 32671, 904—694-4224.

Used broadcast TV equipment. Hundreds of pieces wanted & for sale. Please call System Associates to receive our free flyer of equipment listings. 213—641-2042.

Ikegami 79DAL camera. Canon 9-117mm/2x, remote zoom, 1100 hours, owner/operated, \$16,000. Sachtler 7X7, stainless legs & spreader, \$2,000. Darrell or Ed, 612—338-5022. Serious offers only!

Convergence SE-100 special effects switcher, cable and junction box. \$2,500. Convergence A/S-100 switcher, \$600. Like new. 212—265-3676.

55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813—685-2938.

VTR's, cameras, switchers. New and used video equipment. New items added weekly. Turnkey installations. Videostore, 203—268-9313.

MISCELLANEOUS

Business plans - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404—324-1271.

Gadget to improve all TV sets in America. M. Merz, 3801-58th Ave. No., St. Pete., FL 33714.

Space segment. Satcom 4. 7:00am-7:00pm. Fully protected. \$200 per hour. M. Sherwood, 800—245-4463.

I announce by mail; audio tape; \$2 per spot; send script, tape, cash payment, return postage to Announce, 8316 Clippert, Taylor, MI 48180. Satisfaction guaranteed. Keep this ad.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303—795-3288.

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Dept. P.R., Ann Arbor,
MI 48106

RADIO

Help Wanted Management

GENERAL MANAGER L.A.

Unique opportunity. Take the reins of a class C FM, Los Angeles. We're looking for an established professional, with excellent track record and proven major-market skills. Full responsibility for entire operation. If you're really the best, here's your chance. Send complete resume-/compensation requirements to Box E-49.

AFFILIATE RELATIONS

Radio network seeking person experienced in dealing with station management. Position located in New York City. Send resume to P.O. Box 226, Dept. 18-B, Church St. Station, New York, NY 10008.

MANAGER

Small market FM in Missouri has opening for honest, aggressive, sales-oriented manager. Good opportunity for advancement in chain. Our employees know of this ad. Write Box E-80.

Help Wanted Sales

Account Executives

Katz Radio—America's largest national Radio representative is looking for accomplished and aggressive sales executives to fill current and expansion openings in Katz Radio offices across the country. If you have:

- a proven track record in medium to major market Radio Sales
- strong agency experience
- and, research and organizational skills to match

Send resume in confidence to: Dick Romanick, Vice President, General Sales Manager, Katz Radio, 1 Dag Hammarskjöld Plaza, New York, NY 10017, or phone (212) 572-5560 between 9-5, Mon.-Fri. Katz Communications is an Equal Opportunity Employer.

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An Employee-Owned Company



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Help Wanted Sales Continued

PREMIER BROADCAST COMPANY

seeks experienced news/talk account executive. South FL market. EOE. Please send resume to Box E-33.

Help Wanted Announcers

MAJOR MARKET NEWS/ TALK RADIO STATION

needs experienced morning news anchor with excellent writing skills, news judgement, ad lib and interview technique. Resume/references immediately to Box E-39. Women/minorities especially encouraged to apply. EOE.

Help Wanted Technical

CHIEF ENGINEER

WVOR-FM 100, A/C, Rochester, NY's dominant radio station. State-of-the-art equipment in showcase physical and technical atmosphere. Please forward resume to Bob Mallory, Operations VP, WVOR, P.O. Box 40340, 1700 Midtown Tower, Rochester, NY 14604.

Situations Wanted Programing, Production, Others

Creative & Experienced

PROGRAMMER

During the past four years I've programmed for Cap Cities #1 rated Dallas/Ft. Worth Combo!

KSCS The nation's *original* Continuous Country Music station with the infamous Three In A Row Guarantee.

WBAP The full service AM giant with personalities, sports play by play, weather and traffic services, as well as constant on-air promotions.

I'm experienced in advertising campaigns; computerized traffic and music systems; baseball and basketball networking; sales merchandising and matched flow programming.

My creative interests lie in Country, Adult Contemporary and Beautiful Music formats. Would like to help you be successful and all it takes is a call to:

R. T. Simpson (817) 496-3604
Available 1st Quarter 1985

Situations Wanted Programing, Production, Others Continued

PROGRAM DIRECTOR EXTREMELY SUCCESSFUL

Seeking AC or country oppty. with long term commitment & upward mobility. Write Box E-57.

Situations Wanted Management

SEEKING GENERAL MANAGER

position small/medium market with future equity position. Young, energetic, experienced all phases. Call Ted, 914-356-7060 eves. 914-357-9425.

TELEVISION

Help Wanted Technical

MAINTENANCE SUPERVISOR

Remote services KUED—TV Salt Lake City, Utah

5 years TV broadcasting experience in technical area or equivalency required. Post secondary education in electronics, supervisory experience, and working knowledge of state-of-the-art TV equipment preferred. Supervises, hires, trains, schedules KUED's maintenance staff of 8. Maintains preventive maintenance schedules. Send application and/or two copies of resume with names, addresses, telephone numbers of three references to Patricia Baucum.

**UNIVERSITY OF UTAH
PERSONNEL - 581-6787
101, Annex, PB-0323
Salt Lake City, UT 84112
Equal Opportunity Employer**

Maintenance Engineer

Chicago owned and operated TV station has an immediate opening for a maintenance engineer. Applicants should have a strong background in digital electronics as well as in microwave technology and experience in 3/4", 1" videotape maintenance/repair. Compensation includes \$777.50/week plus a comprehensive benefits package. Interested applicants should send resume to:

BOX E-66

equal opportunity employer mfm

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(QUALIFIED STATION)
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WANT YOUR MTV?

Wanna job? Want 'em both at once?

MTV Networks Inc. is hiring two motivated research people who really know their stuff:

Research Manager

Responsible for quantitative and qualitative project design; insightful analysis; project supervision. Ratings background essential. Management experience preferred. Position encompasses MTV, NICKELODEON and VH-1.

Research Analyst

Highly analytical person must be well-organized, familiar with tabular data, able to meet deadlines, be a good writer and be able to type.

No phone calls please. Send letter, resume and salary requirements to: Steve Seidmon, MTV Networks Inc., 75 Rockefeller Plaza, New York N.Y. 10019
An equal opportunity employer M/F

ON AIR PROMOTION MANAGER

for SuperStation WTBS. Must currently be in comparable position. Minimum 6 years' experience. Send resume to Ron Harris, Turner Broadcasting System, Inc., Advertising/Promotion Dept., 1050 Techwood Dr., NW, Atlanta, GA 30318. EOE.

CREATIVE SERVICES DIRECTOR

KDKA-TV seeking experienced creative services director. Person is responsible for preparation and production of advertising material for all media, mainly TV, that effectively promote station and its programming. Must have strong skills in creative writing, TV production, and radio promotion, as well as advertising. Resume to Human Resources Department, KDKA, 1 Gateway Center, Pittsburgh, PA 15222. Westinghouse Broadcasting and Cable, an equal opportunity employer.

LIVE SPORTS PRODUCER/ DIRECTOR

KPIX wants experienced producer/director for its live broadcasts of Oakland As games. Applicants must have prior experience producing & directing major league baseball coverage for TV. Send resume to Dick Warsinske, Executive Producer, Program Department, KPIX, 855 Battery Street, San Francisco, CA 94111. No tapes or phone calls, please. Equal opportunity employer.

KPIX 5



Writer Needed

We are looking for a unique individual for a unique job. Our candidate is a hot writer, currently working as a Writer/Producer in a TV Promotion Department or a top notch production house. The position requires a person skilled in TV advertising, writing and producing. Excellent General Electric benefits.

Send resumé and tape to:
Mary Brennehan
KCNC-TV
Box 5012
Denver, CO 80203
An Equal Opportunity Employer

Help Wanted Sales

TV SYNDICATION SALES

MAJOR TERRITORY AVAILABLE

Experience in TV syndication or TV station sales preferred.

- Self-starter
- Ability to think on feet.
- \$60k plus

REPUBLIC PICTURES CORPORATION (Formerly NTA)

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P.O. Box 66930
Los Angeles, CA 90066-0930
213-306-4040

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station creating new department aimed at creating state-of-the-art graphics and design, and we're looking for someone to lead the way! If you're experienced in layout and design, and have strong background in electronic graphics, you may be the person we're searching for. This is a creative position demanding breakthrough conception and meticulous execution in the most successful creative services department in the city. Send resume and examples (no phone calls, please) to Rich Brase, Director of Creative Services, KSDK-TV, 1000 Market St., St. Louis, MO 63101. EOE.

TALK SHOW ASSOCIATE PRODUCER

Group W station in Baltimore is looking for an associate producer for its top-rated morning talk program. Applicants should have strong booking experience on talk shows. Send resume to: P.O. Box 4861, Baltimore, MD 21211.

WJZ-TV 13 GROUP
An Equal Opportunity Employer

Help Wanted Sales Continued

ACCOUNT EXECUTIVES

NIelsen TV RATINGS

Recent growth in station and regional agency business creates openings in New York, Atlanta and Dallas.

Responsibilities will include selling and effective servicing of agencies, advertisers and stations.

Background should include TV station sales or spot buying, good academic credentials and a stable employment history.

Pay and benefits are competitive working environment stimulating.

Send letter (which must include desired location and salary) and resume to:

Carolyn Thomas,
Personnel Administrator, Dept B

A.C. Nielsen Company

1290 Avenue of the Americas
New York, NY 10104

An Equal Opportunity Employer m/f
No Phone Calls Please

Situations Wanted News

YOUNG, ENTHUSIASTIC BROADCASTER

has the personality to make you #1 in sports in your market. Combine two years of top 20 TV anchoring and 8 years of radio sports, with heavy major college play by play, and you have the winning combination. I'm looking for the right opportunity to deliver results immediately for your station. Let's talk. Call David Grosby, 916-971-3930; write 4025 Marconi Ave., #70, Sacramento, CA 95821.

Situations Wanted Management

WHERE'S THE BEEF?

You'll never need to ask, if I'm your production head. In 15 years as executive, producer, director, writer, I've packaged the beef for current affairs, news, docs, comedy, and music. Tenderizing done with Betacam, CMX editing, Quantel, etc. For a top quality manager, write Box E-1.

Radio Programing

COMING JANUARY 25TH "WEEKEND AMERICA"

One-hour contemporary music radio program designed to make you #1 in audience & #1 in sales \$\$\$ 12 commercial minutes available for local sale. Book this show before your competition! First come, first served. Call for over-the-phone demo:

203-481-7245



NEWSMAKER INTERVIEWS

Furnishes you with 45 live phone-in interviews monthly with hard-to-get name personalities. Send for your FREE copy now.

NEWSMAKER INTERVIEWS
439 S. LA CIENEGA BLVD.
L.A., CA 90048
213-274-6866

Public Notice

NOTICE

City of Glenwood Springs, Colorado, is soliciting letters of intent to submit a cable TV franchise proposal. Letters must be received prior to March 28, 1985. The city will respond with community survey results and final proposal deadlines. Write Cable TV Committee, 806 Cooper Ave., Glenwood Springs, CO 81601.

Miscellaneous

YOU MAY BE ELIGIBLE

To participate in a 10-day partially subsidized media tour of Israel open to broadcasters, news directors, public affairs panelists, producers, talk show & call-in hosts, etc. Participants will have an opportunity to meet with leading Israeli personalities, Arab leaders, counterparts, tour Israel, etc. Leaves NYC 3-3-85; returns NYC 3-13-85. Full cost: NYC to NYC \$699. Write or call:

**AMERICAN ZIONIST
FEDERATION**
515 PARK AVE.
NEW YORK, NY 10022
212-371-7750

NEED A WEST COAST BUREAU?

Or just a TV crew for a day? Two man crews with at least five years' major market experience for \$450 a day. Ikegami 3/4 camera package. Introductory offer only. For more information call 818-244-9424; write 513 N. Isabel, Glendale, CA 91206. Based 5 miles from downtown Los Angeles.

Radio surveys. 100 calls, \$543. \$136 down, \$37 per month. Customized. Personalized. Ask extra question free. Call Dick Warner, collect, 404-733-0642. Now in our tenth year.

S-A-M-S

Employment Service

RADIO PERSONNEL NEEDED

National, recognized as the leader in radio personnel placement, is currently receiving job orders for announcers, newspeople, programmers, & production personnel, female & male, from radio stations in all size mkt. coast to coast. Over 1,000 radio stations used our placement service in '84. Are you ready for a move? Let **National** help! For complete details & registration form, send \$1 postage & handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS**
DEPT. B, PO BOX 20551
BIRMINGHAM, AL 35216
ACT NOW! 205-822-9144

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The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 wk. computer list, \$6. Special bonus: 6 consecutive wks. only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET**, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!

Wanted To Buy Stations

BUYER SEEKS RADIO STATION(S)

Our client, a media and financial professional, desires to purchase a broadcast station(s) in Pennsylvania, southern New Jersey, Maryland or Delaware. Send full particulars in strictest confidence to Gibbel, Kraybill & Hess Law Firm, P.O. Box 1521, Lancaster, PA 17603.

EXPERIENCED SALESPERSON WANTED

Strong background in handling retail accounts as well as new account development. Excellent benefits plus base. Send introductory letter/resume to Jim Williams, 1065 Williams St., Atlanta, GA 30318. EOE.

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Improve your station in life.
Own your own business magazine.
 Join our Network of Business Digests
 8 Markets in New England
 7 Years of Growth and Increasing Sales

You'll receive: Proven format • Thorough training
 • Effective pricing formulas • Financial assistance
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For Sale Stations

ROCKY MOUNTAINS: Regional AM/class C FM. Complete with real property for studios and AM/FM sites in growth market. Good positive cash flow. Asking \$2.8 mil. cash.

CALIFORNIA: AM/FM combo ideal for owner/operator. FM can be improved to expand market. Asking \$275,000; \$75,000 down. Cash flow will service debt.

ROCKY MOUNTAINS: Class C FM. Excellent market. Asking \$850,000; \$150,000 down. All new equipment.

CALIFORNIA: 10KW daytimer is ideal owner/operator starter station in monopoly market. Priced at \$120,000; \$10,000 down.

CALIF. COASTAL: Ideal market for owner/operator with all amenities. Daytime AM with FM companion. #1 rated. Asking \$1,750,000; 25% down, seller financing on balance.

Buyers must qualify financially before any information on listings is released.

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 (415) 479-3484

MEDIA BROKERS - CONSULTANTS

For Sale Stations Continued

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- **\$275 MILLION** retail sales in 2-station mkt. with fulltime AM. \$425,000, terms
- **SPANISH LANGUAGE AM** daytimer. Medium mkt. \$400,000, terms.
- **NEW FM.** Small Texas mkt. \$175,000; \$50,000 down.
- **ONLY STATION** in county seat. Profitable AM daytimer. \$400,000, terms.
- **ESCAPE WINTER.** Fulltime AM w/FM CP. \$345,000, terms.
- **\$25,000 DOWN** buys this single station mkt.

JAMAR RICE CO.

Media Brokerage & Appraisals

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950 West Lake High Dr. Suite #103 Austin, TX 78746

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- Only list 2 stations at one time.
- 3% commission.
- No market over 20,000.
- Fully check out every buyer's financial qualifications.
- I will eliminate the non-serious shoppers.
- I will return all calls promptly.
- 60 days after first published notice of sale either party may cancel.
- Will give you top references of stations I have handled the last 10 months — names and telephone numbers. Talk to them and determine if your property is in good hands.
- Will not take a station with highly inflated price and play games — We want top dollar, but not in game playing business. We waste both of our time. A realistic figure and sell it.
- Only stations in Wisconsin, NE Iowa, upper peninsula Michigan.
- With only 2 stations to handle, I'll work harder to sell your station, at lower rates, than any broker in the business.

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 35 Years Management and Ownership
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 414-622-4440

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No turnaround here! Relax in the sun and watch your profits roll in - with a no-hassle fulltime Music of Your Life station in beautiful **FLORIDA** market. Priced at less than \$800,000, the station is profitable in glorious sunshine market that is virtually recession-proof. Easy terms include an assumable \$390,000 note at 10 1/2% interest with over 23 years left to go! Don't miss this one!! A one-of-a-kind ownership opportunity in **FLORIDA**.

Westgate Mall □ Bethlehem, Pa. 18017
 215-865-3775

TV			
NE	MAJ	\$6.1 Mil	Terms
NV	SM	VHF (CP)	\$35,000
UT	Sm	VHF (CP)	\$40,000
NE	Med	\$4.6 Mil	
MW	Med	UHF (CP)	Great Deal
AM			
WY	Sm	Full	\$190,000
WA	Met	Day	\$350,000
AL	Sm	Day	\$190,000
FM			
AL	Sm	A	\$185,000
LPTV			
Sbelt	Sm	UHF	CP

Bill Kitchen / Dan Dunnigan
(404)324-1271



**Quality Media
 Corporation**

TEXAS

Absentee owner, for immediate sale. Class A FM. Almost new leased facilities. Major network affiliated. Perfectly located in fast-growing, small, west central Texas city. Booming markets, oil, ranching, industry, interstate highway, lakes, junior colleges. Experienced operator could earn payout in very few years. See & you will buy. Only \$375K or best cash offer. 817-265-7771.

MIDWESTERN COMBO

Small market Midwestern AM/FM combo. Single station market. Will sell for \$550,000. Box E-41.

- 10 UHF TV CPs + 2 VHF TVs + 4 UHF TVs
- 100,000 watts covers central MS. Seller will guarantee billing at rate of \$720,000 annually for \$2.1 million. Terms.
- FM CP. SW AL. Only station in county of 16,000. \$15,000.
- Daytimer. Chattanooga area. Real estate. \$12,000 down. Some payments traded out.
- FMs: AL, CA, GA, IL, MI, MS, NM, PR, TN, TX, VA.
- Fulltimer near Knoxville. Real estate. Super Terms. \$190,000.

BUSINESS BROKER ASSOCIATES
 615-756-7835 — 24 HRS.

H.B. La Rue

Media Broker

RADIO-TV-CATV-APPRAISALS

- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

PRICED TO SELL IMMEDIATELY

Two central Illinois Class A FM stations. One rural, one large market. Both are clean, well-maintained facilities in owned buildings. New transmitters. May be purchased separately or in combination for \$1.4 million. Excellent for expanding group. Box E-9.

UHF INDEPENDENT TOP 40 MARKET

\$16 million, cash. Reply with qualifications to Box E-32.

MIDWEST AM

Profitable fulltime AM with gross revenue of \$655,000. Station has had very stable financial history. Asking \$1,400,000, cash. Box E-40.

BILL - DAVID ASSOCIATES BROKERS-CONSULTANTS

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

For Sale Stations Continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
GA	Sub	FM	\$1600K	\$300K	Charles Giddens	(202) 822-8913
CO	Med	AM/FM	\$1200K	\$240K	Elliot Evers	(415) 387-0397
RI	Met	AM	\$1000K	Terms	Ron Hickman	(401) 423-1271
NB	Sm	AM/FM	\$560K	\$68K	Bill Lytle	(816) 941-3733
TX	Med	FM	\$550K	\$150K	Bill Whitley	(214) 680-2807
FL	Med	AM	\$530K	\$155K	Randy Jeffery	(305) 295-2572
ID	Met	AM	\$500K	\$150K	Greg Merrill	(801) 753-8090
WI	Sm	FM	\$400K	\$400K	Peter Stromquist	(319) 359-4768
FL	Sm	AM	\$125K	\$20K	Randy Jeffery	(305) 295-2572
WY	Sm	FM CP	\$ 80K	\$35K	Jim Mergen	(818) 366-2554

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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.

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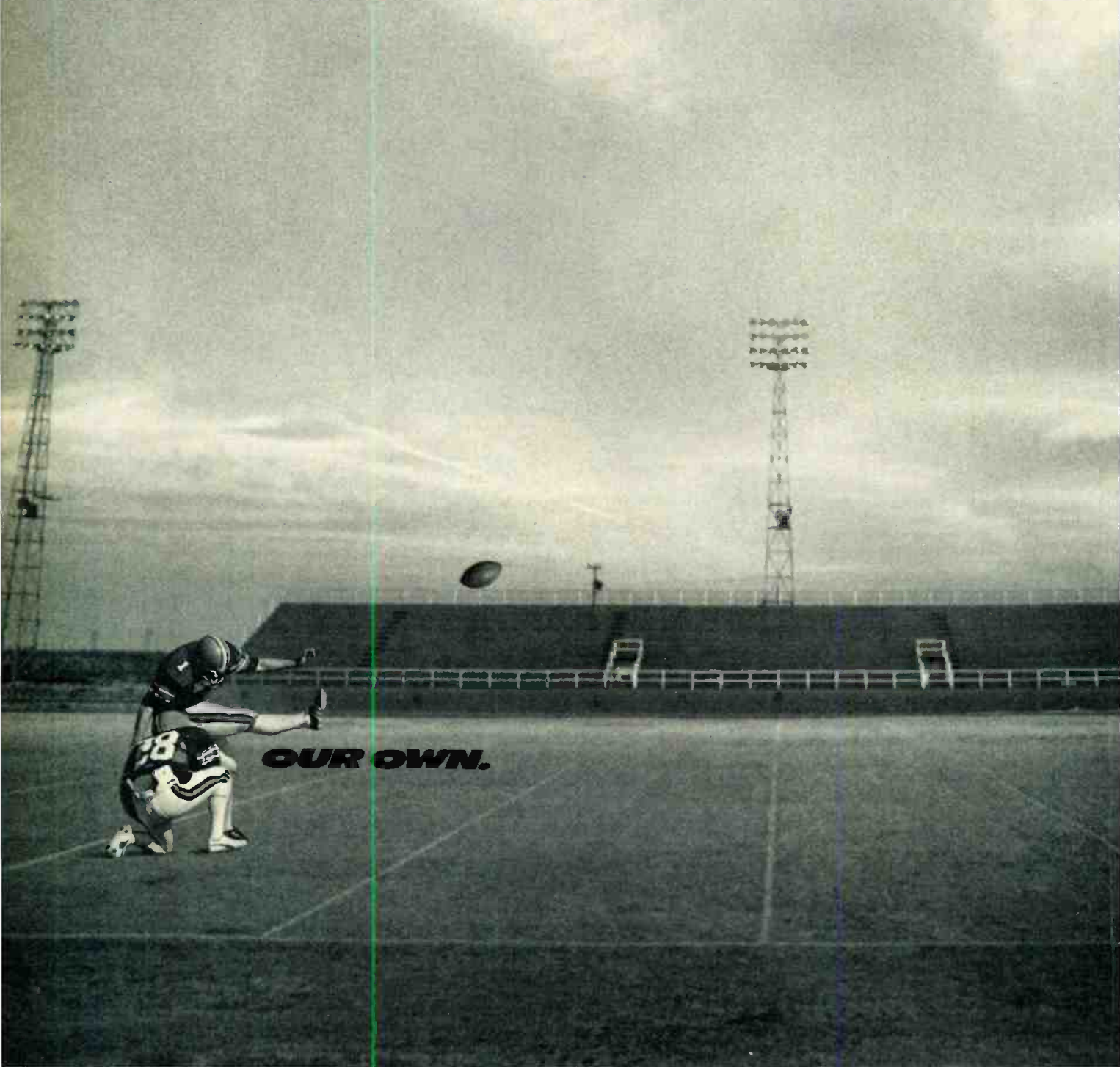
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Television



Fates & Fortunes

Media

Lewis Klein, executive VP, Gateway Communications, Cherry Hill, N.J., named presi-



Klein



Koehler

dent, succeeding **George Koehler**, who is retiring after serving president since Gateway's inception in 1972. Gateway operates WBNG-TV Binghamton, N.Y.; WTAJ-TV Altoona, Pa.; WLYH-TV Lancaster, Pa., and WOWK-TV Huntington, W. Va. It has also purchased WJKS-TV Jacksonville, Fla., subject to FCC approval.

Arnold Kleiner, VP and general manager, WMAR-TV Baltimore, named president.

Tom Reiff, program director, H&C Communications' KPRC-TV Houston, joins co-owned WESH-TV Orlando, Fla., as executive VP and general manager.

Thomas Durney, from Metromedia-owned KHOU(AM) Denver, joins co-owned WASH(FM) Washington as VP and general manager.

Bill Bengtson, from KOAM-TV Pittsburg, Kan., joins KCRG(TV) Jefferson City, Mo., as executive VP and general manager.

James K. Parker, senior VP and general counsel, CBS, New York, named senior VP, corporate development, planning and law. **George Vradenburg III**, VP, deputy general counsel, CBS, named VP, general counsel.

Jerry Carr, VP and general manager, noncommercial WUHF(TV) Rochester, N.Y., joins newly formed Grant Broadcasting System, Miami, to manage future station. Group is headed by Milton Grant and Sidney Shlenker, principals in KTXH(TV) Houston and KTXA(TV) Fort Worth, which they recently sold to Gulf Broadcast Co. (BROADCASTING, Jan. 7). Grant Broadcasting is looking for independent TV's to buy.

William Smith, station manager, WHK(AM)-WMMS(FM) Cleveland, named VP and general manager.

Larry Anderson, operations manager, Taft Broadcasting's WSUN(AM) St. Petersburg, Fla., joins co-owned WGR(AM)-WGRQ(FM) Buffalo, N.Y., as VP and general manager.

Harry Sparks, president, WMID(AM)-WLQE(FM) Atlantic City, N.J., joins Star Broadcasting there as VP and general manager of station operations for Star I Inc., wholly owned subsidiary and operating com-

pany for proposed radio and low-power television stations.

Owen Weber, general sales manager, WPGC-AM-FM Morningside, Md. (Washington), joins WCAO(AM)-WXYV(FM) Baltimore as general manager.

Joseph Ademy, station manager, WAVE-FM Sarasota, Fla., named VP and general manager.

Bill Mendell, VP, station manager and general sales manager, KESQ-TV Palm Springs, Calif., joins KMIR-TV there in same capacity.

Mike Salmen, producer-director, KGTV(TV) San Diego, joins KUSI-TV there as operations manager.

Ray Sasser, station manager, WTQR(FM) Winston-Salem, N.C., named general manager.

Thomas Adair, assistant VP, financial controls, Centel Corp., Chicago, named VP, general manager, Centel Cable Television Co. of Illinois there, succeeding **Donald Kemperer**, named assistant VP, corporate development, Centel Corp.

David Underwood, general sales manager, KLBK-TV Lubbock, Tex., named station manager, succeeding **David Woods**, who joins KARD(TV) Monroe, La., as station manager.

Bruce McKinnon, director, Excellence in Customer Service program, Cox Cable, Atlanta, named operations manager, Cox Cable Oklahoma City.

Robert Hamby Jr., from Peat, Marwick, Mitchell & Co., Greenville, S.C., joins Multimedia Inc. there as VP and controller.

Barbara McMahon, manager of affiliate acquisition, RKO Radio Networks, New York, named director of affiliate acquisition and development.

Andrew Pucher, from United States Drug Enforcement Administration, New York, joins ABC there as associate director of security.

P. Michael Wanroy, director of management information systems, Fetzer Broadcasting

Co., Kalamazoo, Mich., named VP, finance.

William McGee, from National Black Network, New York, joins CBS Radio Network there as district director, affiliate relations.

Stephanie Storms, assistant general counsel, American Television and Communications, Denver, assumes additional responsibilities as assistant secretary.

Linda Ellis, assistant auditor-trainee, United Cable Television Corp., Denver, named management services analyst.

Marketing

Senior VP's elected to board of directors, Saatchi & Saatchi Compton, New York: **Josephine Cummings**, creative director; **Paula Forman**, management director; **Doris Kahn**, deputy creative director; **Carol Karasick**, group media director, and **Nadeen Peterson**, creative director.



deVaux

Peter F. deVaux, senior VP, finance, Young & Rubicam, New York, named executive VP.

Joseph Gerard, senior VP, treasurer, and executive VP, entertainment division, SFM Media Corp., New York, assumes additional responsibilities as head of spot broadcast operation.

Named VP's, SSC&B: Lintas USA: **Russell Brown** and **Fred Rubin**, account supervisors; **Guy Cimbalo** and **Luane Spingola**, associate creative directors; **Steven Nafelberg**, associate media director; **Priscilla Sager**, assistant media director, and **Steve Schaefer**, director of casting.

Laurence Rood, senior VP, Campbell-Ewald, Warren, Mich., named group senior VP, creative director.

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J. Larre Barrett, VP, director of sports sales, ABC-TV, New York, named VP, sports sales. Barrett succeeds **John Lazarus**, who resigned in October (BROADCASTING, Oct. 10, 1984).

Charley Gowl, senior VP and creative director, McCann-Erickson, New York, joins Kenyon & Eckhardt there as senior VP, associate creative director.

Gary Gluck, account director, Foote, Cone & Belding, New York, named VP.

Jerry Woolsey, assistant art director, graphics, CRE Inc., Indianapolis-based marketing communications firm, named VP, director of client services.

Appointments, N W Ayer, New York: **Tony Lamont**, copywriter, Doyle Dane Bernbach, New York, to same capacity; **Debra Ross**, from Bantam Books, New York, to junior copywriter, and **Andrea Virgilio**, assistant buyer, Sawdon & Bess, New York, to assistant buyer, spot buying department.

Doug Sallows, from ABC Spot Sales, Dallas, joins MMT Sales as branch manager of newly opened Houston regional office.

Marc Gross, general manager, KVOB(FM) Denver, joins Hillier, Newmark, Wechsler & Howard, Boston, as regional manager.

Stephen Dinardo, from WHTF-FM Boston, joins CBS Radio National Sales, New York, as account executive. **Jean Medd**, from CBS-owned WBBM-FM Chicago, named account executive, CBS Radio National Sales there.

Deborah Broemmelsick, account executive, J. Walter Thompson, Chicago, joins D'Arcy MacManus Masius, St. Louis, in same capacity.

Constance Esler, from National Family Opinion, Toledo, Ohio-based research firm, joins DMM, St. Louis, as research account executive.

Mike Parker, account executive, Hall, Haerr, Peterson & Harney Advertising, Peoria, Ill., joins Carter & Futter Advertising, South Bend, Ind., as account supervisor.

Mindy Miller, media buyer, Ted Bates Advertising, New York, joins Blair Radio there as account executive.

Michael Granados, national sales manager, KMPH(TV) Fresno, Calif., named station manager and director of marketing. **Lise Markham**, regional marketing manager, succeeds Granados.

John Curren, general sales manager, WGNO-TV New Orleans, joins WSPA-TV Spartanburg, S.C., as director of sales.

Terry Dean, from WMLX(AM)-WUBE(FM) Cincinnati, joins KYW(AM) Philadelphia as general sales manager.

Donna Fee, sales presentation writer, ABC-TV, New York, joins KHOU-TV Houston as research director. **Ted Gurley**, from KFDM-TV Beaumont, Tex., joins KHOU-TV as account executive.

Nanci Epstein, from TeleRep, Atlanta, joins Harrington Righter & Parsons there as account executive.

Lisa Segall, from J. Walter Thompson, Atlanta, joins Republic Radio there as account executive.

Larry Lee, account executive, KLBK-TV Lubbock, Tex., named general sales manager, succeeding David Underwood, named station manager (see "Media," above).

Brent Carlson, assistant sales manager, KRSP-FM Salt Lake City, named FM sales manager.

Appointments, WHEC-TV Rochester, N.Y.: **Don Moran**, account executive, to local sales manager; **Steve Arvan**, from WNYR(AM) Rochester, to account executive, and **Peggy Schmidt**, sales assistant, WHEC-TV, to account executive.

Marjorie Pravden, account executive, WFMY-TV Greensboro, N.C., named national sales manager.

Timothy McVay, account executive, WHIO-TV Dayton, Ohio, named national sales manager.

Roberta Voelker and **Rick Poggenburg**, account executives, WJRT-TV Flint, Mich., named Saginaw, Mich., local sales manager and Flint local sales manager, respectively.

Sandi Wilber, account executive, KLDH-TV Topeka, Kan., named local sales manager.

Ben Hubley, regional sales director, WCSH-TV Portland, Me., retires.

Patricia Burt, account executive, KRIV-TV Houston, named regional sales manager.

Jodi Read, from Dimension Cable, Hartford, Conn., joins Colony Interconnects, Providence, R.I., as account executive.

Roger Dawson, from WRVR(FM) Memphis, joins Katz Radio there as account executive.

Drew Dickens, from KRQX(AM)-KZEW(FM) Dallas, joins Katz Radio there as account executive.

Andrew Kazen, from KQZY(AM) Dallas, joins Blair/RAR there as account executive.

David Page, account executive, WASH(FM) Washington, joins WMAR-TV there in same capacity.

Sheldon Nagata, from KCCN(AM) Honolulu, joins KHVH(AM) there as account executive.

Suzi Dutton, public affairs director, television, Spartan Radiocasting Co., Spartanburg, S.C., named Myrtle Beach, S.C., sales representative for Spartan's WBTW(TV) Florence, S.C.

Thomas Morrison, West Coast sales manager, Esquire magazine, joins WFLD-TV Chicago as account executive.

Lee Ann Aubrey, from KOKH-TV Oklahoma City, joins KGMC(TV) there as account executive.

Programing



Cohen

Fred Cohen, president, HBO International, London, assumes additional responsibilities as senior VP, HBO Enterprises, and president of Time-Life Films. Cohen will continue to manage HBO's participation in international cable and satellite programming ventures.

He will move to HBO's New York headquarters.

Joseph Indelli, senior VP, domestic sales, Columbia Pictures Television Distribution, Los Angeles, named president.

Leslie Moonves, VP, movies and mini-series, 20th Century Fox Television, Los Angeles, has signed new, long-term contract.

Robert Klingensmith, video distribution executive, Paramount, Los Angeles, named executive VP, video distribution.

Gary Stark, program director, WEWS(TV) Cleveland, assumes additional duties as manager, syndicated programs, for parent, Scripps-Howard Broadcasting there.

Harvey Reinstein, VP, syndication, Prime-time Entertainment, New York, named executive VP.

Jim Wergeles, VP, Madison Square Garden Network, New York, retires.

Gary Owens, air personality, KIIS(AM) Los Angeles, named VP, entertainment, Gannett Radio, remaining based in Los Angeles.

Darlene Lancer, partner in entertainment law firm of Lancer & Lancer, Los Angeles, joins Metromedia Producers there as assistant general counsel, West Coast legal department.

Susan Korbel, market analyst, Harte-Hanks Communications, San Antonio, Tex., named manager of marketing, broadcasting and entertainment.

Bethann Morris, from noncommercial WNET(TV) New York, joins Hartwest Inc., New York production company, as head of educational distribution division.

Dale Parson Jr., operations manager,

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WTAR(AM)-WLTY(FM) Norfolk, Va., joins WNBC(AM) New York as program director, succeeding **Kevlin Metheny**, who left station in February 1984 to become director of programming for Warner Amex's MTV: Music Television ("Fates & Fortunes," Feb. 27, 1984).

Leigh Jacobs, program director, WKJJ-FM Louisville, Ky., joins WOMC(FM) Detroit in same capacity.

Dennis Andersen, air personality, KRQX(AM) Dallas, named program director.

Peggy Alzmann, from noncommercial WCMU-FM Mount Pleasant, Mich., joins noncommercial WEVO(FM) Concord, N.H., as program director.

Frank Liebert, director of program production, noncommercial WTTW(TV) Chicago, named VP, program production.

Appointments, KRON-TV San Francisco: **James Baum**, from KUTV(TV) Tulsa, Okla., to executive producer of sports; **Craig Gower**, production coordinator, KRON-TV, to program administrator, and **Peter Rogers**, broadcast monitor analyst, data processing department, KRON-TV, to production coordinator.

Phil Smith, chief director, WHEC-TV Rochester, N.Y., to director of production.

Jim Krajewski, from The Media Group, Grand Rapids, Mich., joins Telemation Productions, Chicago, as staff producer.

Sharon Goldberg, production manager, Valley Cable TV, Encino, Calif., named director of programming.

Lawrence Mendillo, producer-editor, joins Studio 7, New York production firm, as general manager.

Randy Jackson, art-film director, WGXA-TV Macon, Ga., named production manager.

Chuck Elder, anchor, WJNO(AM) West Palm Beach, Fla.-WRMF(FM) Palm Beach, Fla., named executive producer, talk shows, WJNO.

Bob Mann, host and producer, United Artists Cablesystems, joins WOR(AM) New York as executive producer and on-air reporter, *Rambling with Gambling*.

Kenneth Dolan, investment broker, New York, joins WOR(AM) there as host of personal finance and money management call-in program.

Bob Simpson, from Jefferson-Pilot Broadcasting's KIMN(AM) Denver, joins co-owned WBT(AM) Charlotte, N.C., as host of *Good Morning Show*.

Sara Lockard, from KDKA(AM) Pittsburgh, joins WTAE(AM) there as weekend air personality.

News and Public Affairs

Scott William, press secretary to Representative Barbara Kennelly (D-Conn.), joins ABC, Washington, as talent producer, *Good Morning America*. **Terri Lichstein**, segment coordinator, *Good Morning America*, Washington, named associate producer.

Fern Siegel, from WNBC-TV New York, joins UPI Radio Network, New York, as affiliate relations director.



Hoover

Dick Hoover, retired professor emeritus of journalism, Eastern Washington University, joins KXLX-TV there as managing editor and 5 p.m. co-anchor.

Gene Ladd, news anchor, WHN(AM) New York, named news director.

Arthur Conner Jr., VP, marketing, Data

Memory Systems, Washington, joins Washington Broadcast News there as account executive. WBN is news programming syndicator feeding radio stations via satellite facilities of Mutual, Associated Press Radio and UPI Audio.

Jill Morgan, from WJOB(AM) Hammond, Ind., joins KMMK(FM) McKinney, Tex., as news director.

Frank Hammon, director of news and public affairs, Mann Media's WGLD-FM High Point, N.C., joins co-owned WCOG(AM) Greensboro, N.C., in same capacity.

Paul Dughi, executive producer, WCMH-TV Columbus, Ohio, joins WKYC-TV Cleveland as assistant news director. **Howard Fencel**, executive producer, WEWS(TV) Cleveland, joins WKYC-TV as news producer. **Stephen Lucas**, director of news operations, KSDK-TV St. Louis, joins WKYC-TV as news producer-director.

Charlie Brooks, from Cape Coral (Fla.)

Breeze, joins WINK-TV Palm Beach, Fla., as assignment editor.

Shawn Smith, from WVLK-AM-FM Lexington, Ky., joins WLEX-TV there as reporter-producer.

Bill Keene, traffic and weather anchor, CBS-owned KNX(AM) Los Angeles, assumes additional duties as traffic and weather cut-in anchor during *CBS Morning News* at co-owned KCBS-TV there.

Jim Hoffer, from WSBA(AM) York, Pa., joins WLYH-TV Lancaster, Pa., as reporter.

Peter Henderson, from WPRI-TV Providence, R.I., joins WTSP-TV St. Petersburg, Fla., as investigative reporter.

John Alston, from WNYT-TV Albany, N.Y., joins WOKR(TV) Rochester, N.Y., as reporter. **Bob Rainey**, from WCKY(AM) Cincinnati, joins WOKR as sports producer-reporter.

Karyn Lynette Greer, from University of Illinois, Champaign, Ill., joins WICD-TV there as reporter.

Rena Cotsonos, news intern, WIFR-TV Rockford, Ill., named reporter.

Celeste Sanders, assistant news director, WPDQ(AM) Jacksonville, Fla., joins noncommercial WFSU-FM Tallahassee, Fla., as morning news anchor-reporter.

Technology

Rupert Burks, director, systems engineering, Management Information Systems, ABC,

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New York, named VP, development, in same department.

Peter Hartz, from Diamond P Sports, Los Angeles sports television syndication firm, joins IDB Communications, Los Angeles supplier of satellite services, as marketing director.

Raymond Oglethorpe, VP, marketing, Puritan-Bennett Corp., Kansas City, Mo., joins Harris Corp., Melbourne, Fla., as corporate VP, marketing.

Richard Banach, divisional controller, VCA Duplicating Corp., New York, named assistant general manager.

Promotion and PR

Wanda Goin, assistant staff manager, special events, communications department, Centel Corp., Chicago, named assistant manager, public relations, Centel Communications Co.

John Gilbert, account supervisor, The Boasberg Co., Kansas City, Mo., public relations firm, named VP.

Hal Bender, manager, national publicity, NBC, New York, named director of photography.

Sue-Ellen Apte, talk show producer, WJNO(AM) West Palm Beach, Fla., named promotion and public relations director, WJNO-WRMF(FM) Palm Beach, Fla.

Bill Birney, promotion producer, KCPQ(TV) Seattle, joins KTZZ(TV) there as promotion director.

Gary Brand, from Post-Newsweek's WFSB(TV) Hartford, Conn., joins co-owned WPLG(TV) Miami as on-air promotion manager.

Kevin Curtis, senior producer-director, KHBK-TV San Francisco, named on-air promotion director.

Susan Winchell, assistant art director, WVIT(TV) Hartford, Conn., named promotion producer-writer.

Allied Fields

Nicholas P. Miller and **W. Randolph Young** have formed Miller & Young, Washington law firm specializing in communications law and telecommunications policy. Miller, one-time chief counsel of Senate Communications Subcommittee, is former partner in Preston, Thorgrimson, Ellis & Holman. Young, who had served as chief of FCC's Tariff and Domestic Facilities Divisions, was of counsel to Preston firm.

Allen Moore, legislative director for Senate Commerce Committee chairman, Senator John Danforth (R-Mo.), named new chief counsel/staff director of committee. **Walter McCormick**, legislative assistant to Danforth, named general counsel of committee.

Riley Temple, assistant VP and director, Bell Communications Research Inc., Washington, joins communications law firm of Fletcher, Heald & Hildreth there as partner. From 1981 to 1983, Temple was communications counsel to Senate Commerce Committee.

John Karousos, senior broadcast engineer, Mass Media Bureau, FCC, Washington, joins D.B. Communications Inc., Washington-



Then



Now

Familiar voice. Morning air personality Bob Carlton (above) came to WMBD(AM) Peoria, Ill., in 1941 to do vacation fill-in work. "I came here for a temporary job and never signed a contract," he says. "Actually, I've never formally been hired full time." Carlton is retiring this week after over 43 years with the station. Working all shifts in his first 20 years, Carlton settled into the morning spot in 1962, outlasting three partners. While ending his morning show duties, Carlton will remain a programming and sales consultant to the station. Husband-and-wife team Pam and Max McGann, from WLHT-FM (formerly WZZR-FM) Grand Rapids, Mich., will take over the morning slot.

based communications consulting firm, as VP, engineering.

Janice Hill, associate chief counsel, National Telecommunications and Information Administration, Washington, joins Arter & Hadden Communications Group, communications law firm there, as counsel.

Richard Stadlen, manager, radio division, Frank N. Magid Associates, Marion, Ohio, named VP, radio consultation.

Jadz Janucik, director of membership services, National Cable Television Association, Washington, named VP, association affairs. **Barbara York**, VP, administration, NCTA, named VP, industry affairs.

Stephen Duffy, from FCC, Washington, joins Ernst & Whinney, accounting firm, Washington, as member of telecommunications consulting staff.

William Brown, senior consultant, Audience Research & Development, Dallas, named VP, consultation. **Flo Sikes**, independent talent consultant, Jacksonville, Fla., joins AR&D as director of talent development.

Vic Aderhold, general manager, WFYV(FM) Atlantic Beach, Fla., resigns to become independent consultant.

William Durand, from Rhode Island Cable Television, Providence, R.I., joins New England Cable Television Association, Braintree, Mass., as director of operator services.

Bradford Carey, chief engineer, noncommercial WUOL(FM) Louisville, Ky., joins law firm of Fawer, Brian, Hardy & Zatzkis, New Orleans, specializing in communications.

Cowles & Co., new marketing communications company with offices in New York and Los Angeles, has been formed by **Symon Cowles**, who had been marketing consultant to foreign broadcasters for ABC Video Enterprises.

Ronald Grandmaison, senior engineer, Atlantic Research Corp., Alexandria, has formed own broadcast and communications engi-

neering consulting firm, based in Vienna, Va.

Wayne McLean, from QCTV Limited, Edmonton, Alberta, cable company, joins Canadian Cable Television Association, Ottawa, as director of planning.

Christine Mueller, national accounts manager, advertiser-agency radio sales, Arbitron, New York, named Eastern division manager. **Jay Guyther**, account executive, WPOC-FM Baltimore, named Northeast regional manager, radio station sales, New York.

Deaths

Joseph Maynard, 62, retired chairman, Ingalls Advertising, Boston, died of heart attack Jan. 4 near his home in Boston. He served as president of Ingalls from 1961 until 1979, then served as chairman until his retirement in 1981. He is survived by two sons and daughter.

Sidney P. Solow, 74, technical representative for Fuji Photo Film, U.S.A. and former president, Consolidated Film Industries, died of heart attack Jan. 2 at Cedars-Sinai Medical Center in Los Angeles. He joined CFI in 1932 as chemist, advancing to presidency by 1964. He added title of chairman in 1977 before retiring in 1982. He also served as vice president of Republic Pictures beginning in 1954 and was elected to Republic board in 1960. In 1974, Solow received Progress Gold Medal Award from Society of Motion Picture and Television Engineers for his contributions to motion picture laboratory technology. Survivors include his wife, Davida, one daughter and two sons.

Margaret Johnstone, 57, retired business manager, KCRA-TV Sacramento, Calif., died of cancer Jan. 1 at Kaiser hospital, Sacramento. Her broadcasting career also included positions at KABC-TV and KCOP(TV), both Los Angeles; noncommercial KVIE(TV) Sacramento; KPTV(TV) Portland, Ore., and TeleRep, New York.

Native son also rises

Television program directors are often characterized as a nomadic bunch—starting their careers in small towns and cities off the beaten path, moving from market to market in a succession of jobs, their fortunes usually dependent on whichever way the rating winds blow. John von Soosten, outgoing president of NATPE, does not fit the profile. He rose steadily through the programing ranks without ever leaving New York City. It is a phenomenon he attributes to the “promote from within” philosophy at Metromedia—where until last year he had spent virtually his entire professional life—and to the conviction he shares with his wife (they are both native New Yorkers) that “you shouldn’t have to leave town in order to work there.”

It has been less than a year since von Soosten traded his sport coat and chinos as WNEW-TV New York’s program director for the button-downs and pin-stripes of vice president and director of programing for Katz Television, but he appears relaxed in his new surroundings. For one thing, von Soosten jokes, he finally got an office with a window. “I worked for 20 years in classrooms, studios, control rooms, tape rooms—none of them had windows.” Von Soosten also assumed the responsibility of leading Katz Television’s 14-member programing department, which consults about 70 client stations—a majority of them network affiliates—on the programing they carry.

And as president of NATPE International or this year’s programing conference, von Soosten has been involved in the planning and preparation of what may be the largest gathering of television programers in history—an event expected to draw some 7,000 people. “Our growth since 1980 has been amazing,” says von Soosten, a man not given to hyperbole. “It really wasn’t until the late 70’s and early 80’s that people began to discover what NATPE is all about.”

Part of the reason for NATPE’s growth, von Soosten believes, is the changing nature of the syndication marketplace. “The first reason is that there are more independents on the air than there were five years ago, which has opened up more avenues for producers and distributors to sell programing. As a result, affiliates have become more aggressive. Shows like *M*A*S*H*, *All in the Family*, *Happy Days*—all shows which started in syndication] in September 1979—helped independents realize they had a lot of muscle, more than perhaps people had given them credit for. The affiliates woke up pretty quickly and started actively to program the 4 to 6 p.m. time period with sitcoms and *Barbary Jones*-type shows, and that spurred the syndication marketplace.”

NATPE International has undergone a par-



JOHN LOUIS VON SOOSTEN—president, NATPE International, and vice president and director of programing, Katz Television, New York; b. July 12, 1944, Floral Park, N.Y.; BS, TV-radio-film, Ithaca College, 1967; MS, speech-theater, Brooklyn College, 1969; instructor, New York Institute of Technology, 1968-70; assistant production manager, 1971-72; production manager, 1972-79; vice president and program manager, 1979-84, WNEW-TV New York; vice president and director of programing, Katz Television, 1984-present; m. Linda Baron, June 26, 1971.

allel transformation, von Soosten relates. “Five years ago NATPE was one woman with a post office box number in Lancaster, Pa...As the syndicated marketplace exploded, NATPE has been available to provide more services to its members.” Those services include a New York office with a full-time executive director and a rapidly growing professional staff that is taking over work that the association formerly contracted to outsiders. In the past year, von Soosten notes, NATPE has brought in-house its convention planning process as well as its book-keeping.

Last year also saw NATPE’s first “management seminar,” a three-day affair held at San Diego State College, featuring industry experts and academicians instructing program directors on the latest management techniques. The organization has also begun producing the quarterly *NATPE Video Programmer*, a half-hour, satellite-distributed program on local programing by member stations. In addition, NATPE began a quarterly newsletter for associate members—mostly program distributors—reporting developments of special interest to them. In the future, von Soosten says, NATPE will look to bring other functions in-house, such as legal and possibly publicity.

This year also will mark the first annual NATPE production conference, to be held March 14-17 in New Orleans. The conference is designed to help producers exchange ideas and provide access to the latest in production equipment through an exhibit hall for equipment suppliers.

Von Soosten, stressing that the NATPE leadership is a “continuum,” credits the organization’s past presidents with the developments of the past year. “NATPE is evolutionary,” he explains. “What I’ve tried to do is let others into the decision-making process. This year we had monthly executive committee meetings—it used to be once every three or four months. We all know how the other guys feel pretty much, and this encourages strong competition.”

Von Soosten has been in broadcasting since his freshman year in college. After high school, he packed off to Lehigh University in Bethlehem, Pa., with plans to study electrical engineering, “but I got really hooked on the college radio station by the time I was midway through my freshman year and I discovered electrical engineering was not as exciting as I thought it was.” Switching career goals, he also transferred to Ithaca College, Ithaca, N.Y., and enrolled as a radio-TV major. During summers, von Soosten filled in as an announcer, newscaster and salesman at WPAC-AM-FM Patchogue, N.Y. Von Soosten obtained a master’s degree in speech-theater from Brooklyn College (during summers at graduate school he had worked as a relief technician for WOR-TV), and taught for two years at the New York Institute of Technology before joining WNEW-TV in 1971 as an assistant production manager. Von Soosten stayed at the station 18 years, eventually being named vice president and program manager in 1979.

It was von Soosten’s interest in industry activities that brought him to Katz. He sat on an International Radio and Television Society committee and struck up an association with Gordon Hastings, now president of Katz Television but then its vice president and director of new business. Von Soosten recalls that at last year’s NATPE convention, Hastings proposed they get together for lunch when they got back to New York. Lunch was followed by other meetings, and after Hastings became president he invited von Soosten to head Katz’s programing department.

Between his responsibilities at Katz and NATPE, von Soosten has little leisure time. Asked what his hobby is, he replies: “Preparing for NATPE.” He describes his avocation as photographer and audiophile: His house is appointed both with a darkroom and sophisticated stereo equipment. Along with his wife, Linda—a former tape editor at CBS News—von Soosten has begun collecting Walt Disney animation stills and primitive American art “of the Grandma Moses kind; only we don’t own any of those.”

Justice Department said last week it would not challenge bid by United States Football League to move to fall in 1986, even if USFL schedules games on Saturday afternoons opposite college contests. Decision came in response to letter from USFL two months ago asking if Justice would challenge, on antitrust grounds, future network contract league hopes to negotiate, which would call for no more than one national broadcast on Saturday afternoons, or up to four regional games, with no blackouts to home audiences. League has also indicated that it sees possible Sunday afternoon fall window—alternating each week in early and late afternoon time periods.

Senator William Proxmire (D-Wis.) is trying again. As he has in every Congress since 1975, he has introduced legislation to abolish "the so-called fairness doctrine and equal-time rule." He said bill—First Amendment Clarification Act of 1985—is needed to eliminate controls on broadcasting he feels are unconstitutional. "They violate the First Amendment's guarantee of freedom of the press," Proxmire is attempting to atone for what he considers his error, in 1959, in proposing amendment to Section 315 of Communications Act—equal-time law—that is now cited as statutory authority for fairness doctrine.

FCC has approved \$26-million sale (plus noncompete agreement) of **KXV-TV (ch. 15) Phoenix**, from New Television Corp. to Scripps-Howard Broadcasting, subject to Scripps's divesting itself of its Phoenix radio stations, **KMEO-AM-FM**, within 18 months. Scripps had sought permission to retain radio stations on grounds that common ownership would provide TV station with benefits of economies of scale, but commission said group owner hadn't made case for exception to one-to-market rule. Commissioner Henry Rivera dissented to part of ruling permitting joint ownership of radio and TV outlets for 18 months.

Graphic Scanning Corp., which already has been denied construction permit for direct broadcast satellite operation (**BROADCASTING**, Oct. 15, 1984), received more bad news from FCC last week when Administrative Law Judge Thomas Fitzpatrick held that **company had lacked candor and intentionally misrepresented facts to commission.** Judge made that determination in case addressing whether Graphic, nation's largest radio paging company (which also has

interests in cellular radio operations), was real party in interest behind four paging applicants. FCC official said ruling could put Graphic's licenses in jeopardy.

Reversing initial decision by FCC Administrative Law Judge Joseph Gonzalez, Review Board has granted application of Jovonity Broadcasting Corp. for new TV on channel 62 in Hammond, Ind., denying competing applications of Apogee Inc., Hammond Indiana TV, Pan American Broadcasting and Cross Country I work. Gonzalez had picked Pan American on integration grounds. But board said Jovon's superior coverage proposal tipped scale in its favor. Joseph A. Stroud, black San Francisco businessman with interests in real estate and restaurants, is president and 99% owner of Jovon. Stroud's wife, Yvonne Marie, holds remaining shares. Neither has other media interests.

Bresnan Communications Co. has purchased cable television system serving more than 16,000 subscribers in Marquette, Mich., from Tele-Communications Inc. for undisclosed amount after Marquette City Commission unanimously approved franchise transfer. William J. Bresnan, chairman of Bresnan Communications, former president of Group W Cable, said company now owns cable systems serving 44,000 subscribers. Bresnan recently acquired five systems in the Upper Peninsula region of Michigan with 28,000 subscribers in Calumet, Escanaba, Iron Mount, Iron Wood and Sault Ste. Marie from Group W Cable. Bresnan Communications, which began operation last year, has established its headquarters at 708 Westchester Avenue, White Plains, N.Y.

Katz Broadcasting, Bridgeport, Conn., reached agreement in principle last week to acquire "certain assets" of WSGN(AM) Birmingham, Ala., from Edens Broadcasting Co., Phoenix, for about \$850,000. Station is part of newly-formed corporation headed by former Harte-Hanks Radio President Gary Edens, which purchased set of nine radio properties from Harte-Hanks Communications when company divested its radio group (**BROADCASTING**, Sept. 24, 1984). Katz acquired WSGN(AM)'s dial position (610 kHz), transmitter equipment and transmitter site. Once deal is complete, Katz plans to sign on air with same calls and format as its co-owned property there, country **WZZK(FM)**. According to Katz, **WZZK(AM)** will

An examination of the just-released fall 1984 Arbitron reports for Chicago, San Francisco and Philadelphia, shows the top stations in each market spanning the format spectrum: from MOR to news/talk to easy listening.

Last week, **BROADCASTING** reported the ratings for New York and Los Angeles where contemporary hit outlets **WHTZ(FM)** (licensed to Newark, N.J.) and **KIS(FM)**, continue to reign in their respective markets.

Highlighted below are capsule reports on Chicago, San Francisco and Philadelphia—markets three, four and five. (All figures are for persons 12-plus, metro share, Monday-Sunday, 6 a.m.-midnight).

■ **Chicago**—Continuing to hold a healthy lead in the Windy City is MOR/talk **WGN(AM)**, this time posting a 9.7 12-plus metro share—down from its double-digit 11.4 in the summer report, when it was airing Chicago Cubs baseball ("Top of the Week," Oct. 8, 1984).

Climbing from fifth place in the previous book with 4.7 to second in the fall with 6.1 is Gannett's urban contemporary **WGCI(FM)**. Landing third is Century Broadcasting's easy listening **WLOO(FM)**, programmed by Bonneville, with a 5.4 overall metro share—down from 6.8 last summer. Rounding out the top five are CBS's all-news **WBBM(AM)** at 4.9—up from 4.4 in the summer—and contemporary black **WBMX(FM)** with 4.2—down from 5.2.

As in New York and Los Angeles, the contemporary hit radio format lost some ground in 12-plus share from the summer survey period ("Top of the Week," Jan. 7). CBS's **WBBM(FM)** dropped from a 5.0 to 4.2 and ABC's **WLS(FM)** slipped from 2.8 to 2.3. However, **WLS's** co-owned AM station with the same call went from 2.7 to 3.6 in the

Fall Arbitron radio results for C

new report.

The market may soon have one less album oriented rock station. Doubleday Broadcasting's **WMET-FM** is reportedly close to a swap from AOR to adult contemporary (see "Riding Gain," page 1). The station finished at 2.3 in the fall book—down from 2.9 in summer and 3.3 in spring 1984. Meanwhile, the other AOR outlet in Chicago have shown a slight 12-plus audience share improvement since the previous report. **WLUP(FM)** climbed from 2.8 to 2.9 and **WXRT(FM)** went from 2.4 to 2.6.

Looking at Chicago's adult contemporary stations, **RI WFYR(FM)** is up slightly from 2.4 last summer to 2.5 while **Boi ville's WCLR(FM)** fell from 4.1 to 3.8. Viacom's "light" contemporary **WLAK(FM)** at 3.2 and NBC's **WKQX(FM)** with 3.3 have maintained same overall metro share from the summer sweeps.

Among some of the market's other stations that had a drop in plus metro audience share from the previous report are: West house's talk-formatted **WIND(AM)**, from 3.4 to 2.9 and NBC's country **WMAQ(AM)**, from 3.2 to 2.8.

■ **San Francisco**—News/talk stations captured the top two spots in the latest report. ABC's talk-formatted **KGO(AM)** maintained stronghold on the market at a 9.0 12-plus metro share—up from 8.5 in the summer survey—while its cross-town rival **KCBS(AM)** followed at 5.3—up from 4.4 in the last book.

Slipping from second to third with 4.0 is urban contemporary **KSOL(FM)** (licensed to San Mateo). Taking over fourth place is Sh

ffed by "existing" personnel from its FM facility. New acquisition will bring total number of radio stations owned by Katz to 11—seven FM's and four AM's.

C has pulled plug on rulemaking proposed as incentive to selling of broadcast stations to minorities by permitting seller to possess station in case minority buyer couldn't make payments. Order released last week, FCC concluded that scheme ran afoul of Communications Act.

San Francisco Broadcasting Co. and Asian-American Broadcasting Foundation are appealing FCC decision denying them interim authority to operate facilities of KMOF-TV (ch. 30) **San Bernardino, Calif.** Its owner, Faith Center, had been denied renewal of license. Commission granted interim authority to Angeles Broadcasting Network. Commission's refusal to permit intervention of Melana James was also appealed. All three appeals were filed with U.S. Court of Appeals in Washington. In another court action, Listeners' Guild and Classical Radio for Connecticut Inc. have appealed commission's refusal to permit them to intervene in license-renewal proceeding involving GAF Broadcasting Co.'s WNCN(FM) New York.

J. Gottesman, securities analyst with L.F. Rothschild, Untermyer, Towbin, told radio executives attending second annual NABRAD (New York Market Radio Broadcasters Association) seminar at New York's Grand Hyatt hotel last Thursday (Jan. 4) that radio today commands greater share of ad dollars than 10 years ago. Among key factors in radio's growth, said Gottesman, is advertising. "It surpassed network ad growth in 1947 and continues to expand," he said. Gottesman also noted that radio's natural nature enables management to stay in "close touch" with advertiser. "Although radio may not yield as many dollars of profit, it is a better indicator of competitive savvy than success in television," he said.

Responding to request by National Cable Television Association, FCC's Mass Media Bureau has extended comments deadline to Jan. 28 for rulemaking implementing Cable Communications Policy Act of 1934; reply comments will be due Feb. 11. Comments were originally due Jan. 14.

San Francisco and Philadelphia

San Francisco—Easy listening KABL-FM, programmed by TM Communications, finished third at 3.0. NBC's adult contemporary KNBR(AM) finished fifth at 2.9—down from 3.3 last summer. Besides KNBR(AM), two of the market's other adult contemporary stations showed some slippage in 12-plus metro share: NBC's FM station, KYYU, dropped from 3.9 to 3.4 and Price Communications' KJZZ(AM) went from 3.0 to 2.8. KO's contemporary hit KFRC(AM) inched up a tenth of a share from the summer rating—2.6 to 2.7. CHR-formatted KITS(FM), on the other hand, dropped substantially over the same period, from 3.1 to 2.0. On the up side in San Francisco was the AOR sound. KFOG(FM) climbed from 1.9 in the previous report to 2.6; Century Broadcasting's KMEL(FM) rose from 1.6 to 2.2; and CBS's KROR(FM) went from 2.0 to 2.2. Holding steady from the summer at 1.3 was AOR KSJO(FM) based in San Jose.) Some of the market's stations on the decline are: Malrite's country KNEW(AM), from 2.5 to 2.3; King Broadcasting's country KSAN-FM, from 3.5 to 1.9, and MOR KSFO(AM), from 2.7 to 2.4.

Philadelphia—Topping the market for four of the last five rating periods is easy listening WEAZ(FM), programmed by Bonneville. In the latest report, the station registered an impressive 8.3 overall metro share—up from 7.1 in the summer. Dropping from fifth place in the last book with 6.1 to the second position at 6.7 is LIN Broadcasting's urban contemporary WUSL(FM).



First minutes. Following the merger of the Daytime Broadcasters Association and the National Association of Broadcasters (BROADCASTING, Dec. 31, 1984), the newly formed NAB daytime broadcasters committee met for the first time Jan. 4. At that time, former past president of the DBA, Ray Livesay, WLBH-AM-FM Mattoon, Ill., presented NAB President Eddie Fritts with a copy of the minutes from the DBA's first board meeting Oct. 24, 1953, held in St. Louis, Mo.

L to r: David Palmer, president and general manager of WATH(AM) Athens, Ohio; David Pamigoni, NAB senior vice president of radio; Fritts; former DBA President James Wychor, vice president and general manager of KWOA-AM-FM Worthington, Minn.; Livesay, WLBH-AM-FM Mattoon, Ill., and Edward Giller, president and general manager WFBG-AM-FM Altoona, Pa.

Name change and adding extra day to **second joint convention** sponsored by **National Association of Broadcasters and National Radio Broadcasters Association** were among topics discussed at convention steering committee in Dallas, Jan. 9. This year's event will be called Radio '85, Management and Programming Convention and will be Sept. 11-14.

Third place went to CBS's contemporary hit WCAU-FM, which garnered 6.3—up from 4.7 last summer.

Dropping from second last summer to fourth in the fall was Westinghouse's all-news KYW(AM). The station slipped from 6.9 to 6.2. Finishing fifth at 5.9 was Metromedia's album-rocker WMMR(FM).

Continuing its spiral down was Unity Broadcasting's contemporary black WDAS-FM. Looking back over several rating periods, the station went from 6.7 (winter 1984) to 5.7 (spring 1984) to 5.6 (summer 1984) to 5.0 last fall. Also dropping was adult contemporary WIOQ(FM). It fell from 4.6 (winter 1984) to 4.4 (spring 1984) to 4.3 (summer 1984) to 3.7 in the fall.

Other stations that have dropped in their standing from the summer include: CBS's news/talk WCAU(AM), from 5.5 while airing Philadelphia Phillies baseball to 4.4; Greater Media's adult contemporary WMGK(FM), from 6.6 to 5.8, and Infinity's AOR WYSP-FM, down from 3.7 to 2.9.

Some outlets on an upswing over the same period include: Metromedia's adult contemporary WIP(AM), from 3.5 to 3.7; soft contemporary WKSZ(FM), from 2.7 to 3.2; Greater Media's nostalgia WPEN(AM), from 4.9 to 5.0; adult contemporary WSNF-FM, from 3.0 to 3.4; talk WWDB(FM), from 3.4 to 4.5, and country WXTU(FM), from 3.3 to 3.7.

■ Stations ranking first in 12-plus metro share in the other top 10 markets are as follows: MOR/information WJR(AM) Detroit (10.6); contemporary MOR WHDH(AM) Boston (8.7); urban contemporary KMJQ(FM) Houston-Galveston (9.4); MOR WMAL(AM) Washington (9.7), and adult contemporary KVIL-FM Dallas-Fort Worth (9.9).

Editorials

It's must-carry, 3 to 2

As noted in a "Closed Circuit" item in BROADCASTING's issue of a week ago, the FCC staff had drafted an order denying must-carry status to stereo sound on television broadcasting subcarrier channels. The order had been tentatively scheduled for a vote by the commissioners on Jan. 18, apparently on FCC Chairman Mark Fowler's assumption that he could find two votes besides his own for the order that had been drafted to his specifications. The scenario got a radical revision, and perhaps a new ending, in Los Angeles last week.

In a give-and-take panel session at the Association of Independent Television Stations convention, three of the five members of the FCC went on record with their intentions to vote against Fowler and for must-carry. Their positions must be formalized before being reported in the *Federal Register*, but for practical purposes, Mark Fowler has lost the case by a vote of 3 to 2, assuming Dennis Patrick is in Fowler's corner. He can stall the reckoning by his control of the agenda, but the votes are in.

Exactly what kind of must-carry order Mimi Dawson, Henry Rivera and James Quello, the INTV panelists, have in mind remains to be defined. Presumably it would give cable systems time to adapt equipment in phase with the evolution of program-related services on the subcarrier channels and with public demand. It is unlikely to satisfy the cable establishment, which wants no obligation to carry subcarrier service and is threatening to attack the basic must-carry rules. Perhaps it will be reasonable enough to let the cooler heads in cable keep their cool.

Quello last week called it the FCC's Rainbow Coalition: Dawson, a white, female Republican; Rivera, a Hispanic male Democrat, and Quello, a Democratic male of Italian descent. In nature it doesn't happen until the storm is over, but when the rainbow materialized in the Century Plaza last week, it rained on Mark Fowler's parade.

First priority

If the congressmen appearing at the INTV convention last week are correctly reading their colleagues and their constituencies, broadcasters face a formidable lobbying assignment in 1985. The word taken to Los Angeles was that the forces advocating the prohibition of advertising for beer and wine on radio and television are loose on Capitol Hill and just may be beyond the broadcasters' control.

Representative Al Swift (D-Wash.) put it bluntly to the independent television station operators: "If it gets to the floor, you're dead."

The INTV was Swift's audience last week, but the National Association of Broadcasters bears the principal responsibility for heading off disaster. As the trade association containing all kinds of broadcasters in the greatest numbers the NAB is correctly charged with the protection of alcohol advertising.

Its ability to do so may be questioned elsewhere (see "Top of the Week" in this issue), but this page will refrain. The last experience the NAB needs at this critical moment in government relations is another upheaval in its management.

There is a stronger case to be made for the retention of alcohol advertising than there was for cigarette advertising, which Congress ordered off the air in 1971. Cigarette smoking had been decreed a hazard to health by the U.S. surgeon general. The use of alcohol in appropriate quantity has not been similarly judged.

Still there are parallels to be seen in the campaigns against

cigarette and alcohol advertising. Both evolved from the assumption that the elimination of broadcast advertising would lead to a decrease in a product's use. Never mind that the assumption has been proved false in the cigarette market—where consumption increased until the trend was reversed by a continuing and massive medical campaign. The broadcasters must somehow persuade the Congress to demand evidence, which cannot be provided, that American drinking habits would be changed if beer and wine advertising were taken off the air.

They must also dissuade brewers and vintners from eyeing the example of cigarette makers that agreed to dump broadcast advertising to protect the legality of selling cigarettes.

Quite an assignment.

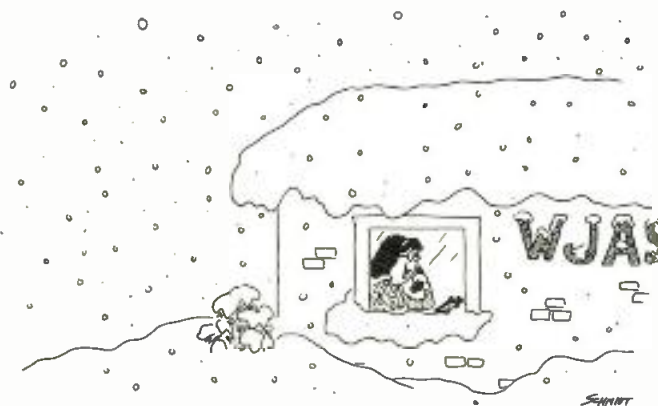
Right answer

Jim McKinney, chief of the FCC's Mass Media Bureau, beat his own deadline when he concluded last week that the Central Intelligence Agency had no case in its fairness complaint against ABC. When the complaint was filed late last November, McKinney said it could take "months" to arrive at recommendations for FCC action on the complaint. He did it in closer to weeks and spoke for the FCC on a delegation of authority. Good for him.

This case, as noted here when it was filed, was foolish from the start. The CIA asked the FCC to make an impermissible intrusion into the editorial process of television news. The ABC report to which the CIA objected, that the CIA had engaged in threats of assassination, may have been shoddy journalism, as also noted here, but it was well outside the reach of government reprisal. It did not involve a controversy of public importance, and so the fairness doctrine did not apply. The CIA simply wanted the FCC to punish ABC for broadcasting an unsubstantiated report. It should stick to mining Nicaraguan harbors.

"It is well settled," McKinney wrote last week, "that the commission is not the national arbiter of the 'truth' of news programming. Nor is the commission prepared to judge the wisdom, accuracy or adequacy with which particular news coverage is handled on the air."

Words to write on the meeting-room wall for future FCC's to read. If the CIA has any sense, it will quit while it's behind.



Drawn for BROADCASTING by Jack Schmidt
"Good morning, Fraser's Hardware? You asked us to let you know when we'd run the make-good for your lawn mower commercial that we missed last June."

The Only Game in Town isn't a Game. It's PM MAGAZINE...

In BALTIMORE



#1 Rating
BEATS

Tic Tac Dough
People's Court • Carol Burnett

In BEAUMONT



#1 Rating
BEATS

Wheel of Fortune
Three's Company

In BOSTON



#1 Rating
BEATS

Entertainment Tonight • Chronicle
Barney Miller • Taxi
Dallas • WKRP

In CHARLOTTE



#1 Rating
BEATS

Name That Tune
Entertainment Tonight
One Day at a Time

In COLUMBIA



#1 Rating
BEATS

Jeffersons
Three's Company

In FLINT-SAGINAW



#1 Rating
BEATS

Jeopardy
Jeffersons

In HARRISBURG-LANCASTER



#1 Rating
BEATS

Name That Tune • Jeopardy
Taxi • Benson

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