

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jan 7



54th Year 1985

INTV's turn in L.A.  
Land "At Large"  
Next: NATPE

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The image features a vibrant, starburst background with numerous streaks of light in shades of green, yellow, and white radiating from a central point. The text "STAR GAMES" is prominently displayed in the lower half of the image. The word "STAR" is in a stylized, blue, outlined font with a white-to-blue gradient. The word "GAMES" is in a similar style but with a white-to-pink-to-blue gradient. A large, five-pointed star is positioned at the bottom right of the "GAMES" text, also featuring a blue-to-white gradient and a black outline.

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GAMES**



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# Broadcasting Jan 7

## CBS wins sweeps; NBC shows strong gains

### 'At Large' with Herman Land NATPE, INTV on their marks

**NOVEMBER RESULTS** □ CBS wins November sweeps but NBC is only network to show gain in audience over year-earlier figures. **PAGE 51.**

**LUCKY NUMBER** □ *Wheel of Fortune* takes first place in Cassandra rankings, followed by *M\*A\*S\*H* and *Three's Company*. **PAGE 53.**

**HARD LOOK** □ There are mixed reviews in Fifth Estate for suggestion that public broadcasters could trade VHF's to commercial broadcasters for UHF's plus cash. **PAGE 54.**

**ON TOP** □ Contemporary hit radio is still favored format among ages 12-plus in New York and Los Angeles. **PAGE 55.**

**LAND: AT LARGE** □ On the eve of the Association of Independent Television Stations convention, INTV president Herman Land speaks frankly with BROADCASTING editors on a range of topics including the meteoric rise of independent stations, some of their pressing concerns and what the future holds. **PAGES 72-80.**

**STATE OF THE ART** □ Independent stations are among the Fifth Estate's hottest properties. BROADCASTING examines the ins and outs of the independent marketplace. **PAGE 82.**

**KICKING OFF** □ INTV's Los Angeles convention under way. A guide to events begins on **PAGE 92.** A listing of exhibitors begins on **PAGE 94.**

**COUNTING DOWN** □ Annual gathering of the broadcast programming syndication marketplace

set to roll in San Francisco, with more attendees and more exhibitors filling more space than ever before. **PAGE 118.** The agenda appears on **PAGE 120.** A look at what's on display on the Moscone floor and in the Fairmont suites begins on **PAGE 128.**

**CABLE BULLS** □ Whether it was the cable bill or a better business climate, cable stocks over the past seven months have fared better than the market average. **PAGE 164.**

**HELPING HAND** □ During holiday season, broadcasters turn attention to raising money for the needy. **PAGE 174.**

**KU LINK** □ Four Florida television stations join to form news network using Ku-band satellite technology. **PAGE 187.**

**CASE CLOSED** □ Eleven-year-old family viewing case is settled quietly in Los Angeles court. **PAGE 204.**

**ANOTHER LOOK** □ FCC says usual method used to determine loss of service due to transmitter change should now include access to alternative media. **PAGE 206.**

**PARTY TIME** □ ABC and Inaugural Committee are linking up to air inaugural festivities from Washington on Jan. 18 and 19. **PAGE 214.**

**TEAMWORK** □ Carl Hirsch, president and CEO of Malrite, has achieved his goal of putting together a winning group and letting them "do what they do best." **PAGE 239.**

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## Same time everywhere

House Commerce Committee member Ron Wyden (D-Ore.), who has been vocal critic of networks' practice of declaring winners of presidential elections before polls close in Western states, is going to try to do something about it. Early calling of presidential races, he told BROADCASTING last Friday, "is draining the vitality of the electoral process, especially in the Western states." He plans to introduce bill in upcoming session to set uniform times for poll openings and closings in every state during 1988 as one-time experiment. As now contemplated, legislation would keep all polls open 15 hours, 5 a.m. to 8 p.m. on East Coast and 8 a.m. to 11 p.m. on West Coast.

And at same time he pushes legislation, Wyden will seek promises from networks not to report trends or winners in any state until polls close. To "maximize" effectiveness of experiment, he said, "you really need both parts of the equation." He said he has already received such promise from ABC News President Roone Arledge in Dec. 12 letter.

## Hang-up

Cable swap between Times Mirror and Storer, involving 180,000 subscribers, is still awaiting Justice Department approval six months after announcement. Department officials have visited several localities involved in transaction, including Phoenix and Louisville, Ky., and have requested "voluminous" data, last batch of which was submitted just before Christmas, according to one company source. Deal permits either company to back out of swap if approval is not received by Jan. 30, but neither party indicates it will avail itself of that provision. Justice Department official cited work overload as one reason for extension of review.

## Rewrite

Question of whether must-carry should be applied to TV stereo is tentatively scheduled for disposition at FCC meeting Jan. 18. But, under instructions from FCC Chairman Mark Fowler, item has been redrafted to propose no must-carry. Item originally would have given cable operators up to four-year break from must-carry requirements; contained clause triggering that obligation when certain percentage of homes had TV stereo

capability, and then permitted cable operators technical flexibility to meet their obligations (BROADCASTING, Dec. 17, 1984). Word has it, however, that Commissioners James Quello, Mimi Dawson and Henry Rivera still support must-carry proposal. Guess is that Fowler will pull item once again.

## Designated heir

Although he is eight years short of retirement, Julius Barnathan, president of ABC's Broadcast Operations and Engineering, has his eye on possible successor: Bob Siegenthaler, now vice president, ABC News and Special Events. Barnathan wants Siegenthaler to be executive vice president of Broadcast Operations and Engineering, where he could be groomed to take over Barnathan's duties. Barnathan feels Siegenthaler is familiar with much of operation and that while there is more he needs to learn, he is fast study. But Siegenthaler move is not yet definite. Barnathan says he and Siegenthaler are still talking about it.

## Up for bids

FCC Chairman Mark Fowler is reportedly considering asking Congress for authority to auction off unassigned spectrum space. Idea is to use auctions as substitute for comparative hearings or lotteries. Under approach being discussed, neither existing licensees nor current allocations would be affected.

## Side that's buttered

If, as expected, attempts to rework cable copyright royalties are made in this Congress, how will major companies owning both cable and broadcast stand? Informed guess is that Westinghouses, Storer, Coxes, Times Mirrors, etc. would go for reductions instead of increases in cable royalties. Reason: Cable payments to royalty pool far exceed television station collections.

## P-P-V in sky

Jeffrey C. Reiss, who helped found Showtime back in 1976 and Cable Health Network three years ago (latter subsequently merged into Lifetime) and who now heads own media consultancy in New York, is working on plans for company that would deliver pay-per-view programming via satellite to cable systems nationwide. Reiss hopes to launch project

this year. He has approached various program suppliers about project, as well as three manufacturers of encryption equipment—M/A-Com, Microdyne and Scientific-Atlanta. Last year he consulted company that intended to launch national P-P-V system of its own—Computer Addressable Television Systems (CATS) New Orleans. That company had hoped to launch last Dec. 1 but ran into financing problems and has delayed start-up.

## Old wounds

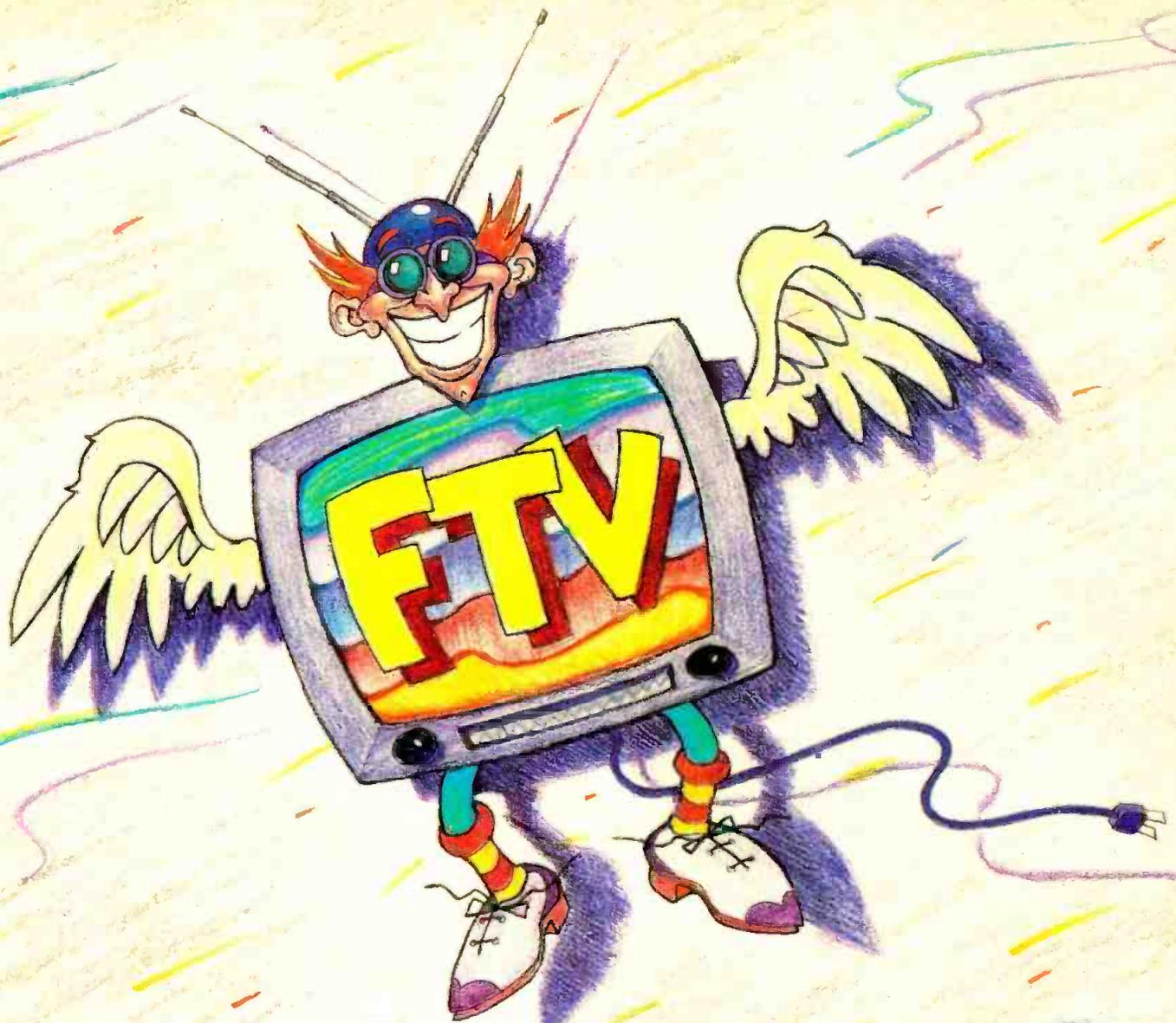
Intelsat's good fortune over years in operating free of political issues may be ending. Observers see possibility of Arab-Israeli enmity flaring in final consideration at Assembly of Parties' extraordinary meeting, Jan. 29-30, of Israeli proposals for technical coordination with Intelsat of two domestic satellite services. Those proposals, along with host of others by U.S. and Canada for transborder and domestic services, were cleared by board of governors at meeting last month. But now some Arab countries are said to have expressed reservations about favorable response to Israeli proposals.

## Competition

Difficulties that videotex services are running up against are not confined to sorting out technical and marketing bugs in new service. Official at Knight-Ridder, which recently announced it was laying off 20% of its Viewtron employees, acknowledged that many services provided by videotex, such as stock quotes, airline schedules and movie reviews, are also provided by Dow Jones News/Retrieval, which, as of end of third quarter had 164,000 customers nationally, up from 120,00 at start of 1984. Two-way service, which has been profitable for over year, serves most customers over telephone lines but also operates on cable systems in several dozen communities.

## Potential moneymaker

In its first major effort in paid seminar production, noncommercial WNET(TV) New York will present closed circuit seminar on "The Art of Negotiating" and relay it by satellite to other PBS stations throughout country. Three-hour seminar will be carried next May 11 and admission will be \$75 for members of PBS station staffs, \$95 for nonmembers. Stations will share proceeds.



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## Mature video

VH-1, a new adult-contemporary music video channel offered by MTV Networks Inc. (aimed at the 25-54 demographic), launched Jan. 1 at 6 p.m. (ET). It is transmitted from



VJ Imus



VJ Shannon

Satcom III-R, transponder 15. The company said it had commitments from cable systems to carry the new service, with a total of three million basic subscribers. So far, it said, 28 advertisers have signed on. The average price per 30-second spot on VH-1 is \$300 compared to \$1,200 per 30 for MTV.

Network executives have indicated that perhaps 20% of videos seen on VH-1 would also be carried on MTV, but no more. New service will employ five on-air (but taped) "vee-jays." Four have been tapped: Don Imus, morning personality with WNBC(AM)

New York; Scott Shannon, program director and morning personality, WHTZ(FM) Newark, N.J.; Frankie Crocker, former program director and personality for WBLS(FM) New York, and Jon "Bowzer" Bauman of rock group Sha Na Na. A fifth has yet to be selected, but the network says it hopes to find a female personality to fill the role.

Turner Broadcasting's Cable Music Channel had pre-empted VH-1's entry into the market last October, going after the same demographic. But the service shut down in late November due to lack of sub-

scribers.

## Getting together

There is further evidence that the cable industry is serious about curtailing signal piracy. A group of communications companies and trade associations representing the entertainment, legal, securities and hardware fields have banded together to form the Coalition Opposing Signal Theft (COST).

Ed Bleier, executive vice president, Warner Brothers Television, is credited with getting the group together. Among the companies involved are Paramount, Warner Amex, Columbia, Showtime/The Movie Channel Inc., Home Box Office, Major League Baseball, Cablevision Systems, Group W Broadcasting and Cable, Suburban Cable, Scientific-Atlanta, Zenith, ESPN and USA Network. The Motion Picture Association of America, National Cable Television Association and the Community Antenna Television Association are among the trade groups that have endorsed the effort.

According to Sandi Wildman, director of affiliate public relations, Showtime/TMC, and a member of the COST steering committee, the coalition is being developed so that participating companies may better coordinate efforts at combatting signal theft. "There has been a lot of cross-purpose activity," she said. "We hope to form a clearinghouse and possibly a data base to facilitate the process of fighting signal theft."

Commenting on MPAA's support for the effort, association President Jack Valenti said the piracy of copyrighted program material is a "deadly disease for which a cure must be found," and that COST appeared to be a good first step toward that end. Curbing signal theft, he said, is "essential to the survival of the film, broadcasting and cable industries." The group is currently developing a series of "proposed action steps," which will be announced in the next couple of months.

In connection with its participation in the group, the USA Network said it would produce a series of 60-second, antitheft spots, using talent from a number of the shows in its program lineup. The spots, which will debut in February, will be offered to USA affiliates nationwide via the network's pro-

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motional feed and will also be aired "regularly" on the network, which now reaches 26 million homes.

### Mixed numbers

In its monthly rating report for October, the last available, HBO said that compared to the same month a year ago, viewing of the pay service over the average day declined but that total cable viewing in its universe was up. On a total-day basis, the network's rating was down 16%, to a 3.6 with a 10 share. Total cable viewing (excluding superstations and independents) was up 3% during the same period, to an average 10.2/29. Broadcasting network viewing in HBO homes for October was up 2% to 6.4/19. In prime time (8 p.m.-11 p.m.), HBO viewing declined 15%, to 8.5/12, while total cable viewing was down 1% and network viewing was up 1%, to 15.6/23. The pay network also said its weekly reach was down 4% in October to 79.8% of its universe.

### Behind the sale

Long Beach Cablevision Co., owned equally by Times Mirror Cable and Knight Ridder, has reached an agreement in principle to sell its 37,000-subscriber cable system serving Long Beach and Signal Hill, both California, to Simmons Communications (see "Changing Hands," page 215).

While neither company would discuss the reasons for selling the franchise, observers noted the system had problems—a 26% penetration rate, competition from subscription television operations and difficulties in wiring the numerous high-rise buildings in the franchise. A system spokeswoman noted that basic subscriptions have held level for "some time."

Knight-Ridder Vice President Frank N. Hawkins Jr. said: "This in no way signals any lessening in the company's interest in cable television." The company's other cable systems, serving 160,000 subscribers, are all owned in partnership with Tele-Communications Inc.

The Long Beach system includes a newly built local access studio. Steve Simmons, president of Simmons Communications, was not available for comment. All of the Stamford, Conn.-based MSO's current systems, which serve roughly 50,000 subscribers, are on the East Coast.

### Marsh appeal

The FCC order requiring divestiture of remaining cable TV-broadcast crossownership interests judged to be a video monopoly situation has been appealed. Marsh Media Ltd. has asked the U.S. Court of Appeals for the Fifth Circuit to review the commission action, which was released Dec. 4, 1984.

### Feeding children

Nickelodeon, the children's cable channel produced by MTV Networks Inc., launched a West Coast programming feed on Jan. 1. The new feed is transmitted via RCA's Satcom III-R, transponder 4.

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**CRACKERS**

Donald Sutherland  
Sean Penn

**D.C. CAB**

Mr. T  
Irene Cara

**DOCTOR DETROIT**

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Drew Barrymore  
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Fred Astaire  
Melvyn Douglas

**GOING BERSERK**

John Candy

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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

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\*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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## TV ONLY

**Sanderson Farms** □ Three-week flight for Miss Goldie chicken is set to begin this week in 17 markets in Mississippi, Tennessee, Louisiana and Texas. Commercials will run in all dayparts. Target: women, 25-54. Agency: Burton-Campbell, Atlanta.

**Florida Express** □ Airline launched its first-quarter campaign in late December in five markets for four weeks, with subsequent flights planned in accordance with air travel business conditions. Commercials will run in fringe periods. Target: adults, 18 and older. Agency: Gouchenour Inc., Altamonte Springs, Fla.

**Adams Drug Co.** □ Discount store chain will launch two-week flight in mid-January in about 10 markets in East. Commercials will be carried in daytime and fringe periods. Target: women, 25-54. Agency: Ingalls Associates, Boston.

**Gorton's Foods** □ Flights of up to six weeks will begin in mid-January in 35

markets. Commercials will run in daytime and fringe time slots. Target: women, 18-54. Agency: Laurence, Charles & Free, New York.

## RADIO ONLY

**Home Federal Savings & Loan Association** □ Eight-week flight is planned to begin on statewide basis in mid-January throughout California, including San Diego and Sacramento. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Lane & Huff Advertising, San Diego.

**Wisconsin Dept. of Tourism** □ Two-week flight is set for mid-January in Milwaukee, Minneapolis, Chicago and five Wisconsin markets. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Stephan & Brady, Madison, Wis.

## RADIO AND TV

**ORT's Bakeries** □ Flights of three to

four weeks will begin in mid-January in 72 markets. Commercials will run in all dayparts on radio and in daytime and fringe slots on television. Target: women, 25-54. Agency: Kenrick Advertising, St. Louis.

**California Milk Advisory Board** □ Inaugural flight of 1985 takes off in early January for four weeks in 22 radio and 10 television markets in California. Commercials will be carried in all dayparts. Target: persons, 12-34. Agency: McCann-Erickson, San Francisco.

## Rep Report

WXON(TV) Detroit: To Blair Television from Katz Independent TV Sales.

□

KGTV(TV) San Diego: To MMT Sales from Harrington, Righter & Parsons.

□

WDTN(TV) Dayton, Ohio: To Blair Television from Petry Television.

□

KKGO(FM) Los Angeles: To Blair/RAR from Unirep.

□

WXYT(AM) Detroit: To Blair/RAR from Blair Radio.

□

KEZW(AM) Denver: To Blair/RAR from Christal.

□

WQMV(FM) Jackson, Miss.: To Torbet Radio from Masla Radio.

□

WFHR(AM)-WWRW(FM) Wisconsin Rapids, Wis.: To Weiss & Powell (no previous rep).

□

KDAB(FM) Ogden, Utah: To Torbet Radio (no previous rep).

□

WJAZ(AM)-WJIZ(FM) Albany, Ga.: To Weiss & Powell (no previous rep).

□

WZNE(FM) Clearwater, Fla.: To Christal Radio from Hillier, Newmark, Wechsler & Howard.

□

KLHT(AM)-KZZU(FM) Spokane, Wash.: To Christal Radio from Blair Radio.

□

**In new quarters.** Weiss & Powell has moved its Chicago office to 35 East Wacker Drive, Chicago 60611. New telephone number: (312) 236-2338.

# AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

**FEELING GOOD**—A regular 90-second, weekday feature covering health and fitness news is designed to appeal to a nation that's traded in its loafers for running shoes. Scripts move overnight.

**DIVERSIONS**—AP highlights a different form of entertainment every day of the week, from classical music to the latest in video games. Scripts run seven days, from 90 seconds to two and a-half minutes.

**SPORTS QUIZ**—Test your listeners' memory with this sports trivia feature. Use questions as a contest for tickets and other prizes. Questions and answers run Tuesday and Thursday mornings.

**COMING ATTRACTIONS**—A Monday morning preview of the week's programming. It's an easy way to find out about special upcoming features and other outstanding sales opportunities.

**THE SPORTSMAN**—Charles Morey introduces listeners to the people who play for pay in this regular sports personality feature show. This three-take feature runs about three minutes and moves seven days a week.

For more information call, (202) 955-7200

**AP** Associated Press Broadcast Services.

INTRODUCING

THE

TELEPICTURES

Giants

CATCH THEM

IN

SAN FRANCISCO

THE  
TELEPICTURES

Giants

No doubt about it! America's favorite pastime is watching television. And when it comes to syndicating big league programs, nobody plays ball as well as the Telepictures Team. So be sure to catch the Telepictures Giants in San Francisco. We've got everything from proven all-stars to exciting rookies, not to mention favorite hits that would make anybody's Hall of Fame. We've got a line-up calculated to put you way out front in the standings (ARB or Nielsen). So talk to our pitchers, they're the best. After all, they only give up hits. Telepictures, your season ticket to success.

ROOKIES OF THE YEAR



**CATCH PHRASE**

The most addictive game how ever developed. Contestants guess at computer animated catch phrases in a totally involving game of strategy and suspense.

Produced by Marty Pasetta Productions in association with Telepictures.

**THUNDERCATS™**

The \$15-million animated, first-

run strip custom made for the early fringe audience. A Rankin/Bass Production. Already cleared in over 85% of the country for a fall debut.

**TELEPICTURES 3**

The long-awaited sequel to our Telepictures 2 movie package including blockbusters like "Ellis Island" with Richard Burton, "The Doll-maker" with Jane Fonda

and "The Coward of The County" with Kenny Rogers. 28 movies in all, accompanied by fully researched promotional support tools.

**THE TELEPICTURES ALL FAMILY PRIME-TIME FIRST-RUN OFF-NETWORK ANIMATED HOLIDAY SPECIALS**

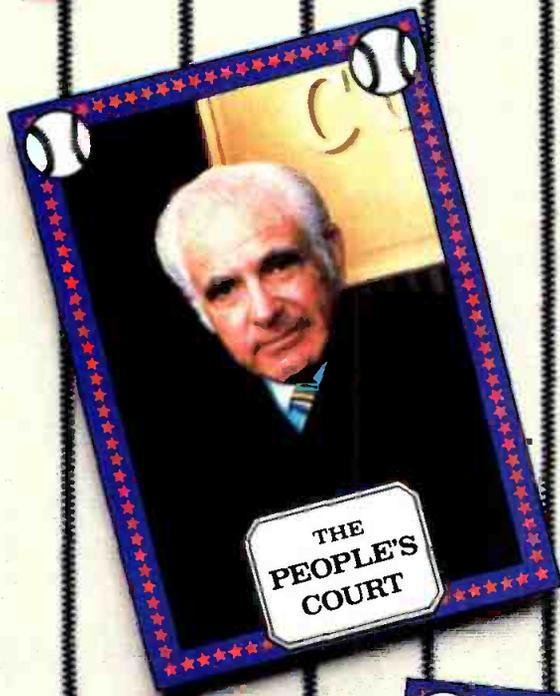
Animated favorites like "The Hobbit," "Rudolph's Shiny New

Year," "Frosty's Winter Wonderland," "The Easter Bunny Is Coming To Town" 15 additional all-family prime time specials debuting in the 1985-86 season.

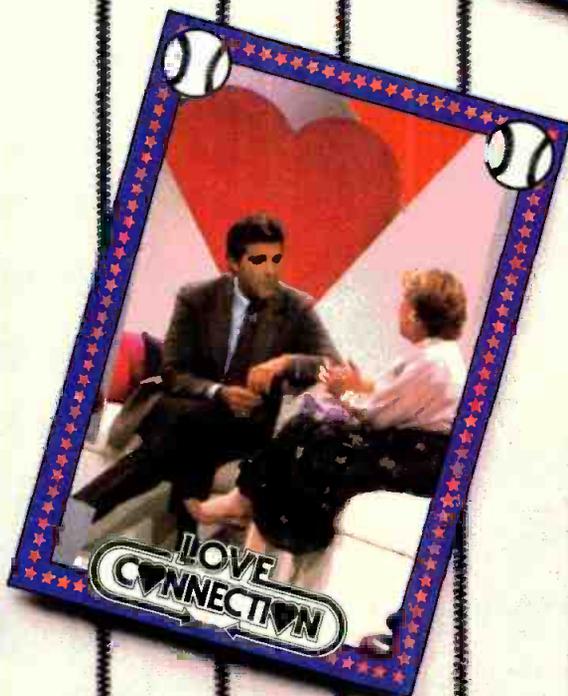
**MASTERS OF FURY**

15 knockout martial arts titles starring the masters of Kung action. Accompanied by a "Killer Kit" of promotional materials.

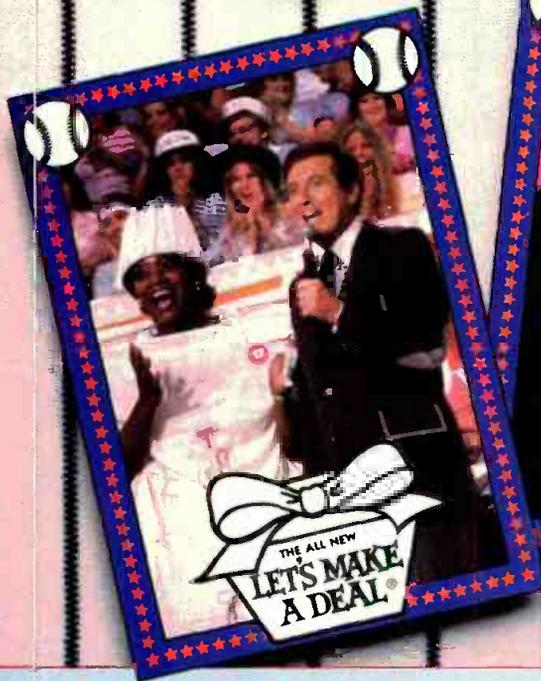
# HALL OF FAME



THE  
PEOPLE'S  
COURT



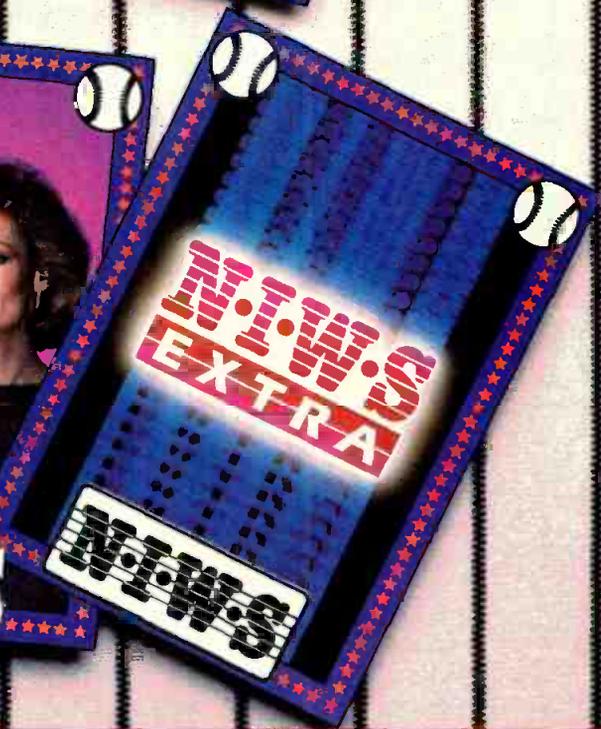
LOVE  
CONNECTION



THE ALL NEW  
LET'S MAKE  
A DEAL



RITUALS



NEWS  
EXTRA

**THE PEOPLE'S COURT**  
Now being renewed for its fourth hit season, "The People's Court" is seen on 188 stations representing over 95% of all U.S. TV homes—from Ralph Edwards Productions in association with Stu Billett Productions.

**LOVE CONNECTION**  
An established hit with incredible demographics,

already set to enter its third season. This unpredictable half-hour reality strip is an Eric Lieber Production in association with Telepictures. Sold in over 130 markets representing 85% of the country.

**THE ALL NEW LET'S MAKE A DEAL**  
Better than ever. The ultimate audience participation strip, hosted by America's favorite

big dealer, Monty Hall. Now airing in over 100 markets for an 80% coverage of the country.

A Stefan Hatots/Monty Hall Production in association with Telepictures.

**RITUALS**  
The first serialized dramatic strip made specifically for syndication. 52 weeks of first-run programming

with no repeats. Bought by over 100 stations representing 85% of all U.S. TV homes.

A co-venture of Metromedia Inc. and Telepictures.

**N.I.W.S./EXTRA**  
The pre-eminent weekly news service in syndication has increased its competitive lead with the addition of "Extra." Sold to over 160 broadcasters worldwide.

# THE ALL STARS



**TELEPICTURES 2**  
27 "hot" made-for-TV movies. With only two runs on the network, most of these titles are available for broadcast right now. Sold in over 85 markets.

**TELEPICTURES 1**  
16 powerhouse movies including the Emmy-Award winning "Guyana Tragedy:

The Story of Jim Jones" and Tom Selleck in "The Sacketts." Sold to more than 95 broadcasters.

**MORE REAL PEOPLE**  
George Schlatter's top rated network series available in 195 half-hour segments. Accompanied by a complete package of promotional tools. Sold in over 90 markets.

**THE NEW DICK VAN DYKE SHOW/MAYBERRY R.F.D.** 150 comedy half-hours featuring Dick Van Dyke and Ken Berry plus two great all-star casts. Timeless all-color episodes of down-home fun, already sold in over 50 markets.

**HERE'S LUCY**  
144 classic comedy off-network half-hours starring

Lucille Ball, Lucie Arnaz, Desi Arnaz Jr. and a stellar line-up of special guests. This all-color series is sold in over 90 markets.

**MY FAVORITE MARTIAN**  
107 hilarious half-hours starring Bill Bixby and Raquel Welch, complete with all-new promotion campaign. Sold in over 50 markets.

New York • Los Angeles • Chicago • Dallas • Paris • Sydney • Tokyo • Toronto

# Telepicture

CORPORATION

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**Supernet signing.** Presidents of four radio rep companies—Torbet Radio, Selcom Radio (both subsidiaries of Selkirk Communications Ltd., Toronto), Masla Radio and Eastman Radio—"officially" announced alliance of their firms into joint nonwired spot sales network called Supernet. Pictured above (l-r) are Peter Moore, president, Torbet Radio; Jack Masla, president, Masla Radio; Barbara Crooks, president, Selcom Radio, and Jerry Schubert, president, Eastman Radio. Supernet alliance has been operating informally for several months.

**Rollin' along.** Scott Paper Co. is unveiling on spot television this week its third television campaign using catchy parody of rock standard, "Let The Good Times Roll." Latest campaign in 14 major markets will be in support of company's Scottie Tissue facial tissues. Other campaigns in 1984 were in behalf of Scott Paper Towels and Scott Tissue bathroom tissues. Newest rock-and-roll vignette shows young child, her supporting cast of dolls and playful kittens enjoying large supply of Scotties. Agency for Scott is J. Walter Thompson USA, New York. It said that third use of "Good Times" motif resulted from strong recall generated by previous Scott commercials.

**Tips on measuring cable.** Cabletelevision Advertising Bureau has compiled report containing standards and guidelines for cable operators to use when conducting or commissioning telephone coincidentals for audience measurement. Called Telephone Coincidental Guidelines, report was undertaken because growing number of cable systems are using technique. (CAB noted that telephone coincidental has limitations. It can develop only measurement and shares for given point in time.) CAB said technique yields high cooperation rates, does not depend on viewer memory and does not place strong demand on respondent. Report includes suggestions on which time periods should be measured, whether homes or persons should be measured, how large sample must be and how sample should be drawn. Copy of guidelines are available from CAB at 767 Third Avenue, New York, 10017.

**ALF advice.** American Legal Foundation has urged nation's top advertisers not to participate in survey conducted by National Black Media Coalition focusing on minority-oriented advertising practices of top companies. ALF said NBMC has gone on record as saying it is surveying practices of top 200 advertisers in effort to persuade businessmen to spend more of their advertising dollars with minority-owned agencies. Foundation also said NBMC plans to encourage minorities to do business only with those companies with advertising practices measuring up to NBMC standards. Pluria W. Marshall, chairman of NBMC, confirmed purposes of survey and branded ALF as "reactionary, right-wing organization."

**Ad challenges settled.** Ten advertisers, including four on television, had challenges to their national advertising resolved during November by cooperating with the National Advertising Division of Council of Better Business Bureaus. Two challenges to television were handled by Children's Advertising Review Unit. They were commercials for Hasbro Bradley (Transformer Action Figures), two of which were discontinued and one which was modified, and for Tonka Corp. (GoBot Action Figures), whose spot was discontinued. Commercials for Lever Bros. (Imperial Light Spread) and for Procter & Gamble (Crisco oil) were modified.

**Selling celluloid.** More than 5,000 U.S. radio stations will receive soundsheets in January when Photo Marketing Association begins its "Snap to It, America" campaign. Stereo, ready-for-broadcast records contain 30- and 60-second jingles created by J.C. Meyer of Nashville. They are intended for use by radio account representatives between April 22 and July 22, weeks surrounding National Photo Week, May 6-12. Already, Kodak, Pentax, Canon, Minolta and Fuji have indicated interest in cooperative advertising. PMA members—mainly camera dealers and film processors—will be buying radio time during campaign.

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Phone: 202-638-1022

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### Bureaus

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

Stephen McClellan, *associate editor*  
Vincent M. Ditingo, *senior editor: radio*  
John Lippman, *assistant editor*  
Geoff Foisie, *staff writer*  
Marie Leonard, *June Chauhan,*  
*advertising assistants*

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

Richard Mahler, *correspondent*  
Tim Thometz, *Western sales manager*  
Sandra Klausner, *editorial-advertising assistant*



**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.**

## This week

**Jan. 5-8**—*Association of Independent Television Stations (INTV)* annual convention. Century Plaza, Los Angeles.

**Jan. 6-8**—*California Broadcasters Association* winter convention. Guests include former President Gerald Ford, fairness doctrine debate featuring former FCC Chairman Charles Ferris and Senator Bob Packwood (R-Ore.) and movie critics "Siskel & Ebert." Sheraton Plaza hotel, Palm Springs, Calif. Information: (916) 444-2237.

**Jan. 9**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: community relations. Panel: Kay Fisher, WJLA-TV Washington; Mal Johnson, Cox Communications; Mary Braxton, WJLA-TV Washington; Charlene McCoy, WRC-TV Washington, and Lorraine Foulds, Media General Cable of Fairfax, Va. National Association of Broadcasters, Washington.

**Jan. 9**—*Ohio Association of Broadcasters* Columbus managers' luncheon. Athletic Club, Columbus.

**Jan. 10-12**—*Utah Broadcasters Association* annual winter convention. St. George Hilton Inn, St. George, Utah. Information: (801) 678-2261.

**Jan. 10-14**—*NATPE International* 22d annual conference. Moscone Center, San Francisco.

**Jan. 11**—Seminar on Cable Communications Act of 1984, sponsored by *Washington Program of the Annenberg Schools of Communications and University of Southern California*. Annenberg School on USC campus, Los Angeles. Information: (213) 743-4784.

**Jan. 11-12**—*Utah Broadcasters Association* annual convention. Hilton, St. George, Utah.

**Jan. 11-13**—*Florida Association of Broadcasters* an-

nual midwinter conference. Marriott's Casa Marina Resort, Key West, Fla.

## Also in January

**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**—Deadline for entries in Commendation Awards, sponsored by *American Women in Radio and Television*. Information: AWRT, 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*. Pavilion 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 Associ-*

**Jan. 5-8**—*Association of Independent Television Stations (INTV)* annual convention. Century Plaza hotel, Los Angeles.

**Jan. 10-14**—*NATPE International* annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

**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

## Major Meetings

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 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. Fairmont 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.

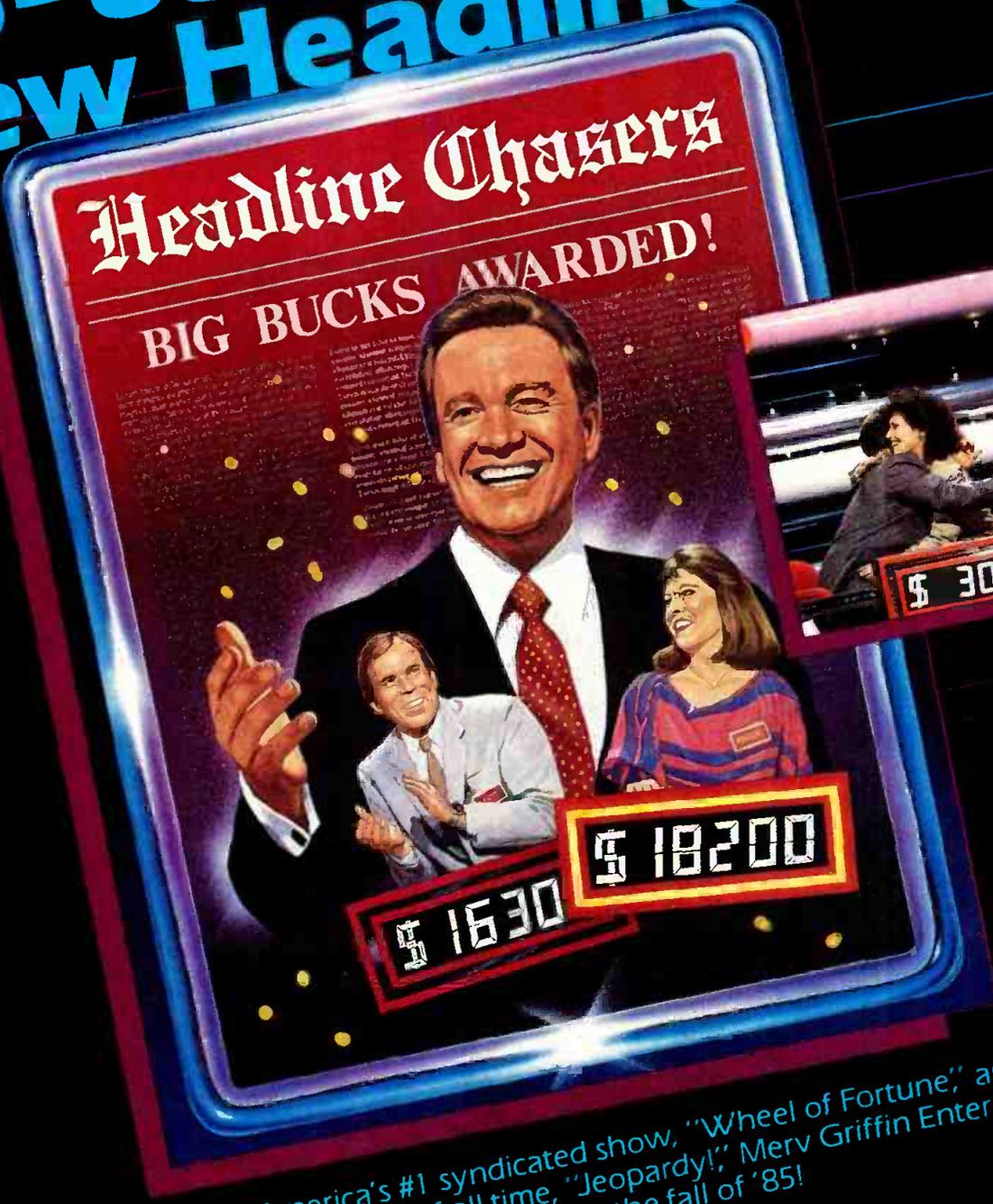
**Sept. 18-20**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609)848-1000.

**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.

# '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.

PRODUCED BY



IN ASSOCIATION WITH WINK MARTINDALE, INC

Produced and distributed by  
**THE HOTTEST TEAM  
IN TELEVISION**

DISTRIBUTED BY



NEW YORK • 212-486-9300 BEVERLY HILLS • 213-858-1833  
NEW JERSEY • 201-522-0100 CHICAGO • 312-337-6765

National Advertising By Camelot Entertainment Sales

ation 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.

**Jan. 21**—"New Era in CATV: The Cable Franchise Policy and Communications Act of 1984," seminar sponsored by *Practising Law Institute*. Doral 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, as opportunity for buyers and sellers. Regent hotel, Melbourne, Australia. Information: 25 Palmerston Crescent, South Melbourne, Victoria, Australia, 3205; telephone: (03) 690-7366.

**Jan. 25**—Awards presentation of U.S. Television and Radio Commercials Festivals, presented by *U.S. Festi-*

*vals 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's* 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. 3-5**—*Louisiana Association of Broadcasters* annual convention. Holiday Inn Central (Holidome), Lafayette, La.

**Feb. 3-6**—*National Religious Broadcasters Association* 42nd 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**—*Ohio Association of Broadcasters* Dayton managers' luncheon. King Cole, Dayton.

**Feb. 6-11**—*International Radio and Television Society* 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; 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. 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

## Stay Tuned

A professional's guide to the intermedia week (Jan. 7-13)

**Network television** □ **ABC:** *David Frost Presents: The Fifth International Guinness Book of World Records*, Sunday 8-9 p.m. **CBS:** *Barbara Mandrell: Something Special* (musical variety special), Wednesday 8-9 p.m. **NBC:** *Time Machine\** (game show), Monday 10-10:30 a.m.

**Cable** □ **Arts & Entertainment:** *Spyship\** (suspense series), Monday 10-11 p.m.; *Icebound in the Antarctic: Shackleton* (two-part adventure), Wednesday 8-10 p.m., concluding Jan. 16; *The Romantic Spirit\** (documentary series), Wednesday 11 p.m.-midnight; *The Mozart Miracle* (lost symphony debut), Friday 9-10 p.m.; "8 1/2" (foreign film), Sunday 8-10:30 p.m. **Cinemax:** "Broadway Danny Rose" (comedy), Saturday 9-10:30 p.m. **HBO:** *Gulag* (drama), Sunday 8-10 p.m. **The Learning Channel:** *The Computer Series for Professionals\** (13 parts), Monday 8-9 p.m., repeated Staurdays at 2 p.m.; *The Computer Programme\** (10 parts), Tuesday 8-8:30 a.m., repeated Saturdays at 1 p.m. **Satellite Program Network:** *Heartbeat of the Pacific\** (variety), Wednesday 9-10 p.m. **Showtime:** *Elvis Presley's Graceland, Hosted by Priscilla Beaulieu Presley* (tour), Tuesday 9-10 p.m. **WTBS Atlanta:** *From No Man's Land: A Porpoise Cries* (documentary), Tuesday 9:05-10:05 p.m.; "Threads" (nuclear war drama), Sunday 8-10:05 p.m.

**Syndication** □ **WCBS Productions:** *Ezxon/New York Philharmonic* (concert), week of Jan. 7 on 250 stations. **Wold Satellite TV Network:** *The Start of Something Big* (biographies) and *Exciting People, Exotic Places* (tours), Jan. 8 and 9 on 150 stations.

**Play it Again** □ **ABC:** *The Thorn Birds* (four-part mini-series), continuing Monday and Tuesday, 9-11 p.m., and Thursday 8-11 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York): *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, 1985. For information and air times call (212) 752-7684.

\* indicates premiere episode



"Threads" on WTBS

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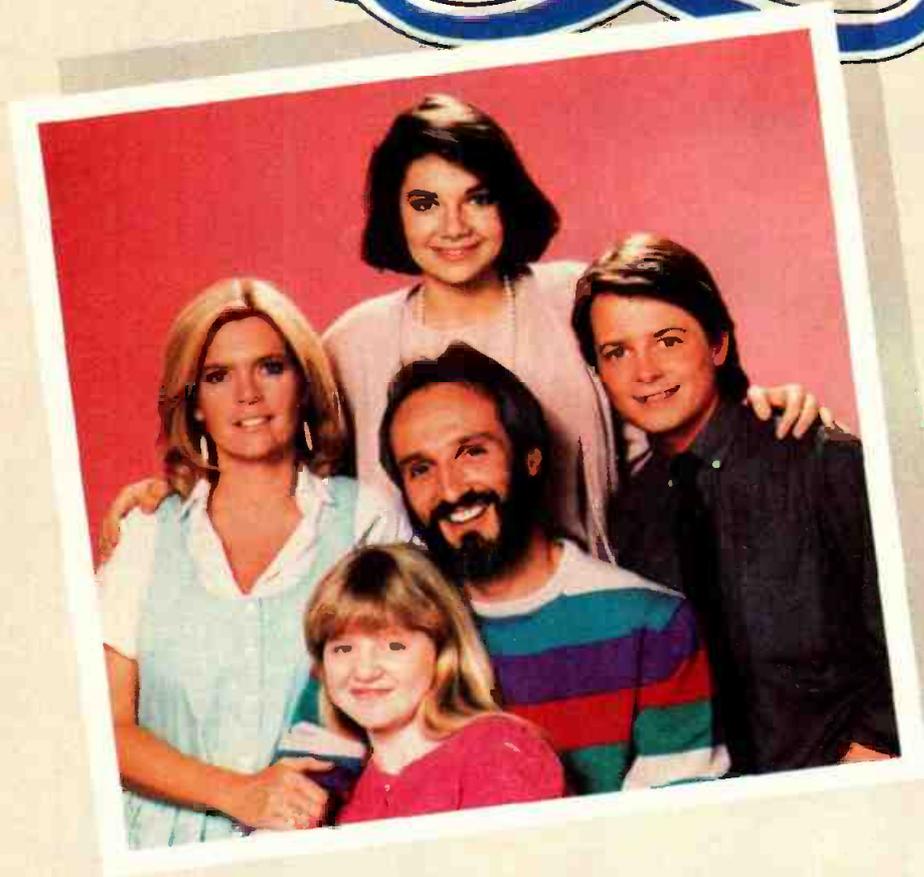
enough to strip as a series in any day-part, or as part of a holiday festival or marathon event.

With the current ghostmania sweeping the nation, "Topper's" appeal is stronger than ever—and ready to be enjoyed by a new generation of viewers!

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Everyone's joining our Family!

# FAMILY TIES



The #2-ranked  
half hour series  
on all television!\*

**The comedy that's now the #2-ranked half hour on all three networks!**

**W**ith a 20 rating/31 share! And it's overwhelming "Magnum PI" in the time period in Adults 18-34, 18-49, 25-54, Teens and Kids. **T**hat's not all — FAMILY TIES is the #1 half hour series anywhere in Women 18-34!\* **N**aturally, stations everywhere are tying up FAMILY TIES fast. Within weeks of its announced availability for Fall '87, stations in 32 of the Top 40 markets made themselves at home, with more knocking on the door every day. **C**ome on in! Join the Family!

**FAMILY TIES and CHEERS**  
—the best hour on television!

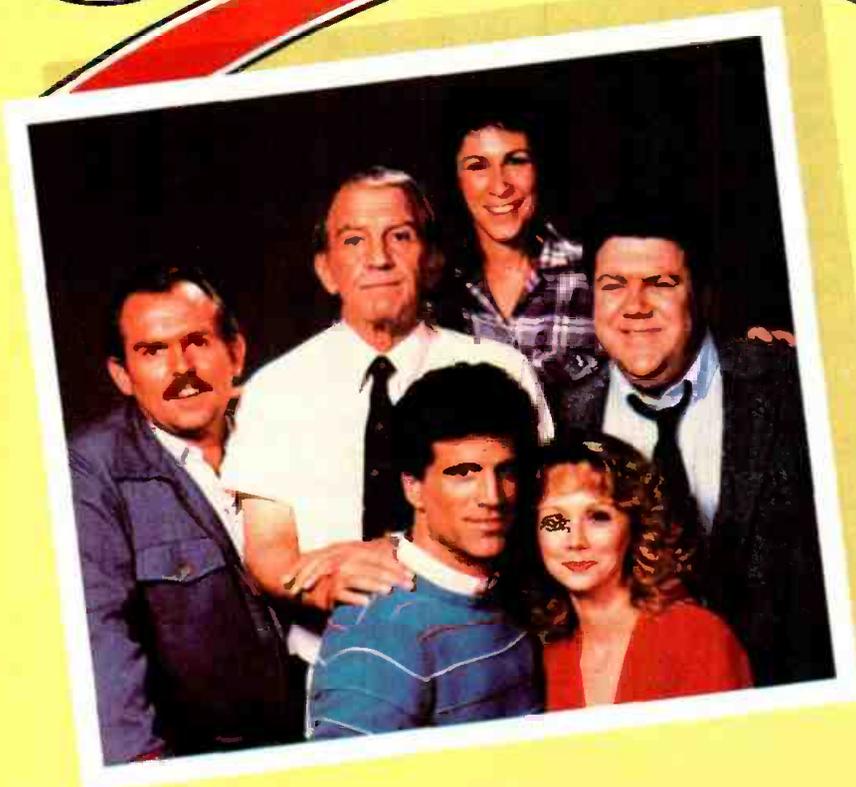
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# Cheers



The #1-ranked  
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on all television!\*

## Paramount's CHEERS is the top Young Adult half hour series anywhere!

The Open for Business sign went up on America's favorite hangout only a few months back — and already CHEERS is sold in all 20 of the Top 20 and 35 of the Top 40 markets. We'll drink to that! Here's to CHEERS — enjoying its strongest season yet and serving up a 19.3/29 share! **W**ith nine Emmys in its trophy case, including Outstanding Comedy for the second straight year, CHEERS is leaving "Simon & Simon" in the dust in all the time period's key demos — winning big in Women & Men 18-34, 25-54 and Teens! In fact, CHEERS is the #1 half hour series in all television in Women & Men 25-54 and Men 18-34 & 18-49!\* **S**oaring network numbers plus super quality guarantee CHEERS will be pulling comedy-thirsty audiences to your station for a long, long time starting in Fall '87. **N**o wonder stations are crowding in! Order up! Join the Gang!

**CHEERS and FAMILY TIES  
—the best hour on television!**

See you at the Moscone Center for NATPE.



DOMESTIC TELEVISION  
AND VIDEO PROGRAMMING

## Laissez-faire

EDITOR: Zaven Masoomian is probably an excellent radio engineer, but his comments ("Open Mike," Dec. 10) that "AM stereo stations have no listeners" and "owners are trying to get out of the risky AM business" are inaccurate. Even more frightening is his solution: "... immediate passage of a bill in Congress that would mandate multimode AM receivers...."

We have fought long and hard for deregulation, and just because the FCC avoided making a decision, let us not turn to Congress. Mr. Masoomian, the marketplace is solving the problem.—*Charles T. Jones Jr., vice president and general manager, WIS(AM) Columbia, S.C.*

## Ready to go

EDITOR: It's time for us AM broadcasters to accept reality: We have an AM stereo standard. Those who argue, gripe, threaten lawsuits and otherwise bemoan the "confusion" in the marketplace are right in step with other far-sighted thinkers of the past who shot arrows at steam locomotives and shouted "Get a horse!" at early automobiles. Resistance to innovation is what has made AM radio into what the public perceives as a second-rate service it doesn't want to listen to on the car stereo or home stereo system.

It's obvious to me as a businessman that C-QUAM is the system on which I should bet my money.

Most AM (and an increasing number of FM) stations I listen to are transmitting audio that rivals an Edison cylinder for quality. Are we really in the ear-fatigue business? We have virtually lost an entire generation as AM listeners; if we don't start to act as the innovators we should be and provide the audio quality and format diversity that listeners under age 50 want, we should be planning now to use our transmitters as ship anchors.

Listeners must perceive high-fidelity frequency response in what they hear, audio processing must return to the realm of human decency, and AM stereo must be sold to the public as a new, exciting source of entertainment, not just two channels of the same old stuff.

I feel that for the foreseeable future, FM is about all that it's going to be; AM, however, has barely begun to be what it can be. I'm in the excitement business, and I'm doing the same thing others should do: I'm listening to what the public tells me it wants, I'm selling and promoting a superior, innovative service and I'm out to beat the pants off my noncreative competitors.

To the losers in the marketplace: Magnavox, we hardly knew ye; Harris, too bad you guys shot yourselves in the foot; Kahn, you gave it a good try, but 5 khz just doesn't cut

it. Those who continue to beat the drum for the losing systems now resemble the Wizard of Oz—lots of lights, smoke and noise, but only a sad little man behind the curtain. The whiners and complainers should be working on development of the next generation of AM stereo receivers rather than harming our industry.

Let me assure you, I'm not just on the bandwagon, I'm in the armored car on my way to the bank.—*Jack Gardner, president, Central Pacific Broadcasting Corp., Fair Oaks, Calif.*

## Fertile field

EDITOR: Your extensive article on farm broadcasting in the Dec. 17, 1984, issue of BROADCASTING failed to mention *Farm Day* and *A.M. Weather*, two innovative series produced by Maryland Public Television that are available to farmers every weekday morning.

Premiering Oct. 1, 1984, *Farm Day* became the first daily agricultural news service to be distributed nationwide. Five days a week, farm broadcasters Glenn Tolbert and Charlotte Nichols present up-to-the-minute reports on the commodities market; national news of particular interest to farmers (i.e., 1985 Farm Bill, international trade issues) and agricultural features (ranging from an interview with Albert V. Melnikov, the Russian embassy's agricultural attache, to information about aquaculture).

Beginning at 6:30 a.m., MPT transmits seven feeds of the 15-minute *Farm Day* program over Westar 15 to the public broadcasting system. Presently, 160 stations air the series.

*A.M. Weather*, now in its seventh season, airs each weekday morning on 260 public television stations nationwide. In addition to a complete national weather outlook, the 15-minute report provides information of special interest to farmers. In the late winter, farmers refer to soil temperature maps to schedule plantings; in the summer and fall, soil moisture maps are used by farmers who are preparing to harvest their crops.

*A.M. Weather* also provides short and long range precipitation and temperature outlooks (three to five days, 30 days and 90 days); frost dates; low-level wind reports, and current and future weather forecasts.

Seven years ago, *A.M. Weather* broke new ground in broadcasting by providing a much needed service to a specialized audience. *Farm Day* is following in that tradition.—*Brenda Derryberry, program promotion manager, Maryland Public Television, Owings Mills, Md.*

## Disagrees with verdict

EDITOR: I have been a subscriber to BROADCASTING for almost 40 years—long before I

became a broadcaster. There were times when I disagreed with you but have generally found the magazine to be fair and honorable. When I read the editorial "One up, One Down," in the Dec. 17, 1984, issue however, I felt shock waves from head to toe and back again.

I am dumbfounded that the jury in the Jerry Falwell suit against Larry Flynt could conclude that there was no libel in the parody of the fake liquor ad portraying Falwell in such an incredibly lewd manner. Webster's dictionary defines libel in this manner: "Any statement or representation, published without just cause or excuse, as by picture, effigies or other signs, tending to expose another to public hatred, contempt or ridicule; also, the act, tort or crime of publishing this; e.g. slander."

It is so obvious that Flynt is guilty of all of this. Whether it's too outrageous to be believed or not, is beside the point. A man with the character of Dr. Falwell, who deserves only the highest respect, is here held up to ridicule and scorn. Contrary to your wish that Flynt wins the appeal, I hope with all my heart that he loses. Only a man with a demon-crazed mind could conceive of something so wicked, let alone publish it. He should have the book thrown at him and be forever forbidden to publish that rotten magazine. I don't see where this has anything to do with responsible journalism. If he had merely written an editorial opposing Dr. Falwell's position on abortion or some other issue, that would have been a different matter entirely. I see no reason why broadcasters who editorialize responsibly have anything to fear.—*David G. Hendricks, general manager, WBYO(FM) Boyertown, Pa.*

## Vital link

EDITOR: An item in the Dec. 17, 1984, "Cablecastings" section mentioned that the 24-hour-a-day programming of Pacific Cable Network is uplinked to Satcom IV via the Culver City (Los Angeles) earth station of IDB Communications. What was not mentioned, however, was the fact that Microwave Mobile Systems has, from day one, provided the permanent terrestrial microwave path that transmits the network's signal from its Burbank studios to IDB's uplink. Though often overlooked, these "first mile/last mile" terrestrial microwave links play a crucial role in the satellite transmission of television programming. And, while often the most costly component of a satellite transmission in the past, the terrestrial microwave link is today far less costly because of the divestiture of AT&T and the competition that has resulted from the creation of many new microwave companies nationwide.—*Charles Kneeter, vice president for operations, Microwave Mobile Systems, Huntington Beach, Calif.*



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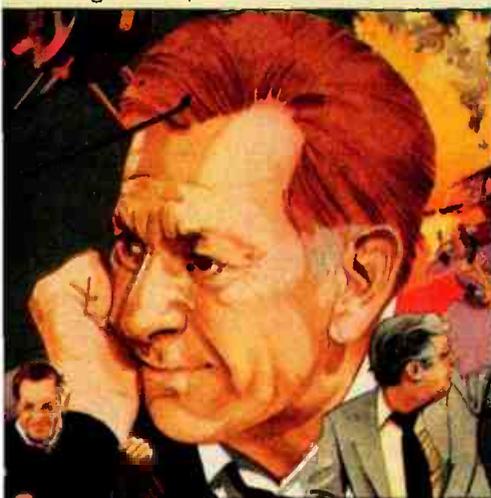
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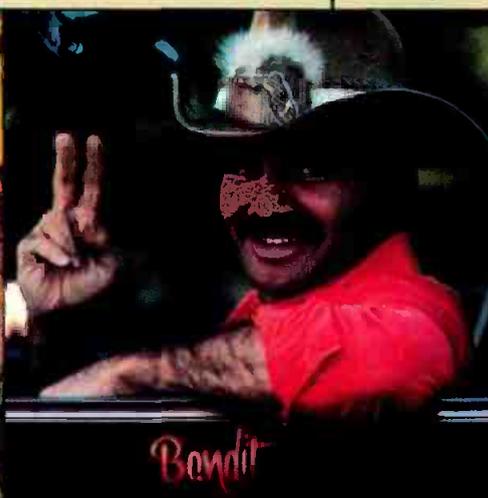
**SIMON & SIMON** The action series with the light touch! Consistently among TV's top-rated series!



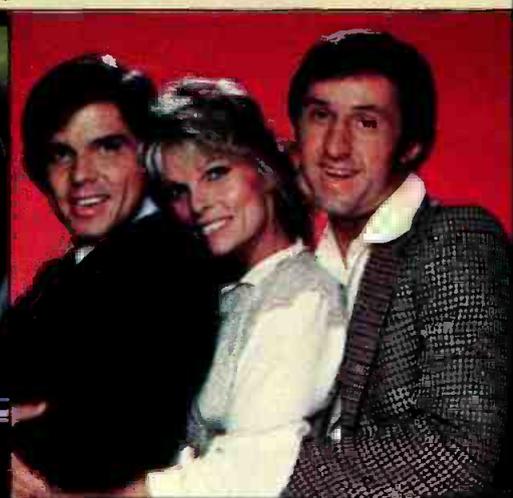
**GIMME A BREAK** Nell Carter in the sitcom that zeroes in on young women, teens and kids!



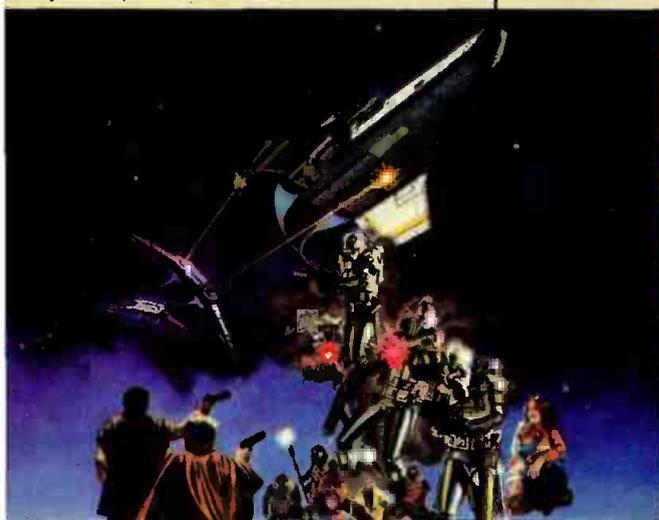
**QUINCY** Jack Klugman is a powerhouse with young women audiences in any time period!



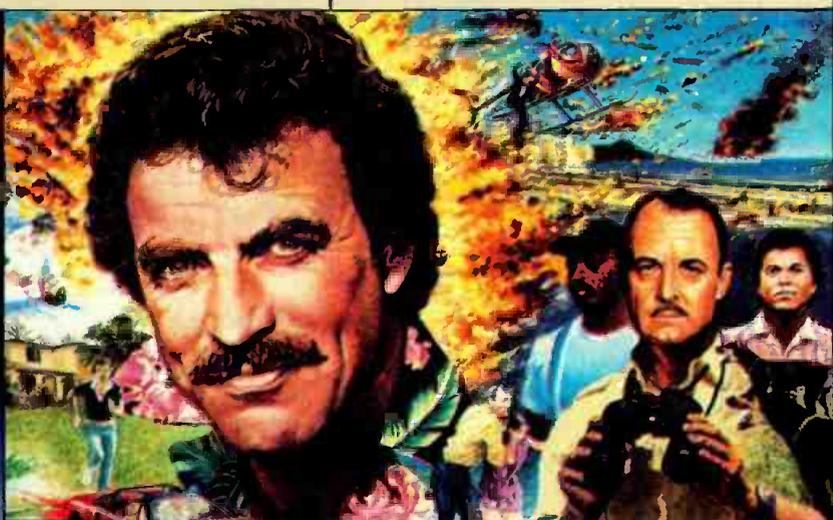
**UNIVERSAL'S MOST WANTED LIST** Jaws II; Conan, The Barbarian; Smokey And The Bandit II—23 smash hit movies!



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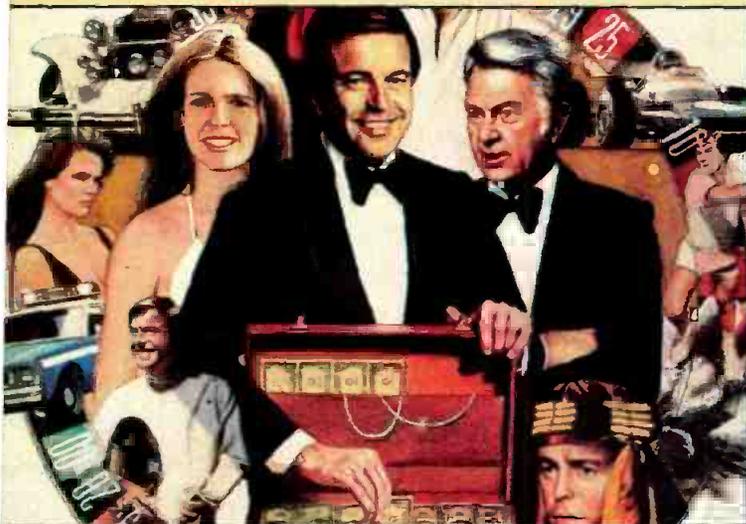
FOR  
ADVERTISER-SUPPORT  
HITS!



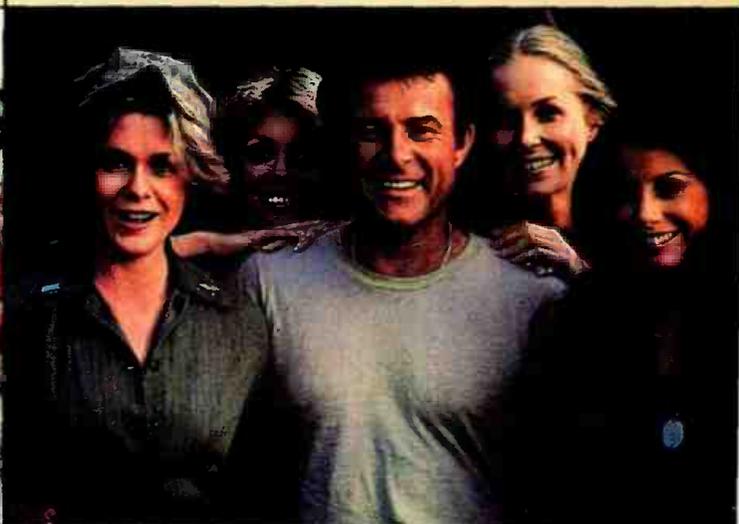
**FTV** An outrageous, first-run, weekly, half-hour music series from the creator of Puttin' On The Hits! **New!**



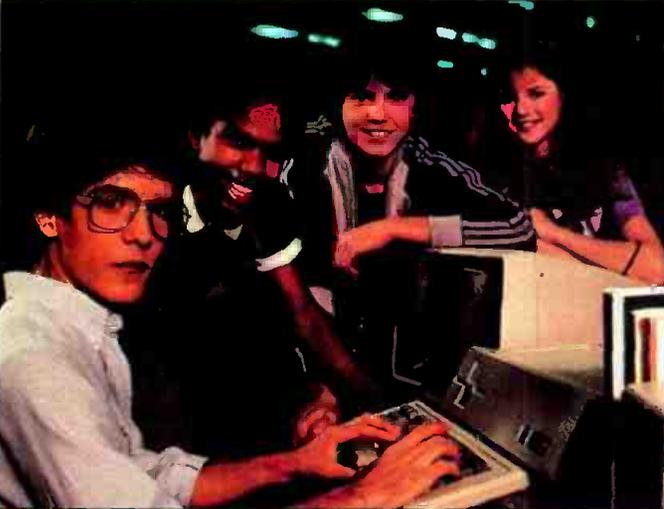
**PUTTIN' ON THE HITS** This season's smash hit first run series coming back for a big second year!



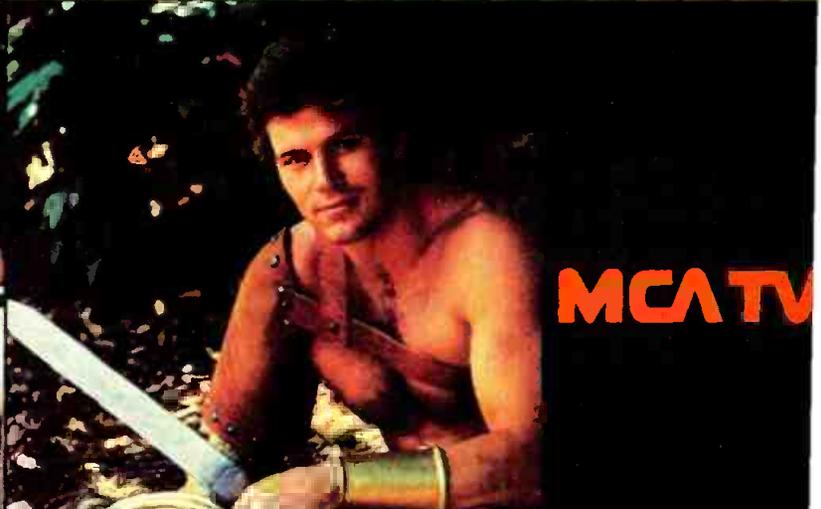
**SWITCH** Robert Wagner stars in this one-hour off-network action adventure series.



**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!



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# Where Things Stand

A quarterly status report on the unfinished business of electronic communications.

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(BROADCASTING, Dec. 10, 1984).

**AM-FM allocations.** FCC has approved list of 589 allotments for new FM's stemming from its Jockett 80-90 proceeding (BROADCASTING, Dec. 31, 1984). According to plan, commission will address other questions relevant to proceeding—including preferences for AM daytimers and applications acceptance matters—in separate item this month. Mass Media Bureau is planning to recommend that comparative hearings, not lotteries, be used to grant licenses for new FM's. Bureau hopes to start accepting applications by March. Existing FM stations that haven't filed applications to upgrade their facilities to class minimums by March 1, 1987, will be downgraded to lower class, move that should permit more new FM's to be dropped in.

United States has signed agreement with Canada enabling countries to establish new AM radio stations—and expand service of existing stations (BROADCASTING, Jan. 23, 1984). Agreement with Canada would, among other things, permit qualified U.S. AM daytimers to begin broadcasting at 6 a.m. and operate until up to two hours after local sunset. Agreement also cleared way for FCC to start accepting more applications for about 125 unlimited-time AM stations on clear and adjacent channels resulting from its 1980 action reducing protection to clear channel stations (BROADCASTING, May 29, 1980). More than 300 clear channel applications are on file or have been designated for hearing.

In addition, agreement would permit, for first time, U.S. nighttime operations within 650 miles of U.S.-Canadian border on Canada's seven clear channels.

FCC has proposed to provide for creation of about 400 new unlimited-time AM stations on 14 Mexican, Bahamian and Canadian Class I-A clear channels (BROADCASTING, March 19, 1984). Proposal is contingent upon new agreement with Mexico. Commission has put freeze on applications for unlimited operations in U.S. on Canadian clears pending establishment of new AM rules.

Another agreement with Mexico cleared way for all but 10 U.S. Class IV AM stations to quadruple nighttime power on Dec. 15 last year.

In addition, FCC has amended rules to permit applications for new and improved daytime-only stations within nighttime service area of Class I-A stations on clear channels.

FCC also has announced tentative agreement with Canadians on new FM broadcasting agreement and working arrangement adopting less restrictive allocations standards for stations within 199 miles of Canadian border (BROADCASTING, Sept. 24, 1984).

On another front, FCC has adopted new post-sunset authorizations based on compromise between Association for Broadcast Engineering Standards and Daytime Broadcasters Association, and Mass Media Bureau has mailed out authorizations to all 2,560 Class II and III daytimers. Those specify post-sunset power and permitted operation as of Dec. 10 last year

**AM stereo.** With wide support among receiver manufacturers and broadcasters, Motorola is in strong position to win hard-fought AM stereo standards battle and make its C-Quam system industry's de facto standard. But Leonard Kahn, inventor and chief proponent of incompatible Kahn system, may yet prevail by persuading major stations in major markets to stay on air with his system.

Key to Motorola victory is proliferation of C-Quam-only radios, which are being marketed by several manufacturers. Consumers will resist buying such radios, however, Kahn says, because they will be unable to tune in stereo signals of Kahn stations. Kahn is encouraging manufacturers to build multisystem radio receivers capable of picking up all stereo systems.

Motorola's position in marketplace was further strengthened in December 1984 when Harris announced it was quitting battle and planning to make and market C-Quam broadcast equipment. Most, if not all, Harris stations may move into Motorola camp. Systems proposed by Belar and North American Philips had fallen by wayside long ago.

FCC instigated marketplace standards battle in 1982 when it decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desired. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which of five systems (proposed by Motorola, Kahn, Harris, North American Philips and Belar Electronics) should be *de facto* standard. FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, who feared marketplace approach would kill AM stereo or at least delay its introduction.

Kahn system, first to win type-acceptance, was first on air, in July 1982, at KDKA Pittsburgh and K TSA San Antonio, Tex. (BROADCASTING, Aug. 2, 1982).

**Cable copyright.** There was little movement on cable copyright legislation in 98th Congress before it adjourned last October. However, legislation introduced by Subcommittee Chairman Robert Kastenmeier (D-Wis.), H.R. 6164, which squeaked through subcommittee by vote of 8-6 (BROADCASTING, June 25, 1984), is likely to resurface in some form this year. Kastenmeier has indicated willingness to revisit issues addressed in legislation. It remains unclear what approach cable and motion picture industries will take in new Congress. Cable industry officials and broadcasters have broached subject of striking deal on must-carry legislation as either part of copyright package or alone.

Kastenmeier's 1984 measure was based on two other House measures: H.R. 2902, introduced by Representative Mike Synar (D-Okla.),

and H.R. 3419, by Representative Sam Hall (D-Tex.). It would provide substantial copyright relief for cable industry, would reduce size of Copyright Royalty Tribunal from five commissioners to three, and would authorize tribunal to hire chief economist and general counsel. Bill would also limit impact of 1982 CRT decision that cable systems must pay 3.75% of their gross revenues every six months for each distant signal added after FCC dropped its restrictions on importing signals. Among other things, it would modify method by which cable systems calculate royalty fees for secondary transmission on tiers other than basic. Senate is also likely to look at cable copyright issues.

**Cable regulation.** Cable Communications Policy Act of 1984 went into effect Dec. 29, 1984. Legislation establishes national regulatory policy for cable TV, pre-empting patchwork regulation of municipalities in many areas. FCC has released rulemaking aimed at implementing major sections of act (BROADCASTING, Dec. 10, 1984). Comments are due Jan 14; reply comments are due Jan. 29.

Act provides, after two years, for deregulation of rates for basic cable service in markets that are "effectively competitive." It was left to FCC to determine what that means. Legislation primarily weakens regulatory grip cities hold over cable franchises. It requires cable systems to set aside channels for lease to "unaffiliated" companies, bans co-located cable-broadcast television crossownerships and codifies FCC's ban on telephone companies entering cable business. It also caps franchise fees at 5% and establishes renewal procedure that doesn't involve presumption of renewal. Bill's equal employment opportunity standards require cable systems to implement affirmative action plans. It also prohibits treatment of cable as common carrier.

**Canadian border problems.** Congress has passed, and President has signed, legislation mirroring Canadian tax law that denies tax deduction for Canadian advertising placed on American stations that reach Canadian audiences. Legislation (S. 1940), which echoed bill that died in 97th Congress, was requested by Reagan administration after it and members of Congress became convinced efforts to resolve issue without pressure of legislation would fail. So-called mirror bill was attached to miscellaneous trade bill.

**Children's television.** Discarding its 1974 policy statement on children's television, FCC has held that while commercial TV broadcasters still will be expected to serve needs of children, they will have broad discretion to determine how they do that. Commission won't attempt to mandate presentation of specific amounts (BROADCASTING, Jan. 2, 1984). FCC made that move on 3-1 vote. Commissioner Henry Rivera dissented, contending FCC's action constituted "rape" of 1974 policy statement. That statement said

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broadcasters were obligated to provide programming designed especially for children, to schedule it throughout week, to develop more educational and informational programs and to air programs directed at specific age groups. Under new policy, Rivera said broadcasters can meet their obligation with "virtually any kind of programming, which need not be presented regularly—or even frequently—and need not be designed to meet children's unique needs." Action for Children's Television has appealed.

Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, who introduced bill (H.R. 4097) last year that would have required commercial television stations to carry quota of educational programming for children plans on revisiting issue.

□

**Communications Act.** Broadcasting industry's drive to achieve regulatory relief came to standstill last year. Hearing before Telecommunications Subcommittee (BROADCASTING, Sept. 24, 1984) laid issue to rest after broadcasting industry made it clear that proposed legislation offered by Representatives Al Swift (D-Wash.); Tim Wirth (D-Colo.), subcommittee chairman; John Dingell (D-Mich.), chairman of Energy and Commerce Committee; Mickey Leland (D-Tex.), and John Bryant (D-Tex.), was unacceptable.

During hearing, National Association of Broadcasters, which dropped its drive for regulatory relief in House of Representatives months before, called for enactment of broadcasting deregulation bill restricted to radio. But members failed to respond to request. Bill is based on draft circulated earlier in legislative session, that broadcasters objected to because it was "more regulatory than deregulatory." NAB radio and television boards, which meet Jan. 14-18 in Palm Springs, Calif., will discuss legislative strategy for new Congress. Association is not likely to make broadcasting deregulation its top priority but will still pursue its passage.

□

**Crossownership** (network-cable television). FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems has drawn strong support—and not just from networks themselves (BROADCASTING, Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Time Inc. said they wouldn't stand in way. FCC is expected to address proposal early this year.

Co-located broadcast and telephone cross-ownerships of cable have been barred by Cable Communications Policy Act of 1984. Law would permit co-located newspaper crossownership of cable, however.

□

**Direct broadcast satellites.** Future of DBS medium is much in doubt these days as two DBS forerunners have faltered badly. After five-and-a-half years of planning and expenditure of around \$140 million, Comsat's Satellite Television Corp. announced in late November 1984 it would not be moving ahead with its plans for what would have been ultimately six-channel national service. And United States Communications Inc., which has been offering five-channel service in northeastern U.S. since November 1983, is on verge of bankruptcy, unable to generate cash flow or come up with cash from investors necessary to keep operation afloat.

The final blow for both ventures came last November when Comsat and Prudential, USCI's principal backer, could not come to terms on proposed merger.

STC and USCI are not only players in DBS game. Hubbard Broadcasting's United States Satellite Broadcasting, Direct Broadcast Satellite Corp., Dominion Video Satellite, all among first group to receive DBS permits in 1982, are moving ahead with plans to build and launch DBS system in 1987 or '88. All have same problem: financing.

And last month, the FCC granted permits to second group of would-be DBS operators: Satellite Syndicated Systems, National Christian Network, Advanced Communications Corp. and Hughes Communications Galaxy Inc. Grants were conditioned on applicants demonstrating due diligence—that is, contracting for satellites—within year (BROADCASTING, Dec. 10, 1984). At same time, FCC rejected, as incomplete, application of Space Communications Service. Questioning whether either of two remaining applicants in second-round applicants—National Exchange Inc. and Satellite Development Trust—were proposing enough power, FCC gave those companies 45 days to amend their applications. Mass Media Bureau hopes to grant third-round applications this summer. DBS's first casualty was not STC or USCI, but Skyband Inc., startup company backed by Australian media magnate Rupert Murdoch. Using SBS III, Skyband had planned to launch nationwide, five-channel service last spring. But early in November 1983, Murdoch pulled plug on venture, citing unavailability of home earth station equipment and programming and need for more powerful transponders that could transmit to smaller dishes. To get out of multiyear contract with Satellite Business Systems, owner of SBS III, Murdoch agreed to pay satellite carrier \$12.7 million.

Home Box Office is threatening to make DBS business even tougher by getting other cable programmers and operators together to offer DBS service from Galaxy I beginning some time in 1985. Programmers could use Hughes Communications satellite to deliver programming to cable affiliates as well as to individual homes. Cable operators would install and service earth stations for what would be low-power DBS service.

FCC made room for high-power DBS service in June 1982, allocating 500 mhz (12.2-12.7 ghz) and granting construction permits to eight applicants, including STC. But FCC year later also gave green light to USCI, Skyband and any other company wishing to offer broadcast satellite service with fixed (11.7-12.2 ghz) satellites (BROADCASTING, June 6, 1983).

□

**Equal employment opportunity.** FCC, under command from Congress, is planning to launch rulemaking aimed at implementing equal employment opportunity aspects of Cable Communications Policy Act of 1984 this month. FCC beefed up its processing guidelines for cable last year. Under new guidelines, cable units with five to 10 full-time employees will be expected to have 50% parity with labor force, and 25% parity in top four job categories. Units with 11 or more full-time employees will be expected to have 50% parity overall and in top four job categories.

Commission in 1980 voted to launch rulemaking looking toward more stringent EEO reporting requirements for broadcast stations with five or more employees, and comments were filed in proceeding on Oct. 24, 1980, but FCC, under Chairman Mark Fowler, doesn't appear inclined to head that way. Although commission was slated to address rulemaking two years ago, item was pulled after Commissioner Henry Rivera voiced strong opposition (BROADCASTING, Jan. 4, 1982). One item proposed reducing frequency of broadcasters' annual employment reports.

Second item proposed to exempt all licensees with 15 or fewer employees from EEO reporting requirements. (Currently, only stations with five or fewer employees are exempt.) Third item would have requested comment on Office of Management and Budget recommendation that FCC stop requiring licensees to routinely file affirmative action reports—FCC model EEO program forms—at renewal time. In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov. 30, 1981). OMB, however, has granted FCC permission to continue requiring routine filing of those forms through 1985. FCC could reject OMB recommendation with majority vote. Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity overall and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

□

**Fairness doctrine.** FCC has launched notice of inquiry to explore whether it can and should pare back or eliminate fairness doctrine (BROADCASTING, April 16, 1984). In comments, many broadcasters said FCC could and should eliminate doctrine altogether. Group W, and most of nonbroadcasters commenting, took different view (BROADCASTING, Sept. 10, 1984). FCC also has proposed to repeal personal attack and political editorializing rules (BROADCASTING, May 16, 1983). In wake of some expressions of concern on Capitol Hill, ECC Chairman Mark Fowler told Senate Appropriations Subcommittee that commission wouldn't take final action on proposals before last October (BROADCASTING, March 19, 1984). Commission has not yet determined when proposals will be addressed.

□

**Family viewing.** Ninth Circuit of U.S. Court of Appeals in San Francisco threw out November 1976 ruling by Judge Warren Ferguson that held family viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. district court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. In December 1983 commission absolved then-Chairman Richard E. Wiley and commission of wrongdoing in case, and held that NAB and networks acted voluntarily when they adopted family viewing policy in 1975. Report was filed with district court for its review. Case was settled by parties and later dismissed by court in September 1984 (see page 204).

□

**Federal Trade Commission.** Congress failed to act in 1984 on authorizing legislation for Federal Trade Commission, but FTC received \$63.5-million appropriation for fiscal 1984. House Energy and Commerce Committee reported bill in May 1983 that authorizes agency for three years, but that died with the end of the 98th Congress. Bill had set ceiling of \$70.7 million in fiscal 1984, \$75.7 million in FY '85 and \$80.9 million in FY '86.

Senate Commerce Committee passed FTC reauthorization measure (S. 1714) that would

# "Good Company" Delivers What Other Shows Only Promise

3-4 PM\*

	ADI R/Sh	METRO R/Sh	Share of time period			
			TW	W 18-49	W 18-34	W 25-49
<b>GOOD COMPANY</b>	<b>7/33</b>	<b>8/42</b>	<b>53%</b>	<b>54%</b>	<b>56%</b>	<b>57%</b>
Newlywed/Jeopardy	4/19	4/20	31%	22%	20%	22%
Rituals/One Day . . .	2/8	2/9	8%	10%	10%	9%
Scooby/He Man	4/20	4/20	8%	12%	10%	11%
Pink Panther/Popeye	1/6	1/7	1%	2%	3%	1%



Many new first-run shows promise big ratings. The trouble is, they rarely deliver. Good concepts are a dime a dozen. Remember the pitch on BREAKAWAY, RITUALS and THICKE OF THE NIGHT? At GOOD COMPANY we don't say, "we will". We say, "we do". Just look at our ratings for October '84. They could be yours next Fall.

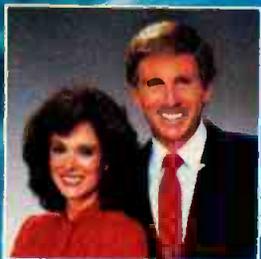
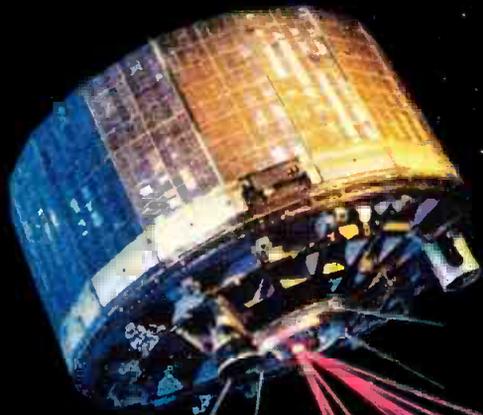
**NATPE**  
**899 Market**

**Hubbard Entertainment**

3415 UNIVERSITY AVENUE • SAINT PAUL, MINNESOTA 55114  
(612) 642-4686

\*Minneapolis-St. Paul, Oct. '84 ARB

Soon it will be the  
same HOUR  
everywhere!



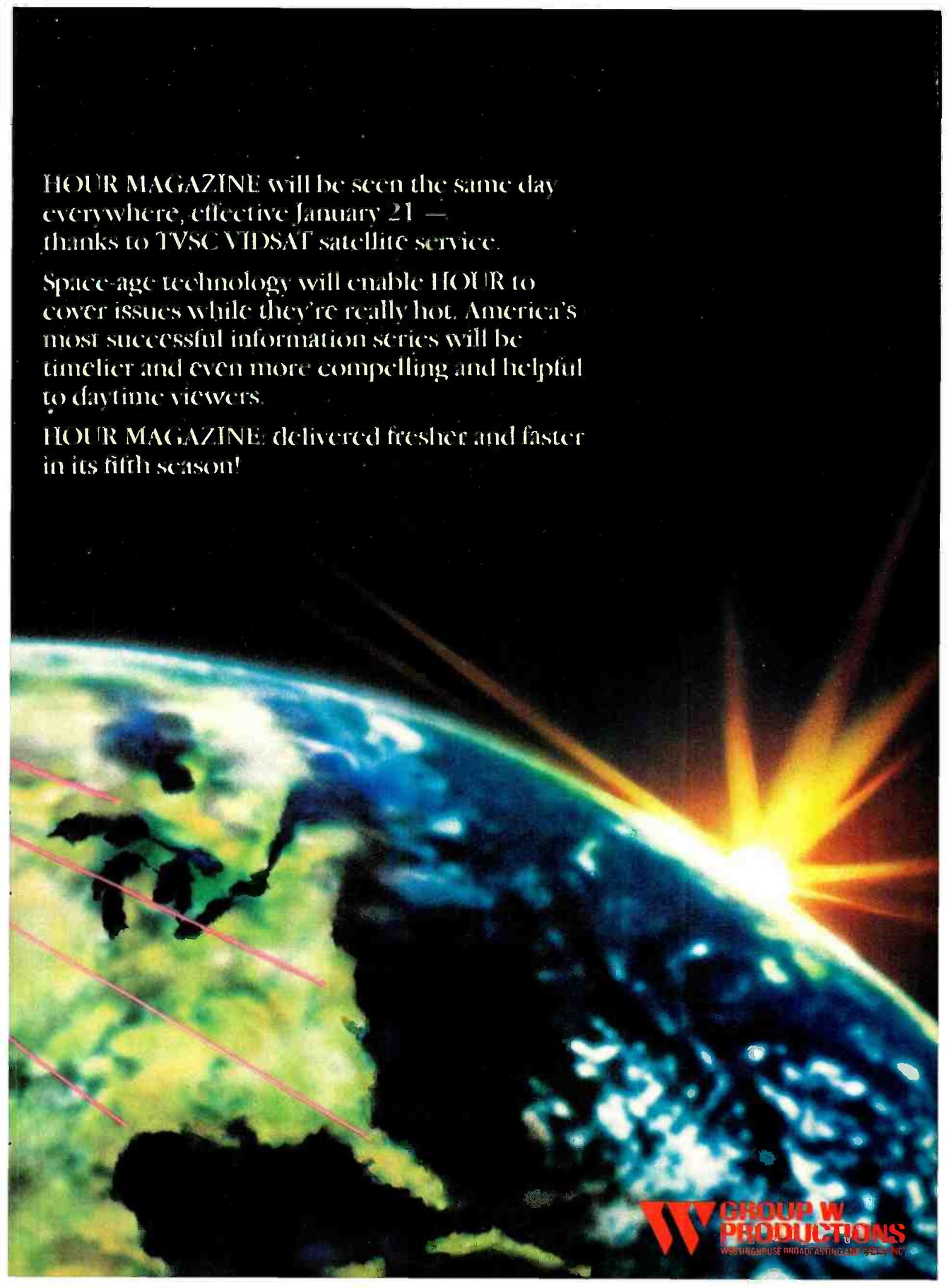
**HOUR  
MAGAZINE**

Host GARY COLLINS  
with BONNIE STRAUSS

HOUR MAGAZINE will be seen the same day  
everywhere, effective January 21 —  
thanks to TVSCVIDSAT satellite service.

Space-age technology will enable HOUR to  
cover issues while they're really hot. America's  
most successful information series will be  
timelier and even more compelling and helpful  
to daytime viewers.

HOUR MAGAZINE: delivered fresher and faster  
in its fifth season!



**GROUP W  
PRODUCTIONS**  
WESTINGHOUSE BROADCASTING AND CABLE INC.

redefine commission's unfairness standard and partially exempt advertisers from jurisdiction under standards in all rulemakings except on case-by-case basis (BROADCASTING, Aug. 8, 1983). That bill also died, however, when 98th Congress adjourned in October 1984. Bill had set FTC funding levels of \$71.1 million in FY 1984, \$71.1 million in FY '85 and \$72.4 million in FY '86. FTC must start from square one with new reauthorization legislation when Congress reconvenes this month.

In October 1983, FTC issued codification of its deceptive advertising policy, that would require proof that "reasonable consumer" had been harmed before advertiser could be charged with deceptive advertising practices. Statement was strongly criticized by Representative John Dingell (D-Mich.), chairman of House Energy and Commerce Committee, which had requested FTC policy statement, and two FTC commissioners—Patricia P. Bailey and Michael Pertschuk. Miller defended statement before Oversight and Investigations Subcommittee on March 26, 1984, calling deception policy "neither a radical departure from precedent nor a retreat from vigorous enforcement of the consumer protection laws." In late July, FTC reaffirmed and refined its commitment to advertising substantiation program, requiring advertisers and advertising agencies to have "reasonable basis"—to actually possess evidence they say they have—before disseminating claims.

On Nov. 27, 1984, President Reagan appointed Mary Azcuenaga, assistant general counsel of FTC as commissioner of agency. She replaced outgoing Commissioner Michael Pertschuk, whose seven-year term expired Sept. 25.

A petition filed at FTC by Center for Science in the Public Interest to ban broadcast advertising for beer and wine or require equivalent counter-advertising (BROADCASTING, Nov. 28, 1983) was still under FTC staff consideration at end of 1984. Meanwhile, anti-alcohol ad campaign heated up after CSPI and others began Project SMART (Stop Marketing Advertising on Radio and Television) in July 1984, and broadcasters countered with their own anti-alcohol and drug abuse public service campaigns (BROADCASTING, July 2, Oct. 29, 1984).

**Financial interest-network syndication.** Don't expect action on FCC's controversial proceeding to eliminate these rules any time soon. FCC Chairman Mark Fowler has said, on several occasions, that commission's rulemaking is now "low priority item." He reportedly told Senator Pete Wilson (R-Calif.) something to that effect while two were discussing fate of 12-12-12 multiple ownership rule (BROADCASTING, Dec. 17, 1984).

Attempts by networks and Hollywood to negotiate compromise position on FCC rules fell apart, with CBS last network to bow out (BROADCASTING, Feb. 20, 1984).

In "tentative decision," FCC had proposed to eliminate rule preventing TV networks from acquiring financial interests in programs produced by others and to gut much of rule prohibiting them from syndicating programs (BROADCASTING, Aug. 8, 1983).

**Home videotaping and copyright.** Supreme Court ruled early in 1984 that videotaping of broadcast programming on home videocassette recorders is exempt from copyright law (BROADCASTING, Jan. 23, 1984). Court, which was split 5-to-4, suggested that Congress resolve issue. It ruled that taping of television programs for later viewing was "fair use" of copyrighted works

and, therefore, beyond liability for copyright royalties.

Legislative proposals were introduced in last Congress that would compensate copyright holders through compulsory license on sale of audio and videocassette recorders. Draft of omnibus copyright measure floated by House Subcommittee Chairman Robert Kastenmeier (D-Wis.) would have exempted home taping from copyright liability but given copyright holders control over rentals of videotapes. Omnibus approach never got off ground.

Supreme Court action was in response to Sony Corp. of America's petition to review decision by Ninth Circuit Court of Appeals in Los Angeles that found home taping violates copyright law.

**International telecommunications satellite systems.** President Reagan has determined that separate U.S. systems providing international communications satellite service are required in national interest, if restrictions are imposed in manner to protect economic health of International Telecommunications Satellite Organization. President acted in November 1984, eight months after State Department, in behalf of Senior Interagency Group, and Commerce Department submitted recommendations on issue to White House. Executive branch agreed restricted service by separate systems should be permitted. Split between State Department and Commerce Department on procedural questions had stalled action by government. At issue was conflict regarding respective jurisdictions of two departments—conflict that was finally resolved early in November 1984.

At present, five applications for nonIntelsat service are pending at FCC. Intelsat Director General Richard Colino caused concern within U.S. government with proposal to board of governors for revising procedures for coordinating separate systems with Intelsat, proposal U.S. officials feel would bar virtually all separate systems. Board, at meetings in September and December 1984, deferred action on plan and has not rescheduled it for a subsequent meeting.

**Low-power television.** FCC gave birth to new broadcast service three years ago, adopting rules for low-power television (BROADCASTING, March 8, 1982). Latest FCC list shows 277 licensed LPTV stations, but industry estimates there are only about 60 or 70 true LPTV stations broadcasting their own mixes of programming.

New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to more than 4,000 existing translators that can rise to LPTV status simply by notifying FCC. LPTV stations have few regulatory obligations, and there are no cross-ownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal-time and fairness doctrine obligations. Commission now has about 23,000 LPTV and translator applications pending.

Freeze is in effect on major amendments and on new LPTV and TV translator applications (BROADCASTING, Sept. 19, 1983).

**Minority ownership.** FCC extended its tax certificate policy to cable systems (BROADCASTING, Dec. 6, 1982). Acting on other recommenda-

tions from Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, FCC also approved change in policy to make it easier for limited partnerships to benefit from tax certificates.

In 1978, FCC adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (BROADCAP) through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). Fund's subsidiary MESBIC (minority enterprise, small-business investment corporation) has committed \$6.5 million in 15 radio ventures and three TV ventures.

**Multichannel MDS.** FCC has authorized lottery to grant four-channel multipoint distribution service licenses, which should give rise to so-called "wireless cable" services in virtually every television market. Lottery was necessitated by overwhelming number of applications: 16,499. Lottery authorization was hung up for several months while Congress and FCC battled over whether lottery should give preference to minority applicants. Congress was for it and it prevailed.

There are two four-channel MMDS licenses available in most markets. For the service, FCC reallocated eight channels from instructional television fixed service to MMDS (BROADCASTING, May 30, 1983). Under FCC order, all ITFS channels that had been authorized or applied for, as of May 25, 1983, were grandfathered. No further ITFS applications will be accepted on eight channels reallocated.

In rules, FCC also said ITFS licensees will be able to lease, for profit, "excess" capacity on their channels. Several pay television operators are planning to take advantage of provision to lease ITFS capacity and jump into wireless cable business before FCC begins making large number of MMDS grants. In fact, American Family Theaters has already made pact with George Mason University and is offering four-channel service in Washington (BROADCASTING, Dec. 17, 1984).

**Multiple ownership.** Acting on reconsideration, FCC has revised multiple ownership rules (BROADCASTING, Dec. 31, 1984). Under new rules, effective April 2, 1985, entities will be permitted to own 12 AM's and 12 FM's. Entity will be permitted to own 12 TV's, as long as they don't reach more than 25% of nation's television homes. UHF's, however, will be assessed for only half of market's television homes. Group broadcasters who buy interests in stations more than half owned by minorities will be able to own up to 14 stations in service, and would be permitted to reach 30% of nation's television households through their TV's, as long as two of stations in each service are controlled by minorities. Although commission's original order would have dropped all ownership restrictions in 1990, FCC, on reconsideration, eliminated sunsets for TV and radio.

Responding to mounting criticism of its origi-

*"Where Things Stand" continues on page 217.*

**WXON-TV  
DETROIT, MI  
AND BLAIR TV.**

**TOGETHER,  
WE HAVE A  
NEW RECORD  
TO BEAT.**

**OUR OWN.**

WXON-TV, Detroit's fastest growing TV station, has chosen Blair Television for national sales representation. Growth... It's a tradition we share with our clients.

**BLAIR. ONLY BLAIR.**

Television



A syndicated TV programing commentary from David Lerner, broadcast supervisor, Foote, Cone & Belding, New York

## Some pre-NATPE program observations

People watch programs.

During 1984, on average, 18 million Americans watched *Solid Gold* weekly. *Hour Magazine* reached three million women on weekdays. Eight million people vicariously sampled the pleasures of the *Lifestyles of the Rich and Famous*.

Those viewers sought entertainment and information. It did not matter to them that a complex method of program delivery, syndication, brought Marilyn McCoo, Gary Collins and Robin Leach into their homes.

The medium is not the message. The message is self-contained in specific programing, and how we receive a program is of no more concern to us than how we get water out of a tap or electricity from a plug.

As advertisers who aim at reaching those who watch, we buy an audience, not a delivery system. Often the most effective way of achieving our marketing goals is to employ a syndicated vehicle.

The world of syndication has mushroomed into a \$500-million business domestically. In 1977, 10% of the nation's major advertisers spent a total of \$30 million in bartered vehicles. Today, virtually all top 100 advertisers participate in the medium, resulting in its growth to the half-billion-dollar level. Advertiser-supported syndication is larger than both network radio and advertiser-supported cable. Its primary attributes for the advertiser are cost efficiency and targeted environment.

Within the syndication universe, bartered and cash/bartered programing have supplanted straight cash sales as the primary means of supplying stations with product. Network affiliates rely on syndicated programs to help fill out the third of their broadcast day not controlled by their network, while independents depend on the quality product supplied via syndication to program all dayparts.

NATPE International's annual convention is the yearly bazaar where distributors, program directors, station managers and advertisers converge to buy and sell the programs pitched for the new television season.

Most of the more than 200 pilots annually proposed die on the convention floor. An unwritten rule is that at least 60 stations must commit to a program at NATPE before it goes into full-time production. Representation in the top 10 markets, especially in the highly visible media and advertising centers of New York and Los Angeles, is essential. Major group-owned outlets (network O&O's, Cox, Gannett, etc.) are key in gaining support for a prospective new series. As a rule, less than 10% of first-run pilots shown at NATPE reach series status, and



David Lerner is broadcast supervisor for Foote, Cone & Belding's national broadcast unit in New York. He supervises a staff of four in negotiating and maintaining network buys. In addition to network television, his responsibilities include syndication and cable network buys. Before joining FCB, Lerner worked at John F. Murray Advertising, American Home Products house agency, as network television supervisor/negotiator. He also served as a network buyer for Grey Advertising.

only a very few become hits.

Given the healthy economy and the diminished supply of quality off-network series available for sale, a renaissance in syndicated first-run production might be expected. However, while the three networks can amortize the losses of a series failure, a major flop severely drains a syndicator. Hence risk taking in syndicated production is minimized. Syndicators tend to put their efforts into repeating immediate history's successes.

Thus, the *Wheel of Fortune* phenomenon has resulted in a multitude of new game shows being prepared for NATPE. While some ideas are original (Orbis's *Play the Numbers*, Camelot's *Headline Chasers* and Telepictures' *Catch Phrase*), most of the games are either revivals of old favorites or evening versions of current daytime shows (*Price Is Right*, *\$20,000 Pyramid*, *Sale of the Century*). The game shows are inexpensive to produce, do not cost much to the stations on the lineup, and can be flexibly scheduled throughout various dayparts.

If history repeats itself, this game show trend will be short-lived. At the 1980 NATPE, 30 new quizzes were introduced: Eleven went to series, and only three were renewed for a second year. Similarly, revivals of game shows never perform as well as in the initial run. Finally, while game shows may service a station's time period needs, it is questionable whether they fill viewers' needs.

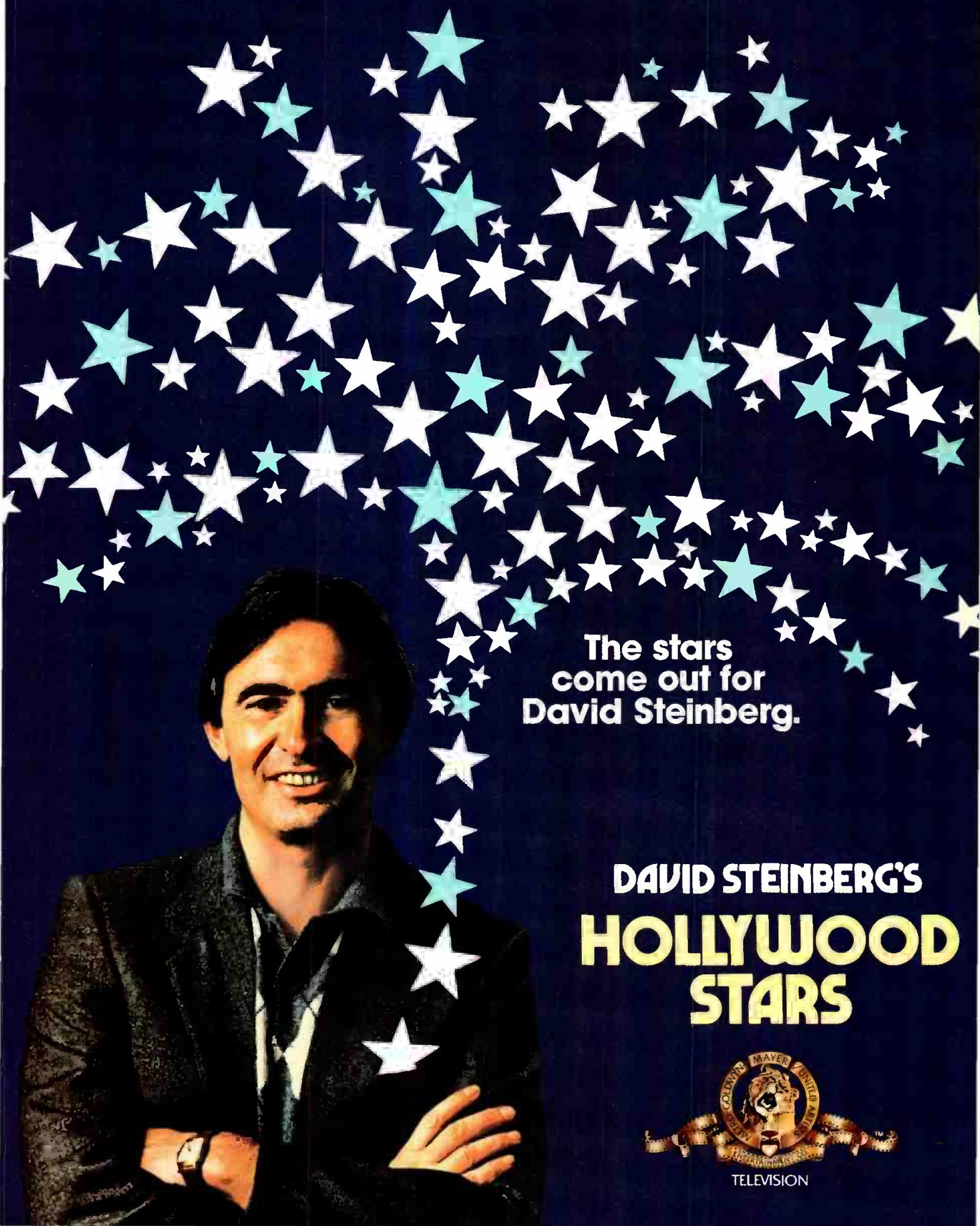
The program generating the most advance notice for 1985 is Paramount's *America*. This one-hour weekday strip is aimed squarely at network affiliates that need afternoon fringe programing to bridge the gap between the network soap blocks and local evening news. The program is produced by Woody Fraser, and the pilot looks like an amalgam of Woody's resume (*Good Morning America*, *Mike Douglas*, *America Alive*, etc.). *America* will try to break the NATPE hotshot jinx of the past three years: 1982's *Madame's Place*, 1983's *Thicke of the Night* and 1984's *Rituals* were all major disappointments.

*America* is but one reason why afternoon fringe is the trendy daypart for this year's crop of programs. Recent years saw syndicators unsuccessfully attack late night, and the existing successes in prime access (*PM Magazine*, *Wheel of Fortune*, *People's Court*, *Entertainment Tonight*, etc.) appear set for at least another year of solid ratings. As well, there is a drought of fresh off-network comedy and action/adventure series for sale for stripping in afternoon fringe. While Paramount woos network affiliates, other syndicators will pursue the independents' 3-5 p.m. time blocks with original animated entries. *Thundercats*, *She-Ra* and *Mask Force* will be played together and the returning *He-Man and Masters of the Universe* in a prime viewing daypart for children.

Other programs of note include LBS's *In-day*, a two-hour block of news, talk and information aimed at the independent stations' 12-2 p.m. time period; TPE's *Start of Something Big*; Group W's *Music of Your Life*; Viacom's *Star Games*, a weekly hour-long version of *Battle of the Network Stars*, and MCA's new, yet-to-be-titled, half-hour game done à la *Putting on the Hits*. A word of caution on the last two programs: Knock-off versions of successful genres usually don't work, as the syndicators of various soap opera magazines, court shows, information magazines and rock videos can testify.

Every NATPE tends to produce at least one quirky trend, and this year's is the break in the traditional chain of program distribution. When Golden West capitalized on the lack of strippable off-network product by selling a package of four short-run network series, it uncovered a diamond in the rough in ABC's 1981 sitcom, *It's A Living*. The series will be revived for first-run production for 1985 and will thus become the first program to go from a network run to an off-network repeat cycle to first-run syndication.

No matter what hits turn up at the NATPE gathering, there is always the risk of January's slick pilots' magic evaporating when series production ensues. But that is just one element that makes the world of syndication unpredictable and challenging. ■

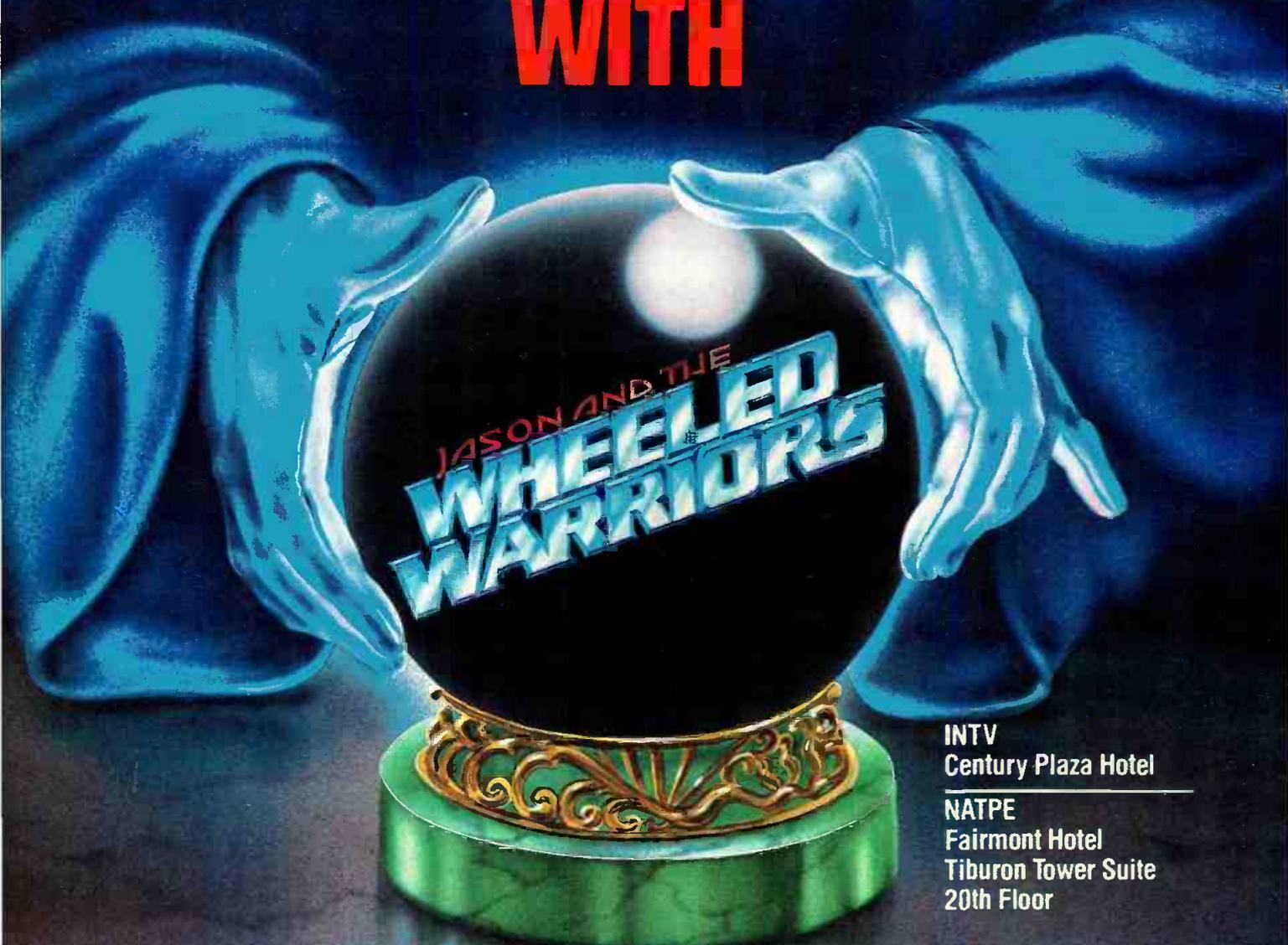


The stars  
come out for  
David Steinberg.

**DAVID STEINBERG'S  
HOLLYWOOD  
STARS**



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# Broadcasting Jan 7

Vol. 108 No. 1

TOP OF THE WEEK

## CBS wins; NBC posts big gain in Nov. sweeps

**While CBS comes in first, NBC is only one of three to show audience gains over the year before**

Network analysis of Arbitron diary data from the November sweeps confirms what the overnight information had long been suggesting: NBC has increased its household delivery, while both CBS and ABC have declined. The numbers also show that NBC affiliates have increased their competitive position at the expense of, first, ABC, then, CBS. All three networks agree that their combined household delivery declined by about 5%, which, taking into account the 1.3% increase in TV households, represents an actual decrease of 6%-7% in potential homes delivered.

The CBS analysis of the Arbitron data indicates that it delivered the most households during prime time, with a 4.9% lead over second-place NBC and an 8.4% lead over ABC. Compared to November of 1983, CBS said, its prime time audience declined 6.9%; ABC's audience dropped 15.3%, while NBC was able to increase its prime time audience by 9.1%. NBC's version gives both similar changes and the same order of ranking, whereas ABC's compilation shows NBC first in total households delivered, ahead of CBS. The ABC version had NBC increasing its households delivered by 10%, while CBS declined 9.3% and ABC lost 12.5%.

Ninety percent of the NBC affiliates increased the number of prime time house-

holds they delivered, compared to November 1983, while for the other two networks roughly the reverse was true. According to CBS, 148 NBC affiliates showed a gain in households delivered during prime time, compared to 16 declining and 11 showing no change. Conversely, ABC had 13 gaining, 157 falling and seven remaining even, while CBS had 23 improving their performance, 140 delivering fewer homes and 16 remaining even. The same story was provided by ABC's interpretation of the Arbitron numbers. It had NBC increasing household delivery in 152 markets, declining in 15 and staying even in seven; CBS increasing in 21, declining in 151 and staying the same in five. ABC showed itself gaining in 19 markets, losing audience in 148 markets and remaining the same in nine.

Illustrative of the improved prime time performance of NBC is its relative standing in the top 10 markets. NBC affiliated stations increased prime time household delivery in each of those markets, except New York, which was the only one of the top 50 markets in which all three network outlets delivered fewer households. Whereas a year ago there were no NBC affiliates leading in prime time household deliveries, this time there were five NBC-led markets, including New York, Los Angeles and Chicago.

The gain NBC registered in total households was exceeded by the gain it showed in the demographic categories of women, 18-49, and men, 18-49, where, according to

information it supplied, it ranked first in both categories. NBC's interpretation of the Arbitron figures showed it gaining 16% in the women, 18-49 demographic, compared to an 11% decline at CBS and a 20% drop at ABC. Similarly it gave itself a 17% jump among men, 18-49, compared to declines of 12% at CBS and 20% at ABC. ABC's compilation for adults, 18-49, gave NBC a 17.1% gain, while CBS declined 14% and ABC declined 17.6%.

Although starting with the same data, the networks present different numbers, usually only slightly at variance. Questions such as whether or not to measure prime time programming run outside of that daypart (such as overruns) and how to measure stations with multiple affiliations are responsible for the differences.

The following chart was developed by BROADCASTING from compilations of Arbitron market-by-market reports supplied by NBC. Household numbers are in thousands (000) per average quarter hour (8-11 p.m., Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate the market winner. A dash (—) indicates no primary affiliate in the market. An asterisk shows a new station in the market or an affiliation change between November 1983 and November 1984. A dagger (†) indicates a city included by Arbitron in another ADI. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, Virgin Islands.

ADI (rank)	1984 households (000)			ADI (rank)	1984 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Abilene-Sweetwater, Tex. (156)	17	20	<b>27</b>	Beaumont-Port Arthur, Tex. (121)	36	<b>47</b>	37
Akron, Ohio† (Cleveland)	<b>11</b>	—	—	Bellingham, Wash.† (Seattle)	—	<b>11</b>	—
Albany, Ga. (152)	—	—	<b>57</b>	Bend, Ore. (206)	—	—	<b>4</b>
Albany-Schenectady-Troy, N.Y. (52)	71	<b>89</b>	77	Billings-Hardin, Mont. (164)	17	<b>18</b>	8
Albuquerque, N.M. (64)	<b>74</b>	47	66	Biloxi-Gulfport-Pascagoula, Miss. (178)	<b>40</b>	—	—
Alexandria, La. (163)	—	—	<b>41</b>	Binghamton, N.Y. (133)	11	<b>46</b>	19
Alexandria, Minn. (180)	—	<b>36</b>	—	Birmingham, Ala. (47)	<b>118</b>	49	116
Alpena, Mich. (210)	—	<b>5</b>	—	Bluefield-Beckley-Oak Hill, W.Va. (143)	<b>31</b>	—	28
Amarillo, Tex. (116)	<b>39</b>	27	30	Boise, Idaho (134)	24	21	<b>28</b>
Anniston, Ala. (194)	—	<b>13</b>	—	Boston (6)	278	302	<b>303</b>
Ardmore-Ada, Okla. (173)	13	<b>20</b>	—	Bowling Green, Ky. (192)	<b>22</b>	—	—
Atlanta (15)	180	<b>208</b>	181	Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	25	55	<b>78</b>
Augusta, Ga. (104)	<b>44</b>	42	30	Buffalo, N.Y. (35)	101	<b>104</b>	100
Austin, Tex. (81)	40	<b>58</b>	49	Burlington, Vt.-Plattsburgh, N.Y. (101)	13	<b>54</b>	32
Bakersfield, Calif. (150) *	<b>23</b>	21	20	Casper-Riverton, Wyo. (180)	<b>16</b>	7	1
Baltimore (21)	156	<b>162</b>	153	Cedar Rapids-Waterloo, Iowa (77)	48	49	<b>52</b>
Bangor, Me. (154)	16	<b>29</b>	23	Charleston, S.C. (106)	33	<b>50</b>	41
Baton Rouge (89)	<b>68</b>	61	39	Charleston-Huntington, W.Va. (43)	70	84	<b>124</b>
Battle Creek, Mich.† (Grand Rapids, Mich.)	<b>29</b>	—	—	Charlotte, N.C. (32)	106	<b>142</b>	52

ADI (rank)	1984 households (000)			ADI (rank)	1984 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Charlottesville, Va.† (Richmond, Va.)	—	—	7	Las Vegas (99)	29	36	35
Chattanooga (80)	54	53	57	Laurel-Hattiesburg, Miss. (168)	—	—	30
Cheyenne, Wyo. (190)	—	19	—	Lexington, Ky. (76)	44	64	47
Chicago (3)	476	431	515	Lima, Ohio (196)	—	—	18
Chico-Redding, Calif. (140)	29	25	—	Lincoln-Hastings-Kearney, Neb. (90)	27	56	15
Cincinnati (27)	108	125	110	Little Rock, Ark. (56)	79	78	71
Clarksburg-Weston, W.Va. (165)	—	24	21	Los Angeles (2)	558	493	614
Cleveland (11)	251	232	259	Louisville, Ky. (45)	60	98	99
Colorado Springs-Pueblo (105)	45	42	34	Lubbock, Tex. (128)	21	28	26
Columbia, S.C. (88)	31	39	81	Macon, Ga. (142)	20	41	17
Columbia-Jefferson City, Mo. (145)	27	30	19	Madison, Wis. (107)	32	50	38
Columbus, Ga. (115)	48	47	20	Manchester, N.H.† (Boston)	28	—	—
Columbus, Ohio (34)	106	138	117	Mankato, Minn. (207)	—	15	—
Columbus-Tupelo, Miss. (137)	13	28	46	Marquette, Mich. (186)	—	20	—
Corpus Christi, Tex. (125)	35	28	29	McAllen-Brownsville, Tex. (117)	32	31	23
Dallas-Fort Worth (8)	246	244	235	Medford, Ore. (155)	11	19	25
Davenport, Iowa-Rock Island-Moline, Ill. (74)	54	57	68	Memphis (41)	76	115	110
Dayton, Ohio (49)	71	110	70	Meridian, Miss. (169)	26	11	6
Denver (19)	163	132	164	Miami (14)	160	190	178
Des Moines (66)	50	75	65	Milwaukee (29)	108	106	115
Detroit (7)	299	274	313	Minneapolis-St. Paul (13)	166	191	143
Dothan, Ala. (161)	10	46	—	Minot-Bismarck-Dickinson, N.D. (144)	—	29	37
Dubuque, Iowa† (Cedar Rapids-Waterloo, Iowa)	6	—	—	Missoula-Butte, Mont. (149)	—	26	24
Duluth, Minn.-Superior, Wis. (119)	30	34	30	Mobile, Ala.-Pensacola, Fla. (61)	59	86	74
El Centro, Calif.-Yuma, Calif. (179)	5	—	8	Monroe, La.-El Dorado, Ark. (113)	15	68	26
El Paso, Tex. (97)	33	28	43	Montgomery, Ala. (120)	22	23	66
Elmira, N.Y. (166)	11	—	14	Nashville, Tenn. (31)	80	139	129
Erie, Pa. (135)	24	24	39	New Orleans (33)	91	133	112
Eugene, Ore. (128)	30	29	14	New York (1)	883	920	1,016
Eureka, Calif. (182)	9	10	—	Norfolk-Portsmouth, Va. (46)	77	87	82
Evansville, Ind. (87)	53	41	38	North Platte, Neb. (209)	—	—	7
Fargo, N.D. (102)	33	33	34	Odessa-Midland, Tex. (146)	24	29	23
Flagstaff, Ariz. (205)	—	—	9	Oklahoma City (36)	78	101	90
Flint-Saginaw-Bay City, Mich. (58)	80	38	93	Orlando (72)	73	66	67
Florence, S.C. (148)	22	56	—	Orlando-Daytona Beach, Fla. (30)	113	113	112
Florence, Ala.† (Huntsville-Decatur, Ala.)	—	—	7	Ottumwa, Iowa-Kirksville, Mo. (202)	17	—	—
Fort Myers-Naples, Fla. (112)	18	45	32	Paducah, Ky.-Cape Girardeau, Mo. (73)	32	75	61
Fort Smith, Ark. (147)	17	30	17	Palm Springs, Calif. (187)	7	—	5
Fort Wayne, Ind. (96)	39	39	42	Panama City, Fla. (176)	20	—	25
Fresno, Calif. (65)	48	56	55	Parkersburg, W.Va. (198)	—	—	7
Gainesville, Fla. (174)	17	—	—	Peoria, Ill. (98)	35	38	42
Glendive, Mont. (211)	—	1	—	Philadelphia (4)	490	421	432
Grand Junction, Colo. (184)	8	14	—	Phoenix (23)	121	130	101
Grand Rapids-Kalamazoo, Mich. (40)	57	86	88	Pittsburgh (12)	247	217	167
Great Falls, Mont. (177)	13	14	—	Portland, Ore. (24)	111	114	105
Green Bay, Wis. (68)	60	59	60	Portland-Poland Spring, Me. (78)	48	40	50
Greensboro-Winston Salem-High Point, N.C. (51)	78	100	87	Presque Isle, Me. (201)	—	7	—
Greenville-New Bern, N.C. (99)	33	54	63	Providence, R.I.-New Bedford, Mass. (39)	96	82	126
Greenville-Spartanburg, S.C.-Asheville, N.C. (37)	82	98	120	Quincy, Ill.-Hannibal, Mo. (153)	—	31	31
Greenwood-Greenville, Miss. (170)	29	13	—	Raleigh-Durham, N.C. (38)	108	109	38
Hagerstown, Md. (195)	—	—	16	Rapid City, S.D. (162)*	22	—	16
Hanover, N.H.† (Burlington, Vt.-Plattsburgh, N.Y.)	—	—	12	Reno (123)	29	21	21
Harrisburg-Lancaster-Lebanon-York, Pa. (48)	62	60	115	Richmond, Va. (55)	65	83	63
Harrisonburg, Va. (197)	17	—	—	Roanoke-Lynchburg, Va. (69)	47	75	58
Hartford-New Haven, Conn. (22)	121	184	70	Rochester, Minn.-Mason City, Iowa (141)	25	22	26
Helena, Mont.† (Great Falls, Mont.)	—	—	5	Rochester, N.Y. (71)	55	63	58
Houston (10)	260	200	200	Rockford, Ill. (111)	31	33	28
Huntsville-Decatur-Florence, Ala. (91)	44	53	38	Roswell, N.M. (183)	—	16	—
Idaho Falls-Pocatello (157)	13	18	17	Sacramento-Stockton, Calif. (20)	134	132	158
Indianapolis (25)	117	134	127	St. Joseph, Mo. (189)	17	—	—
Jackson, Miss. (84)	32	57	66	St. Louis (17)	162	197	188
Jackson, Tenn. (185)	30	—	—	Salinas-Monterey-San Jose, Calif. (110)	42	21	31
Jacksonville, Fla. (63)	48	89	43	Salisbury, Md. (167)	11	21	—
Johnstown-Altoona, Pa. (79)	—	55	81	Salt Lake City (42)	101	93	90
Jonesboro, Ark. (175)	27	—	—	San Angelo, Tex. (193)	—	12	—
Joplin, Mo.-Pittsburg, Kan. (118)	31	39	26	San Antonio, Tex. (44)	89	109	77
Kansas City, Mo. (28)	120	145	126	San Diego (26)	92	114	79
Knoxville, Tenn. (59)	68	94	46	San Francisco (5)	277	285	272
La Crosse-Eau Claire, Wis. (130)	18	36	43	Santa Barbara-Santa Maria, Calif. (114)	21	22	15
Lafayette, Ind. (191)	—	11	—	Sarasota, Fla. (158)	22	—	—
Lafayette, La. (109)	44	59	—	Savannah, Ga. (108)	30	46	26
Lake Charles, La. (171)	—	—	38	Seattle-Bellingham-Tacoma (16)	175	136	170
Lancaster-Lebanon, Pa.† (Hrbrg-Lan-Leb-York, Pa.)	—	27	—	Selma, Ala. (208)	—	7	—
Lansing, Mich. (103)	—	63	38	Shreveport, La.-Texarkana, Tex. (53)	80	87	65
Laredo, Tex. (199)	—	5	5	Sioux City, Iowa (139)	32	14	30

ADI (rank)	1984 households (000)			ADI (rank)	1984 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Sioux Falls-Mitchell, S.D. (93)	35	59	26	Tyler, Tex. (160)	49	7	—
South Bend-Elkhart, Ind. (85)	38	59	57	Utica, N.Y. (159)	14	—	24
Spokane, Wash. (75)	45	46	51	Valdosta, Ga. † (Tallahassee, Fla.)	6	—	—
Springfield, Mass. (94)	39	—	42	Victoria, Tex. (203)	5	—	7
Springfield, Mo. (82)	22	57	61	Waco-Temple, Tex. (95) *	39	46	—
Springfield-Decatur-Champaign, Ill. (70)	55	64	61	Washington (9)	221	237	230
Syracuse, N.Y. (67)	55	74	76	Watertown-Carthage, N.Y. (172)	—	23	—
Tallahassee, Fla. (132)	11	47	8	Wausau-Rhineland, Wis. (131)	25	37	12
Tampa-St. Petersburg, Fla. (18)	175	207	155	West Palm Beach-Ft. Pierce, Fla. (62)	45	24	57
Terre Haute, Ind. (127)	12	39	40	Wheeling, W.Va.-Steubenville, Ohio (123)	—	44	51
Toledo, Ohio (60)	57	87	88	Wichita-Hutchinson, Kan. (57)	59	73	62
Topeka, Kan. (136)	7	33	23	Wichita Falls, Tex.-Lawton, Okla. (126)	25	28	26
Traverse City-Cadillac, Mich. (138)	13	43	32	Wilkes Barre-Scranton, Pa. (50)	96	65	91
Tucson, Ariz. (83)	44	42	47	Wilmington, N.C. (151)	27	—	55
Tulsa, Okla. (54)	89	91	63	Yakima, Wash. (122)	21	32	25
Tuscaloosa, Ala. (188)	—	10	—	Youngstown, Ohio (92)	40	60	51
Twin Falls, Idaho (204)	—	—	10	Zanesville, Ohio (200)	—	—	11

## Lucky numbers for 'Wheel of Fortune'

It stays number one in Nielsen's Cassandra figures for November sweeps; programing with limited reach places second and third; 'M\*A\*S\*H' is fourth, 'Three's Company' is fifth

*Wheel of Fortune* extended its hold as the number-one syndicated television show in the A.C. Nielsen Co.'s Cassandra report for the November 1984 local sweep period.

Southwest conference football, seen in 19 markets representing 7.4% coverage of U.S. TV homes, was second, averaging 10.7/35. *Women of Russia*, in nine markets representing 12.6% coverage, was third at 10.4/16.

*M\*A\*S\*H* was fourth, while *Three's Company* was fifth, among the 439 programs rated and ranked in the report, released last week. (Cassandra rankings are in descending order of ratings alone and take no account of the size of a program's distribution.)

*Family Feud PM*, which was number one in November 1983 but yielded that ranking

to *Wheel* last May, was the seventh-ranked program. *Entertainment Tonight* was sixth.

*Wheel of Fortune* averaged a 16.4 rating/29 share in 179 markets (98.1%, the highest coverage of any show), up from a 12.1/23 in 59 markets a year earlier. It was number one not only in total but also among women, aged 18-49 (10.7 average rating), total women (13.8), total men (9.9) and adults (12.0). *Wheel* was third among men, aged 18-49 (7.5), eighth among teen-agers (6.7) and 22d among children (7.0).

*M\*A\*S\*H* averaged 10.0/22 in 164 markets (86.8% coverage) in taking fourth place, while *Three's Company* had a 9.6/21 in 167 markets (95.2% coverage) in placing fifth and *Entertainment Tonight* did an 8.7/17 in 141 markets in securing sixth. Rounding out the top 10 were *Family Feud PM* (8.4/16 in 111 markets), *PM Magazine* (8.2/15 in 67 markets), *Hee Haw* (7.9/18 in 169 markets) and *People's Court* (7.8/20 in 169 markets).

Among the top-rated game shows, after

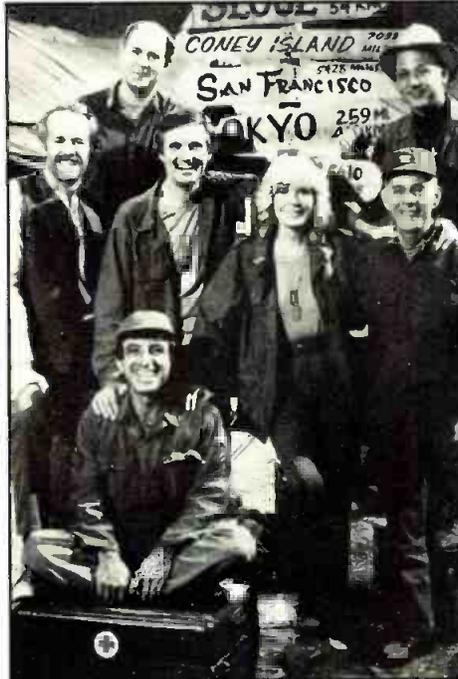
*Wheel* and *Family Feud*, were *Jeopardy*, which with a 7.2/21 in 116 markets (79.9% coverage) tied for 15th overall, and *Name That Tune*, (74.9% coverage) which averaged 6.5/14 in 96 markets to rank 19th. Among others, *Let's Make a Deal* averaged a 3.9/14 on 109 stations (71.1% coverage) to tie for 64th. *Anything for Money* did a 3/11 on 90 stations (70.6% coverage), tying for 118th.

*Donahue* held its number-three position among interview shows, after *Entertainment Tonight* and *PM Magazine*. *Donahue* did a 5.9/28 in 171 markets to join a five-way tie for 24th.

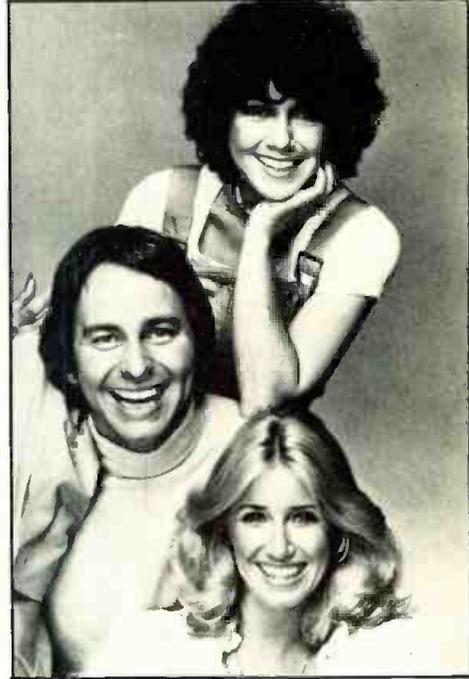
Among new off-network syndication series, *Diff'rent Strokes* ranked the highest, 12th, with a 7.6/17 in 85 markets, followed by *Benson* (7/15) tied for 17th, *Too Close for Comfort* (6/13) tied for 22d, *Dukes of Hazard* (5.9/15) tied for 24th, *Hart to Hart* (5.3/12) in a four-way tie for 33d and *Dallas* (4.7/11) tied for 45th. Among women 18-49, however, *Dallas* pulled a 4.4 rating,



Wheel of Fortune



M\*A\*S\*H



Three's Company

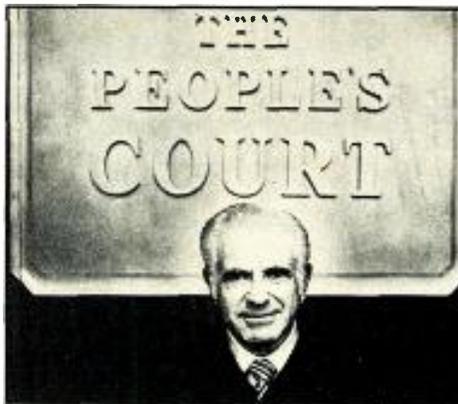
ranking 23d, while among total women it was 35th and among total adults 39th.

*Rituals*, the elaborately produced syndicated soap opera, averaged a 2.1 rating and 6 share in 90 markets (72.2% coverage), tying for 201st.

In prime access (figured on a Monday-Saturday rather than Monday-Friday basis in the summary Nielsen released last week), the principal ratings franchise holders after *Wheel of Fortune* were *Jeopardy* (14 average rating), *Hee Haw* (13), *Tic Tac Dough* (12), *PM Magazine* (12) and finally, *Wild Kingdom*, *M\*A\*S\*H*, *Three's Company*, *Entertainment Tonight* and *Family Feud PM*, all with 11. (Although Nielsen rounds off the rating, when ranking shows by daypart it lists them in order based on ratings taken out to the tenth decimal point.)

*Lifestyles of the Rich and Famous*, a new weekly entry, ranked 11th in prime access, averaging a 10/21 on 17 stations carrying it in the access period. Over all it ranked 50th, averaging 4.4 on 139 stations (84.5% coverage). *Putting on the Hits*, another weekly entry, averaged a 7 rating in 26 markets in access, ranking 33d, versus a 3.9 rating on 118 stations (84.6% coverage) for a 64th place position overall.

In early fringe (Monday-Friday), *Wheel of Fortune*, *M\*A\*S\*H*, *All in the Family*, *Taxi* and *Three's Company* topped the list, in that



The People's Court

order. Next to *Wheel, Name That Tune* was the highest-rated game show in early fringe, averaging a 7 rating in 34 markets, and *Jeopardy* was next with a 7 in 47 markets. *Joker's Wild* and *Family Feud* averaged 6's, *Love Connection*, *Let's Make a Deal* and *Newlywed Game* averaged 5's, and *Tic Tac Dough* and *Anything for Money* did 4's.

In Monday-Friday daytime, *Donahue* was the leader, averaging a 6 rating in 166 markets, and *Dallas* was second with a 5 average in 11 markets. They were followed, in descending order, by *Jeopardy*, *Hour Magazine*, *Quincy* and *Jim Rockford*, all with a 4 rating. □

## FCC serious about Quello plan

### Commissioner's idea of swapping noncommercial V's for commercial U's comes from rulemaking now in works

It was more than a trial balloon sent up by FCC Commissioner James Quello when he suggested that noncommercial broadcasters be permitted to swap their noncommercial VHF's for commercial UHF's (BROADCASTING, Dec. 31, 1984). The commission is drafting a rulemaking to determine whether the 1952 television allocations plan that explicitly reserved 242 channels for noncommercial, educational use should be modified to permit trades with commercial facilities.

Reaction outside the commission to Quello's suggestion was tentative. Public broadcasters with VHF's to trade showed little enthusiasm for the idea, and there were indications that public broadcasting's leadership was alarmed that the proposal could backlash on the quest for federal operating funds. (Peter Fannon, president of the National Association of Public Television Stations, and that organization's outside counsel, former FCC Chairman Richard Wiley, made that concern clear to Quello at a luncheon meeting last week.)

Fannon later told BROADCASTING, however, that he thought the concept "worthwhile" but that it was up to individual noncommercial broadcasters to make their own judgments of it.

There was support for the concept at the FCC, even though commission officials warned that legal hurdles would have to be cleared before the sorts of swaps envisioned could be approved.

The central problem, the officials said, is

that most of the noncommercial VHF's were allocated and reserved specifically for noncommercial use. To permit those noncommercial facilities to become commercial now, without permitting other commercial entities the opportunity to vie for them, would raise nettlesome legal difficulties, since both the case law and FCC practice call for new stations and applications for changes in channels to be opened to competing interests. But the FCC Mass Media Bureau intends to present, before the end of March, a drafted rulemaking that will presumably propose to treat commercial-noncommercial swaps as trading in commercial stations is treated under existing law and regulation—immune to applications by third parties for the facilities involved.

Under the swap concept, noncommercial VHF operators would be permitted to trade their facilities for commercial UHF's in their markets, profiting in cash for the difference in value of the facilities. As Quello amplified the proposal last week, the money raised could be placed into a pool so public broadcasters who don't have VHF's to swap could benefit from any windfalls.

Quello had sympathetic ears at the commission. Said a spokesman for FCC Chairman Mark Fowler: "This sounds like a good idea, and it's something we've been working on for some time. We want to pursue it and we're delighted to support Commissioner Quello's efforts in this area."

Commissioner Dennis Patrick thought the commission should explore the proposal in detail, and said: "I understand that we are going to look at this very seriously."

Jim McKinney, FCC Mass Media Bureau

chief, said he thought Quello's proposal had some "real positive aspects." But McKinney predicted that the proposal would face opposition from commercial VHF operators who might have to face additional commercial VHF's in their markets as a result of swaps.

Public broadcasters expressed concern about the higher costs of operating a UHF station, and about losing coverage, and hence subscribers, from the swaps. (According to the Corporation for Public Broadcasting, 121 of the more than 300 noncommercial television stations are VHF's.)

Raymond Ho, general manager of noncommercial KETS(TV) Little Rock, Ark., saw the swaps as an exchange of the "public interest" for the dollars needed to operate a station—a matter of "wrong priorities." The "bottom line," according to Larry Patten, executive director of Iowa Public Television, is: "How is the public being served?"

According to Henry Becton, president of noncommercial WGBH-TV Boston, the proposal was "worth further study." But, he added, although a swap would be "guaranteeing an endowment" for a station, it would leave it with a less effective vehicle for reaching the public. WGBH-TV, Becton said, "wouldn't choose that trade-off."

Reaction among commercial broadcasters has been mixed, according to Jeff Baumann, senior vice president and general counsel of the National Association of Broadcasters. Existing VHF operators "are certainly not happy about it," Baumann said. For UHF operators who want to upgrade to VHF's, however, the proposal is "very desirable," Baumann added.

The FCC's rulemaking was originally triggered by a petition by Metrowest Corp., licensee of WPWR-TV Aurora, Ill.; Great Lakes Broadcasting, permittee of commercial WDAI(TV) (ch. 56) Gary, Ind., and Northwest Indiana Public Broadcasting Inc., permittee of noncommercial WCAE(TV) (ch. 50) Gary, Ind. Those parties have asked the commission to launch a rulemaking aimed at preventing outside parties from getting involved in the swaps.

Their particular problem: Metrowest has proposed to acquire a majority interest in WDAI, with Great Lakes Broadcasting retaining a minority interest. (If the transaction is approved, Metrowest would divest itself of WPWR-TV.) Also under the proposal, Metrowest wants to trade Great Lakes' UHF channel for Northwest Indiana Public Broadcasting's. According to the proposal, channel 50 would become a commercial channel and channel 56 noncommercial. The parties say the exchange of channels would permit Metrowest and Great Lakes to locate their antenna on the Sears tower in Chicago, a site that would be denied channel 56 because of a short-spacing problem.

In a follow-up interview last week, Quello said that he thought public broadcasting's quest for federal funding should continue to be the top priority. "I think it's too bad to have to consider this extreme kind of relief [the swaps] when increased funding would obviate the need for it," Quello said. He added that he was "neutral" on the proposal. "I've asked the questions," Quello said. "I don't have the answers." □

# CHR rules the airwaves in New York and L.A.

## Fall Arbitron radio figures show that's top format for people 12-plus

Contemporary hit radio still dominates the airwaves among persons 12 years of age and older in New York and Los Angeles, according to the just-released fall 1984 Arbitron reports. However, CHR stations in both markets are beginning to witness some audience slippage in their overall metro shares.

### New York

In New York, Malrite's contemporary hit WHTZ(FM) Newark, N.J., continues to lead the market, this time posting a 5.9 12-plus metro share for Monday to Sunday, 6 a.m.-midnight—down from 6.6 in the summer book ("Top of the Week," Oct. 8, 1984). Holding on to the second slot is RKO's urban contemporary WRKS(FM) at 5.3 with its co-owned, talk-formatted WOR(AM) landing third with 5.2—up from 4.7 and fourth place in the previous report.

Although WHTZ(FM) remains the market leader in New York, the CHR sound may be reaching a saturation point there (BROADCASTING, Dec. 31, 1984), evidenced by three other stations which describe their format as contemporary hit radio dropping in 12-plus metro share. ABC's WPLJ(FM) fell from third place with 5.3 to fifth at 4.3 while Infinity's WKTU(FM) slipped from 3.1 to 2.8. (The Infinity station began a gradual switch from urban contemporary to CHR midway through the summer book ["Riding Gain," Aug. 15, 1984]).

In addition, Doubleday Broadcasting's WAPP(FM), which switched from an album-oriented-rock format to CHR on Oct. 5—a little over two weeks into the fall survey period—dropped in 12-plus metro share from 2.4 to 1.8. Doubleday Broadcasting President Gary Stevens said there wasn't any extensive promotion done since the format was switched, but he expects a promotional campaign to be launched in the first quarter in addition to naming a permanent morning personality.

Stevens also told BROADCASTING that beginning this week, Doubleday, which is scheduled to take over ownership of country-formatted WHN(AM) New York from Mutual Broadcasting today (Jan. 7), will market its new AM outlet in combination with WAPP(FM) under the umbrella name of the New York Radio Network (NYRN). Stevens said NYRN will be selling advertisers a combined "unduplicated" audience at a single rate. "With this approach, we will be selling a combined 12-plus audience share of 4.3," said Stevens, referring to WAPP's 1.8 showing and WHN's 2.5 overall share finish.

Winning the all-news battle for the third consecutive rating period in New York is Westinghouse's WINS(AM), which had a 4.8 compared to WCBS(AM)'s 3.2. WINS(AM) climbed in 12-plus metro share from the summer survey when it had a 4.4 while WCBS(AM) slipped from 3.3 over the same period.

Viacom's one-year-old "light" contemporary WLTW-FM is still capturing a good portion of the market's adult contemporary listening audience. In the new book, WLTW-FM pulled a 3.0 overall share—up from 2.8 in the summer while NBC's adult contemporary WYNY(FM) slid from 2.8 to 2.4 and its co-owned AM, WNBC(AM), slipped from 3.0 to 2.9 over the same period. Adult contemporary WPIX(FM), which programs a "love songs" format, held steady from the previous report at 2.3.

Looking to make a comeback is Inner City's urban contemporary WBLS(FM), which had a good showing in the fall ratings. The station garnered a 3.7 12-plus metro share—up from 2.6 last spring and 3.5 in the summer.

But what could be the major success story to emerge out of New York last week is the rise of Metromedia's WNEW-FM, the last remaining station in the market that is programming album rock. The station registered a 3.9 overall metro share, its highest mark in recent history. But WNEW-FM vice president and general manager, Michael Kakoyiannis,

attributes the station's new-found success not to being the only AOR outlet in town, but to what he says is WNEW-FM's commitment to the format along with its "consistency and heritage." (The station was one of the premiere FM rock stations in the country with many of its current on-air personalities holding forth for over 10 years.) WNEW-FM had recorded a 3.1 overall share in each of the previous two Arbitron survey reports and a 2.3 in fall 1983.

As for the easy-listening category, Bonneville's WRFM(FM) at 3.2 edged out cross-river rival, Cap Cities' WPAT(FM) Paterson, N.J., with 3.0.

Other 12-plus finishers include: oldies-formatted WCBS(FM) at 3.2; big band/MOR WNEW(AM) with 3.0; WABC(AM) at 2.4 and WMCA(AM) with 1.5, both of which have talk formats, and Spanish-language WADO(AM) at 2.4.

### Los Angeles

Continuing to lead the pack in Los Angeles is Gannett's CHR-formatted KJIS(FM), which attained a 9.1 12-plus metro share in the fall book. The station was down slightly from last summer when it had a double-10 overall share.

Remaining in the second position is talk KABC(AM) at 5.9—up from 5.2 in fall 1983, but down from 7.9 in the last report. However, KABC(AM) vice president and general manager, George Green, points out that the station's rating is usually higher in the summer months due to its coverage of Dodger baseball games.

Following KABC(AM) are easy-listening outlets KJOI(FM), programed by Churchill Productions, at 5.5—up from 4.4 in the summer—and KBIG(FM), owned and programed by Bonneville, with 4.8.

Unlike the New York market, CBS won the all-news war in southern California with KNX(AM) capturing a 3.7 12-plus share. Westinghouse's KFWB(AM) had 3.3. During the summer sweeps, both stations tied at 2.9.

Golden West Broadcasters' big band-for-

## O'Connor Creative Services distributing inaugural vignettes for radio

As Inauguration Day approaches, commercial as well as non-commercial radio stations throughout the country will be receiving a disk containing 20 one-minute vignettes on events surrounding presidential inaugurations from George Washington's to Ronald Reagan's, according to Harry O'Connor, executive producer of the broadcast. The nonpartisan series, called *The Inaugural Heritage*, is being co-produced by O'Connor Creative Services, Playa del Rey, Calif., of which O'Connor is president, and National Public Radio, Washington. O'Connor produced Reagan's syndicated radio commentaries before the former California governor ran for the Presidency.

According to O'Connor, disks will begin being mailed tomorrow and Wednesday (Jan. 8 and 9) to nearly 7,000 stations nationwide. The stations, said O'Connor, are being asked to air the series over a three-day period prior to Reagan's inauguration on Jan. 21. Vignettes are also being shipped to the Voice of America and Armed Forces Broadcasting.

O'Connor said the program will feature voice clips of several U.S. Presidents, including President Lyndon Johnson being sworn into office on Air Force One after the assassination of President Kennedy in 1963 and President Reagan's announcement on inauguration day four years ago that the Iranian hostages had been released. Serving as narrator of the series is actor Robert Stack. President Reagan will participate in the last segment, said O'Connor. He added that the broadcasts are available for sale of advertising time.

As of late last week, O'Connor was seeking substantial underwriting for the project and felt confident a candidate would be found by today (Jan. 7). "National Public Radio would be the benefactor. The network will receive any surplus funds above the cost of producing the show," O'Connor said, adding that the program would still be distributed even if an underwriter is not found. NPR researched and wrote the scripts for *The Inaugural Heritage*.

matted KMPC(AM) registered a 3.1 overall share, which was a healthy margin over Gannett's KPRZ(AM) at 1.9. However, KPRZ(AM), which had been playing Al Ham's "Music of Your Life" format, dropped it and began programming CHR last week under the same call as its co-owned FM, KIIS ("Riding Gain," Nov. 12, 1984). The station also discontinued its affiliation with Mutual Broadcasting. KMPC(AM), on the other hand, has picked up the "MOYL" format and, late last week, signed an affiliation agreement with Mutual.

Top honors in the album rock format go to ABC's KLOS-FM for the third straight rating period. The station tied KNX(AM) at 3.7—up from 3.5 in the previous book. Metromedia's KMET-FM had 3.2—up from 3.1. KROQ-FM Pasadena, which programs the "Rock of the 80's" format, posted a 2.5—down from 2.8.

Also on the down side in 12-plus metro share audience from the summer report are the market's other contemporary hit outlets: CBS's KKHR(FM), which fell from 3.0 to 2.4, and Outlet's KIQQ-FM, which dropped from 2.4 to 1.7.

Among the stations on the up side in the ratings is soft rock KOST(FM). Over the last two survey periods, the station went from 2.7 in spring 1984 to 3.4 last summer to 4.4 in the fall. Soft rocker KMGG(FM) finished with the same 2.4 12-plus reading as it had in the summer survey. □

## The wrath of Kahn

**AM stereo system manufacturer to ask Justice and FTC to investigate Harris-Motorola agreement**

Stung by Harris's adoption of Motorola's C-Quam AM stereo system (BROADCASTING, Dec. 31, 1984), Kahn Communications announced last week it would ask the Justice Department and the Federal Trade Commission to "investigate the activities of Motorola and Harris relating to AM stereo broadcasting."

"We have asked the government to initiate these investigations because we believe that Motorola's conduct, including the recent agreement with Harris, raises serious anti-trust problems," said Kahn President Leonard Kahn, reading from a prepared statement. "We plan to vigorously pursue this matter so that broadcasters and the public will be free to make use of modern and superior AM stereo technology."

Gerald Phillips, of the New York law firm of Phillips, Nizer, Benjamin, Krim and Ballon, who is representing Kahn, said petitions would be sent to the federal agencies "very shortly." He would not discuss the arguments he would make, but said he felt confident his case would be strong enough to elicit "some interest."

If the Justice Department doesn't investigate or investigates, but decides to bring no action against Motorola, Phillips said, Kahn could still file his own complaint in a federal court. Whatever the department does, he said, "it doesn't preclude bringing a law suit."

The FCC authorized AM stereo broadcasting in the spring of 1982, but decided not to set a transmission standard, touching off a marketplace standards battle among proponents of five incompatible systems.

The number of systems in the fight dropped to two—Motorola's C-Quam and Kahn's single-sideband system—last month when Harris announced its decision to abandon its own system and to adopt Motorola's C-Quam system. Harris said it had negotiated an agreement with Motorola to make and market C-Quam exciters (BROADCASTING, Dec. 17, 1984).

Harris seemed unimpressed by Kahn's threatened action. "We are just one of many people Motorola has licensed to build its AM stereo equipment," said Jerry Smith, Harris vice president of sales and marketing. "We see no violation of the laws in that. Leonard is free to do whatever he wants." □

Motorola had no comment. □

## TCI, GI make bid for USCI

**Largest cable operator teams with major equipment maker for Prudential-backed DBS service**

Tele-Communications Inc. and General Instruments have made a bid to acquire United Satellite Communications Inc., the founding satellite broadcasting service.

According to USCI President Nathaniel Kwit, USCI's investors, principally Prudential Insurance, are now negotiating with GI and TCI to work out a deal. "It sounds very encouraging," he said. "We are very enthusiastic about it. It's a very significant event and we would be delighted if it happens."

TCI is the nation's largest cable MSO. GI is a major cable and satellite equipment manufacturer and was an early investor in USCI. It owns 12% of USCI, according to Kwit.

As proposed, TCI and GI would acquire all the voting stock in USCI, Kwit said, with the current stockholder retaining "very limited profit potential." He would not discuss money or any other terms of the deal.

Backed principally by Prudential Insurance, USCI launched its five-channel satellite broadcasting service on Nov. 15, 1983. Its broadcast satellite, Anik C-II, beams the service throughout the Northeast and Midwest to subscribers with three-foot dishes.

USCI managed to introduce the service in several markets and amass a subscriber base of around 11,000 before it began to run out of money, having failed to raise \$40 million through a private stock offering.

USCI and Satellite Television Corp., Comsat's satellite broadcasting venture that was having troubles of its own, tentatively agreed to merge last August, but Comsat got cold feet and is now virtually out of the business.

Comsat's decision to back out of its deal with the USCI investors came as a complete surprise to the investors, who were all set to sign the final papers late last November, said



USCI's Kwit

Kwit. The investors, he said, received the same explanation the press did: the venture was too risky. But, he said, it was Comsat's plans to move the service from Anik-CII to Comsat's two costly, high-power satellites in 1986 that made it so. Those satellites, to which Comsat was contractually committed, drove up the cost of the venture to between \$400 million and \$500 million.

Kwit insists USCI's business could be a good one, given adequate funding. The service was marketed for just eight weeks in February and March, he said, and that effort generated 11,000 subscribers who have faithfully paid their monthly subscription fees ever since. (USCI also marketed the service in Indianapolis and Chicago in late 1983.) There have been no disconnects and, even though the service is unscrambled, no nonpaying customers, he said.

Since the end of March, USCI has been looking desperately for new sources of capital, and during that time Prudential has been supplying money to keep the venture afloat. "They've counted us out of this business 100 times in the last year," said Kwit, "and we've been able to pull it out."

But unless something concrete materializes out of the TCI-GI talks or another financing source is found, Kwit admitted, USCI may have to shut down between Jan. 10 and Jan. 15. "We have very limited funds." □

## New life for TV in Senate

**Minority leader Byrd introduces measure to allow live broadcast coverage of body; other bills proposed on first day of 99th Congress include mandating EEO rules for broadcasters similar to cable's and establishment of new government service to Jews in Russia**

The last hope that the U.S. Senate would one day be covered live and on tape by radio and television did not die with the retirement of former Senate Majority Leader Howard Baker (R-Tenn.) after all. Senate Minority Leader Robert C. Byrd (D-W.Va.), in a surprise move, introduced on the first day of the new Congress last week a resolution (S. Res. 2) to provide for such coverage.

Several other measures were introduced,

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# Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (\*) to appear during the next few months. Among the more prominent prospects:

- Jan. 14  **NATPE/post INTV.** A guide to the year's largest TV program market as the deals are made at NATPE International. And for the independents reflecting on their Los Angeles meeting, a review and analysis of INTV.
- Jan. 21  **Post-NATPE.** A complete report on the deals, dealers and the dealt during the 22d annual.
- Jan. 28  **Station trading.** BROADCASTING's annual compilation of the radio and TV stations and cable systems that changed hands in 1984.
- Feb. 4  **Top 50 ad agencies.** An annual listing of the biggest billers in the Fifth Estate.
- March 4  **Baseball.** An annual lineup of radio and TV rights holders for America's national pastime.
- April 8  **Pre-NAB.** Sets the stage for the Fifth Estate's biggest show, April 14-17.
- April 15  **NAB...** The 63d annual. As broadcasting's premiere convention gets under way, BROADCASTING provides a guide to everything you'll need to know in Las Vegas: a complete agenda, a list of exhibitors and a preview of the issues likely to make news. **Pre-MIP.** An advance report on the international television program market held each year in Cannes.
- April 22  **Post-NAB.** Panel to panel. Booth to booth. Saturation coverage of the industry's annual taking on of new information and new gear. The next best thing to being there.
- April 29  **Post-post-NAB.** Gavel-to-gavel report on the technical side of the NAB convention, featuring experts' appraisal of the state of the equipment art.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

## You Belong in Broadcasting Every Week

*\* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

including a bill sponsored by Representative Mickley Leland (D-Tex.) proposing for broadcasters the same equal employment opportunity standards now in place for the cable industry, and companion bills in Senate and House calling for the creation of a new Radio Liberty service that would broadcast in the Russian language to the Jewish people of the Soviet Union. But the Byrd resolution attracted the most attention, because of its dramatic revival of a proposal not expected to be heard of again for a long time.

Byrd had been among those who in the last Congress managed to defeat Baker's efforts to provide for the Senate the same kind of broadcast coverage available of the House—coverage that, through C-SPAN's gavel-to-gavel transmissions and the clips of proceedings shown on the network evening news programs have helped illuminate the workings of the lower chamber to a degree unknown in the past. But Byrd last week said he was not opposed to the concept of broadcast coverage; rather, he thought the Baker proposal did not protect the interests of the minority and was not sufficiently specific in describing the manner in which television coverage would be accomplished in the Senate, where rules and tradition raise different and more complicated problems for broadcast coverage than in the House.

The Byrd resolution itself does not pretend to be a final version. Byrd said it will have to be fleshed out with some details in the hearings to be held by the Rules Committee, to which the measure has been referred and on which Byrd sits, as well as on the floor. But the resolution as drafted is designed to meet, in general terms, some of Byrd's concerns as a minority leader who is also a former majority leader. Among other things, the resolution specifies that the majority and minority leaders will decide when and for how long broadcast coverage will be provided and that broadcast time will be controlled in such a manner as to assure equal time to both the majority and minority parties.

The resolution also provides for a number of rules changes to streamline Senate procedure. For instance, it would change the method of cutting off debate by scrapping the requirement that three-fifths of elected senators vote for cloture and substituting the former two-thirds present-and-voting standard. Perhaps more important, it would also eliminate the present provision permitting 100 hours of debate following cloture—one hour for each senator—and replace it with a rule limiting post-cloture debate to 20 hours, equally divided between the parties. The resolution would also tighten up procedures employed on motions to proceed, which now permit senators to stall action on matters.

Byrd said some of the reforms being proposed are required regardless of whether radio and television coverage of the Senate is to be provided. But he said, "There are problems in the Senate, and if they are not surmounted, there will not be television in the Senate."

As in the House, the construction of



Byrd

broadcast facilities and the coverage of the Senate will be the responsibility of employees of the chamber. And although the matter is not specifically addressed in the resolution, a Byrd aide said the intention is to follow the House lead again in covering senators only at the podium; they would not speak at their desks, as they do now. The aide said it would not be practical to provide microphones at every desk. But covering senators only at the podium avoids the possibility of showing a background of empty seats or of dozing senators.

The resolution specifies that the radio and television coverage will be available "on a 'live' basis and free of charge" to any accredited member of the Senate radio and television gallery, as well as to the Capitol's coaxial cable system and "such other news gathering, educational or information distributing entity" as the Rules Committee may authorize.

But there would be no coverage available to the public until after a test period of indeterminate length. The resolution calls for the test to begin "as soon as practicable after the necessary equipment has been installed," and to end when the majority and minority leaders and the chairman and ranking minority members of the Rules Committee agree that it should. During the test—which will be used to establish final procedures for camera direction control—transmission of

the radio and television signal would be restricted to the Capitol's coaxial cable system that feeds congressional offices.

The resolution also contains language designed to deny use of tapes of the Senate proceedings for commercial or political purposes.

Byrd feels chances of opening the Senate to radio and television coverage are better than in the past. But one influential member of the Senate who remains opposed to the idea is Baker's successor as majority leader, Senator Bob Dole (R-Kan.). Walter Riker, a spokesman for Dole, said Dole "has opposed it in the past, and hasn't changed his mind. He feels the Senate is slow enough to move and that TV might impede it even more."

■ As for the other measures of interest to broadcasters, Leland introduced two. One tracks EEO provisions contained in the cable television deregulation bill enacted by the last Congress. The other is a replay of H.R. 2331, which he co-sponsored in the last Congress and which would have established tax incentives to stimulate private investment in minority telecommunication enterprises. It would raise the overall limit on the value of used equipment that can be the basis for determining investment tax credit, in cases where a minority controlled firm is buying, directly or through a general partnership, an operating communications business.

■ The bills to establish a new broadcast service under Radio Liberty aimed at Jews in the Soviet Union were introduced by Senator Paula Hawkins (R-Fla.), in the Senate, and Representative Matthew Rinaldo (R-N.J.), in the House. The measures would authorize \$3 million for the establishment of Radio Maccabee—the name of a family of Jewish patriots who in the years between 175 and 164 B.C. defeated the Syrians and rededicated the Temple in Jerusalem—to broadcast programs in the Russian language on Jewish culture, politics and religion, including Hebrew education. Rinaldo said in a statement introducing the bill that Radio Maccabee is "essential to fight against increased attempts to eradicate Jewish cultural life in the Soviet Union." □

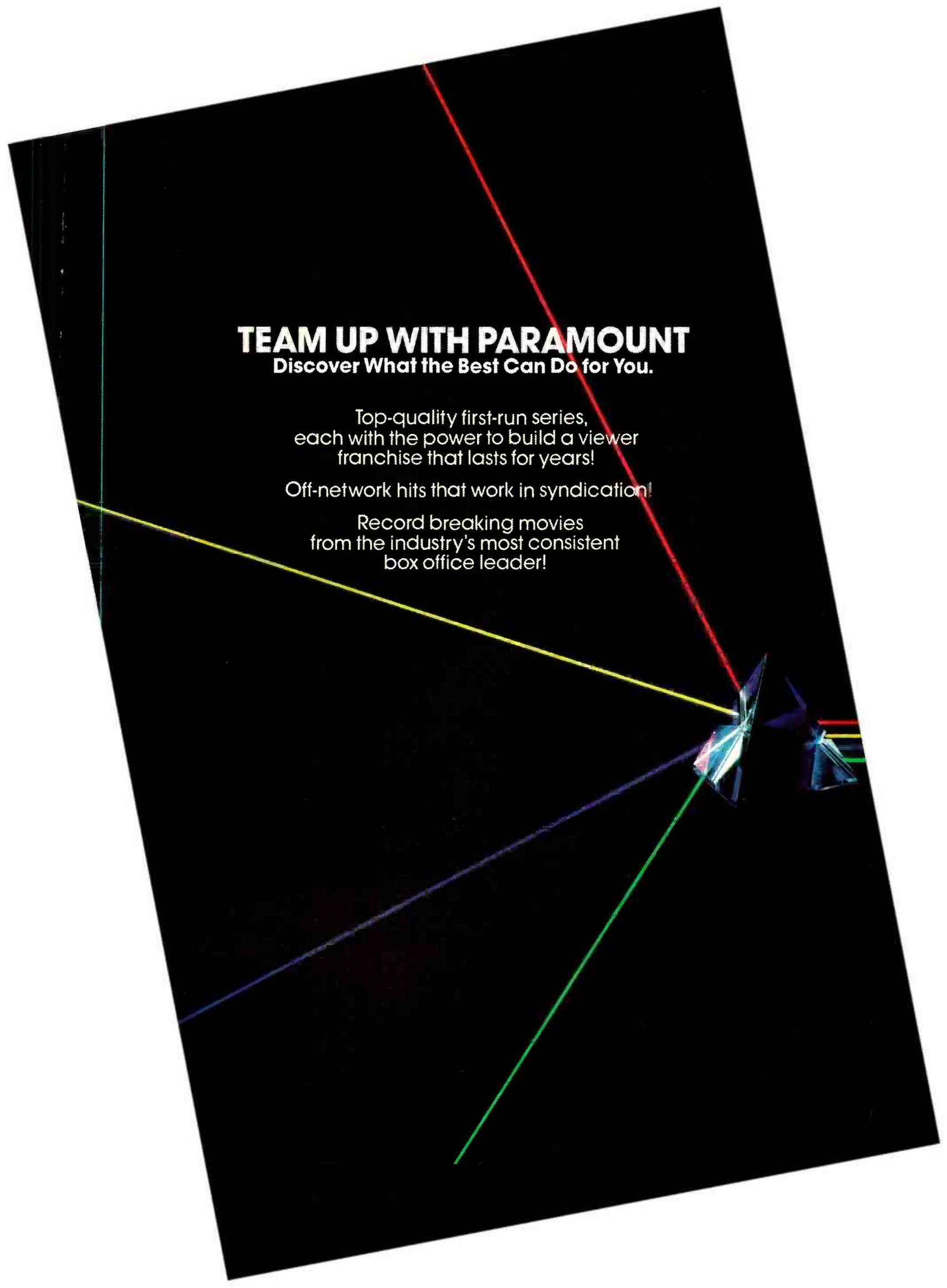
## A call for network liberation

**New book by former members of FCC's task force says that commission should regulate less to avoid any dominance by ABC, CBS and NBC**

During the late 1970's, a special task force of lawyers and economists assembled by then-FCC Chairman Charles D. Ferris made another in a series of extensive studies of the major networks' alleged dominance of the television industry that the commission has ordered over the years. The one that emerged in October 1980 (BROADCASTING, Oct. 27, 1980), however, produced a different result. Where the others called for ever more regulation, the new one indicated the analyses and premises of existing policy were wrong, declaring that what was needed was not more regulation but more competition. Now four former members of the task

force, including the co-directors, have produced a book elaborating on and extending that thesis: "Misregulating Television: Network Dominance and the FCC." But they also suggest that forces have been loosed that will strike the regulatory shackles from the networks, regardless of whether the FCC and/or Congress approve.

The authors accept as desirable the commission's goals of competition, programming diversity and localism. But they say commission policies have done more to frustrate efforts to achieve them than have the networks. Indeed, they attribute the presence today of only three, full-scale, nationwide networks serving over-the-air commercial television stations to various commission policies, particularly those involving spectrum management. The authors cite specifically commission choices in the early days



## **TEAM UP WITH PARAMOUNT**

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each with the power to build a viewer  
franchise that lasts for years!

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**AMERICA** aims high—and it delivers. Produced in association with Post-Newsweek, **AMERICA** is a brand-new concept, a program franchise packed full of entertainment and designed expressly for your early fringe time period. It's a News Companion that uniquely bridges the daypart between soaps and the all-important evening news.

**AMERICA** is filled with everything that's unique about today and hot for tomorrow, plus on-location performances by today's top stars. More important: **AMERICA**'s hosts know how to make television fun for viewers by having fun with people. There's Sarah Purcell, whose charm and warmth made her a network superstar; Stuart Damon, whose popularity as Dr. Alan Quartermain of *GENERAL*

*HOSPITAL* will grab the afternoon viewers; and *McLean Stevenson*, the hilarious star of *M\*A\*S\*H* and frequent guest host of *THE TONIGHT SHOW*.

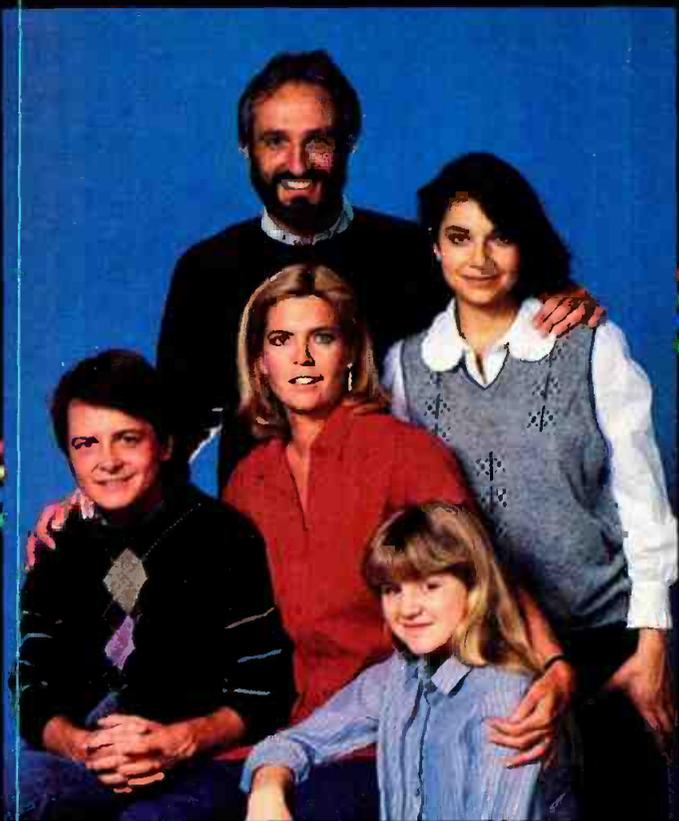
With all of that, **AMERICA**'s stunning sales success should be no surprise. Even before completion of the pilot, leading broadcasters committed to **AMERICA**. And since the pilot, the response has been absolutely phenomenal.

With such great broadcast groups already on board as CBS O+O, ABC O+O, Post-Newsweek, Belo, H&C, Cowles, Cox, Storer, Scripps-Howard, Allbritton, King, Chronicle, Hubbard, Bonneville, Meredith, Outlet, Gilmore, and Knight-Ridder, it's an obvious all-America sweep.



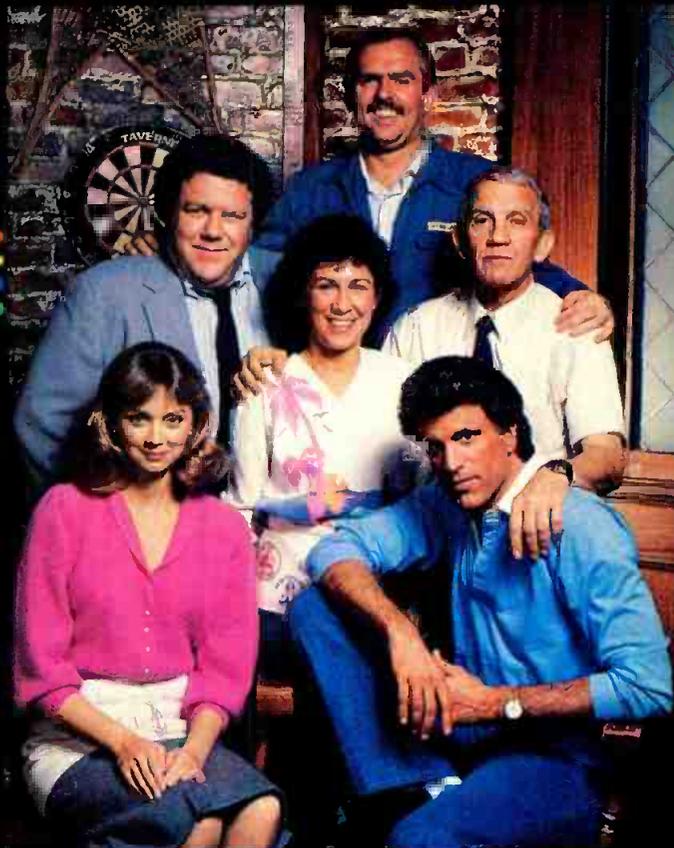
# FAMILY TIES

# Cheers



The same aggressive imagination and commitment guarantees your supply of hit off-network half-hour comedies through the 80's. Now Paramount's non-stop parade of sitcom successes roars down the fast track, as three more network winners become available.

The best hour of comedy available for syndication is on the air right now. Of all half-hours on television, **FAMILY TIES** is ranked #2 and **CHEERS** follows closely at #4.\* Together they're the core of NBC's powerful Thursday night schedule. **FAMILY TIES'** rating of 20.0 with a 31 share dominates MAGNUM P.I. in Adults 18-34, 18-49, 25-54, Teens & Kids!\* With nine Emmys in its trophy case, including Outstanding Comedy for the second straight year, **CHEERS** is enjoying its strongest season, with a rating of 19.3, 29 share. **CHEERS** leaves SIMON & SIMON in the dust in Women & Men 18-34, 25-54 and Teens\* — exactly the kind of numbers that spell syndication longevity!



Both **CHEERS** and **FAMILY TIES** are selling at a record-breaking pace and Paramount's unique production guarantee assures stations of receiving the optimum number of episodes for syndication.



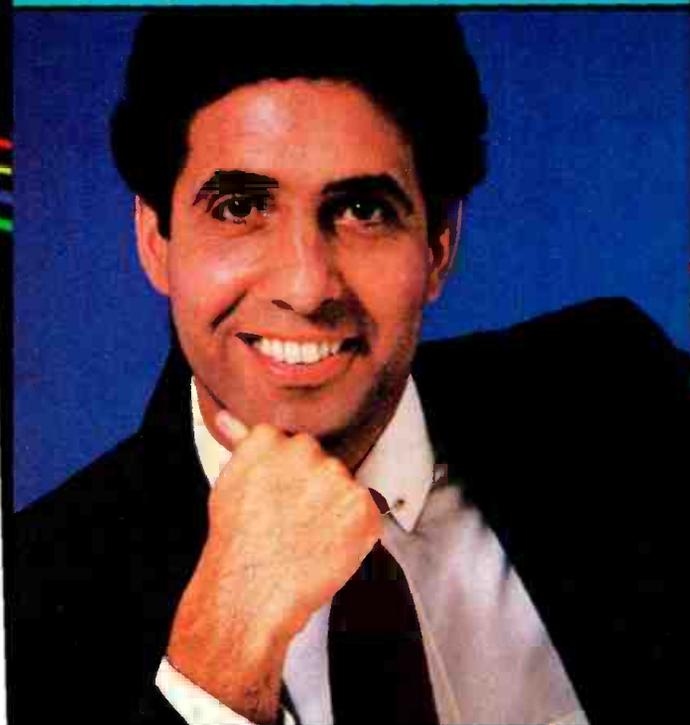
And there's another Paramount giant waiting in the wings! The little guy named **WEBSTER** is certain to be the next huge off-net smash. Watch for **WEBSTER**, coming soon to a station near you—unless you grab him first!

\*NTI: October, 1984

TEAM UP WITH PARAMOUNT  
FOR LONG-RUNNING FIRST-RUN SERIES!

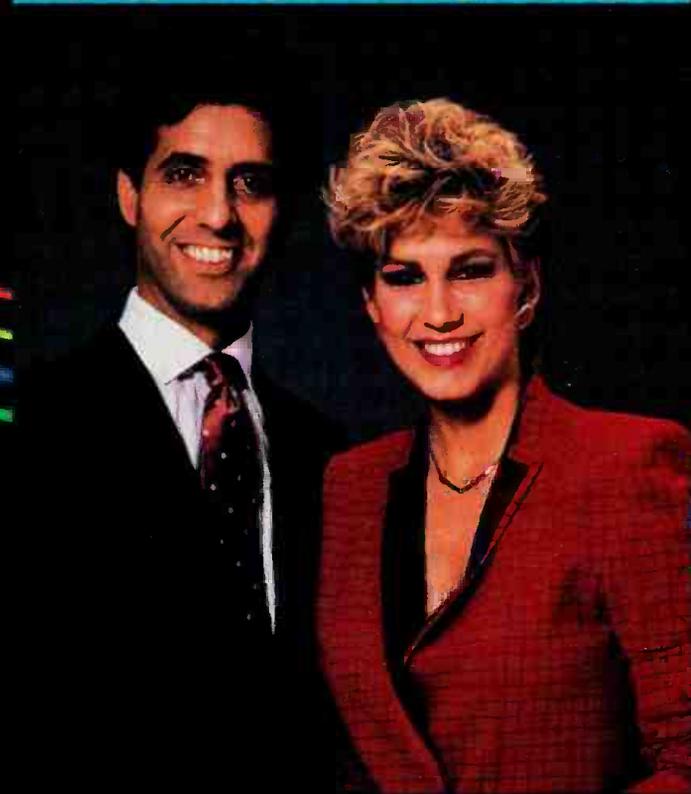
# ENTERTAINMENT

T O N I G H T



# ENTERTAINMENT

T H I S W E E K



**ENTERTAINMENT THIS WEEK**—With a brand-new format this season, **ETW** is an always fresh, fast-paced week-end hour. More exciting than ever before, **ETW** is a weekend access winner. And, **ETW** breaks new ground with its special monthly "Salutes." The first two—"ETW Salutes MGM" and "ETW Salutes Elvis"—racked up top acclaim and ratings. February's "Salute to Soaps" is sure to do the same. And these are only the beginning!

**ENTERTAINMENT TONIGHT**—Beyond question, it's the most talked-about show in syndication and maybe in all television! **ET** set the standards for day-and-date syndication and no other series provides so much glamour and glitter, style and station prestige. Entering its 11th season in Fall '85, **ET** will be airing in prime access on affiliates in all of the Top 10 markets including the two newest additions to the **ET** family, NBC's WMAQ-TV Chicago and KNBC-

Paramount brings all the necessary ingredients to each of its first-run programs: A unique concept. Quality execution. Strong distribution. And all-out promotion. That's the winning combination that meets the needs of stations and advertisers alike and builds viewer franchises that last season after season.

# SOLID GOLD



**SOLID GOLD**—Multiple Emmy Award-winning **SOLID GOLD** is TV's #1 music/variety series and continues to outdeliver network prime-time series in Young Adults & Teens. This season it's coming at you with brand new talent, a brand new look and the biggest stars yet!

Year after year **SOLID GOLD** is a "must" for all the top names in music—imitations come and go but **SOLID GOLD** remains the standard of the industry, and going into its sixth season it continues to be one of syndication's most remarkable success stories!

# TAKIN' ADVANTAGE



**TAKING ADVANTAGE**—From auction tips to auto trips, from buying a house to gifts for your spouse, **TA** is the only show that's able to make information about personal finance fun and entertaining. With solid ratings on 128 stations covering over 80% of the country, **TA** offers a tremendous value for stations and advertisers alike!

# ANYTHING FOR MONEY

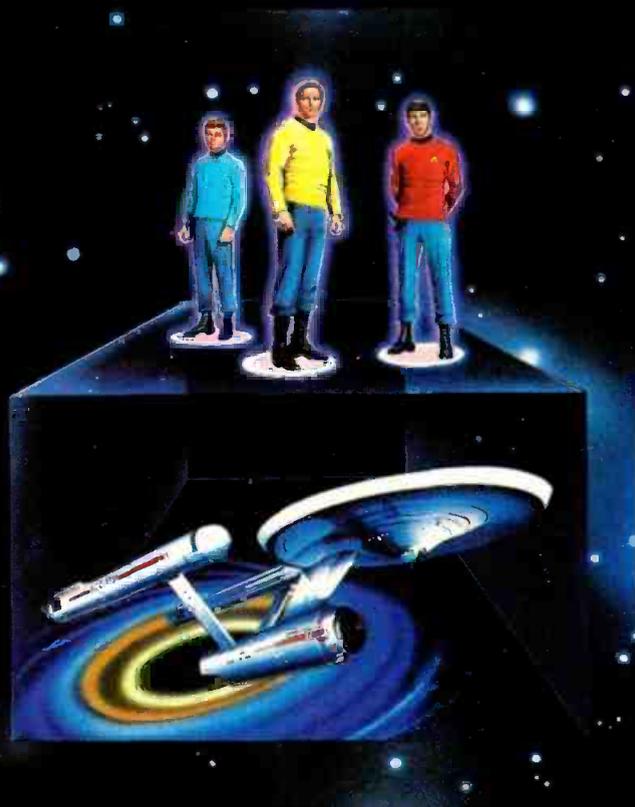


**ANYTHING FOR MONEY**—In a sea of look-alike game shows, **AFM** is a winner in access and early fringe. Paramount's "real life sitcom" is unbeatable when scheduled where the audiences are. **AFM** is up 150% in Women 18-49 and 177% in Men 18-49 over May in Philadelphia, and #1 in Women & Men 18-34, Teens & Kids in Miami. In early fringe, it's #1 in Total Women and Women and Men 18-49 in Washington, and pulling the highest share in the time period in over 3 years in Denver!\*

\*Source: NSI October, May, 1984; ARB October, 1984

TEAM UP WITH PARAMOUNT  
FOR SUCCESSFUL SITCOMS AND SMASH-HIT MOVIES!

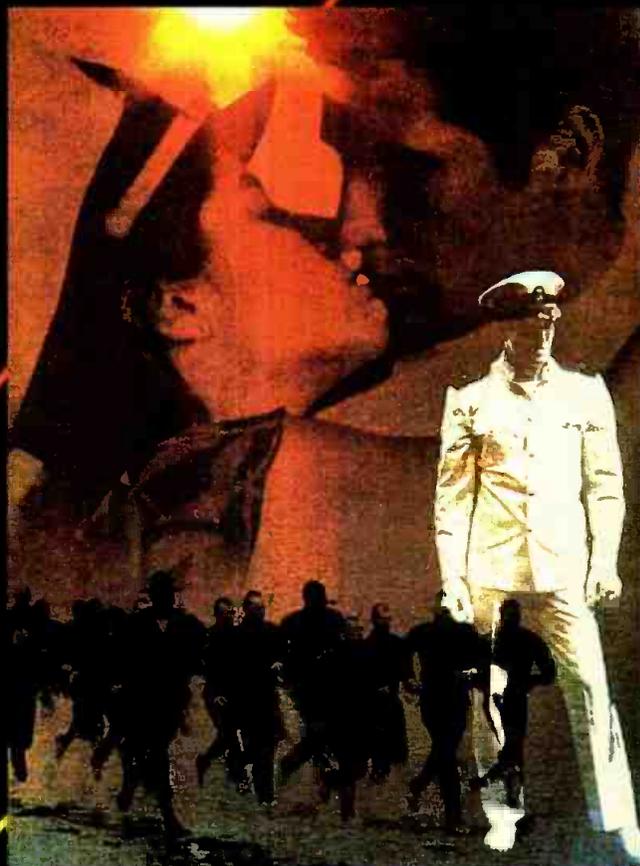
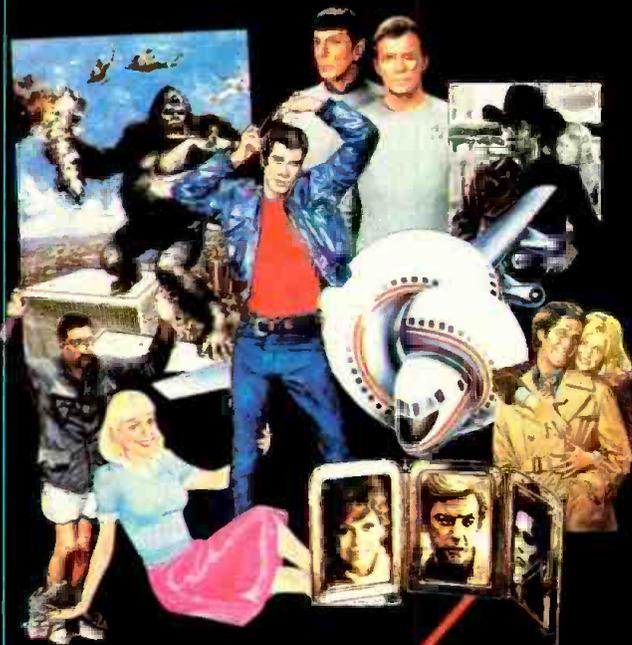
# BOSOM BUDDIES



Paramount's other classics continue to roll right along. **STAR TREK**, the sole off-net hour to perform successfully for more than three seasons, is now in its 15th year—boldly going where no hour has ever gone before. **TAXI**, the series that earned a phenomenal 18 Emmys, has its meter running with winning ratings early and late. And **HAPPY DAYS**, **THE BRADY BUNCH**, **LAVERNE & SHIRLEY**, **THE ODD COUPLE**, **MORK & MINDY** and the rest of the gang keep adding to the irrefutable evidence that half-hour comedies outclass every other category in syndication longevity—and that Paramount produces them like no other studio. Remember: Something Funny's Going On at Paramount—Now and for Years to Come!

If there's one indisputable fact in syndicated programming, it's Paramount's sitcom supremacy. Year after year the list gets longer and stronger. The latest addition is **BOSOM BUDDIES**, that uproarious half-hour about two red-blooded males who disguise themselves as girls so they can live in an all-women hotel. With superstars Tom Hanks and Donna Dixon, **BOSOM BUDDIES** was #1 in its time period in rating, all key adult demographics, Teens & Kids.\* As a Monday through Friday strip, or as part of a weekend comedy block, **BOSOM BUDDIES'** 37 episodes are all brand-new to syndication and

# PORTFOLIOS



Finally, Paramount's movie packages remain the best in the business—which is just what you'd expect from the industry's most consistent box office leader. Such recent hits as **BEVERLY HILLS COP, INDIANA JONES AND THE TEMPLE OF DOOM, STAR TREK III: THE SEARCH FOR SPOCK, FLASHDANCE, AN OFFICER AND A GENTLEMAN, FOOTLOOSE, TERMS OF ENDEARMENT, 48 HRS.** and **TRADING PLACES**, just to name a few, continue to reinforce Paramount's status as Hollywood's hottest studio.

Paramount's Portfolios put the power of Hollywood's greatest stars in ever-popular box office sensations to work for you. Portfolios I through IX are filled with classics such as **SATURDAY NIGHT FEVER, THE LONGEST YARD, LOVE STORY, THE ODD COUPLE** and **TRUE GRIT**.

And **PORTFOLIO X** puts even more success on the air for you. It's loaded with such hits as **STAR TREK: THE MOTION PICTURE, GREASE, ORDINARY PEOPLE, URBAN COWBOY, KING KONG, FOUL PLAY, AIRPLANE** and **NORTH DALLAS FORTY!** In fact, an amazing 90% of **PORTFOLIO X's** theatrical movies are on Variety's list of All-Time Box Office Champions! Plainly, when you're looking for blockbusters, the place to find them is in a Paramount Portfolio! And stay tuned for the next powerhouse movie package—**PORTFOLIO XI**.



First-run leadership, off-net longevity  
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**For Success in the 80's**  
**Great Programming Is**

**PARAMOUNT!**

**FIRST-RUN SERIES**

**OFF-NET HALF HOURS**

**OFF-NET HOURS**

**FEATURES & SPECIALS**

AMERICA/AMERICA  
THIS WEEK  
ENTERTAINMENT  
TONIGHT/ENTERTAIN-  
MENT THIS WEEK  
ANYTHING  
FOR MONEY  
SOLID GOLD  
TAKING ADVANTAGE

CHEERS  
FAMILY TIES  
BOSOM BUDDIES  
TAXI  
HAPPY DAYS  
LAVERNE & SHIRLEY  
MORK & MINDY  
THE BRADY BUNCH  
THE ODD COUPLE  
LOVE, AMERICAN STYLE  
THE LUCY SHOW  
and coming soon...  
WEBSTER!

STAR TREK  
MANNIX  
MISSION: IMPOSSIBLE  
THE UNTOUCHABLES

PORTFOLIOS I-X  
THE JESSE OWENS STORY  
STAR TREK MEMORIES  
PARAMOUNT FIRST-RUN  
NETWORK II: Concerts  
starring Sinatra, Cher,  
Diana Ross and more.  
SHOGUN  
WASHINGTON: BEHIND  
CLOSED DOORS



DOMESTIC TELEVISION  
AND VIDEO PROGRAMMING

of television to limit the TV band, assign stations locally and intermix VHF and UHF stations.

But that was only the beginning of error, in the authors' view. They proceed to analyze network-affiliate and network-supplier regulations—whether a ban on affiliates optioning time to networks or the prime time access rule—and call for the elimination of virtually all of them. The rules are viewed as concerned largely with allocating profits among the various parties without regard for the public interest questions involved.

Another of what the authors see as major flaws in the commission's regulation of networks over the years has been the failure, at least until the mid-1970's, to view technologies, like cable television, as grist for the regulatory mill rather than as means for offering the public competitive programming services. Many of the same criticisms are directed at the Department of Justice, which has imposed its own restrictions on the networks through consent decrees they signed to end antitrust suits.

The authors say the regulators have been guilty of no fewer than five types of errors in attempting to deal with what they considered "network dominance." They are said to have created problems where none existed, devised unresponsive solutions to real problems, imposed unworkable solutions, treated administrative convenience as a primary goal and thought small (approaching network regulation "with blinders on"). One rule that, in the authors' view, manifests all five is the prime time access rule, which prohibits the networks from offering affiliates more than three hours of entertainment programming in prime time.

Avoidance of those five errors, the authors say, would have produced a regulatory scheme that would encourage the formation of new networks by lowering entry barriers. But they suggest such a system, like one now in place for radio, is on its way—that a trend has been established that cannot be reversed. They note that the commission since the 1970's has been removing regulatory restraints from cable television, pay television and multipoint distribution service, and has established a direct broadcast satellite service that is virtually unregulated.

They cite a commission readiness to disrupt the VHF-UHF allocations plan devised in 1952 by creating a low-power television service. They also note that "videocassettes and videodisks flourish" (the reference to "videodisks" is an example of the perils to which the lead time involved in book publishing sometimes subjects authors), and add:

"As these technologies and industries mature, they will provide for the establishment of networks that can challenge the dominance of ABC, CBS and NBC. Moreover, their very existence will undermine whatever surface plausibility surrounds existing regulations. If the commission does not voluntarily repeal them, as it did for radio networks, the courts will have no choice but to declare them baseless, as occurred with respect to the commission's rules restricting pay cable" in a case involving Home Box Office, in 1977.

The authors make that point explicitly with regard to the network financial interest and syndication rules, adopted in 1970. Apparently writing after the commission had proposed repealing the rules but before congressional pressure forced it to abandon the project, they note that no one has suggested extending the rules prohibiting the networks' acquisition of financial interest in independently produced programming and from engaging in domestic syndication to firms other than ABC, CBS and NBC. Accordingly, they say, "Perhaps nothing explains more forcefully why the rules are unsupportable. . . . If the FCC does not redeem its promise to repeal these rules, it will only be a matter of time until some reviewing court, noting that the FCC has no justification for not intervening in identical disputes between Time Inc. (parent of Home Box Office) and MCA (parent of Universal Studios), strikes them down as arbitrary and capricious."

According to the authors, it might not even take a reviewing court to shake the commission loose from its prime time access rule. The political forces at work in opposition to repeal of PTAR have proved formidable; affiliates, who have prospered from the syndication and other nonnetwork programming with which they fill access time are among those opposing repeal. But the au-

thors see the growth of new networks based on new technologies changing the political equation: "Even the affiliates of ABC, CBS and NBC will clamor for PTAR's repeal as they suffer viewer defections during the access period." As is true of the financial interest and syndication rules, the authors note, no one has suggested extending PTAR to new networks.

Although the authors express their criticisms of commission policies with confidence, they are at a loss to explain the commission's actions over the years, at least in terms of "the modern theory of public choice." For unlike most observers, they do not seek to identify the commissions that have regulated broadcasting as pro- or anti-regulatory, or even as liberal or conservative—certainly not as disinterested regulators seeking, if wrongheadedly, to serve the public interest. The authors say the public-choice theory teaches that regulators serve those interests with the strength and cohesiveness to organize for political action.

The various rules designed to benefit affiliates at the expense of the networks are consistent with the theory. For affiliates, the authors believe, have more friends in important political places than do the networks. But the authors are unable to explain the commission's efforts to help program suppliers at the networks' expense; suppliers' interests, they say, "are not more coherent than those of the networks." And, the authors say, it is virtually impossible, using the public choice theory, to explain the commission rule banning network ownership of cable television systems.

Finally, the authors suggest that perhaps the commission is simply motivated by a desire to limit the power of the networks. That seems the only theory consistent with the adoption of those rules. But then the authors note that a large part of their book is devoted to criticizing the commission for erecting barriers to the emergence of new networks that would compete with the existing ones. Maybe, the authors say, the networks were simply the subjects of rules intended to help the owners of broadcast stations.

Almost in desperation, it seems, the authors examine, briefly, the possibility that the commission always did intend to serve the public interest. But they dismiss it: "The persistent failure of the FCC to reach results justifiable under a public interest standard makes it terribly difficult to believe that the agency always tried to meet that standard."

The authors of the book are Stanley A. Besen, a senior economist with the Rand Corp., and Thomas G. Krattenmaker, professor of law at Georgetown University, the co-directors of the FCC Network Inquiry; A. Richard Metzger Jr., a member of the law firm of Wald, Harkrader & Ross, who was principal counsel to the Network Inquiry, and John R. Woodbury, vice president of research and policy analysis for the National Cable Television Association, who was the Inquiry's senior staff economist. "Misregulating Television," 202 pages, is published by The University of Chicago Press, 5801 Ellis Avenue, Chicago, and costs \$24. □



Thomas Krattenmaker and Stanley Besen

# Futureville

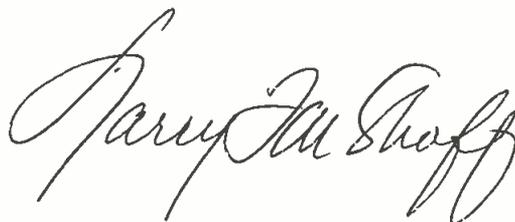
It's fun to follow a phenomenon. That's what we've been doing in relation to independent television, whose spectacular growth is symbolized by this week's convention of the Association of Independent Television Stations. It is a measure both of the independent TV segment and the commercial television medium as a whole that INTV has come to such prominence. It almost seems that, had there been no independents, they would have had to be invented.

¶ These reflections come just a month after BROADCASTING's pivotal special report entitled "The New Order Passeth," which tracked the difficulties that the so-called "new media" have had in getting traction in the television universe. That study found that over-the-air subscription TV (STV) was virtually a *thing* of the past; that MDS (of both the single and multiple varieties) appeared confined to a narrow window; that direct broadcast satellites might never get off the ground in the 80's; that low-power television had a will o' the wisp look about it, and that both teletext and videotex appeared to be far more formidable as technologies than as market opportunities.

¶ All in all, our editors found that the Fifth Estate is beginning to concentrate more on the birds in hand than those in the bush. Prominent among those concentrations is independent television.

¶ It does no discredit to the still dominant network-affiliate universe to suggest that, in a very real sense, the future growth of commercial television will be largely independent. The 214 stations now operating in that category—collectively, already the size of a network lineup—may number as many as 300 by the end of the decade. The force, more and more, will be with them.

¶ Little wonder that the Century Plaza will attract so many of the industry's powers that be this week. They know where the action is in today's television marketplace.



PRESIDENT AND PUBLISHER

# Independents

## State of the Art 1985

**Katz Independent  
Television  
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Sales Performance  
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Stations.**



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The continuing growth of Black Belt Theaters 1, 2 and 3 confirms that audiences just can't get enough of our quality Kung Fu action. During the past four years our exciting, fast paced, color feature films have pulled and pulled in every day part with the most desirable demographics.

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The struggle for ratings is no game of patty-cake. What you need to prevail in your market is a heavy helping of Kung Four, the new edition of Black Belt Theater. For more

**SEE US AT NATPE. 579 POWELL STREET.**



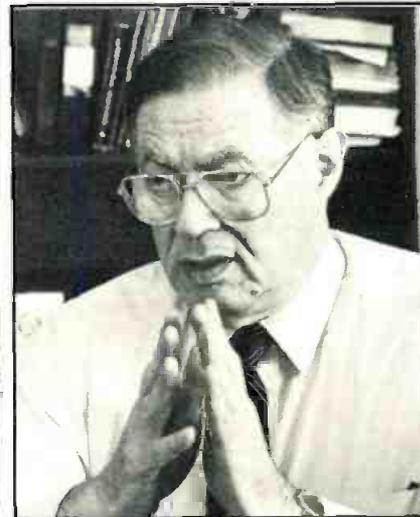
information, and to arrange a screening of the new, all Run Run Shaw Black Belt Theater 4, contact your W W Entertainment representative today.

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THEATER  
**4**

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DIVISION OF WORLD NORTHAL CORPORATION

*Herman Land has seen it all in commercial television. Having gotten his feet wet in the advertising world, he went on to become a journalist covering the medium, before graduating to corporate public relations roles with Corinthian Broadcasting and Westinghouse (for which he developed the "Group W" identity). Land capped his*

*career with the presidency of the Association of Independent Television Stations—a post he will relinquish this year. BROADCASTING seized the occasion for this early exit interview, in which he assesses the past progress and present and future prospects of that segment of the TV industry he now knows best.*



INTV'S HERMAN LAND

## Front man for a TV revolution

**We'd like to focus on the last 12 years, while you've been heading INTV. Could you give us a retrospective on the independent television industry during that period?**

In 1972, when we formed INTV, the 73 independent stations that we counted in existence at the time covered only part of the country, but a substantial part—somewhere over 60%. They were almost an ad hoc group; that is, they were beginning to be felt in many markets but had not, as a segment of the industry, reached a high level of consciousness among people in the business—the press, the industry at large, the advertising business in general.

Nor was the public terribly aware of independent television as such. There were just individual stations. But enough of them had gotten successful enough to begin to feel they were something more than just individual entities adrift in a network sea.

Then one bright guy—Roger Rice, who at that time was running KTVU(TV) San Francisco [and who is now president of the Television Bureau of Advertising]—got an idea. That idea was, "It's time for us to get together and be something—to go beyond our individual capabilities, develop a collective voice, pool our resources—and then do something. And then fight whenever it's necessary to do so."

When I first heard about it, I was sitting in my backyard in Nassau County, Long Island, in June 1972. I had been on my own for about six or seven years, and it struck me that these people were writing the future, and that it made imminent good sense that the next decade clearly was going to be one in which we would see voluminous expansion in this segment of the business. I thought I could do some work for them because I was in business as an independent consultant. And I happened to know some of the members of the committee, so I organized the first meeting, which took place in St. Louis in

August of that year.

It was quite evident at the meeting, and in the few weeks preceding the meeting when I ran around trying to get it ready, that something new was here and something was going to happen. The question was: "What could these people do to better themselves, aside from being individually aggressive stations?"

It was seen early on that there was a void in the business, when it came to representation, in two areas. The first was business, the world of advertising, where the stations tended to be looked upon by many advertisers as afterthought stations. You would deal with affiliates and networks, and if you had any money left, maybe you'd throw a few bucks to these people who bothered you. The second was in Washington, where there was a problem because the National Association of Broadcasters, by its very nature, by the composition of its constituency, tended not to reflect the needs or interests of these independent members. They were just a small number of elements, and they were not organized, so that when there was a battle to be waged in which the interests of the independents clashed with those of the affiliates or the networks, there was nobody in Washington to speak for this group.

Two major issues at the time divided the independent stations from the networks and affiliates: the prime time access rule and AT&T's proposal to cut long distance rates for contract users—the networks—and double rates for occasional users—the independent stations. Obviously, one organization couldn't operate for both parties. Those two issues became fundamental issues in the early life of INTV.

Since then our growth has been striking. In this 12-year period we have seen the acceptance of independent television as an idea be-

# MAROONED AT THE TOP



**GILLIGAN'S ISLAND**  
The most successful shipwreck in TV history.



TELEVISION

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come a reality. More and more, we have been breaking down the barriers that have existed in the advertising world, overcoming the biases of advertisers and agency individuals that make negotiation almost impossible.

At the same time, in the area of political marketing I think we made some inroads as an industry. The FCC is conscious of the independent segment and has in general been very helpful, looking at independent television as one of the chief means of achieving diversity within the system. In Congress, among those committees that deal with broadcasting, we have become better known and have had some effect—we have reasonably good relations with people. So in that respect there has been an emergence of independent television, both from the marketing standpoint and from the regulatory and legislative aspects.

**It's obvious that the independents are a force to be reckoned with today. They weren't, years ago. Why is that? Can you give us a measure of the impact that independents now have on the television marketplace? An idea of their growth?**

Let's look at the record. The last count, as of the beginning of this month, shows 214 independent stations in existence, of all kinds. That means, if you look at it in the current context, the independent television universe is as large as a single network, which is something new. We are in 98 markets now. When we started, we were in 38. And we now cover 82% of the country. That's sheer growth.

**Will every television station that goes on the air from this day on be an independent?**

Not necessarily. Here and there you will find affiliations. You have to look at it market by market.

**But essentially the future is going to be very good for independents?**

Oh, no question. Absolutely. This whole growth has been independent, virtually.

**Is it largely UHF?**

Yes. You have a national base that has been growing very rapidly. The big period of growth was '79 up through now. Our count showed, from 1979 through 1983, 100 stations coming on the air, the great bulk of them being independents.

The independents had to prove that they would deliver the goods, and they had to prove it in the business sense, in the harsh world of commerce. They did. Those of us who were very close to it knew it had to happen, because the logic was there: You're reaching people, you're reaching customers, you have a message for them, and if it's a good message, it's going to produce results. It really doesn't matter what the outlet is, what the channel number is, whether it's called an affiliate or an independent. Viewers like programs. Fortunes had to be spent to demonstrate that.

What helped bring about an increase in use of the medium was the steady increase in the share of audience—and the ability of the stations to get programming that attracts that audience. Programming by the late 70's had gone through a change. You had the availability of popular off-network shows—a *M\*A\*S\*H* or a *Barney Miller*—which helped change the look of the stations. Plus the growth of news, the growth of the news services, and the development of individual station news operations.

**How about the role of cable and the development of superstations?**

Superstations are a special situation that has nothing to do with this. What cable did was to help, in many instances, the coverage of UHF. And it has been very helpful.

**It essentially gave UHF parity with VHF, where there was cable.**

And depending on the penetration of cable. That's a real contribution, and it's always been recognized.

But what has been found, and the record is replete with this kind of instance, is that the UHF independent is capable of achieving not only rating parity, but rating superiority in a free market, if it's got the right show. It's that simple a thing. The UHF's will deliver the ratings if the shows are there. And once you know that, as an advertiser, you

don't worry about the class of station. So why not use it?

**One of the big factors that no one can put his finger on, but which is certainly present in today's marketplace, is the erosion of network shares. At first a lot of people thought cable was responsible. Then they came to realize that, primarily, it is the independents that have been wooing away the network shares.**

Yes. But a lot depends, too, on the daypart that you're dealing with. And certainly the biggest daypart for independents is the early evening period, where the inroads are really striking.

Howard Kamen and our research people in New York began studying FCC data, TVB estimates, NAB material and so on, in 1975. Their estimated TV station syndication expenditures show that in 1975 the independents were responsible for 31% of total syndication expenditures. In 1984, that figure had grown to 60% of total syndication expenditures. The affiliates have gone from 69% of the total in 1975 to 40% in 1984. The dollar figure for the total, in 1983, was \$904 million, as opposed to \$1.63 billion in '84. Independents spent \$637 million in '84, to \$426 million for the affiliates.

We took a look at the market in terms of the numbers of syndicated hours that have to be filled. In 1975, when there were only about 78 stations, the total number of syndicated hours required was 35,574. The affiliates accounted for 25,200, and the independents, 10,374.

In 1984 the affiliates and independents are virtually in a dead heat—28,462 to 28,350 syndicated hours—because of the growth in the number of stations to 214. If you project through 1990, and if you do it on a linear basis—an artificial assumption—you come up with about 300 stations. At that point the affiliates will have grown to about 29,250 hours and the independents to 39,900.

In other words, what has happened in the industry is a shift in emphasis, which is related to the station growth and the ability of these new stations and all of these independents to compete. A market of enormous size has been developed, which in turn attracts new efforts from the producers, who now become conscious that "Hey, here's another market, and it's a major market," so they begin to think in terms of things that were reserved in earlier years only for networks.

For example, theatrical films that have not been on television are now tending to go first to independent stations, rather than the networks. The networks may have found that the made-for-network movies do very well. All of these are new theatricals, which are being made available for the first time. Similarly, what I think is very, very significant is the movement of various groups and companies in getting together to create new programming. You're seeing the development of a good deal of programming, some of which will succeed, I would hope, and some which won't. And you'll see more of it on a higher level than was possible 10 years ago, with more money put in, higher production values, bigger names, and so on.

Our convention acts as a crystallization of a lot of this. This year a number of television personalities will attend our Saturday night dinner. This is the first time. We've become a magnet for producers and syndicators, and that process feeds back and in turn strengthens the stations and creates new resources. These resources can then be put back. And it's a process I think you're just seeing the beginning of.

Our projections over the next five years would show us going to 65% or better of the syndication market. That tells us something. It explains why we're sold out at this convention. We can't accommodate another company for a screening. And it's going to continue that way.

**Do you think the process will ever lead to the formation of a fourth network? It would seem a lot easier for both the advertising community and Hollywood to deal with a fourth network than with 200 or 300 independents.**

I have always discouraged the fourth network—I've never felt it was quite realistic. What I see, because of the difficulty of setting up a single entity, is rather a continuation of the ad hoc type of networking we have now, which will tend to reflect the market distribution patterns more accurately than any single system.

I think, too, from a station point of view there is no basis yet for

# WHERE THE NEWS COMES FIRST

## NINE O'CLOCK NEWS

**TOM LAWRENCE  
WENDY GORDON  
SCOTT ST. JAMES**

**Weeknights.**



**RKO TELEVISION**  
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establishing a conventionally styled network. The word "independent" means something to these stations, and they seem to be much readier to deal on an individual basis, individual shows or groups of shows, than to follow the form of an existing network and become a fourth network with a whole day and night full of service.

But I think you will see variations. A company will come out with perhaps a two-hour time block, and it may get enough stations to sign on so that they become, in effect, a single entity and then are fed by satellite to have the practical effect of a network in that context. Then another company or another group of people may come along with another time block and another day, or strip, or whatever. So I think you wind up ultimately with the equivalent, but not the same form. I don't see a conventional fourth network having an immediate future.

**You mentioned that when INTV began, AT&T and prime time access were important issues. I wonder if another element equally important in the growth of the independent marketplace might not have been the satellite itself.**

I think it has played an important role in the general development. It's hard to pin it down, but at our very first convention—January '74, in Dallas—we had a session on the satellite and the future. Nobody else in the broadcast business, to my knowledge, was dealing with it, but we saw it as something terribly important and something that was going to revolutionize this industry.

It's no accident, therefore, that the first users of earth stations were independent stations. In St. Louis and Kansas City and Seattle—I think those were the three cities—they were the first. And it wasn't very long before you had an earth station almost as you went on the air. There was a very strong economic incentive to go satellite, starting with sports and any special event, for the very simple reason that it became quite clear early in the game that satellite carriage was, as they said, distance insensitive, so that it cost you the same to import a game from Los Angeles to Washington as it did from someplace in Virginia. It also eliminated a lot of unnecessary costs.

The satellite has become important and will be even more so in the area of film and program distribution. I think *Entertainment Tonight* is the prototype for future types of programs.

**Has news become a significant factor in the world of independents? And a money factor as well?**

Yes to both questions. I'm limited in my actual knowledge of the latter but I can answer that, in many instances, the news a station puts on becomes the means through which it is able to approach certain advertisers who only want to be on the news. One of the great difficulties that has plagued the independent industry has been the attitude of certain advertisers that the only thing that mattered was prime time news on the affiliates. And since we counterprogram, putting on entertainment versus the network news and our news versus their entertainment, the challenge has been to sell entertainment against news and then news against entertainment. The news has proved a way to win acceptance, for the independent station, among those advertisers who have those particular attitudes or reservations.

**One day after your convention in Los Angeles, NATPE will open its convention in San Francisco, mad as a hornet because you have upstaged them with your convention the week before. How is that competition ever going to be resolved, or is it just inevitable?**

We never for a moment thought of this as competition with NATPE. In fact, we were very careful to try to stay far away from them so there would be no conflicts with syndicators and with members who want to attend both conventions. The problem only began when we started screening. There was a lot of argument as to whether it was even wise to do so. Finally, when we threw it open to the membership, I think we had only one negative out of the whole group. We started it quite innocently, as a pure service to our members and to accommodate the program people who wanted it. We competed with a blizzard and the Super Bowl that first time, but it seemed to work. And everybody said, "Let's do it again," so we decided to go ahead and do it.

We're a work convention. But as one guy put it, we're still independents, we intend to remain independents, and we recognize that there are limits within an industry group. We're wishing NATPE very well. But we will continue the kind of meeting that we have, as long as it continues to make sense. We put it as far into the beginning of January as we could this year, in order to make some kind of tradeoff possible. In the succeeding years, that distance will spread, and I think the problem will be resolved.

**It would be interesting, even ironic, if, when it starts to spread, the syndicators complain, "Hey, why do we have to do this twice?" Why don't you merge with NATPE and have one program showing?**

Because we're not a program meeting, per se. We're not a screening operation, per se. It's simply another service.

Everybody felt that, if we did this merger, we'd become absorbed, our own identity would be lost ultimately, and it would hurt our whole operation.

**But it is true, is it not, that this program screening process is a revenue producer for INTV? Your coffers must be much better off than they ever were before.**

Last year they represented about 6% or 7% of revenues. We don't charge that much, and it's limited, so it isn't that big a deal.

□

**Which of these issues do you find the most interesting or the most important for independents: financial interest, 12-12-12, must carry, the situation on copyrights or PTAR?**

They're all number one, but let's start with financial interest. Of all the issues that we have been involved in, none to my recollection has been so involving as that one.

It turned out to be an issue of super importance to the independents, and for the very clear reason that, as we perceived it, if the networks had the right to move into the syndication market, they would also be in a position to manipulate that market and to control a good portion of the distribution system. If they were in that position, sooner or later corporate interests other than those related to just syndication revenue could come into play—and specifically I'm referring to relations between networks and O&O's and between networks and affiliates. And those relations would show up in individual instances, in which choices had to be made—particularly in major markets—between stations who would get top shows. It would affect the pricing, or it could affect the pricing. And so we concluded that this was really a major issue affecting the basic ability of independent television to grow and prosper. It's now on the back burner.

**Do you think it can be kept on the back burner, or do you anticipate that it may come alive again?**

Theoretically, it can, of course, since I don't think there's been any formal resolution of it. But I don't anticipate such—at least in the foreseeable future.

**What about 12-12-12?**

This present formula, which is a political solution, I would characterize as a reasonably good compromise, given the various pressures and counterpressures that were operating. It's one thing to proceed on a basis of pure logic on any of these things, and another thing on the basis of what is possible given the forces at work.

Keep in mind that you had a latent hostility to the networks operating, in the Senate in particular, which was tapped very successfully by Jack Valenti [of the Motion Picture Association of America]. As he said, it was like putting a match to dry underbrush. Related to that was the independents' desire to see that the networks didn't get too strong in this area. At the same time, you had within the Senate and the House a feeling that to remove the lid completely would be going too far at this stage of society's development. We're not ready for a completely wide open marketplace in station ownership, so some limit in the form of national penetration would make sense. There is no particular ironclad formula, I suppose, that led to 25% as the accepted norm.

At the same time, it was necessary to take into account the de-

# A STATION OF SUBSTANCE

WLVI'S Eight O'Clock Movie was number 1 among New England's independents in ratings and had seven of the top ten independent movies in the November sweep.\* As the home of Operation Prime Time, MGM/UA and Orion world premiere networks, we look forward to maintaining our great movie tradition!



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MOVIE  
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With twice as many 2-11 year-old viewers\* as any other television station in New England, we feel it is our responsibility to do more than entertain. In 1984 we began "KID TIPS." We are pleased to have won the Action for Children's Television Award and the Gabriel Award, but it pleases us even more if we have saved one child from one dangerous experience.



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KIDS'  
CHOICE**

**1985 HOME  
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The World Champion Boston Celtics will be calling WLVI home beginning with the 1985 season. New England fans will be seeing more of their favorites, because WLVI will be presenting more games than ever before on local television. We know the Celtics and WLVI will be a winning team!

NEW ENGLAND'S NUMBER ONE INDEPENDENT

\*NOVEMBER  
1984 NIELSEN

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mands of the networks. They didn't want to be slapped in the face publicly, and they didn't want to be discriminated against in terms of the independent formula, which said that independents should be given certain discounts. The present formula takes care of most of these matters because it allows the networks a little bit of expansion, but puts a lid on how far they can go. It also allows independent television to be part of this growth.

The other part of the ownership issue is the desirability of building countervailing forces that are large enough and substantial enough to offer new program opportunities, so that independents can, by themselves or by joining with others, become major sources or major marketplaces for programming, in addition to the networks. The important thing is to stimulate that growth. And if we have to make a choice, then for us the choice is to allow the networks to grow a little bit so long as it is helping the others grow.

#### What about must carry?

Well, must carry, as everybody knows, almost from time immemorial—and there was a time before television and cable—is of vital concern to independent television. But we do see problems ahead in that area. There is no indication that it's going to come up as a serious issue with the FCC, at least not in the foreseeable future. But I think it's no mystery that there's a problem in the Congress.

**So you're saying there's going to be a price. Broadcasters cannot get must carry or are unlikely to get it unless a price is attached to it, or something else?**

That's the problem. It's a very difficult issue to resolve congressionally.

**Does that mean that you would not seek to do it—that you would lie low on the subject?**

I haven't come to a conclusion on that issue myself. I think a lot has to do with timing, with looking at the political scene and sizing it up correctly. We have not talked with the NAB about it in that respect; we haven't been involved in a formal consideration. What I'm saying is that it's a tough one. I won't say it can't be done; I just think it's a tough one.

**Several years ago there was a copyright package that included must carry but didn't have any strings attached.**

But that was a copyright bill. We were deeply involved with that bill. And that brings me to the question of copyright, which is intimately related. Insofar as we're concerned, the copyright question is terribly important, and we intend to be active in this next session. Just to review it for you quickly, in that compromise there were elements protecting exclusivity that were very important to us. The cable industry was willing to go along with that. Exclusivity has become more and more important in our discussions. Our stations talk about it all the time because they find that other stations are bringing in the same show that they paid for—and paid for to have exclusively.

So that's one of the things we'd like to try to move—extraordinarily difficult. The other element that gets connected with copyright has to do with the 3.75 thing. In the last session there was proposed before the communications subcommittee a may-carry proposal that would allow a cable system outside the 35-mile zone to carry an independent station—usually we're talking about a new UHF station—without having to pay the 3.75% fee as long as it was in the ADI [area of dominant influence].

**That was an idea that came up last year.**

Yes. And Chairman Robert Kastenmeier [D-Wis.] said he liked it very much. He thought it was fair to the cable systems—didn't charge them anything—and helped equalize the competition between the new stations and established stations. Kastenmeier has said publicly that he is going to introduce the bill in this session. So we intend to bring the may-carry issue up again.

**Is PTAR safely in the bottle?**

I'm not sure that it is. Again, it's something I don't think people want to bring up as such, but it can get frittered away by exemptions. Some exemptions can be made to sound reasonable. And once those

precedents are set, it becomes easier to make the next exemption. So I'm not sure that it is safely put away.

**What is your position on cable in general? Is it friend or foe?**

Well, there's no question that cable has helped UHF independent television by and large, by helping to equalize coverage in the market areas. So that's been a plus. The problem has always been that of duplicating programming and creating confusion and making it difficult to identify a station. If you have two or three stations bringing in the same programming that you've got, the problem is how much money you can bring in as a broadcaster. So that's really the issue that still disturbs a lot of people. You keep hearing of stations—especially the newer ones—being unable to get on cable in their areas. There has been a problem for a long time of cable operators not paying attention, not following the regulations, in effect, and not putting stations on, even in must carry situations. They have had a lot of difficulty.

But outside of that, I think things are fairly well settled down in terms of what cable is. There's been a crystallization of a lot of ideas. There is a new sense of realism in the business that's been reported on I think quite adequately: the shakeouts taking place, which we all expected, in terms of program services. How many will survive and prosper is a question. Certainly not as many as people thought—but there are some that will make it, no question about it.

What I see in terms of the relationships of broadcasters to cable is that broadcasting continues to have certain advantages—and these are significant advantages over the long pull. In the first place, the coverage of cable for the foreseeable future is not going to be truly national. All the reports about the problems in the great urban centers point in that direction, and I don't see anybody predicting 75%-80% coverage in the foreseeable future. I tend to hear things like 60%-65%.

Now that suggests to me that you can build a significant system of media exposure with limited coverage, but if you want to reach the mass of the public, either nationally or in a huge metropolitan complex, you've got to go beyond cable, so that cable can be defined as a supplementary medium and only in certain circumstances becomes the main medium. The broadcaster has the enormous advantage of achieving virtually unlimited coverage regardless of how many people are under his umbrella. The more people move in, the better off he is, because that signal stays essentially the same. But in the case of cable, as in the case of print, an increase in circulation also represents an increase in cost of some kind. Without having a full base in the big cities, I think cable has a built-in limitation. That doesn't mean it's not going to be useful as an instrument of advertising, just that it's going to be limited. And those limits are going to plague cable for a very long time.

Connected with that is the splintering of the cable audience, and at least up until now the inability of cable service to generate huge audiences on a per-channel basis. Ratings are usually under 1% on a national basis. But that doesn't mean cable can't produce revenue. Radio also has limits, but produces revenue—although not truly competing with television in that respect.

The coverage factor is certainly important on a national and a local basis. If you want to go into New York or Washington or Boston, you've got to use television—broadcast television. You can go into these markets with a primary campaign in television, and then supplement it with cable. There's nothing to stop you from doing that if it makes economic sense.

There's another marvelous advantage to being a broadcaster that people forget about: You've got to pay for cable, and you don't have to pay for what comes over the air. Advertisers in cable have come to the point where the glory days of being the experimenter have given way to the harsh days of reality, and the question is now, "What am I getting for my dollar?" which is everybody's problem. The system of advertiser-supported television was not created by the Lord and is not written into the seams of the universe. It just happened. It seems to be successful, and is working very well. And one of the chief reasons is that there is no direct payment by the consumer for the service.

What economists call "discretionary spending" is limited. You can



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only go to so many shows, eat so many meals, et cetera. Similarly, how much pay service or various tiered services you will buy becomes a function of income, and the economy at any given time, and so on—all of which doesn't really exist as a conditioning set of values when it comes over the air.

**What about low-power television? Has that had any impact on your marketplace?**

So far, none. Sometimes I think that low power is simply a disaster waiting to happen. The obvious element, of course, is the low power, which in turn means low coverage and very poor coverage, so that you are unlikely to generate an audience base sufficient to justify any serious programming.

What will happen when we get some low-power pockets in the big metropolitan areas remains to be seen. But it seems to me, and always has, from the beginning of this enterprise, that low power, if it is to have any viability at all, must be as a national medium. If you can put together a couple of hundred of these things in order to do a show, or a thousand of them, maybe you can get coverage that is worth something to an advertiser, which is directly opposed to the concept of low power going in as a local service.

**You can do the same thing with DBS.**

Yes, of course. But look at the expense. It is, almost by its very nature, a national programming medium. If it's going to work, it will work under those conditions. There could be some highly specialized services, some merchandising use that it could be put to, but generally speaking I don't see a very exciting future for it.

**Are there any other issues we should be concerned about?**

Yes. We're involved in an antitrust suit, and that in itself is very significant—a testament to where we've come as an industry. It's a big thing to get into an antitrust suit; it's not child's play.

We had been talking for many years about the limitations created originally by the National Collegiate Athletic Association contracts with the networks. Then the Supreme Court ruled that NCAA contracts were illegal and violated the antitrust rules. Well, lo and behold, the College Football Association comes up with a deal that incorporates some of the same elements, the restrictive elements. And all we are looking for is a chance to compete. We're saying not that we want a guarantee that we'll have college football on Saturdays, but that we'd like to be able to compete for it. With these restrictions, we can't compete. And it's as simple as that.

From our point of view, the problem is created when an ABC can prevent a Florida station from carrying a game that ABC isn't carrying, or can force it to carry a game in the morning rather than the afternoon, and so on. We just want a chance to go to that game, to that university, bid for it, get beaten out by the competition, or whatever. We're reasonably hopeful that it will come out our way. Even if it doesn't, it opens up a whole new programming area.

**What about your personal situation? When will you depart this chair?**

I told the board that I wanted to be out of the chair by the end of '85. It might happen earlier; it depends on how this whole transition works out. But that's the game plan at the moment. There is no specific day or month laid out.

**This will be your last INTV convention as president?**

That's right.

**What will be your swan song? What are you thinking of in terms of words of warning or words of wisdom?**

Well, here is what I see. I see an industry continuing to grow and entering a new phase—a very competitive phase. Not only competitive in terms of other media and networks, but intra competition, with more stations per market and therefore the competition growing more intense over time. That's going to put the premium on very solid, sharp operations.

I see the possibilities of moving to new levels in programming. And this is going to call for risk. The good side of this is that these stations are no strangers to risk. But it's going to be necessary to be able to come back when you lose. To try again—I think that's going to be

important.

I also think that the marketing efforts are going to have to increase, rather than decrease. We now are so structured that we have a vice president of marketing in New York, a director of marketing in Chicago, a director of marketing in Los Angeles, a director of marketing in Dallas. And these people are busy working with regional and national agencies and advertisers on a day-to-day basis.

This is going to have to go on intensely. I once laid down the goals this way: the first goal was to achieve awareness; the second, to achieve parity of treatment; the third, increased share of market. And the increase in the share of market becomes the key to it, ultimately, once you achieve awareness and parity of treatment.

I think we have to become more aggressive, and we will—and when I say “we” I'm talking both of the industry as a group and of our own organization. I think the significant stages have been, first, of course, the founding; second, when we decided to set up a marketing or sales operation, and started that. Then we set up a research department; we opened up other offices, and then the next big move was to come to Washington, which was in 1980. Since then we have become head of a government relations department here. So that activity is going to expand. I think the experience here has demonstrated that there is no substitute for such action in this town.

But my own feeling is that we have achieved something, and it's very hard to measure because I'm inside it. But I am conscious of the fact that people know more about who we are—and I don't mean us individually, I mean the independents. The concept is talked about a lot, you hear about it often, and when you start getting calls from rather specialized publications that are not in our business, and want to hear all about it, and you have to find ways to talk outside of your own jargon, you know you're making some inroads. There are still a lot of places, though, where we haven't registered too well.

It's been fascinating to me to see the political process, and to go through the experience of testifying before the Senate and the House and the FCC. It's a very educational experience, because you're up there—especially in the Senate you feel this—and you're exposed. You're all alone, really, no matter who is behind you, and there are all these reporters sitting there. People ask me, “What do you do?” and I sometimes make a joke about it and say, “Well, I tell the Senate what to do. Of course they don't listen, but . . .”

This may sound romantic, but it's an interesting thing because you come away with a very profound appreciation of what those characters back a couple of hundred years ago put together. You begin to realize that, well, here I am, a barefoot boy from Brooklyn, sitting in the Senate of the United States lecturing to them. And then I look around and see that so many of these people also represent the common people. And this is not a government royalty or dynasty; this is a democratic system, and it's a crazy system. It's difficult, sometimes impossible, but as the old Churchill saying goes, “It's the worst of all, except all others.”

And you begin to appreciate what you can do as an individual and as part of a group. You can actually have an influence on some legislation that comes out of the Congress of the United States. What it takes is effort and energy, thinking and research. And while you're doing this, you've got a thousand competitors doing the same thing. And somehow, out of this welter of lobbying and presentations and hearings and so on, some strange collective wisdom seems to operate, and something emerges. I find it exciting; I really do.

**Are you going to find it easy to walk away?**

Well, yes. I may not fully walk away from it, because retirement is not a matter of going into the backyard and watching apples fall. It's really a change in my life situation. There will be projects, I hope, that I'll get involved in—and some of them could involve some work with the FCC and Congress. It's possible.

So it looks like it will be a real busy time ahead. Things are going reasonably well, the independents are established, this organization is established. I've been at it a long time. I don't know what will happen. But the thing that is good about it all is that I've been with a thriving operation—thriving in the sense that it has always been going somewhere and doing something, getting in and out of trouble, always developing. ■

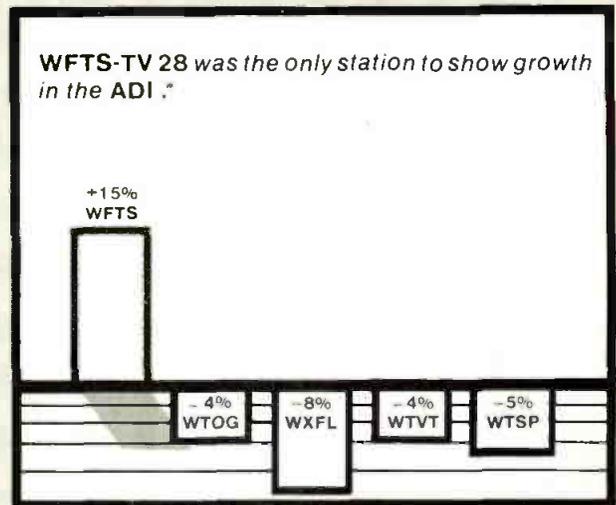
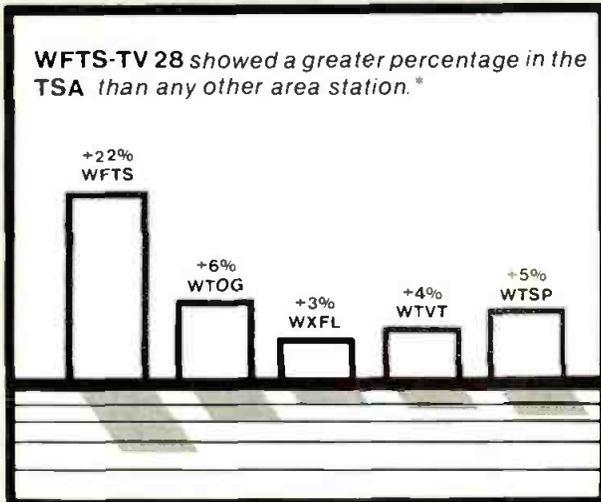
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## Independent TV: Growing in new ways

**Stations continue to thrive as alternatives to network offerings; health of medium is reflected in prices of station sales and number of new outlets in markets with one or more existing indies; yet audience and revenue shares could only hold their own in 1984**

Independent television in 1985 remains the hot ticket item in the television marketplace. Broadcasters—veterans and neophytes—are rushing to become a part of it, either by buying in or by finding a fallow frequency and building a station from the ground up.

"You can make more money with an independent than you can with an affiliate," said Reid Shaw, president of John Blair & Co.'s television station division. An independent station has a lot more advertising time, he said, and the time can be sold if the station generates "halfway decent ratings."

That's not to say that the progress of independents is irrevocably upward. Indeed, 1984 was a downer for the medium, considering the expectations that had been held for it. According to estimates of the Association of Independent Television Stations (INTV), independents' shares of the national television audience and, more important, non-network (local and spot) advertising dollars were about the same in 1984 as they were in 1983. And although actual revenues were up, they failed to match budgeted predictions.

"There has been a certain flattening out this year," said INTV President Herman Land, as he worked on final preparations for the INTV's annual convention in Los Angeles last week, "but it's probably a temporary slowing up. The general movement is upwards."

Although independents did well among some demographic groups, according to Land, overall they failed to increase their audience in 1984. In February 1984, for instance, INTV said independents Although independents did well among some demographic groups, according to Land, overall they failed to increase their audience in 1984. In February 1984, for instance, INTV said independents got a 21 share, the same as they did in February 1983.

INTV estimates that independents garnered \$2.2 billion in local and spot revenues in 1984. That's up 13% over 1983, but it's less than the projected \$2.3 billion (a 19% increase) for the year and the first time since at least 1975 that the independents' spot revenues grew less than the network affiliates' revenues. According to INTV, total local and spot (affiliates and independents) was \$9.3 billion, a 15% increase. Those figures

also fell short of the projections: \$9.4 billion and 17%.

Most in and around the independent television business blame the softness in the independents' in spot sales on a number of factors: ABC attracted a lot of dollars with its Olympics coverage, all the broadcast networks increased their advertising inventories and basic cable services and barter or advertising-supported syndicated programming took bigger bites out of the advertising pie.

Independent television may have reached some kind of plateau in the growth of its audience and revenue shares on INTV's statistical tables, but it's not evident in the mar-



ketplace. According to Murray Berkowitz, division vice president, independent television, Blair Television, "an aggressive independent operator who goes into a market and does things the market hasn't seen before" will find room to grow. With the right product, promotion and pricing, he said, "he can really pick off share points" from established affiliates and independents.

With a net increase of 17 stations in 1984, according to INTV figures, there are now 214 independents on the air, serving 98 markets and 82% of the nation's television households. Of the 214, 175 are what INTV classifies as "general commercial independents."

The new stations, many of which are converted STV outlets, are signing on in markets of all sizes. Some are testing the tried-and-true independent formula of "kids, sports and movies" in increasingly small cities as the first independent in the markets. Others are sparking highly competitive scrambles for programming and advertisers as the second or third independent in the market.

The prices some independents brought in 1984 confirmed that independent television is still a solid business. Milton Grant sold two stations, KTXA(TV) Dallas and KTXH(TV) Houston, to Gulf Broadcasting Co. for around \$170 million. WTTV(TV) Bloomington, Ind. (Indianapolis), a well-established independent on channel 4, was sold to a group headed by DeSales Harrison, the former chairman of Pacific & Southern Broadcasting Co. for \$73 million.

Richard Fiore, who plans to step down soon as president of Comark Communications Inc., a manufacturer of television transmitters, is sanguine about the prospects for WHSI(TV), which he and his partners plan to turn on in Portland, Me., the first independent in the 78th largest market, in September. "If you're first," he said, "you'll have a small gold mine on your hands."

The station will cost \$2.25 million to put on the air, he said. But once in operation, he said, it will be worth \$4 million. And given good management and proper upfront financing, the stations should hit the break-even point in its second year and its value should start increasing geometrically. In several years, he said, it should be worth \$20 million.

Fiore's optimism seems to be supported by recent history. WPTY-TV, Memphis, which made its debut as the 38th market's first independent in 1978, slowly began to cut into the network affiliates' business. After capturing 9% of the audience and 13% of the advertising dollars, the station was sold last year for around \$14 million, according to Ben LaRue, the broker.

The prospects for second commercial independents in the larger markets also look bright. So certain was Outlet Communications that a second independent could thrive in Indianapolis, the 24th market, that it paid \$22 million late last year for one, WPDS-TV, even though the station had been on the air for only seven months and had yet to show an operating profit.

What Outlet paid, said company President David Henderson, was "perfectly justifiable," given the market's good growth potential and other factors. "It lays out as a rather comfortable business investment." The Indianapolis market attracts between \$90 million and \$100 million from advertisers each year, he said, and a well-run second independent should be able to pull a 8 or 9 share of the audience and a roughly commensurate amount of the revenue.

New Year's Day saw the debut of Cincinnati's second independent, WIII(TV) (formerly, WBTV). The station first went on the air in January 1980 as an STV outlet. But late last year, a group headed by the general manager Stephen Kent and former Taft Broadcasting President Bud Rogers purchased the station for \$9.4 million, with plans to challenge the city's three affiliates and one other independent, WXIX-TV.

(According to Kent, the station hopes to retain 7,000 of its 12,000 STV subscribers by broadcasting scrambled movies during the early morning hours and by cutting the monthly subscription fee from \$28 to \$16. Such a service, which may be particularly

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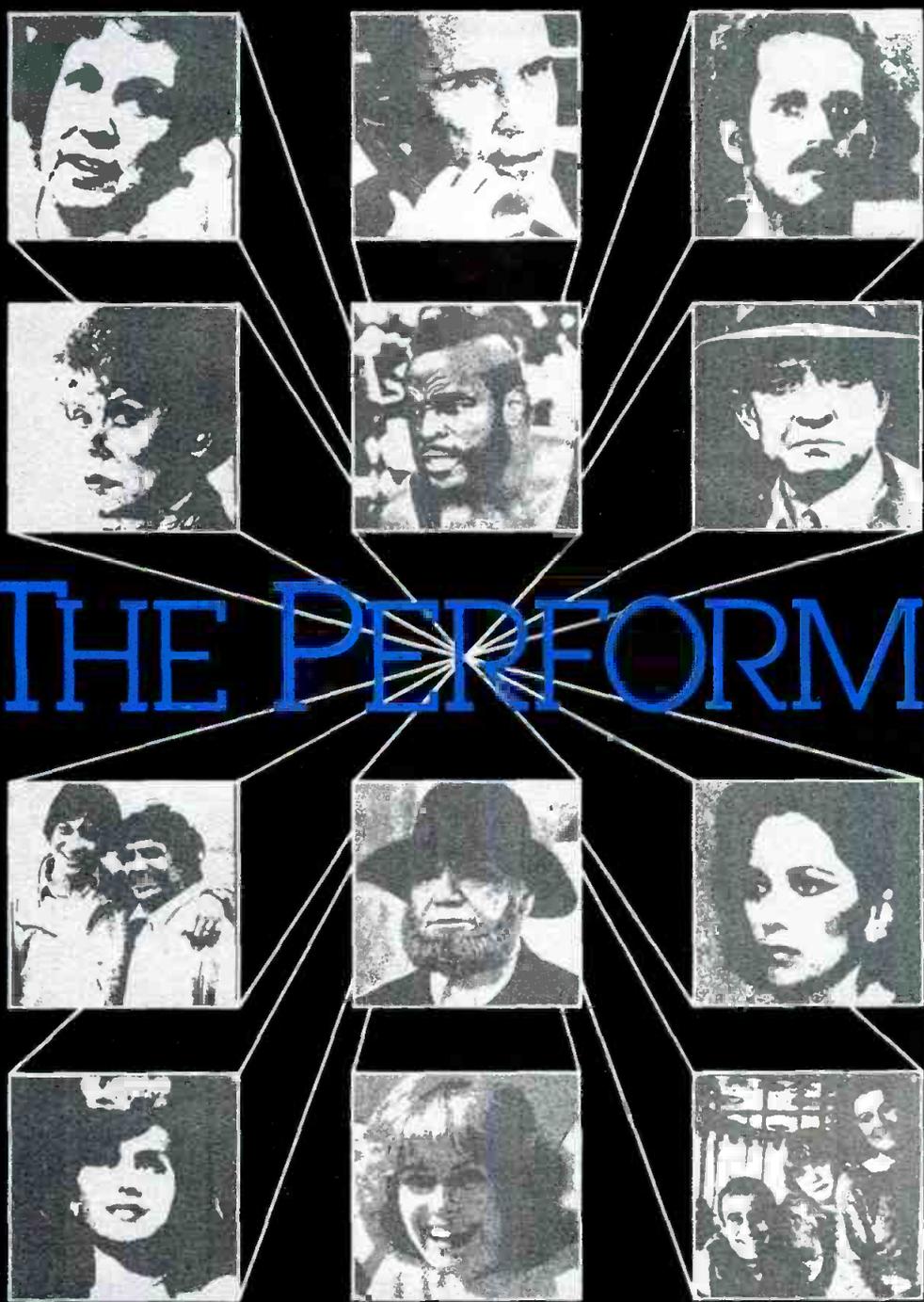
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attractive to owners of videocassette recorders who could time shift the movies, could generate more than \$1 million a year in revenues.)

"We have been more successful than we ever hoped to be in acquiring programming," said Kent, pointing to a program schedule that included the likes of *Eight is Enough*, *Voltron* and *Family Feud*. Kent was also pleased with the station's rep firm, the newly formed ITS. "The rubber hits the road when you get the orders and, so far, the orders look good," he said.

The Miami market has changed considerably over the past few years, and when WBFS-TV went on the air there Dec. 9 it changed even more. The station, owned by a group of investors including Milt Grant, became the fifth independent in the market, the third full-fledged commercial independent. As such, it will be in head-to-head competition with the two-year-old WDZL-TV and the entrenched WCIX-TV.

Station manager Doug Knight said the station's entry into the marketplace was not like that of most independents. With heavy up-front expenditures on programming and promotion, he said, the station was able to establish itself as a factor in the market the day it turned on. "We didn't take five years to grow up," he said. "If you do, you are going to be invisible in the marketplace. Nobody is going to know you are around and, what's worse, nobody is going to care."

And Knight said the station has already moved ahead of WDZL-TV, beating out the older independent in the metered market six of the seven days in the last week of December. What's more, he claimed, the station will grab a 7 share of the audience and show a positive cash flow in January, its second month in operation.

Veteran independent broadcaster Grant felt Miami was ripe for a third commercial independent, Knight said, after he found "there was a tremendous amount of good syndicated programming to be purchased that the other two independents were not airing, programming that had proved itself to be successful in other markets." The WBFS-TV lineup includes *Happy Days*, *What's Happening*, *Mork and Mindy*, *Alice*, *The Jeffersons* and *All in the Family*.

Just because there was enough programming to support three independents in Miami doesn't mean there is enough to go that far in every market, Knight said. In some markets, the affiliates and one independent can gobble up all the good programming, leaving little for would-be second and third independents, he said.

The number of commercial independent stations continues to be swollen by the failure of subscription television. As STV operations fold, UHF facilities, many in large markets, become available and broadcasters are snapping them up.

John Blair & Co., for example, picked up WKID(TV) Fort Lauderdale, Fla., from Oak Industries for \$17,750,000 last month. Oak had been offering STV service over the UHF station. But when the new owners turn it on next month, it will be a commercial Spanish-language station, challenging WLV(TV) Mi-

ami for the large Hispanic audience in southern Florida. The Dallas-based Independent American Broadcasters, meanwhile, agreed to buy WCQR(TV) Washington, which has been broadcasting STV service since its debut in 1982, for about \$16 million. It plans to continue the pay television service, which is now showing a profit, for the next year or so, but eventually plans to make the switch to commercial broadcasting.

More and more independent stations are cropping up on the fringes of major markets, but, in many cases, are finding life in the suburbs a bit tougher than they had expected. After three and a half years of struggling for ratings, advertisers and carriage on cable systems, KFTY(TV) Santa Rosa, Calif., serving the communities north of San Francisco, hopes to break even this year. James Johnson, vice president and general manager of the independent, said he had expected resistance from national and regional advertisers, and managed to overcome it with sales offices in Los Angeles and San Francisco. But he said he had not expected such stiff resistance from the potential local advertisers. "We have to overcome a lot of misinformation and prejudice" about television advertising among local retailers, he said. "It's the toughest local sales we've ever seen. We are to the point where we are wishing there were other television stations to help us sell these people on television."

And there are other negatives. According to Johnson, cable systems balk at carrying the station, producing local commercials has become a "logistical nightmare" because the station has the only production facilities in town and the station does poorly in the San Francisco ratings books because it doesn't cover the entire market.

But the station does have some things going for it. It has been able to establish itself as a market distinct from San Francisco, permitting it to pick and choose from the entire array of programming available to independents, said Johnson. "I don't think others in our situation have been that successful; we had a little luck on our side and timing was important," he said. That Santa Rosa is an unusually pleasant place to live has also helped the station through the lean years, he said. Some of the station's employees "are willing to make severe sacrifices to stay here," he said, although good on-air talent and engineers are hard to keep.

Independents can look forward in 1985 to stronger prime time lineups by virtue of their having new major motion pictures to air. A number of studios and other program suppliers announced plans last year to make films available to independents after pay television, but before network television. That independents are being given an earlier crack at the films does not stem from a desire among distributors to improve the fortunes of independents, but rather from the waning interest in their product among the networks, who are focusing on made-for-TV pictures and mini-series.

Last month, MCA-TV and a joint venture between Viacom Enterprises and Tribune Broadcasting joined the list of firms that will be offering films to independents before the

networks. Next September, MCA-TV's Universal Pictures Debut Network will begin premiering 24 films at the rate of one a month. Viacom-Tribune's TV NET will be offering 12 movies beginning in April, also at a rate of one a month.

On the down side, the flow of off-network series, for so long the guts of many independents' 4-8 p.m. "prime time," has slowed to a trickle. The networks are the culprits. In their scramble to grab rating points, they are canceling more and more series before there are enough episodes for syndication (most stations traditionally expect at least 100 so they can strip the series).

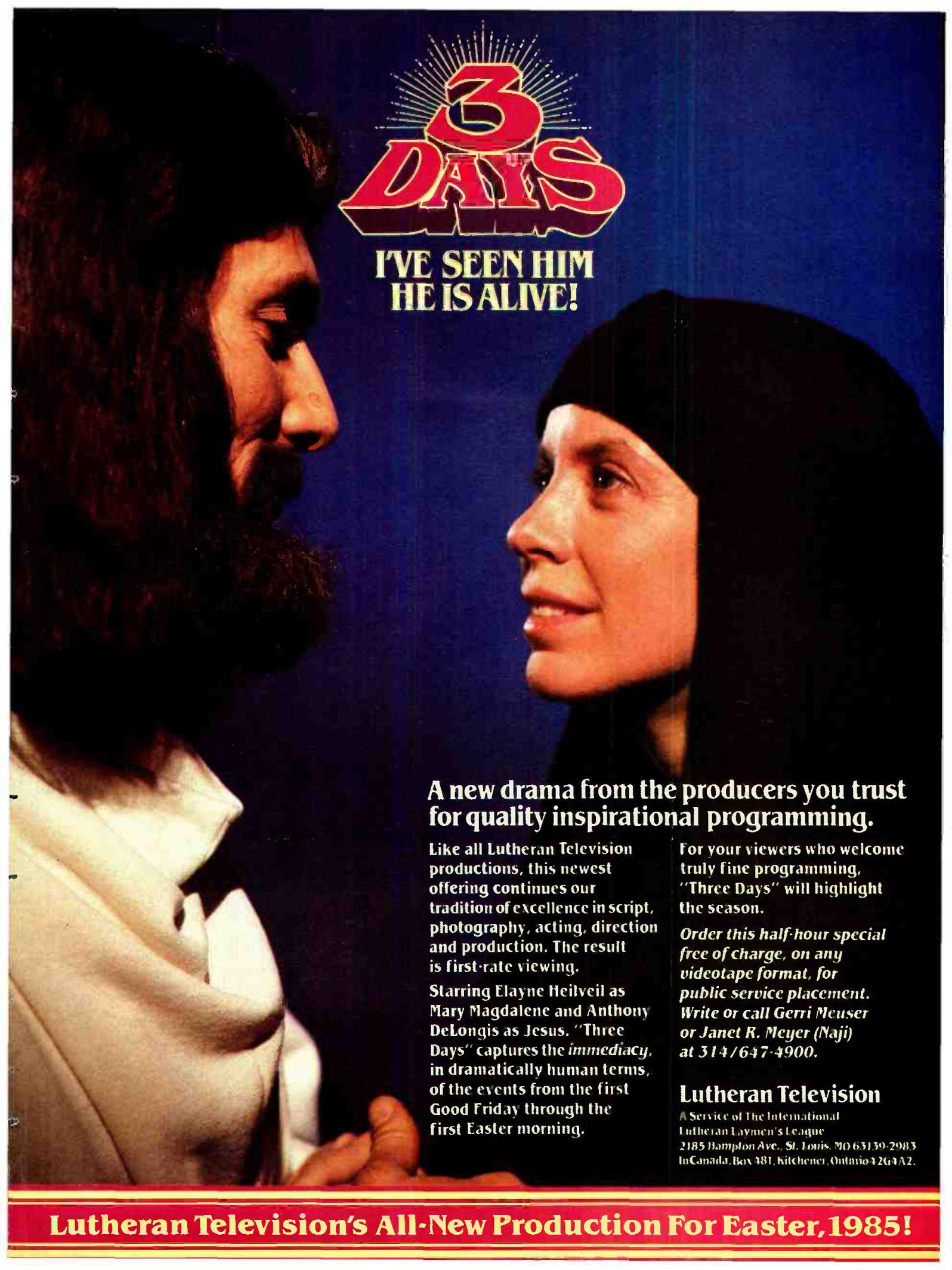
The lack of new off-network fare has spurred stations and program suppliers to search for alternatives. A consortium of major group owners—Metromedia, Gannett, Hearst, Storer and Taft—announced last year that it would produce its own half-hour sitcom, *Small Wonder*. And a growing number of program distributors are paying for the continued production of canceled network shows, selling them as a weekly series while hoping to build enough backlog to sell them later as daily strips.

One of the ongoing struggles of virtually all independent television stations is strengthening their daytime programming so they can compete with the network affiliates. According to Derk Zimmerman, vice president and general manager, WFLD-TV Chicago, who heads a panel on the first day of the INTV conference on daytime programming options for independent broadcasters, many independent stations have given up on making daytime television a "profit center." They're content with running the "same old recycled programming," he said.

But 1984 offered some promise of turning the daytime situation around for independents. LBS Communications and Tribune Broadcasting are putting together a daily two-hour block of programming that, they hope, will capture for the independents some of the \$1.5 billion spent each year by advertisers on daytime television. Participating stations will be offered half the advertising time in the news-and-information series as well as an opportunity to share in the profits (BROADCASTING, Sept. 17, 1984).

Like movies and children's programming, sports has been a staple in most independents' programming diet and, by all indications, will continue to be. With the proliferation of nationally and regionally syndicated sports offerings, said Fred Botwinik, president of Katz Sports, a major sports syndicator, "there is more opportunities than ever for independents" to schedule top quality sports events. And because independents have the scheduling flexibility that comes from not having a network affiliation, he said, they can take advantage of the opportunities.

Syndicated sports got a big boost last June when the Supreme Court ruled that the National Collegiate Athletic Association could no longer control college football rights. The ruling invalidated the NCAA's rights contracts with ABC and CBS, and threw the rights for virtually every college game up for grabs. The major syndicators responded,



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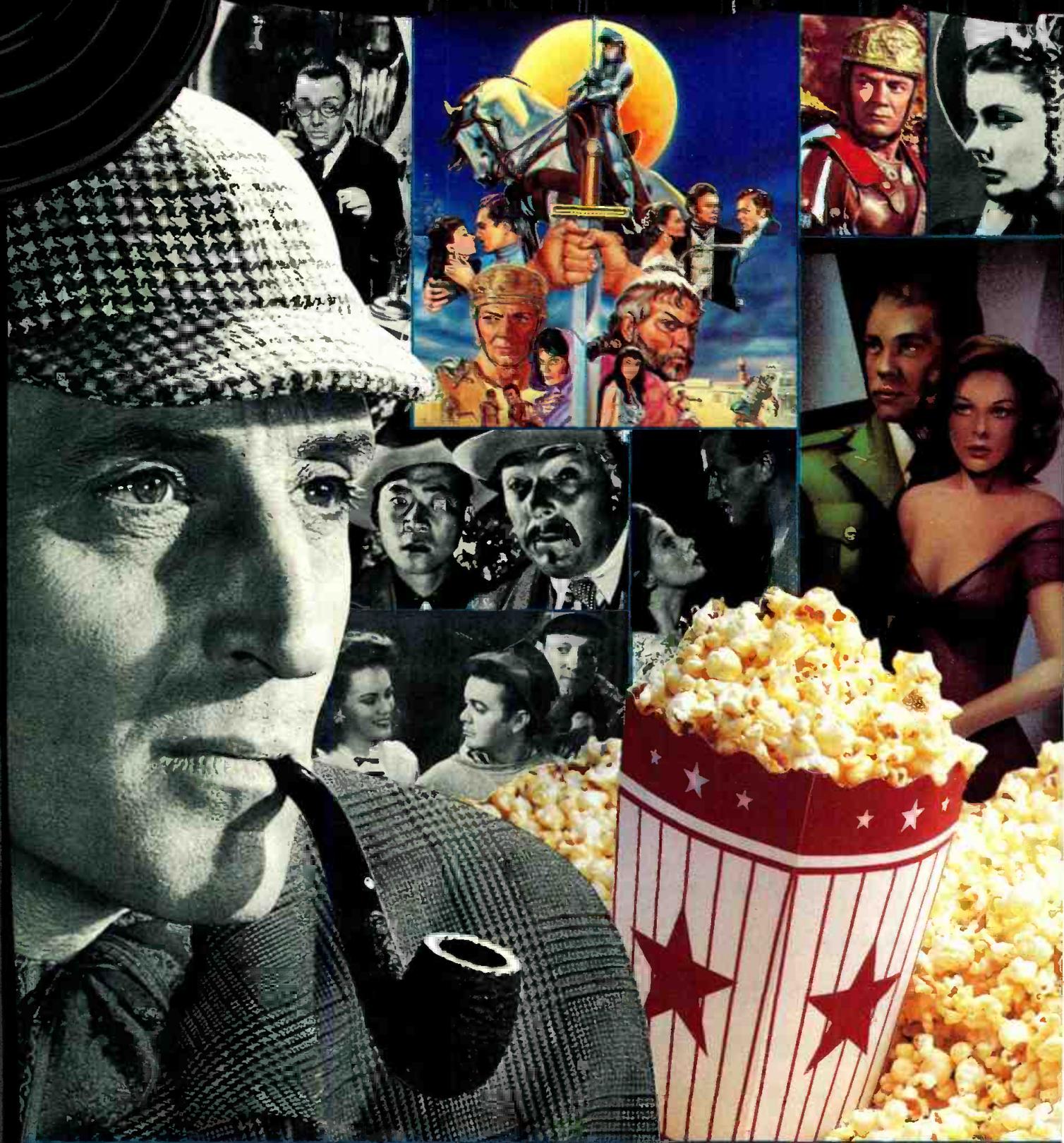
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## *The Spotlight 10*

Ten classic movies that put Hollywood's biggest stars in the spotlight! Featuring Robert Mitchum in "We've Never Been Licked," Loretta Young in "Ladies Courageous," Merle Oberon in "A Night in Paradise," Susan Hayward in "Smash-Up," James Mason in "The Reckless Moment," Sterling Hayden in "Journey Into Light," Lew Ayres in "The Capture," Christopher Lee in "Uncle Was a Vampire," and Andy Devine in "The Road Hustlers."



## *The Epics*

5 full-length motion picture spectaculars loaded with big stars, big entertainment, big production value. Featuring "Anna Karenina," "Joan of Arc," "Constantine and the Cross," "Under Capricorn," and "David and Goliath." Stars include Vivien Leigh, Ingrid Bergman, Cornel Wilde, Orson Welles, and Joseph Cotten. Five sweep period audience grabbers!

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putting together football packages and scrambling for stations to buy them. Katz, for instance, produced 25 games in addition to the Liberty Bowl and the National Kick-off Classic.

Offsetting the increase in syndicated college football to a certain extent was the loss in some markets of local sports to regional pay cable networks, which have sprung up over the past two years. Paul Isacson, executive vice president, director of broadcast programming and purchasing, Young & Rubicam, said such networks have been siphoning off all types of local sports, leaving big holes in the programming schedules of many independents.

The presence of two or more independents along with the three affiliates has intensified the bidding for the available programming, driving up its price. Because of the keen competition in the Miami market, "everybody is very much on their toes," said WBFS-TV's Knight. "Programming doesn't sit around this market. . . . It's like piranhas after raw meat." To keep abreast of what programming is being offered, when and by whom, Knight said he spends about six hours a day on the phone talking to program suppliers. "If you don't, something is going to happen that you didn't want to happen."

But there does seem to be a limit. In Oklahoma City, where Blair operates KOKH-TV in competition with two other commercial independents, said Shaw, some suppliers have priced their product out of the market. "Some big hitters were not sold there because nobody bid on them."

The competition for programming has increased the program suppliers' deal-making leverage, encouraging the practice of block booking. To buy popular Program A, broadcasters—independents and affiliates—are discovering in more and more instances that they also have to buy Program B and Program C. Henderson said Outlet's WCPX-TV Orlando, Fla., had to watch *Wheel of Fortune* migrate to a competitor because it refused to renew the popular game show as part of a costly package with two other shows it didn't want or need.

Henderson considers barter—"it's a cancer on the industry"—and block booking to be abuses that will ultimately have to be corrected by the courts or the federal government. A case can be made that the program suppliers' excesses in the marketplace are "adverse to the public interest," he said, as fair game for the FCC or the Justice Department. It would not be easy to win the case, he admitted. The program suppliers have powerful voices in Washington, including President Reagan, he said.

A contributing factor to the independents' no-growth year had to be cable television. Cable systems have benefited many UHF independents by picking them up and putting them on the same footing as the powerful VHF stations. For the cable subscribers, every channel, whether VHF or UHF, looks the same and is equally easy to tune in. But the systems have also hurt them by bringing in more programming services and further fragmenting the audience.

According to the Cabletelevision Adver-

tising Bureau, viewership of independent stations in all television homes dipped slightly over the first nine months of 1984 as compared to the same period of 1983. And a factor in the decline, it said, was the increasing appeal of basic cable networks and cable superstations in the nation's 36 million cable homes. In the cable homes, viewership of the various basic networks jumped from a 10 share in the first nine months of 1983 to a 13 share over the same period of 1984. And viewership of superstations in those same homes over the same periods jumped from 8 to 9.

"Independents have grown nicely as an alternative viewing option, but in cable households they are faced with competition from an even wider array of options from the basic cable services," said CAB President Bob Alter.

Although the basic cable networks have so far been taking viewers away from affiliates and independents fairly equally, they may hurt the independents more in the future. The programming on some cable networks more nearly resembles the programming of independents. Indeed, services like USA Network and CBN, filled with old off-network programming, appeared to have been modeled on the quintessential independent. "I watch CBN from time to time because they show the old black-and-white series from my childhood," said KFTY(TV)'s Johnson. "It's like watching an independent TV station."

Blair's Shaw agrees that the cable programming, particularly the imported independents—the superstations—has cut significantly into local broadcast viewing in heavily cabled markets. The cable programming, he said, has contributed to the leveling off in the growth of independent viewership. "A larger and larger share of the audience is watching programming that is not being broadcast in the market."

At this time last year, independent stations were terribly troubled by the FCC's proposed to eliminate its network syndication and financial interest rules, which prohibit the broadcast networks from distributing their programming. The fear was that the networks, which have lost a large chunk of their audience to independents over the past decade, would hold back attractive programming from the marketplace, crippling the independents' ability to attract audiences and revenues.

But it's all a bad memory now. Primarily through the efforts of the Hollywood community led by MPAA President Jack Valenti and others, the FCC initiative was quashed. And so vociferous were the objections to it that few in Washington believe that it will be resurrected any time soon. For the time being, independents don't have to fear that their chief competitors, the networks, will be able to control what programming is available to them.

Independent stations are still worried about syndicated exclusivity, however. Ever since the FCC dropped its syndicated exclusivity rules in 1980, local cable systems have been able to import and retransmit distant broadcast signals that contain program-

ing for which local independents have (or thought they had) exclusive local television rights.

The independents, led by the INTV, would like nothing better than to resurrect syndicated exclusivity in one form or another. "We believe it is a proper matter for the judiciary committees in the House and Senate to consider essentially a reimposition of exclusivity as a contractual judicial matter," said INTV's Jim Hedlund, outside the realm of communications policy and the commerce committees.

While waiting for legislative action, INTV will try to make sure the semiannual copyright fees that cable system must pay to import distant signals are set as high as possible. High fees, said Hedlund, serve as a "proxy" for the now-defunct rules, discouraging the wholesale importation of distant signals.

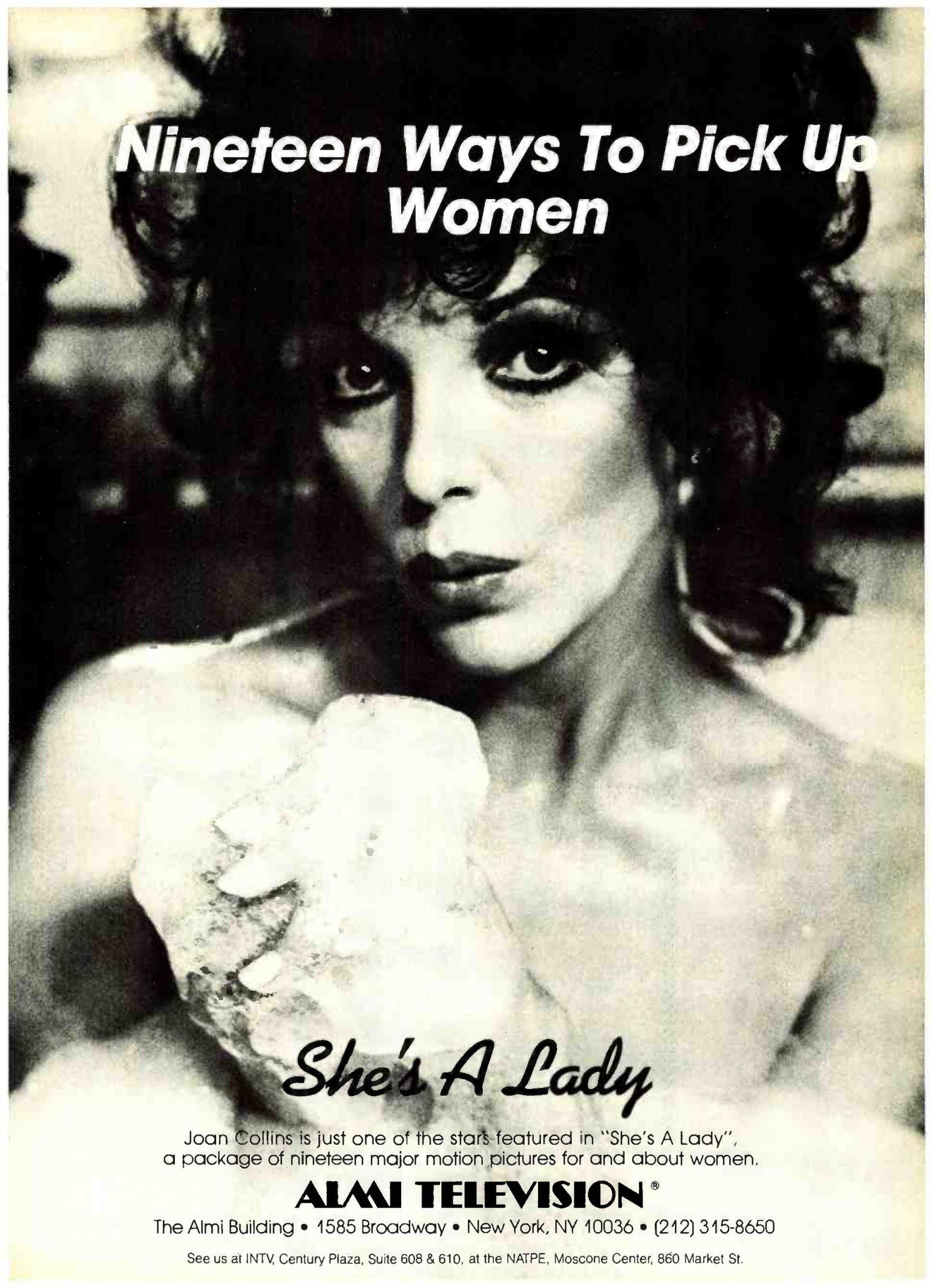
Other regulatory concerns on the minds of independent broadcasters also involve cable. According to Hedlund, INTV will try to amend the copyright laws so that cable systems would be allowed to carry all independents in the same television market without having to pay any copyright fees. As things stand now, a cable system and an independent could be in the same market but so far away from each other that the independent is counted as a distant signal for the system under the copyright law.

Along the same lines, Hedlund would like to do something about cable systems that refuse to carry independents under the FCC's must carry rules, which require systems to carry all "local" stations. When a cable system refuses to carry a local independent, the independent must appeal to the FCC. In almost every case, the FCC rules in the independent's favor, he said, but it often takes the FCC one or two years to reach its decision—time many struggling new independents cannot afford.

The FCC's new ownership rules, which increase the limit on the number of stations most broadcasters can own from seven to 12, are sure to stimulate station trading in 1985. "The big will get bigger and the small will get devoured," said Henderson.

And the new rules may have an even bigger impact on independent television in particular, than they will on television in general. According to Blair's Shaw, a lot of independents now operating on a shoestring may be sold to group owners that have the money to "do things that will make the stations grow." Many stations go on the air without adequate financing, he said. "If you put an indie on the air, you are looking at two or three years of losses and sometimes the losses are pretty big."

But the new rules may not generate as much activity as some independents would like. "A lot of people who put second and third independents on the air with the anticipation that if the limits were increased somebody would come in and pay a premium for their stations are going to be disappointed," said Tribune Broadcasting President Jim Dowdle. What's going to attract the buyers are individual stations or select groups in "perceived good markets," he said. □



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# Independents meet in Los Angeles

The Association of Independent Television Stations kicked off its 12th annual convention late last week at the Century Plaza hotel in Los Angeles. The theme for this year's show is "Independent TV: Challenge of Change." INTV expects some 1,200 attendees for the five-day convention. Some 66 exhibitors will be showing their product in suites in the Century Plaza. The agenda for the convention appears below. An exhibitors list begins on page 94.

## Saturday, Jan. 5

**INTV general managers' breakfast meeting.** 7:45-9:15 a.m. Santa Monica room. Reservation only. Moderator: L. Martin Brantley, KPTV(TV) Portland, Ore.

**Sales managers' breakfast meeting.** 7:45-9:15 a.m. Beverly Hills room. Reservation only. Moderator: Michael Eigner, KTLA(TV) Los Angeles. Panelists: Robert Jones, INTV; Howard Kamin, INTV; Dot Stein, WCA-TV Washington; Ted Van Erk, MMT Sales.

**Continental breakfast.** 8:30-9:15 a.m. California lounge. Registered participants only.

**Official welcome.** 9:30-11 a.m. Los Angeles room. Welcome by convention chairman Gene Adelstein, KZAZ-TV Tucson, Ariz. Convention theme: "Independent TV: Challenge of Change," Herman Land, INTV. Presentation: "The Dynamics of Independent Television." *Broadcast Issues in the New Congress.* Moderator: James Hedlund, INTV. Panelists: Representatives Mickey Leland (D-Tex.), Mike Oxley (R-Ohio), Al Swift (D-Wash.), Thomas Tauke (R-Iowa).

**Two concurrent sessions.** 11:15 a.m.-12:15 p.m. *Countering the News-and-Sports-Only Objection.* Santa Monica room. Moderator: Paula Benko, INTV. Panelists: Joel Kushins, Bozell & Jacobs; Lawrence Spiegel, Tracy-Locke/BBDO.

**Targeting Tomorrow's Electronic Designs to Independent TV Needs.** Beverly Hills room. Moderator: Harold Protter, WWO-TV New Orleans. Panelists: William Connolly, Sony Broadcast Products; Nick Hudak, Panasonic Industrial Co.; Mark Sanders, Ampex Corp.

**Screenings.** 12:30-6 p.m. Exhibition rooms.

**Opening night reception and dinner.** 7:30. California lounge and Los Angeles ballroom. Entertainment: Rick Dees, the *Solid Gold* dancers and Lisa Hartman of *Knots Landing*.

## Sunday, Jan. 6

**Continental breakfast.** 7:45-9 a.m. Beverly Hills room. Breakfast with congressional and FCC staff members.

**Two concurrent sessions.** 9:15-11 a.m. *Probing the Syndication Future.* Los Angeles room. Moderator: Harvey Cohen, WCIX-TV Miami. Panelists: Lewis Freifeld, WFTS(TV) Tampa, Fla.; Dan Greenblatt, LBS Communications; Robert Jacquemin, Paramount Television; G. Gregory Miller, WTA-TV Philadelphia; Kevin O'Brien, WTTG(TV) Washington; Dick Robertson,

Telepictures.

**Soap Busters: Daytime Opportunities for Independents.** Santa Monica room. Moderator: Derk Zimmerman, WFLD-TV Chicago. Panelists: Henry Siegel, LBS Communications; Fred Silverman, Intermedia Entertainment; Peter Spengler, Bristol-Myers Co.

**Two concurrent sessions.** 11:15 a.m.-12:15 p.m. *Building Local Business.* Santa Monica room. Moderator: Michael Fisher, KRBK-TV Sacramento, Calif. Panelists: Mike Polatschek, WWO-TV New Orleans; Frank Savage, KFTY(TV) Santa Rosa, Calif.; Erick Steffens, KGSW(TV) Albuquerque.

**Combatting Prime Bias.** Beverly Hills room. Moderator: Paul Williams, INTV. Panelists: Susan Adams, KSTU(TV) Salt Lake City; Cathy Egan, Katz Independent Television; Lloyd James Low, KCPQ(TV) Tacoma, Wash.; Faye Youngmark, D'Arcy MacManus Masius.

**Screenings.** 12:15-6:30 p.m. Exhibition rooms.

**INTV research advisory committee luncheon meeting.** 12:30 p.m. Senators dining room. Closed meeting.

## Monday, Jan. 7

**Program managers' breakfast meeting.** 7:45-9:15 a.m. Los Angeles room. Moderator: Joe Weber, WOFL(TV) Orlando, Fla. Panelists: Charles Alvey, KPHO-TV Phoenix; Stuart Powell, KSHB-TV Kansas City, Mo.; Zvi Shoubin, WPHL-TV Philadelphia.

**Board of directors and distributors members breakfast.** 7:45-9:15 a.m. Invitation only. Santa Monica room.

**Two concurrent sessions.** 9:30-10:30 a.m. *The GSM's Role: Motivating the Sales Force.* Pacific Palisades room. Moderator: Rick Feldman, KCOP(TV) Los Angeles. Speaker: Bill Brower, Bill Brower Associates.

**Overcoming Advertiser Restrictions.** Beverly Hills room. Moderator: Robert Jones, INTV. Panelists: Jackie Hagar, J. Walter Thompson USA; Sharon Lalik, D'Arcy MacManus Masius; Laura Siltan, McCann-Erickson.

**Two concurrent sessions.** 10:45-11:45 a.m. *Station Marketing: The World's Best.* Los Angeles room. Presenters: Gary Davis, KCOP(TV) Los Angeles; Bill McLain, KSTW(TV) Seattle-Tacoma, Wash. Producer: Lance Webster, Broadcast Promotion & Marketing Executives.

**The Best of Independent TV Promotion.** Presenter: Elmer Jaspan, WDRB-TV Louisville, Ky.

**Reception and luncheon.** Noon-2 p.m. California lounge and Los Angeles room. Speaker: Norman Lear.

**Afternoon sessions.** 2:30-3:30 p.m. *The Commission and Independent*

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**Television.** Beverly Hills room. Moderator: Eugene McCurdy, WPHL-TV Philadelphia. Panelists: FCC Commissioners Dennis Patrick, James Quello and Henry Rivera.

**The New Developments in Audience Measurement: Their Meaning for Independent Stations.** 3:45-4:45 p.m. Beverly Hills room. Moderators: Robert Wormington, KSHB-TV Kansas City; Dot Stein, WDCB-TV Washington. Panelists: Paul Baard, A.C. Nielsen Co.; John Dimling, Electronic Media Rating Council; Norman Hecht, AGB Television Research; Mark Young, Arbitron Ratings Co.

**Ad hoc meetings.** 4:45-6:15 p.m.

**Gala dinner party.** 7:30 p.m. MGM/UA studios, stage 26, Culver City. Entertainment: *Fame* dancers.

**Tuesday, Jan. 8**

**Two concurrent sessions.** 10:15-11:30 a.m. **Harnessing the Micro-computer To Station Needs.** Beverly Hills room. Moderator: Donna Miller, INTV. Panelists: Arthur Bulgrin, A.C. Nielsen Co.; Roger Cooper, Broadcast Management Plus; Kenneth Klein, SoftPedal Inc.; Bill Shafer and Dennis Spragg, Arbitron Ratings Co.

**Getting the Most From Your Rep.** Santa Monica room. Moderator: John King, INTV. Panelists: Al Devaney, WFLD-TV Chicago; Steven Engles, WRLH-TV Richmond, Va.; John Heise, Petry Television; David Morris, TeleRep; Donald Pauly, KPHO-TV Phoenix; Robert Somerville, Independent Television Sales.

## In the suites

The following is a list of exhibitors showing product at the Century Plaza. An asterisk denotes a product new to the market.

**Acama Films 548-50**  
14724 Ventura Blvd., Suite 610, Sherman Oaks, Calif. 91403

Acama Star I, II and V, Martial Arts Theater, Bill Burrud's Wonderful World of Travel, Bill Burrud's World of Adventure, The Explorers, Santa and the Three Bears. **Staff:** William Morrison, James Sowards, John Cosgrove, Kathy Zeisel.

**Alan Enterprises 627**  
32234 Pacific Coast Hwy., Malibu, Calif. 90265

The Classics\* (28), The Promotables (15), unreleased features (56), American Caesar (5), Vietnam: The Ten Thousand Day War (13), Speed Racer (52), Abbott and Costello Show (52), Felix the Cat (260), Mighty Hercules (130), The Wizard of Oz. **Staff:** Alan Gleitsman, Cheri Rosche, Ron Harrison, Christine Buchanan.

**Almi Television Productions 608-10**  
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.

**Bel-Air Program Sales 552**  
1200 W. Broadway, New York 11557  
New Newlywed Game\*, Best of the Dating Game\*, Gong Show, \$1.98 Beauty Show, Treasure Hunt.

**Beta Sports Network 547**  
**Blair Entertainment 507-09**  
1290 Avenue of the Americas, New York 10104

SCTV (156), Cisco Kid (156), Celebrity Revue (120), Death Valley Days (130), Beachcombers (130), Divorce Court (260), 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, Astonishing 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:** Tony Brown, Joe Middelburg, Jim Weathers.

**Broadcast Management Plus 621**  
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.

**BSW Video 555**

**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.

**Candle Corp. 642**

**C.B. Distribution 511**  
141 El Camino, Beverly Hills, Calif. 90212

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

**Cinema Visuals Inc. 648**

**Claster Television Productions 557-59**  
9616 Deereco Rd., Timonium, Md. 21093

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

**Colbert Television Sales 645**  
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.

**Columbia Pictures Television 656-60**  
Columbia Pl., Burbank, Calif. 91505

Barney Miller, Benson, Carson's Comedy Classics, Carter Country, Charlie's Angels, Fantasy Island, Hart to Hart, Police Story, Police Woman, Soap, Starsky & Hutch, SWAT, That's My Mama, What's Happening, Prime 4, TV 20, Volume 4. **Staff:** Herman Rush, Joseph Indelli, Dick Campbell, Steve Astor, David Mumford, Janet Bonifer, Mitchell Sallitt, Tom Holland, Bill Clark, Jay Silha, Noranne Frisby, Don Bryan, Tim Overmyer, Ken Doyle, Herb Weiss, Dick Woollen, Steve Mulderig, David Jacquemin, Tom Tardlo, Marilyn Salas, Doug Roth.

**Comtel Productions 514**

**Comworld International 649**  
1325 S. 800 East, Orem, Utah 84058

Applause I (13), Coming Soon Feature Film Packages (18), Tom Jones at Knotts Berry Farm, Steeler and the Pittsburgh Kid, Big City Comedy, Roy Clark. **Staff:** Bill Seymour, Jim Slater.

**Cranston/CSURI Productions 640**

**Direct Response Marketing 613**

**Embassy Telecommunications 502-06**  
100 Universal City Plaza, University City, Calif. 91608

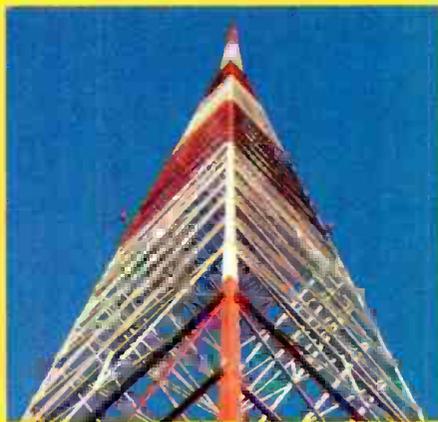
Tales of the Unexpected\*, Maude\*, Embassy II film package\*, Diff'rent Strokes (146), One Day at a Time (209), The Jeffersons (229), Professionals (52), Sanford & Son (136), Good Times (133), Pete 'n' Gladys (72), Facts of Life (153), Archie Bunker's Place (97), Entertainer of the Year (15), and 149 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

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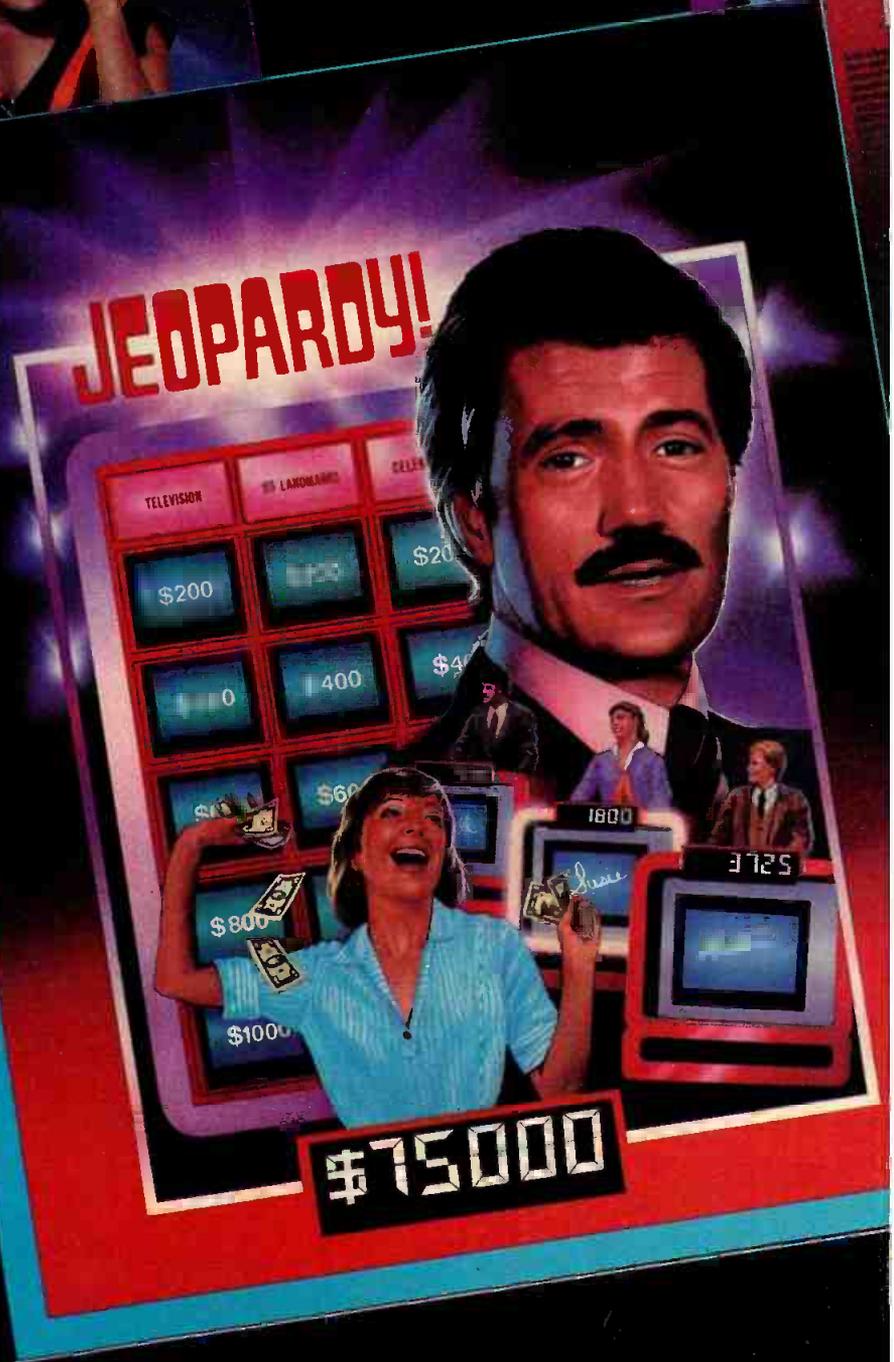
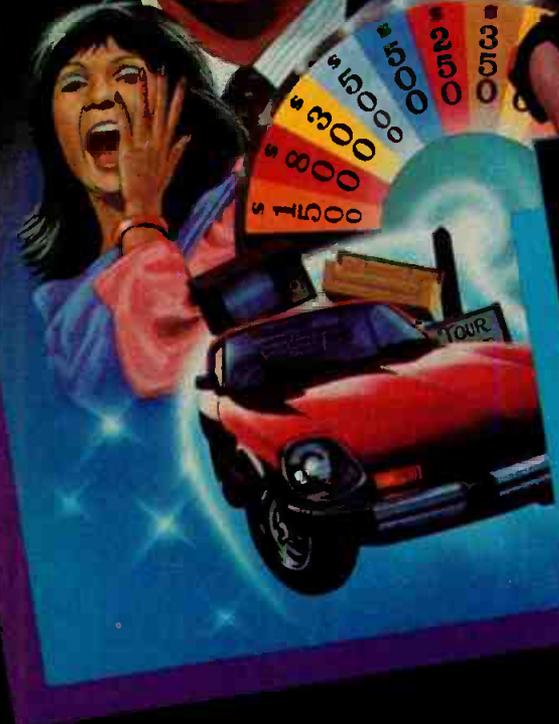
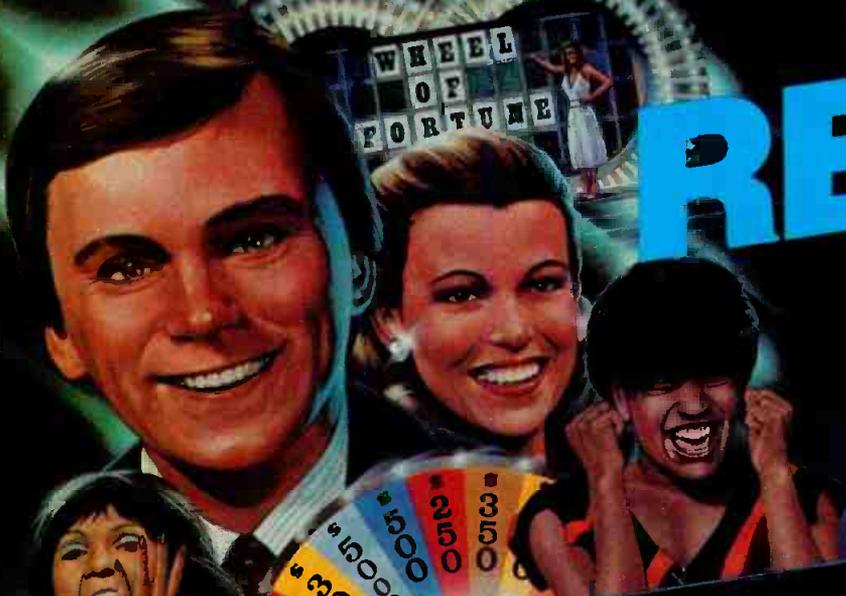
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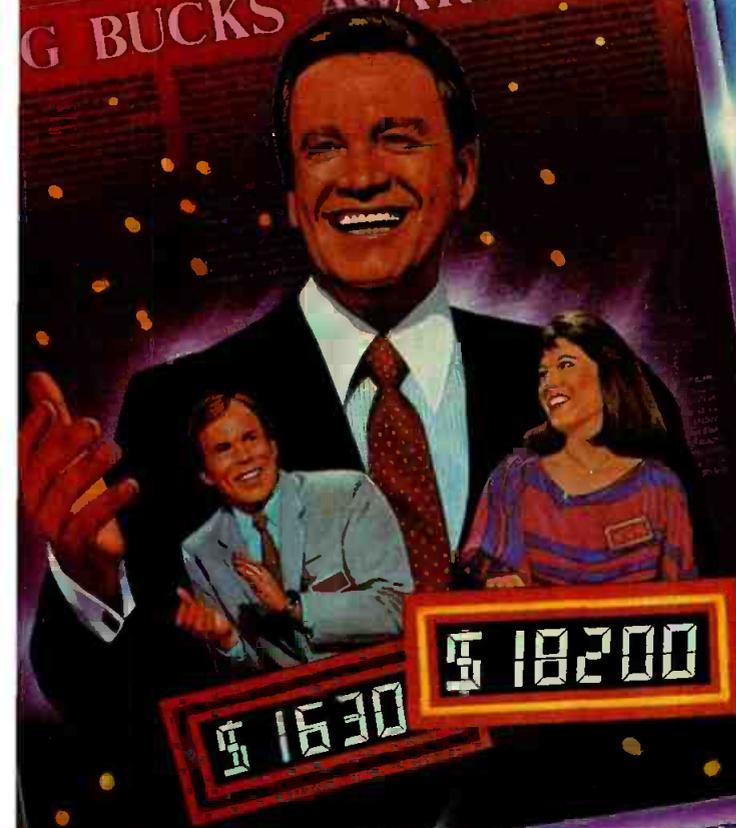
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World, Mary Hartman Mary Hartman, The Magical World of Gigi. **Staff:** Gary Lieberthal, Barry Thurston, Ron Brown, Mike Mellon, Leslie Tobin, Meade Camp, Dennis Boyle, Debbie Grant, Chris Egolf, Stephen Morley-Mower, Deborah Willard, Robert Oswaks, Panos Spyropoulos, Enno Rijpma, Dana Murray, Joel Nuffer, Banjiro Uemura, Mohammed Yassine, Stephen Carey.

**Entervision 537**  
6525 Sunset Blvd., G-6, Hollywood, Calif. 90028

Tribute to Fists of Fury (29). **Staff:** Kris Gangadean, Lori Buck, William deArmas.

**Four Star 515**  
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 Premieres (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), Aci-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 539-41**  
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, Weekly Story Service, One on One Exclusive, The New Candid Camera (130), Trail Blazers (32), Young Duke (15). **Staff:** Richard Lorber, David Fox, Richard Ruben, Jackie Judd.

**Fusco Entertainment 651**  
850 Seventh Ave., New York 10019

Top 40 Videos (65), Peter Gunn (114), Robin Hood (143), Sir Lancelot (30), The Invisible Man (26), The Buccaneers (39), Sword of Freedom (39), Yancy Derringer (34), Foreign Intrigue (156), Star Performance (153), Star & Story (26), Mr. Lucky (34), Colonel March (26), My Hero (33), Lively Country (78), 50's Connection (24), Just Jazz (39), The Music Store (26),

Backstage (26), Music Circle (26), Behind the Scene (47), Friends of Man (45), Biography (65), Disaster (26), Battle Line (39), Almanac (377), John Fitzgerald Kennedy, Marilyn Monroe, Jonathan Winters Salute to Baseball, Elements of the Unknown, Flip Wilson's Salute to Football, Invisible Influences, Riders of the Silver Screen. **Staff:** Joseph Fusco Jr., Klaus Lehmann, Cheryl Katz, Dan Galgano, Donal Joannes, David Sherr, Scott Sobel.

**Gammon & Ninowski**  
**Media Investments Inc. 553**  
1925 K St., Suite 306, Washington 20006

Media brokerage firm. **Staff:** Ronald J. Ninowski, James A. Gammon.

**Gaylord Syndicom 508**  
2806 Opryland Dr., Nashville 37214

Super Sports America\* (26). **Staff:** Jane Grams, William Madden, Martin Clayton III.

**Genesis Entertainment 641-43**  
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.

**Golden West Television 534-38**  
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, Gene Autry Movie Classics, The Annual Hollywood Christmas Parade, American Video Awards. **Staff:** Dick Gold, Bob Clark, Bette Aofsin, Diana Foster, Bobbie Marcus, Lisa Woodcock, Jocelyn Chan, Robin Silverman, Tony Cassara, Greg Nathanson.

**Samuel Goldwyn Co. 540-42**  
10203 Santa Monica Blvd., Los Angeles 90067

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

**INTV 629**

**King Features Entertainment 615-19**  
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), Blondie (28), Flash Gordon (4), TV Time Capsules (2,000), Hints from He-

loise (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 530-32**  
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), Topper (78), Guns of Will Sonnett & Branded (98), Little Rascals (71), Rascal Dazzle, Spotlight 10 (10), East Side Kids (13), Smilin' Jack Cliffhangers (13), Lost Special Cliffhangers (12), The Epics (5), Mr. Moto (9), Charlie Chan (11), Sherlock Holmes (14), Mr. Food (260), Paul Strassels Tax Report (75), Trivia Break (130), Little Rascals PSAs (195), Little Rascals Christmas, Wards of the Street, Drug Wars. **Staff:** Roger King, Michael King, Stuart Hersch, Sid Cohen, Karen Rabe, David Sams, Caroline Vanderlip, Diana King, Roger Adams, Jim Farah, Stu Stringfellow, Marianne Catalano, Lisa Gamboa, Moira Dunlevy.

**LBS Communications 612-16**  
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 Welden, Marty Mills, Fred Petrosino, Robert Unkel, Peter Affe, Jerry Frank, Andrew Holtzman, Vivian Hunt, Tony Intelisano, Stephen Parker, Louise Perillo, Wendy Phillips, Donna Barrie, Marian Lockett-Egan, Richard Golden, Chris Gordon, Roberta Lehrman, Beth Mulnick, Tara Carroll, Marc Nagel, Monica Powers, John Reisenbach, Rand Stoll.

**Lionheart Television 543**  
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 Em-

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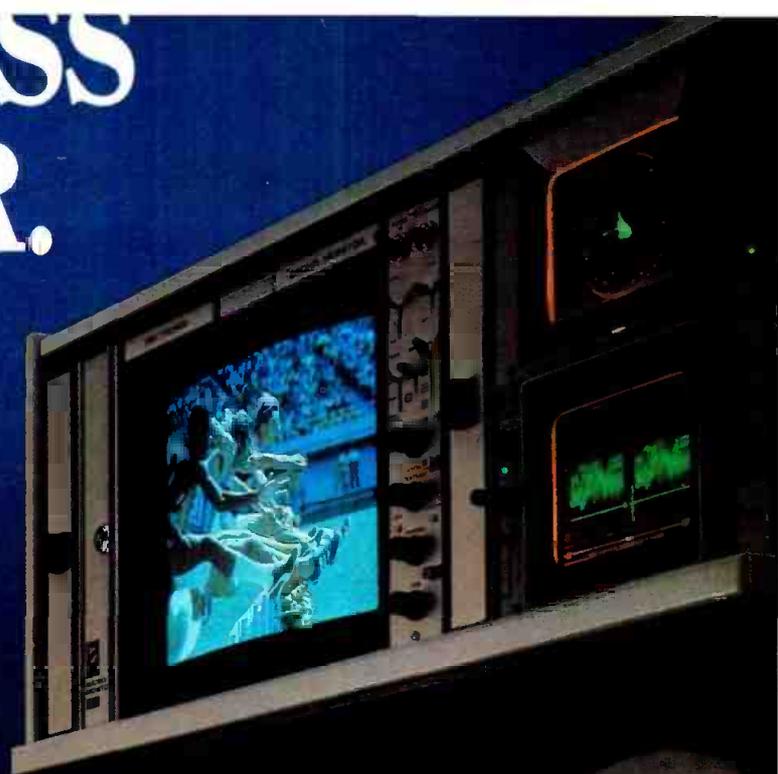
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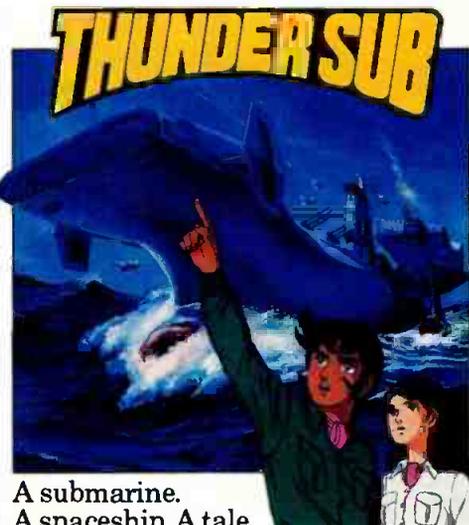
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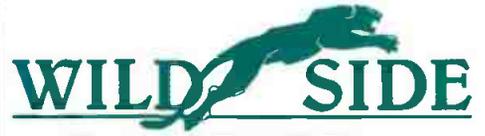
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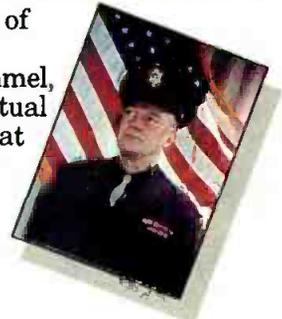
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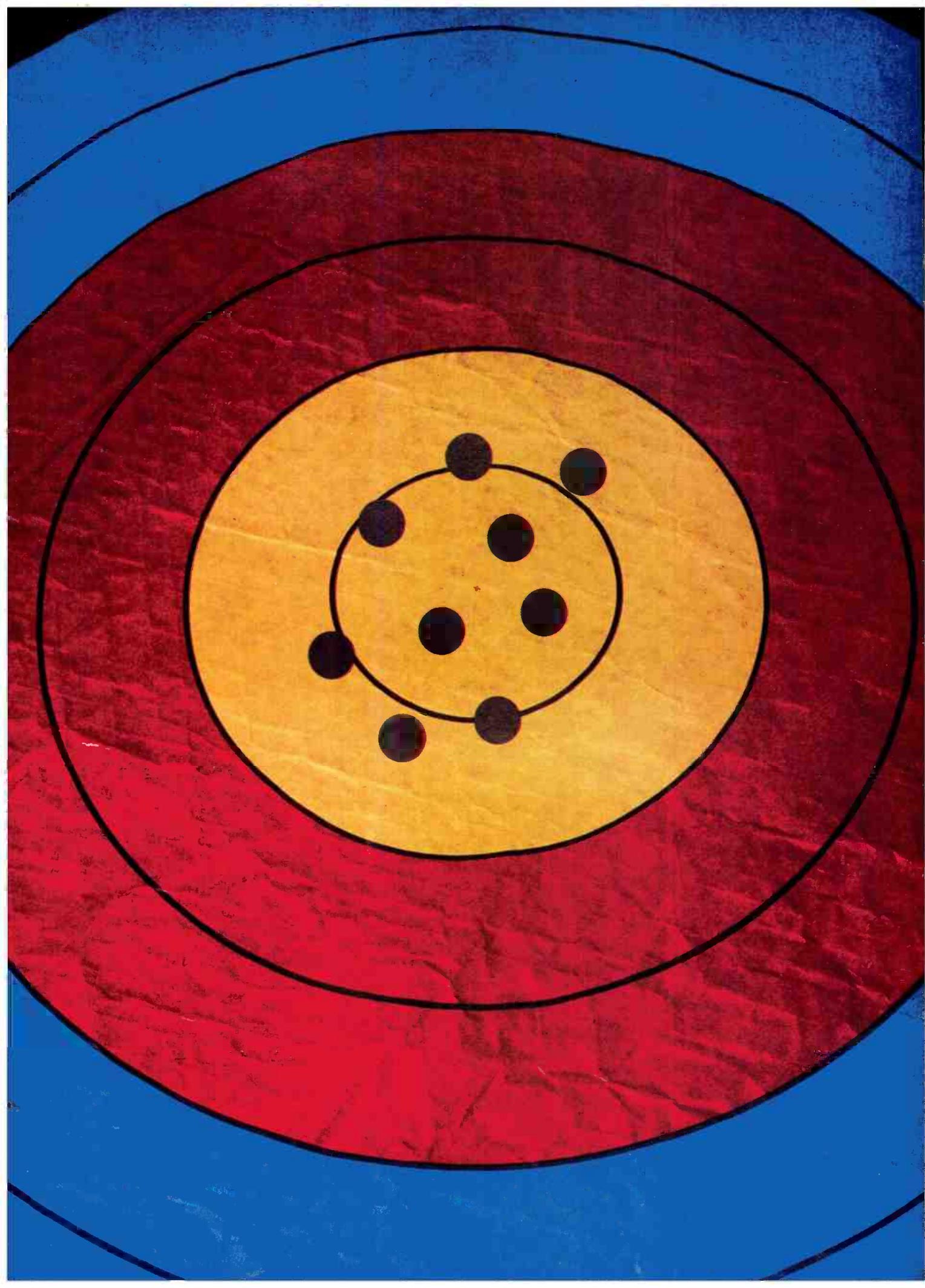


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ery Show (40), Dave Allen at Large (51), The Fall & Rise of Reginald Perrin (21), Fawlty Towers (12), Good Neighbors (29), Goodies (26), To The Manor Born (20), Woodhouse Playhouse (20), Not the Nine O'Clock News (16), Solo (13), Sweet Sixteen (6), 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), Micromes 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 Voye, Paul Vane, A. Scott Lanken, Lisa Ericsson, Nelsa Gidney, Robert Greenstein.

**Lorimar** 631-34  
3970 Overland Ave., Culver City, Calif. 90230

Dallas (161), Eight is Enough (112), 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, Maury Lanken, Bruce Genter, Scott Weber, Tom Byrnes, Steve Mathis, Glen Hagen, Cindy Barrett, Christie Hawks, Ralene Levy.

**MCA TV** 622-28  
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\* (23).

Five Star Mystery (87), Bold Ones (98), Ironside (198), It Takes a Thief (65), Love That Bob (173), Name of the Game (76), 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 (63), 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), Jack Benny Show (104), 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 I (26) and II (26), Universal 40 (39), Universal 49, Universal 52 (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, Mort Slakoff, Chuck Gerber, Lin Oliver, Marc Grayson, Don Toye, Bobbi Fisher, Stephanie Beatty, Charlotte Sweet.

**Metromedia Producers Corp.** 522-26  
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 (11), 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, Divorce: 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 Ghoulies 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:** Carl Menk, Grant Norlin, Jim Ricks, Ed Hawkins.

**MGM/UA Television** 501-05  
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), Daktari (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 Orbits, 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, Gavian, 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,

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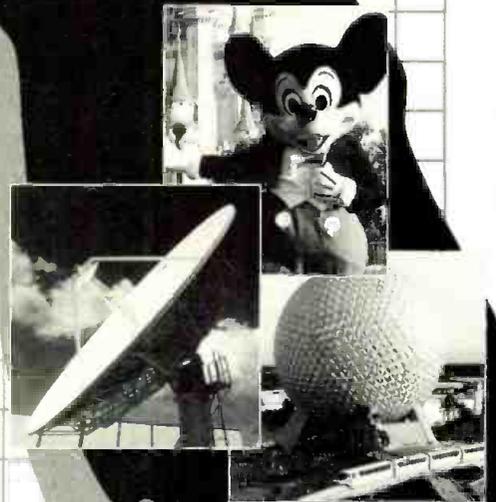
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Journey's End, Love Tapes, Marian Rose White, Sins of the Past, This House Possessed, Witness for the Prosecution, Women of San Quentin. **Staff:** Lawrence Gershman, Joseph Tirinato, Jerry Gottlieb, Lynn Loring, Susan Swimer, Jean Goldberg, Donna 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.

**Muller Media 630**  
23 E. 39th St., New York 10016

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

**On The Air 647**  
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, Bill Carpenter, Alan Zaretsky, Al Sussman, Jack Steng.

**Orbis Communications 637-39**  
432 Park Ave. South, New York 10016

Empire, Jamaica Inn, The Far Pavilions (with Metromedia Producers Corp.), Warner First Editions 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). **Staff:** Bob Turner, John Ranck, Peter Schmid, Mark Wagenheim, David Spiegelman.

**Orion Television 517-19**  
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 the 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.

**Osmond Media Corp. 650**

**Panasonic Industrial Co. 652**  
One Panasonic Way, Secaucus, N.J. 07094

Recam camera/recorder combination and companion AU-200 portable field recording with color playback, AU-300 studio deck, MVP-100 cart machine. **Staff:** Morris Washington, Nick Hudak.

**Pappas TeleProductions 654**

**Paramount Television 601-03**  
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 Park, 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:** Rich Frank, Ron Nelson, Randy Reiss, John Goldhammer, Frank Kelly, Barbara Buce, Ray Solley, Karen Paull, Helen Ricketts, Denise Kurtzman, Michael Tanner, Richard Winters, Dea Shandera, John Wentworth, Russ Paris, Debra Garrett, Rick Weidner, Tom Mazza, Stephen Fields, Phil Murphy, Paul Sperrazza, Bob Jacquemin, Greg Meidel, James Martz, Ken Solomon, Steve Goldman, Robert Gutkowski, Joel Beriman, Marc Hirsch, John Watson, Dick Montgomery, Gerry Noonan, Stan Justice, Ed Wilson, Mel Harris, Robert Klingensmith, Leonard Kalchier, Howard Green, Bruce Gordon, Joseph Lucas.

**Primetime Entertainment 635**  
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.

**Hal Roach Studio Inc. 655**

**Satori Entertainment 545**

**SFM Entertainment 528**

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 & 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, Dave Grimm, Mike James, Morrie Roizman, Virginia Jucius, Mary Ann O'Dea.

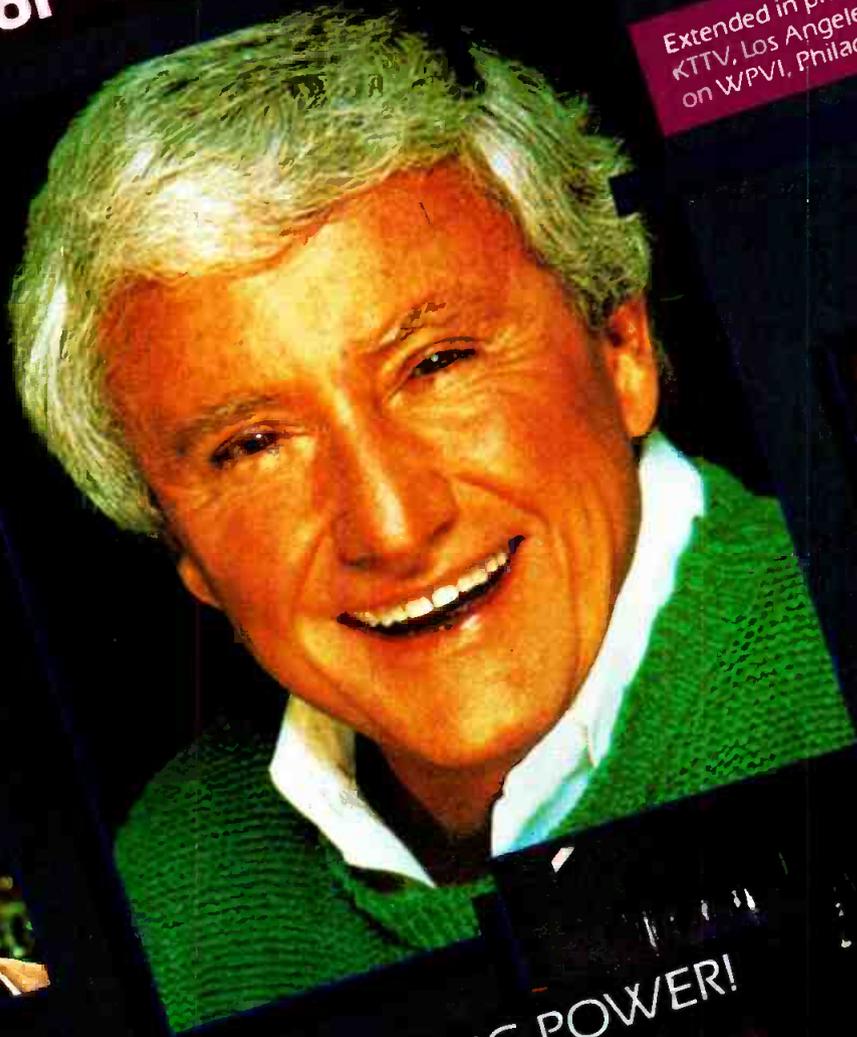
**Syndicast Services 510-12**

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**D.L. Taffner Ltd.** 623  
31 W. 56th St., New York 10019

Too Close For Comfort (network weekly and .107), Benny Hill (85), After Benny (40), 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:** Chuck Larsen, Mike Fahn, Jim Curtin, Rosemary Berry.

**Telepictures Corp.** 602-06  
15303 Ventura Blvd., Sherman Oaks, Calif. 91403  
475 Park Ave. South, New York 10016

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), Telepictures 1 (13). **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:** Dick Robertson, Jim McGillen, Scott Carlin, Jody Shapiro, Mark Robbins, Tom Straszewski, Alicia Windroth, Jeannine Kadow, Robert Barnett, Steve Knowles, Warren Taylor, Sherr Braman, Bruce Rosenblum, Jim Moloshok, Brenda Geffner.

**Titan Sports** 609-11  
**TPE/OPT** 531-35  
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, Key to Rebecca\* (4), Jennie's War\* (4), Helen Keller: The Miracle Continues, A Woman of Substance, Sadat, Blood Fued, 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, Tony Vella, Linda Lieberman, Cathy Forbes, Anne Rodgers.

**Tribune Entertainment Co.** 513  
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 Black Mayors, National Know Your Heritage Quiz Show, Chicago Cubs Baseball. **Staff:** Sheldon Cooper, Bill Kunkel, Clark Morehouse, Steve Rosenberg, John Barrett, Mike Newsom, Jack Donahue.

**Turner Program Services** 516  
1050 Techwood Dr., Atlanta 30318

The World of Cousteau (25 including five new titles—Conversations with Cousteau, Snowstorm in the Jungle, Cousteau's Mississippi, Jacques Yves Cousteau: The First 75 Years, The Voyage of the Windship), CNN Television, American Caesar (5), Centennial (26), Black Beauty, Women in White, Battle of the Planets (85), Last Convertible. **Staff:** Henry Gillespie, Robert Schuessler, Art O'Connor, Colin Chisholm, Paul Wischmeyer.

**Twentieth Century Fox** 556-60  
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), Premiere 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.

**U.S. Chamber of Commerce** 653  
1615 H St. NW, Washington 20062

Ask Washington, BizNet News, It's Your Business. **Staff:** Frank Allen Philpot.

**Viacom Enterprises** 521-25  
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 Theis, 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.

**Victory Television** 605-07  
275 Madison Ave., New York 10016

Hill Street Blues (101), Lou Grant (114), WKRP in Cincinnati (90), White Shadow (54), Rhoda (110), Streets of San Francisco (119), Match Game, Tattletales, MTM Group (9). **Staff:** Jim Victory, Chuck Wolfertz, John Rohrs Sr., John Rohrs Jr., Ben Okulski.

**Warner Bros. Television** 657-59  
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), 1A (22), FBI Story (4), Tarzan features (32), Bowery Boys (48), 13 Classic Thrillers (43), 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 Co-

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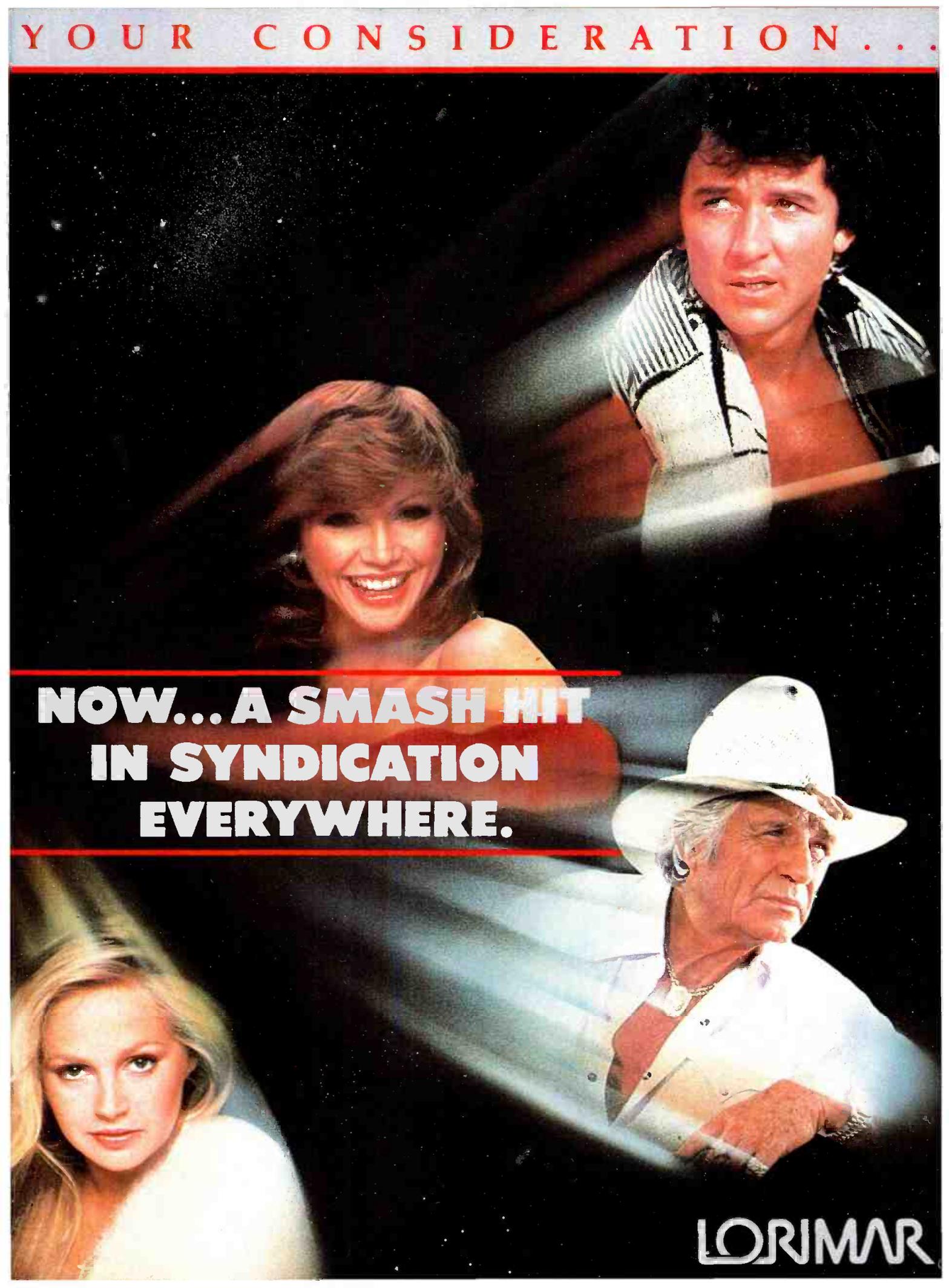
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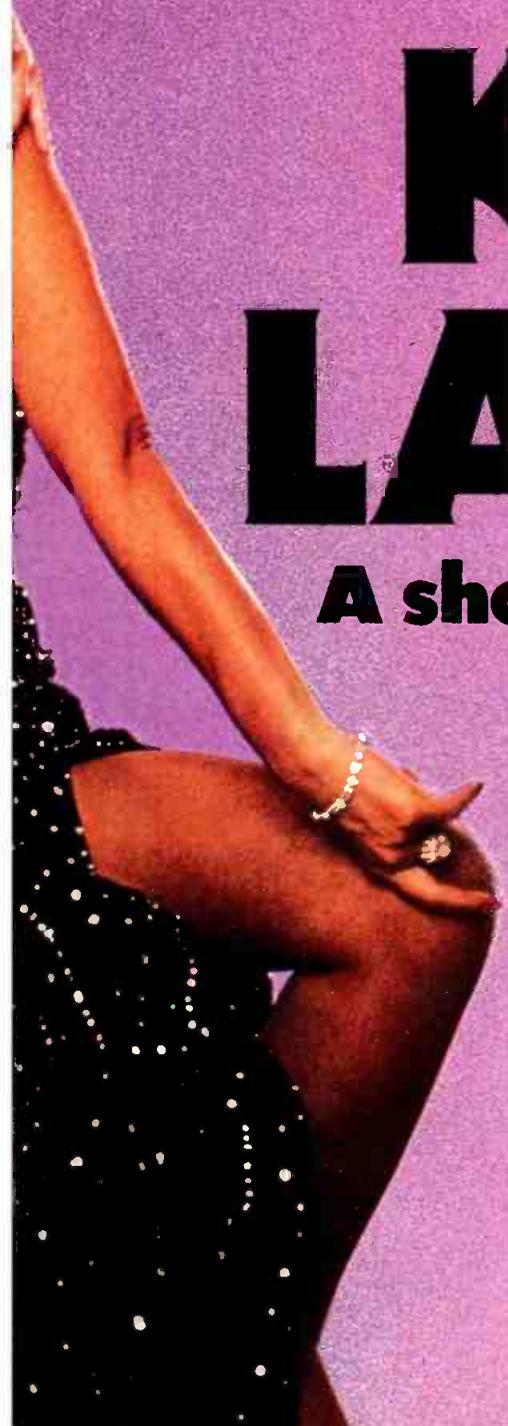
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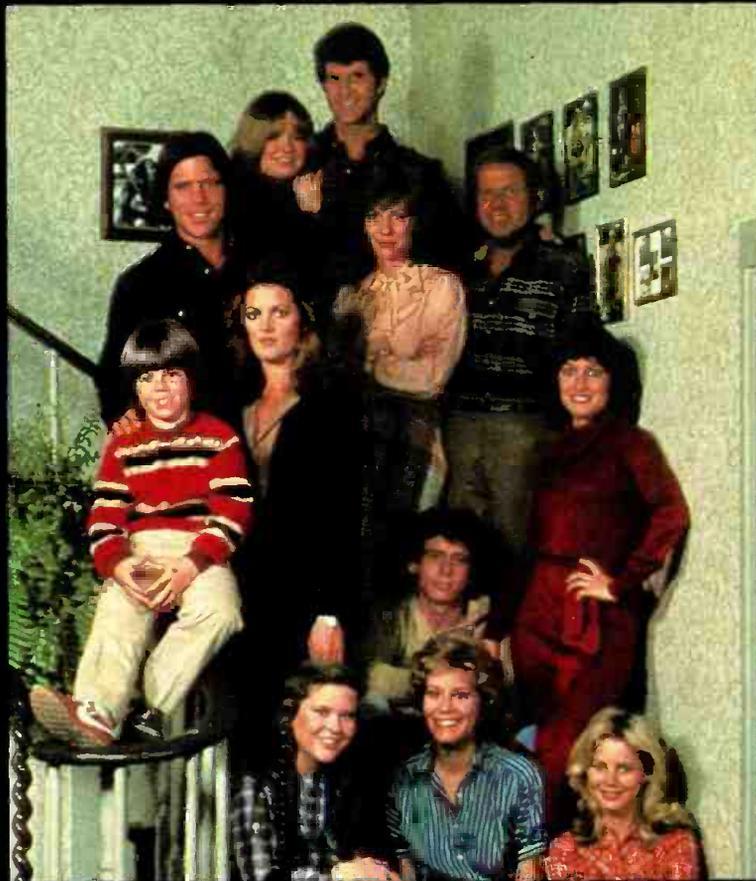
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**World Events 625**  
4935 Lindell Blvd., St. Louis 63108

Voltron...Defender of the Universe (125), Rock Review\* (52). **Staff:** Thomas Battista, Janet Brown, Robert Webb, Peter Keefe, Gary Elliot.

**Worldvision Enterprises 636-38**  
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 (130), 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, Robert 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:** John Ryan, Bill Baffi, Randy Hanson, Jim Thomson, Paul Danylik, Burt Rosenburgh, Jesse Weatherby, Marty Weisman, Katherine Holt.

## Also on hand

**Andrews & Associates**  
254 E. 86th St., New York 10021  
The Perfect Ten. **Staff:** William Andrews.  
**Jerry Dexter Program Syndication**

**139 S. Beverly Dr., Beverly Hills, Calif. 90212**

At the Limit/Paul Newman Championship Race Driver, The Captain & Tennille Songbook, ...in Hawaii, ...in New Orleans, Johnny Cash Ridin' the Rails, Johnny Mathis in Concert in Germany, Superstar Profile (25), The Wolfman Jack Show (26). **Staff:** Jerry Dexter.

**Enter-Tel Inc.**  
24400 Chagrin Blvd., Beachwood, Ohio 44122

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

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

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 Emmannuelle, 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, Psychotronic Man, Raggpicker, Ransom, Roller-manla, The Truth About Communism Narrated by Ronald Reagan, Skeleton Key, Sketches of a Strangler, Triple Echo, Universal Soldier, Violent Protection, A Woman for All Men, Battle of the Eagles, The Experiment, Perilous Journey, Too Hot to Handle. **Staff:** Ken Israel, Joan Israel, Allen Hart, Mike Klein, Dick Ostrander, Mel Pinsel.

**Film Service Corp.**  
3487 W. 2100 South, Salt Lake City, Utah 84119

**Staff:** Dick Thriot, Sama Bears Rubin.

**Harmony Gold**  
8831 Sunset Blvd., Los Angeles 90069

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), Raggedy 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.

**Katz Sports**  
One Dag Hammar skjold Plaza, 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:** Pat Garvey, Denis Coleman.

**Lightstream Prods.**  
12031 Ventura Blvd., Suite 1, Studio City, Calif. 91604

No Earthly Reason. **Staff:** Michael Little, Peter Engel, Terry Botwick, Susan Rohrer, Jackie Cooper.

**Local Program Network**  
432 Park Ave. South, Suite 705, New York 10021

LPN Weekly Story Service, One-on-One Exclusive\*. **Staff:** David Fox, James Hayden, Bob McGann.

**McManus & Co.**  
425 E. 63d St., New York 10021

Consulting and representational services for producers, distributors and service organizations. Representing T.A.P.E. Ltd. **Staff:** Tom McManus.

**RKO Pictures**  
1440 Broadway, New York 10018

World of Survival\* (200 + 21), Soldiers\* (13). **Staff:** Wynn Nathan, Bob Manby, Ron Devillier.

**Silverbach/Lazarus Group**  
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.

**T.A.P.E. Ltd.**  
111 Regents Park Rd., London NW1 8UR

Program evaluation, promotion and marketing service for television stations, producers and distributors. **Staff:** Michael Firman, Tom McManus.

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

For Adults Only, Galaxy (14), Golden Showman\$hip (9), Impact (120), Parade (4), Vintage Flicks (24), Westerns (60), Brave Rifles, Our Time in Hell, Those Crazy Americans, The Black Coin (15), The 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), Crazy 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 Thuman.

**WW Entertainment**  
205 E. 42d St., New York 10017

WW Entertainment I (16), Best of Groucho (130), Black Belt Theater I (13), II (26) and III (13). **Staff:** George Hankoff, Lou Israel.

# NATPE 1985

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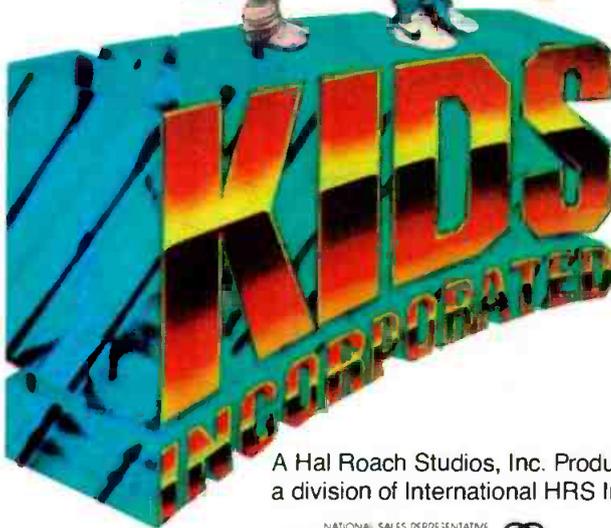
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WHOSE LIFE IS IT ANYWAY?  
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TELEVISION

\*The feature of the month will be available for a second run within 2 weeks of the first airing.

\*\*24 of the above 26 titles will comprise MGM/UA Premiere Network.



Moscone Center

## NATPE '85: bursting at the seams

**Attendance at annual programing marketplace expected to be up 10%; exhibitors filling every inch of Moscone Center; Valenti to keynote**

The country's television programing community is arriving in San Francisco this week to produce and star in one of the industry's most watched shows: the annual programing conference of the National Association of Television Program Executives. And in a business where the words "biggest" and "greatest" are part of the standard conversational lexicon, there is agreement—in terms of simple size, at least—that this year's NATPE meets both definitions.

The four-day event, beginning Jan. 11 at San Francisco's Moscone Center, is expected to attract between 6,900 and 7,000 attendees, roughly 10% more than last year (6,300). NATPE organizers say that as of two weeks before the start date, total registration for NATPE (including paid and complimentary) was up 9%, to 3,333, compared to 3,067 for the comparable period last year. And based on past trends, that should about double by opening day.

Also, 213 exhibitors are filling up 125,000 square feet of floor space at the Moscone Center, 44% more space than was occupied last year by 203 exhibitors. There will be about 40 distributors on the floor from foreign countries, although in some cases they will be grouped under one umbrella exhibit. Such is the case for companies from Great Britain.

"In terms of the exhibitor, this will be the most successful show we've ever had," stated John Von Soosten, NATPE president. "The fact that a number of companies that were at the Fairmont hotel last year have agreed to come down [to the Moscone Center] certainly makes a significant statement about the exhibition-floor concept. The old debate of the Fairmont versus the floor is

past history."

Von Soosten was referring to such distributors as Paramount, ITC, Orion, Claster and Katz Television—long identified as hotel suite stalwarts—who have made the switch this year to the floor. Paramount in particular, Von Soosten said, made the decision after it realized that setting up shop on the floor would not impair its "ability to do business in [the Paramount] style. Not just in '85, but forever."

Nonetheless, 13 program distributors are satisfied that their interests (and their client's) remain best served by private suites at the Fairmont hotel, outside the bazaar-like atmosphere of the Moscone Center. Distributors based outside the Moscone Center this year include CBS Broadcast International, Columbia Pictures Television, Columbia Pictures International, Dan Robinson Broadcasting Associates Inc., MCA TV, MCA TV International, MMT Sales Inc., SFM Media Corp., Televisa International, TVS Televi-

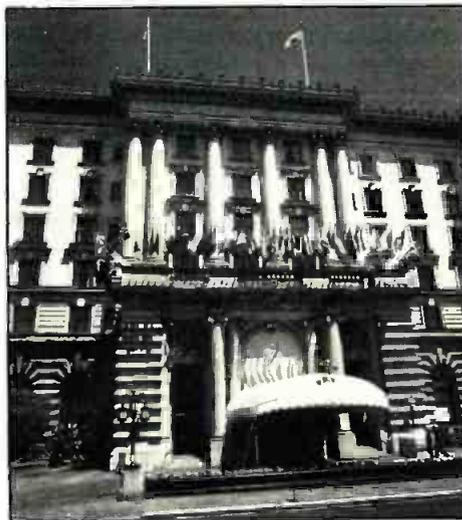
sion Network, 20th Century Fox, Victory Television and Worldvision Enterprises. Almost all the distributors will be located at the Fairmont on Nob Hill.

The 1985 NATPE International programing conference—to be distinguished from the upcoming NATPE production conference in March in New Orleans—will have a few modifications over last year's conference. The whole conference will be a day shorter—the number of panels and workshops have been trimmed—but the exhibit hall will be open the same length of time.

Exhibiting at NATPE is not an inexpensive proposition. An exhibition booth alone can cost anywhere from \$300 for a "pipe and curtain" display to \$100,000 or more for a "booth" that would be the envy of most home owners. The most expensive exhibit booth this year is King World's—which reportedly cost the distributor \$300,000 to build. (It's designed to last seven years with only slight modifications each year.)

But if the cost seems high it is probably not out of line with the dollar volume of the business written. NATPE officials note that last year, 12 companies reported confidentially they each wrote contracts totalling \$15 million or more, and 50 companies each reported they wrote between \$5 million and \$15 million worth of deals. Uncounted were all the companies that wrote between \$1 million and \$5 million. "When the majors say they come to just 'shake hands' with the stations, they also do a lot of real business," observed one NATPE source.

The four-day affair is reportedly costing NATPE just over \$1 million to produce, but the revenue from the event is expected to insure a modest profit. And although NATPE has never lost money in its 21 preceding conventions, "sometimes there was only one or two dollars" left over in the early days after expenses were subtracted from revenues, according to one long-time



Fairmont hotel

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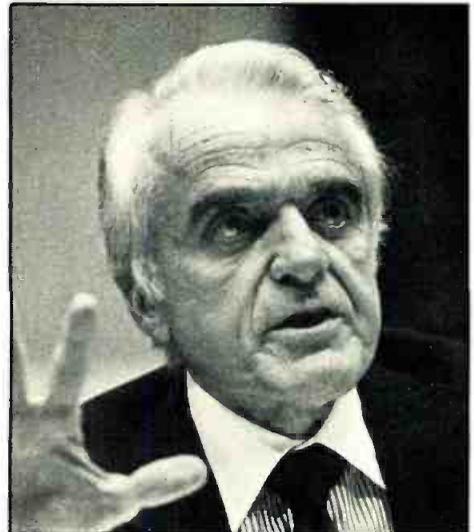
Von Soosten

which 3,000 invitations have been issued. To accommodate the overwhelming number of positive RSVP's anticipated, the party will span four of the hotel's ballrooms. Dinner will be served followed by a "casino party."

Noteworthy panels include Friday morning's panel on Washington communications policy matters, titled "A View from Washington," moderated by Michael R. Gardner, a Washington attorney with Akin, Gump, Strauss, Hauer & Feld. The panel will include Senator Pete Wilson (R-Calif.) as well as FCC Commissioners Quello, Mimi Dawson, Dennis Patrick, and Henry Rivera. Also, John Lane, attorney with the Washington firm of Wilkes, Artis, Hedrick & Lane, is scheduled to appear.

Friday's luncheon keynote address will be given by Jack Valenti, president of the Motion Picture Association of America. "His views may not be those of many in the audience," Von Soosten noted—a reference to the difference between broadcasters and program suppliers in some legislative and regulatory issues—"but the idea of a keynote speaker is to get the gray matter going."

The full plate of panels and workshops scheduled includes the cyclical nature of programming trends, the future of children's programming, the use of computers to aid in programming decisions, new program consortiums, international co-venture programming opportunities, the relationship between the programming and promotion departments, the rising quantity of sports programming, successful cable programming strategies and local programming "success stories." And as has



Valenti

become customary there will also be a panel-debate addressing the question: "Would There Be First-Run Without Barter?"

Although NATPE officially closes on Monday, Jan. 14, attendees will be able to hang around the Moscone Center one extra day to drop in on the first LPTV "summit meeting" put on by the Community Broadcasters of America, the new LPTV industry lobbying group. The day will include roundtables and workshops on programming, advertising and equipment, topics of concern to LPTV broadcasters. FCC Commissioner Rivera is among the headliners scheduled to attend. Facilities for the LPTV gathering were donated by NATPE. □

NATPE hand.

As is usual in broadcasting industry gatherings, NATPE will have its share of legislators and policy makers on the scene—both informally mulling around the exhibit floor and in a more formal capacities as panelists and speakers. FCC Commissioner James Quello and Robert M. Bennett, president of Metromedia Television, will be honored at Monday night's Iris Awards ceremony with the NATPE President's Award in recognition of their outstanding contributions to the industry.

High points of the conference will be Thursday night's opening reception at the Hilton hotel, underwritten by King World, to

## Day by day at NATPE '85

Participants can register for NATPE in the Moscone lobby from 9 a.m. to 5 p.m. on Thursday, Jan. 10; 7 a.m. to 6 p.m. on Friday, Jan. 11, and Saturday, Jan. 12; 8 a.m. to 5 p.m. on Sunday, Jan. 13, and 7 a.m. to 3 p.m. on Monday, Jan. 14. The exhibit hall will be open 1 to 6 p.m. on Friday; 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.

**Opening reception.** 9 p.m.-1 a.m. Hilton ballrooms. Underwritten by King World Productions.

### Thursday, Jan. 10

**Registration group and rep meetings.** 8 a.m.-8 p.m.

**Registration.** 9 a.m.-5 p.m. Moscone lobby.

**NATPE educational foundation meeting.** 3-4 p.m. Room 228.

### Friday, Jan. 11

**Registration.** 7 a.m.-6 p.m. Moscone lobby.

**Motivational session.** 8:30-9:30 a.m. (Repeated at 9:45 a.m.) Room 228. With Bill Brower, Bill Brower Associates.

**General session.** 8:30-9:30 a.m. Room 202. *Esprit de Press Corp.* Moderator: Neil Hickey, *TV Guide*. Participants: P.J. Bednarski, *Chicago Sun-Times*; Bill Carter, *Baltimore Sun*; Bob Foster, *San Mateo (Calif.) Times*; Tom Jicha, *Miami News*; Susan Paynter, *Seattle Post-Intelligencer*; Howard Rosenberg, *Los Angeles Times*.



Wilson



Dawson



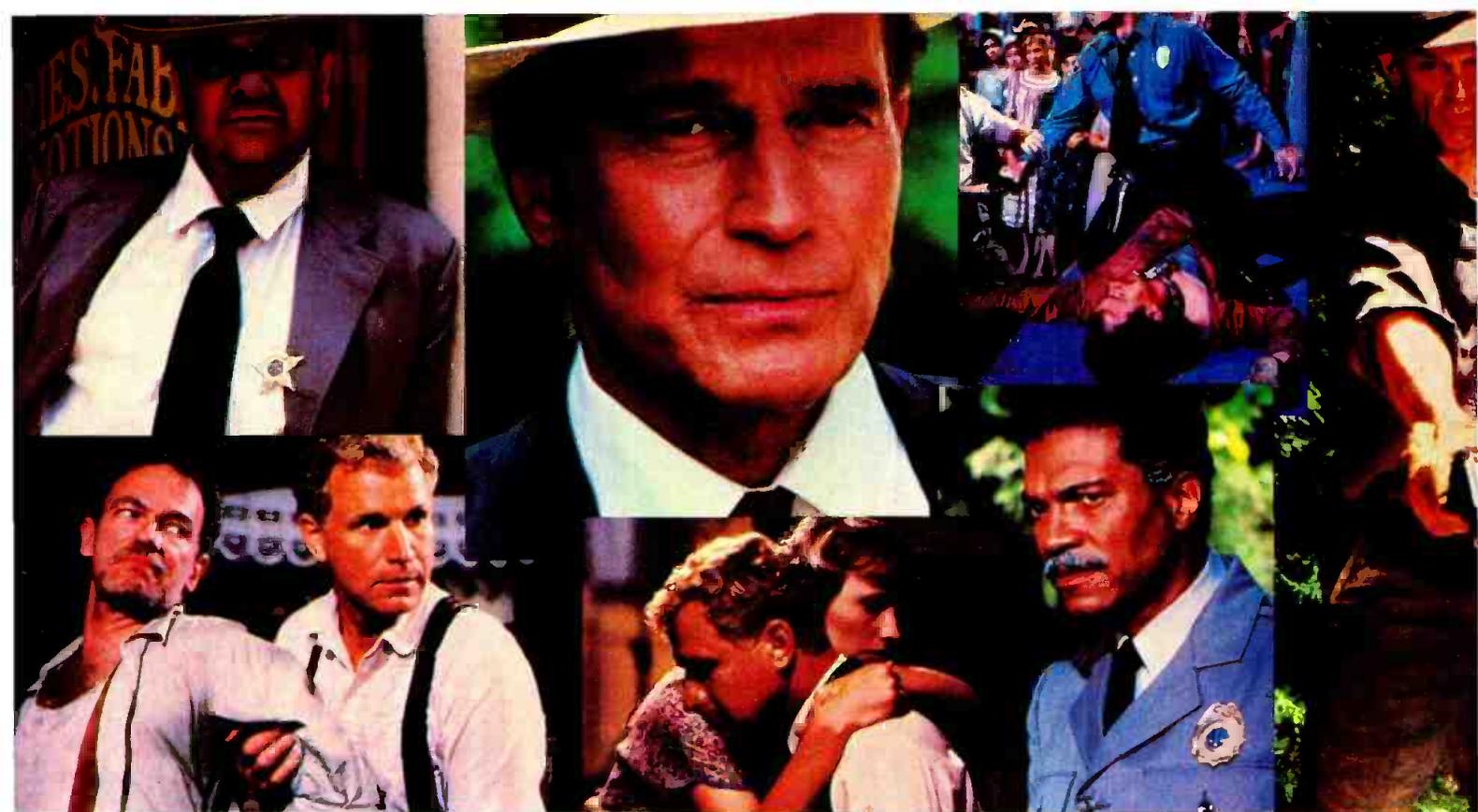
Patrick



Rivera



Quello



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**General session.** 9:45-10:45 a.m. Room 220. *A View of Washington.* Moderator: Michael Gardner, Akin, Gump, Strauss, Hauer & Feld. Participants: FCC Commissioners Mimi Weyforth Dawson, Dennis Patrick, James Quello and Henry Rivera; John Lane, Wilkes, Artis, Hedrick & Lane; Senator Pete Wilson (R-Calif.).

**General session/lunch.** 11 a.m.-1 p.m. Ballroom. Host: John von Soosten, NATPE president. Welcome: Willie Brown Jr., California state assembly. Keynote address: Jack Valenti, Motion Picture Association of America.

## 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 Lun-Jen, *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 Programming.* 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 Guyper, MGM/UA; Frank Liebert, WTTW-TV Chicago; Lee Shoblom, Community Broadcasters of America.

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

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

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

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

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

**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 both 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.

**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 Krimmier, KGMC-TV Oklahoma City.

**International.** Room 270. Moderator: Michael Sojomon, Telepictures. Participants: Willard Block, Viacom; Bob Bramson, MCA TV International; Bruce Gordon, Paramount TV International; Brian McGrath, Columbia Pictures 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, Pety 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, Metro Sports; Zvi Shoubin, WPHL-TV Philadelphia; Jerry Solomon, D'Arcy-MacManus & Masius; Joseph Cohen, Madison Square Garden Network.

**Cable: Programming Strategies that Work.** Room 270. Moderator: Bob Siegal, Compton Advertising. Participants: Gerald Adler, Playboy Enterprises; Mary Alice Dwyer, 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 Telefeis 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 Programming 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.

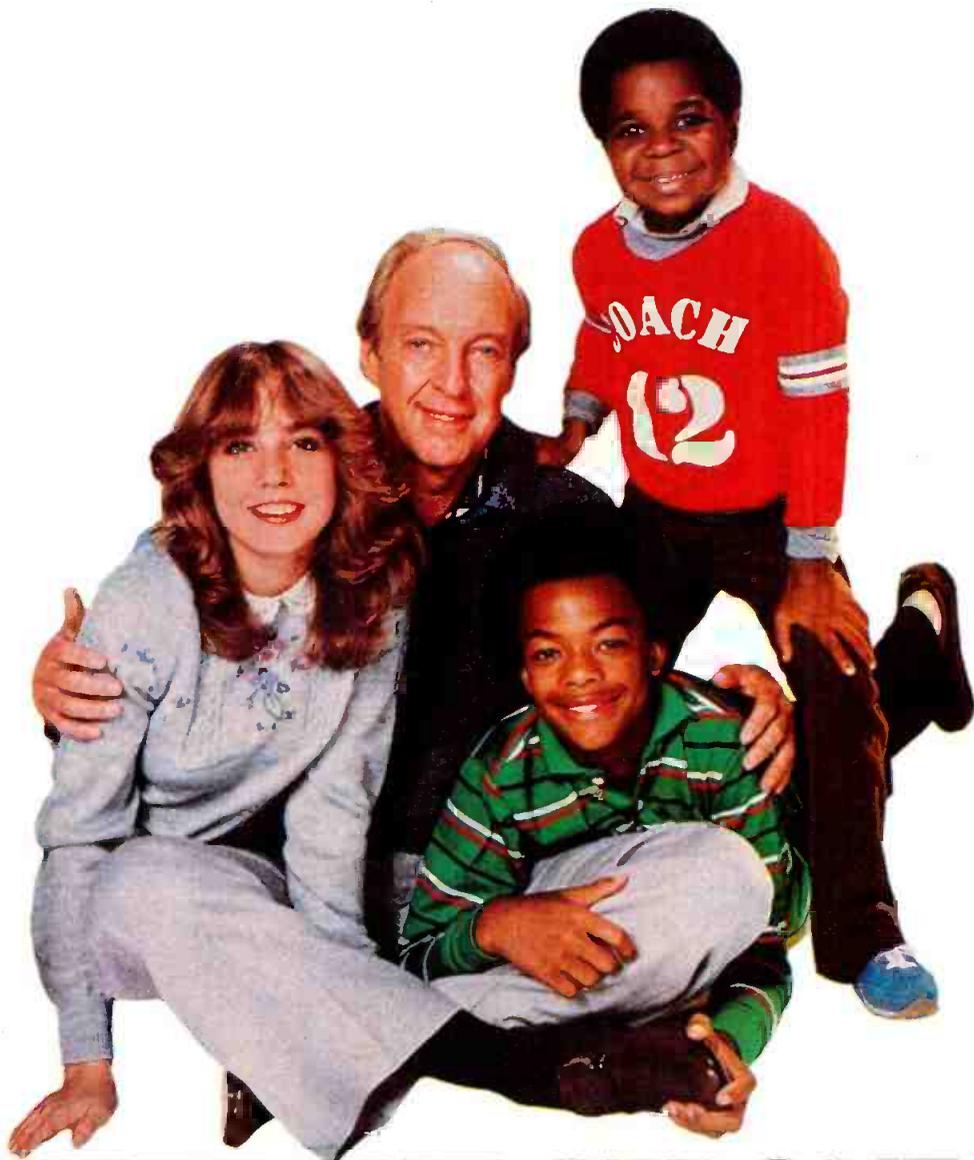
**General session.** 3-4:30 p.m. Ballroom. *Programming Trends: The Endless Cycle.* Moderator: Gary Collins, *Hour Magazine.* Participants: Dick Colbert, Colbert TV Sales; Judy Girard, WTAE-TV Pittsburgh; Sid Cohen, King World; Bob Jacquemin, Paramount; Gary Lieberthal, Embassy Telecommunications; Mel 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.

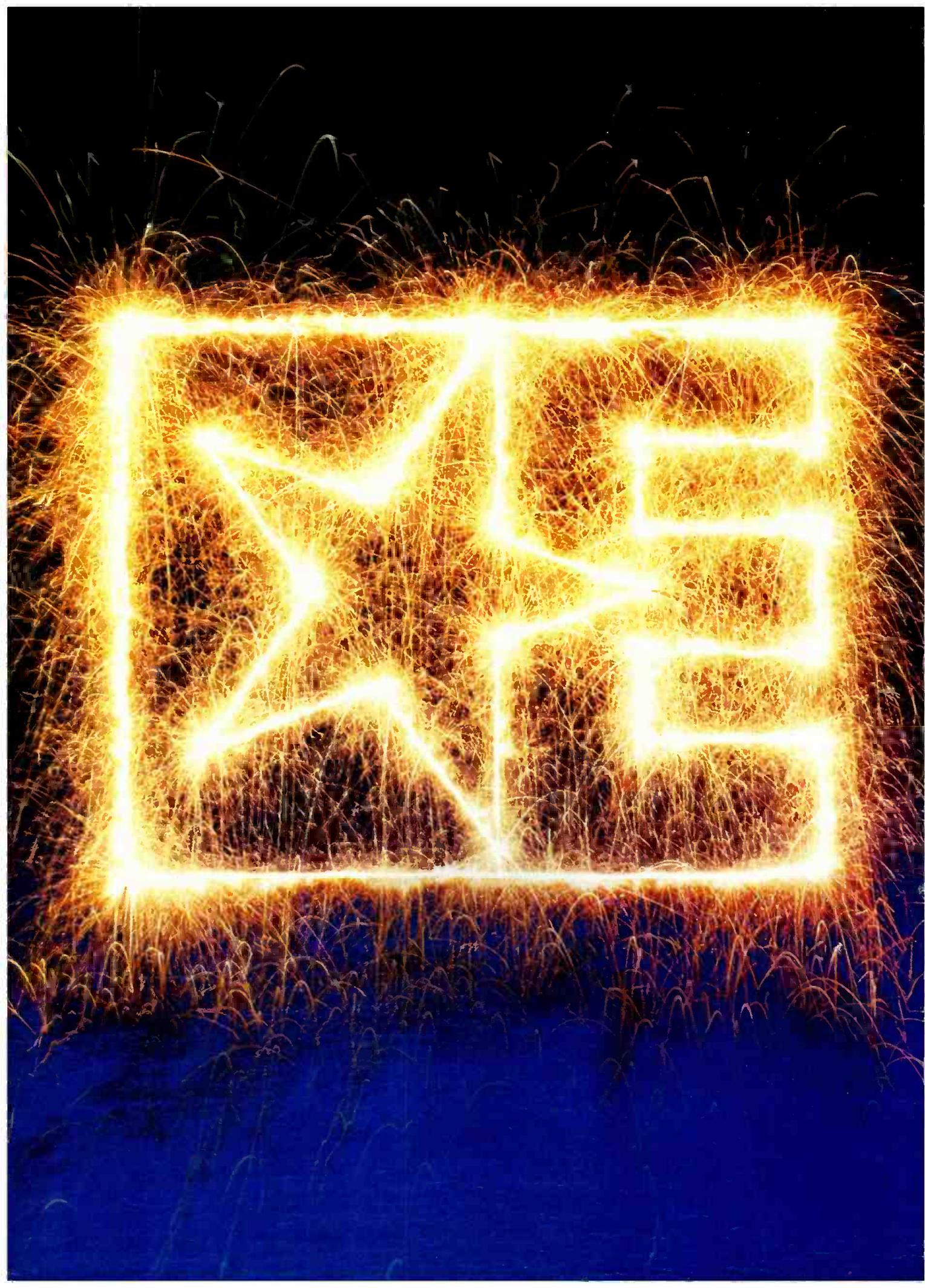
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# On the floor of the Moscone Center

The following is a list of NATPE exhibitors showing product on the Moscone Center floor and the Fairmont hotel. An asterisk denotes a product new to the market. A map of the Moscone Center appears on page 132.

## 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.

## Aimi 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 Mocariski, Jon Nottingham, Dennis Spragg, Rob Fields, Susan Howard, Max Johnson, Ginny Tierney, 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 Amer-

ica (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, Astonishing 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 Fasola, Steve Hackett, Linda Prozzeller, 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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## 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 Weintflash, 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:** Menaham 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.

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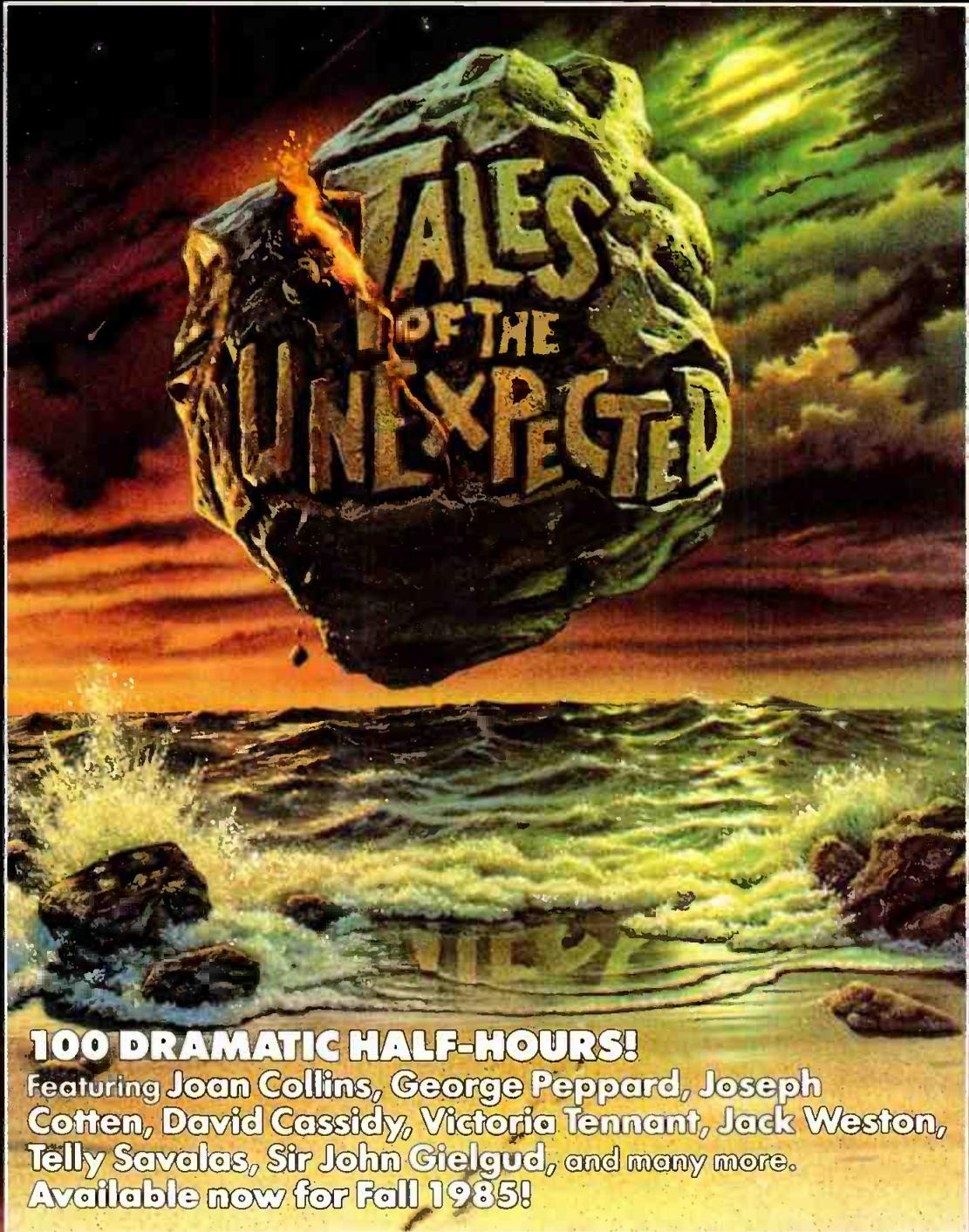
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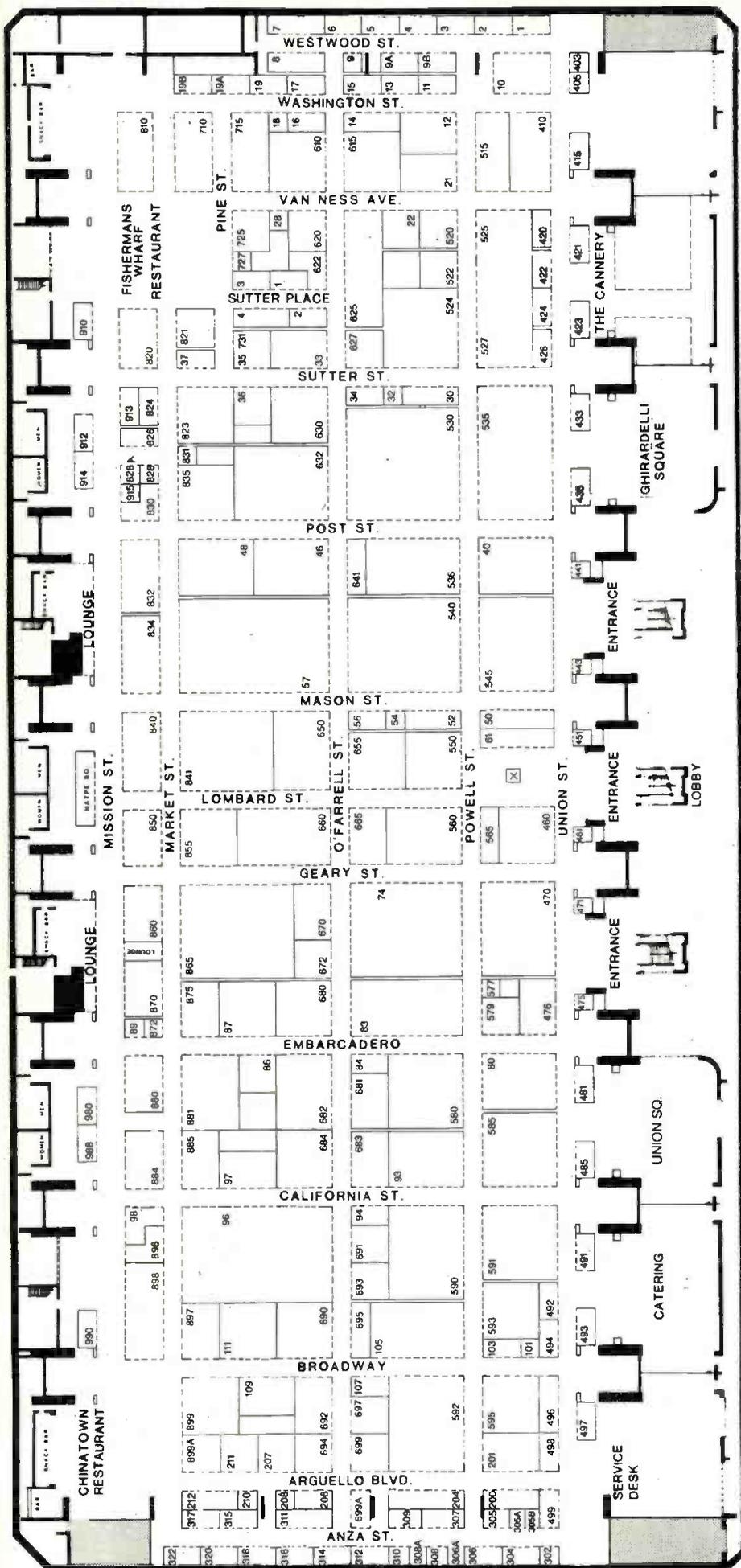
# Reason #2.

## SUSPENSE



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**Carden & Cherry** 725 Pine

**Carrousel 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, Alex 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 Cadioux, Martha Burke-Hennessy, Cyd Longo, Donna-Lee Lyons, Carmel Kidd.

**Centerpoint Distribution** 550 Powell  
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, Annelie 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 Dol-

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HOST: DICK CLARK

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During his association with Goodson-Todman Productions, Stewart was responsible for "The Price is Right," "To Tell The Truth" and "Password." Under his own banner, Stewart has aired 21 game shows, including the Emmy-winning "\$25,000 Pyramid," "Jackpot," "Personality" and "Three On A Match."

## THE NEW \$100,000 PYRAMID



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HOST: JOAN EMBERY

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success at bringing the fun, excitement and drama of the wild animal world to your audience.

The Animal Express is prestige family viewing, endorsed by the 750,000-member National Education Association.

VIEWERS GO WILD FOR NEW ANIMAL SHOWS!

Here are the performance averages from six of TV's best known animal/nature shows:

- First 3 years: 96 rating, 21 share
- Length of run: 6.8 seasons
- Markets sold, peak year: 101

"The Animal Express"... may well be the best new TV show of the year."

—San Francisco Chronicle

## THE ANIMAL EXPRESS



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**MARK OF THE DEVIL**  
 starring Dirk Benedict  
**LAST VIDEO AND  
TESTAMENT**  
 starring Deborah Raffin  
**CZECH MATE**  
 starring Susan George  
**A DISTANT SCREAM**  
 starring David Carradine  
**CHILD'S PLAY**  
 starring Mary Crosby  
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 starring David McCallum  
**BLACK CARRION**  
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**TENNIS COURT**  
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Host: PETER GRAVES

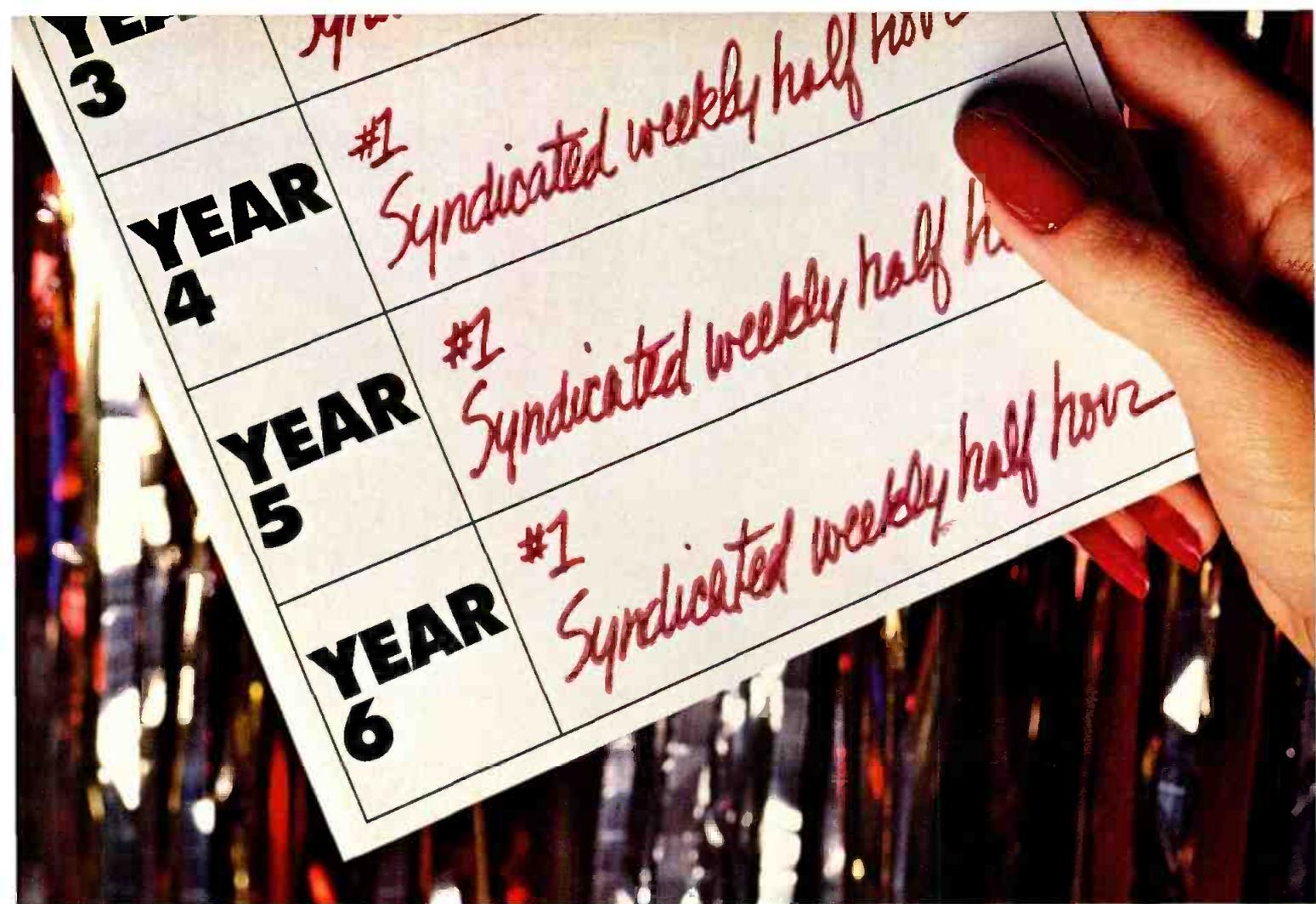


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**DANCE  
FEVER  
YEAR 7**



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lars, 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, Suite 1118, 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., Suite 941, Los Angeles 90024

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

**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 Television**

**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, Cordón de Plata, Ciclo de Oro de Romulo Gallegos (16), Daiquiri, Carlos Mata, Gualberto Ibarreto, Wilfrido Vargas, Ensenos Nancy Ramos, Adorando al Nino Dlos, Guillermlandia (39), Nuevas Aventuras de Federrico (36), Popy y Sus Cosas II (39), Senor 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

Growing Young\*, Celebrity Pursuit\*, Holiday Moments, Morning Stretch, Campaign Buttons. **Staff:** Peggy Green, Suzanne Crow, Karen Davidson, Marie W. Tuccille.

**Dynocomm 37 Sutter**

**Editel Group 103 Broadway**  
301 E. Erie, Chicago 60611

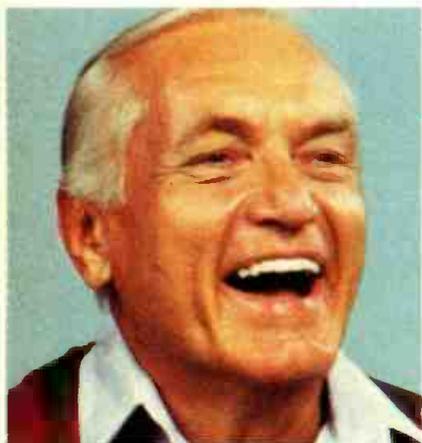
**Electronic Media 15 Washington**

**Embassy Telecommunications**  
**545 Powell**

100 Universal City Plaza, University 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. **Inter-**

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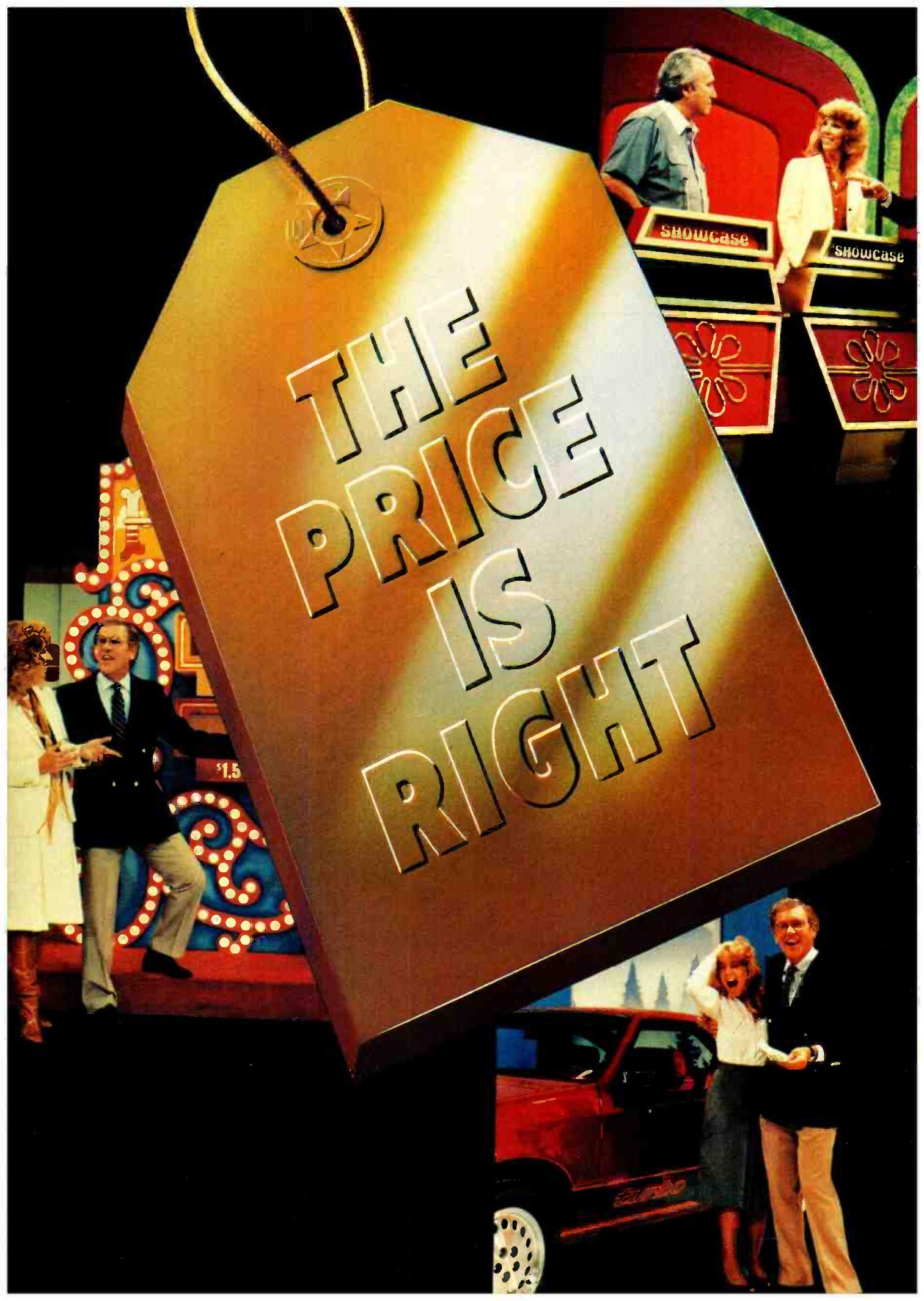
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SHOW	LENGTH	NETWORK	TV HH	1983-1984 BROADCAST SEASON			
			84-85 SHARE	SHARE	TOTAL WOMEN	WOMEN 25-54	TOTAL MEN
PRICE IS RIGHT	ONE HOUR	CBS	32 *	33	33	29	39
WHEEL OF FORTUNE	HALF	NBC	29	29	33	29	24
PYRAMID	HALF	CBS	22	21	23	18	23
FAMILY FEUD	HALF	ABC	12	17	18	18	14
PRESS YOUR LUCK	HALF	CBS	20	20	21	18	21
SALE OF CENTURY	HALF	NBC	18	20	21	18	22

\* HEAD TO HEAD, FIRST HALF HOUR, PRICE DOES A 29 SHARE!  
SOURCE: AC NIELSEN, NTI, BROADCAST SEASON, 83-84. AC NIELSEN, NTI, SEASON TO DATE, 84-85.

In September of 1985, the tradition continues in syndication with the original fast-paced, high stakes, half-hour version.

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- Nothing can compete with the half-hour of PRICE.
- PRICE is the highest-budgeted game show in America.
- From the premiere producer of game shows, Goodson-Todman.
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**national:** 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 Egolf, 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

Irresistible 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 International**  
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, Psychotronic Man, Ragpicker, Ransom, Rollermania, The Truth about Communism Narrated by Ronald Reagan, Skeleton Key, Sketches of a Strangler, Triple Echo, Universal Soldier, Violent Protection, A Woman for All Men, Battle of the Eagles, The Experiment, Perilous Journey, Too Hot to Handle. **Staff:** Ken Israel, Joan Israel, Al-len Hart, Mike Klein, Dick Ostrander, Mel Pinsel.

**Film Service 471 Union**  
100 Lafayette Dr., Syosset, N.Y. 11791

**Staff:** Harvey Seslowsky, Dick Thirirot, Sama Bears Rubin.

**FilmLife/Fortress Film 828 Market**  
141 Moonachie Rd., Moonachie, N.J. 07074

Rejuvenation, restoration, protection and preservation of damaged film, television film storage, shipping and distribution worldwide, inspection and repair of syndicated shows and features. **Staff:** Marvin Bernard, John Natall, Sheila Bernard, Milton Miller, Paul Delpiace.

**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 Cignar-

elli, 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... Montgometry 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.

**Sandy Frank Film Syndication**  
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

Dean Martin Celebrity Roasts\* (26), Burning Rage, Reckless Disregard, The Baron, Half Slave Half Free, The Cradle Will Fall, Special People, Loving, Kid from Nowhere, Sophisticated Gents, One Last Ride, Say Amen Somebody, Joey and Redhawk, Fugitive Samurai, The Tripods, Paul Killiam Collection of Film Classics (76), Silents Please (40), A Supernight of Rock 'n' Roll\*, Night of 100 Stars II\*, Christmas in Washington\*, Diana Ross Special, 1980-85\* Tony Awards, 1984 Kennedy Center Honors\*, 1982 Rhythm and Blues Awards, 1983 Salute to Rhythm and Blues, Jazz in America, Evening with... (4), Country Comes Home I, II and III, 50 Years of Country Music, Roy Acuff: 50 Years the King of Country Music, Johnny Cash Specials (16), Barbara Mandrell and the Mandrell Sisters (32), Magic of David Copperfield, World's Greatest Escape Artist, Magic with the Stars, Parade of Stars, Ellington: The Music Lives On, Jukebox Saturday Night, Command Performance, All Kinds of Country, New Candid Camera (130), Groucho Marx You Bet Your Life (130), Candid Camera's 35th Birthday Party, Candid Camera Now and Then, Candid Camera Looks at the Difference Between Men and Women, TV's Funniest Game Show Moments, National Geographic Specials (52), El Matador, The Titans (13), Three in the Wild (3), Animal World (100)\*, Ryan's Hope, Loving, Greatest Sports Legends (99), Greatest Sports Legends Tenth Anniversary Special, 1981-83 Masters' Waterski Tournament, American Challenge, Scholastic Sports Academy (39), Kidsworld (250), Romper Room, Pavarotti At Juilliard (6), Live from Lincoln Center, Who's Afraid of Opera? (8), Nureyev: In Tribute to Nijinsky, Nutcracker with Mikhail Baryshnikov, Curious George (104), Snowman, Really Rosie, Tiny Tree, Little Brown Burro, Special Valentine with the Family Circus, Christmas with the Family Circus, Family Circus Easter, Berenstain Bear's Specials (5),

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

Fries Frame I\* (26), including Adam, Bill and Burning Bed. **Staff:** Charles Fries, Robert Lloyd, Larry Friedrichs, Irv Wilson, Lou Wexner, Margaret Rogers.

**Futura Marketing Associates**  
6 Westwood

**Garden Way Broadcast 34 Sutter**  
Greenbush Rd., N. Ferrisburg, Vt. 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**  
2806 Opryland Dr., Nashville 37214

Super Sports America\* (26). **Staff:** Jane Grams, William Madden, Martin Clayton III.

**Genesis Entertainment**  
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.

**German Television 109 Broadway**

**Global Sports 310A Anza**

**Globo Network of Brazil 830 Market**  
Rua Lopes Quintas, 303, Rio de Janeiro

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 Rammalho/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 Alotsin, 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, Explo-

sives, Family 6-Pack, Terrorpix, Dan August, Power Pack, Snipets. **Staff:** Mort Marcus, Jack Masters, Suzanne Horenstein, Stuart Doriss, Laurette Hayden, Susan Transeth, Meyer Gottleib, 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

John's Miracle, Holiday Sales Boosters, 21 Days of America, Follow the Fun, Quality of Life. **Staff:** Sherry Grant, Lesli Van Natta.

**Group W Productions 865 Market**  
3801 Barham Blvd., Los Angeles 90068

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 Kimber, 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 Sabin, 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

**Harmony Gold 681 O'Farrell**  
8831 Sunset Blvd., Los Angeles 90069

Robotech\*, Shaka Zulu, From the Terrace, The Covenant, Call of the Wild, Little Women, Frankenstein, 20,000

# The Mary Tyler Moore Show

**BEAT 12 OUT OF 14  
SITCOMS IN  
SYNDICATION SINCE '77.**

It takes a strong comedy like *The Mary Tyler Moore Show* to develop a successful programming schedule.

The *Mary Tyler Moore Show's* first year performance in syndication beat the first year syndicated performance of 12 sitcoms released since 1977. Impressive off-network hits like *Three's Company*, *WKRP in Cincinnati*, *Barney Miller* and *The Jeffersons*. And that was in the most highly-competitive dayparts—early fringe, prime access and prime time.

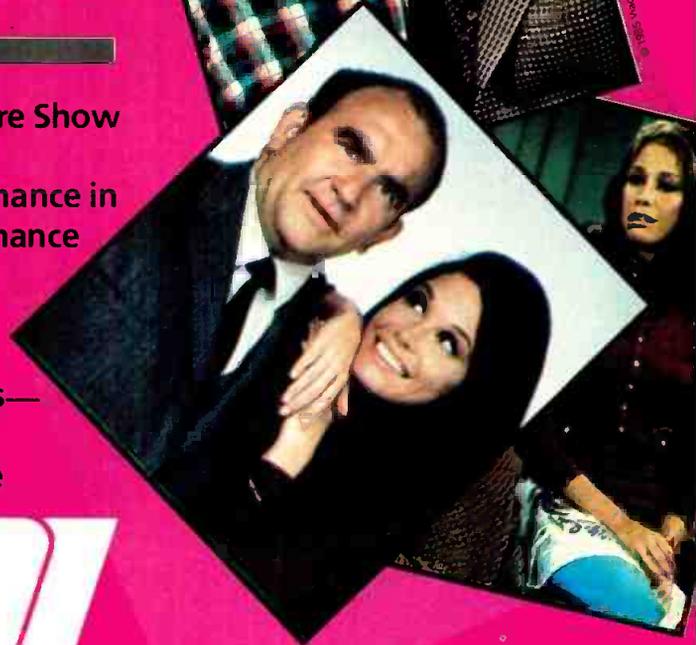
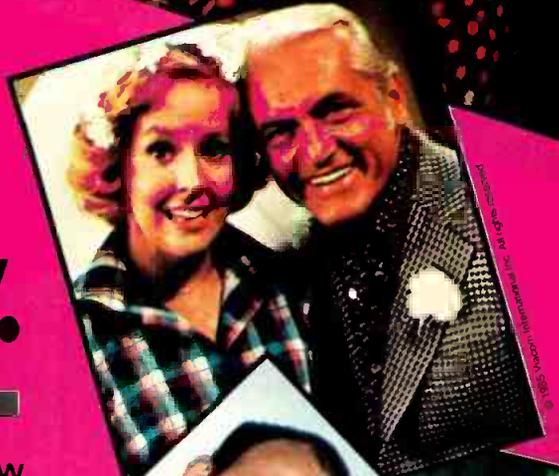
But even more important, comedy is one of the basic elements of any successful programming schedule.

So reunite Mary with her audience. When it comes to ratings, you'll discover just how serious she can be.

188 episodes available



Source: Nielsen Nov '77–Nov '83: First season of syndication: *The Mary Tyler Moore Show*; *The Odd Couple*; *Carol Burnett & Friends*; *Sanford and Son*; *The Bob Newhart Show*; *All in the Family*; *Good Times*; *Happy Days Again*; *M\*A\*S\*H*; *Barney Miller*; *Welcome Back, Kotter*; *The Jeffersons*; *Laverne & Shirley*; *Three's Company*; *WKRP in Cincinnati*.



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, features/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 Hammarskjold Pl., New York 10017

**Staff:** James Greenwald, Richard Mendelson, Frank McCann, Barry Lewis, Gordon Hastings, Richard Goldstein, Peter Goulazian, Paul Arzen, Lucille Luongo, Jim Belyianis, 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 Hammarskjold 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 Powwow!, Telephone Poll, feature films. **Staff:** Marvin Kempner, Dan Kempner, Jo Montgomery, John James.

**Kidplx** 820 Market

**King 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 Dunley, 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** 433 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), Fawly 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

# The Bob Newhart Show

**RANKS IN THE TOP TEN  
OF ACCESS, PRIME,  
AND LATE FRINGE.**

Everybody laughs along with Bob Newhart, but take one look at his success and you'll discover a serious way to improve your programming schedule.

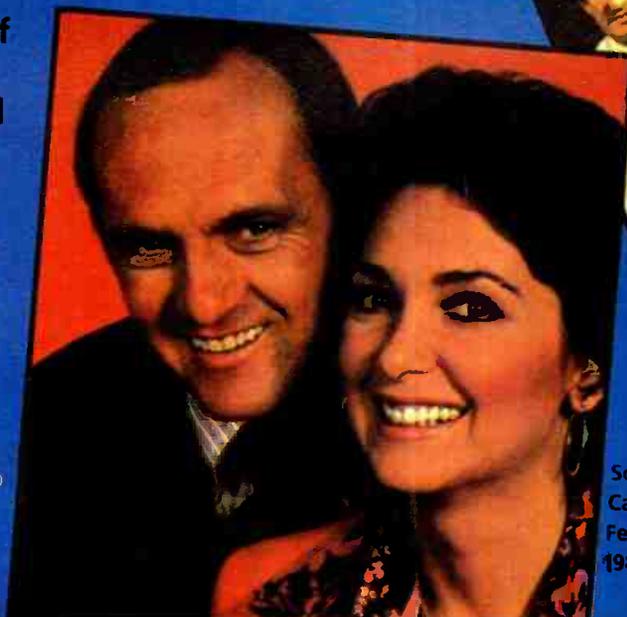
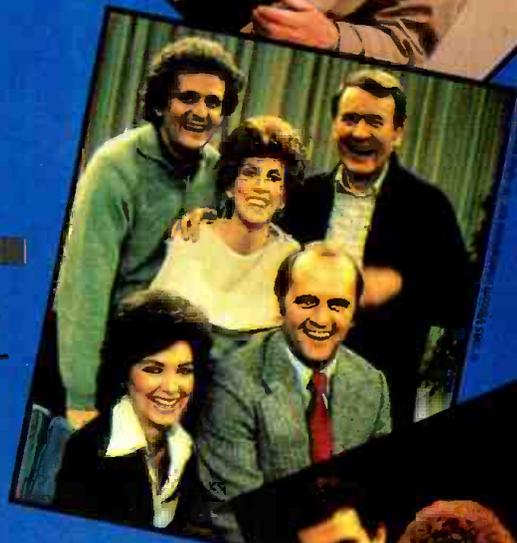
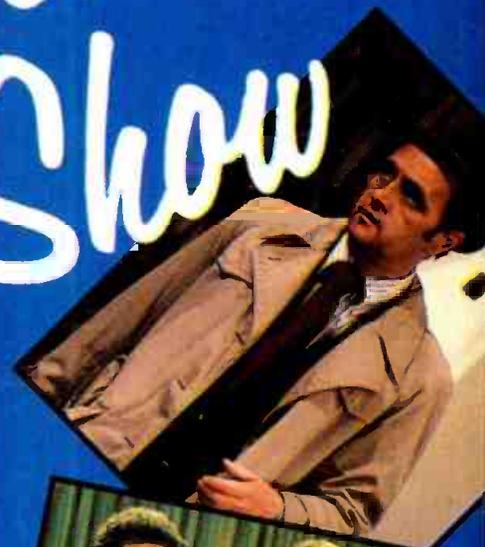
Serious, because comedy is one of the most important elements in any successful line-up. And good comedy is what The Bob Newhart Show is all about.

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.



142 episodes available



Source: Nielsen  
Cassandra, Nov.,  
Feb., May 1980/81;  
1981/82; 1982/83

(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 Vove, 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 Kovaks.

**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.

**Lorimar 580 Powell**  
3970 Overland Ave., Culver City, Calif. 90230

Dallas (161), Eight is Enough (112), Knots Landing\* (128), The Blue Knight (23), Flamingo Road\* (37), 22 Karat\* (22), Lorimar I (25), Lorimar II (25), Deja-Vues (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, Gien 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 Nelesen.

**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)

**Medaillon 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 Unlon**  
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, Divorce 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 Ghoulies 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 Barbara, 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), Daktari (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

# All In The Family

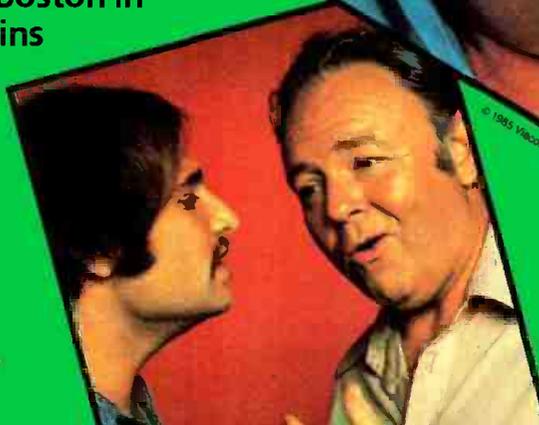
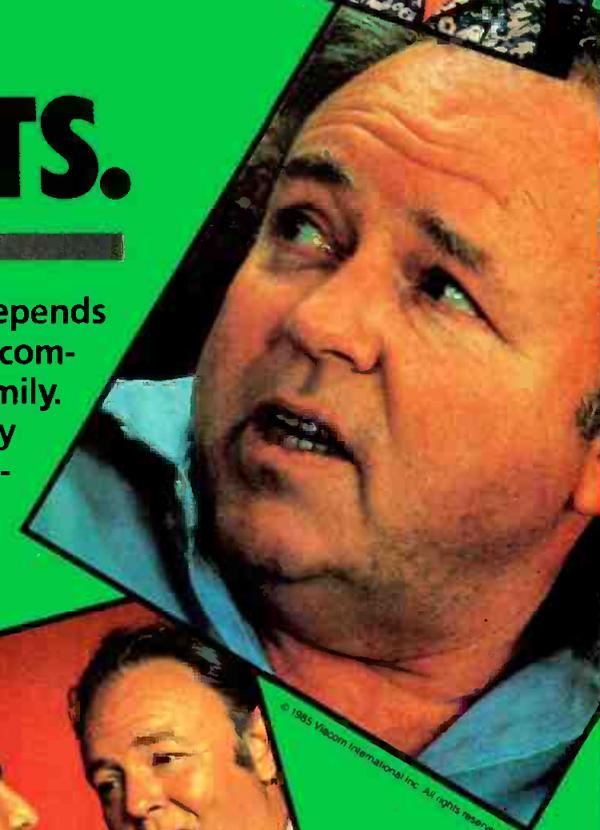
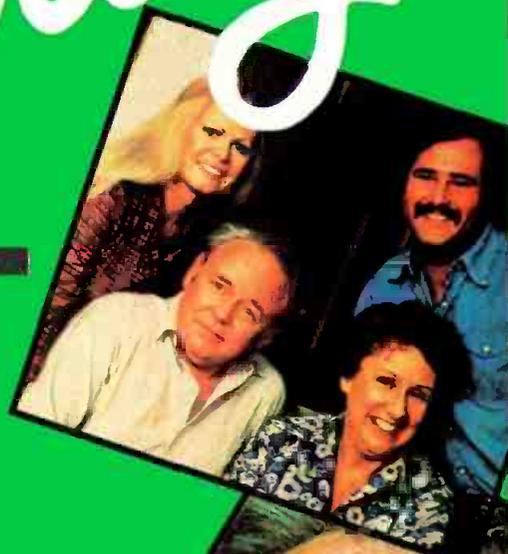
## A TOP PERFORMER IN ALL DAYPARTS.

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

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Gang (52), Passing Parade (69), Pete Smith Specialties (89), Circus Parade (140). **International:** Paper Dolls, Jessie. Pink Panther & Sons, Mighty Orbots, Gabriela (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

God's Tears for His World, Jesus Beloved Child, Life's Deepest Meaning, When God's Heart Breaks with Love, Fill All the World with Songs of Praise, God Lives & Works Today, Hearts Attuned to God, 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, Adaiiah 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 Dahman, Lee Jackoway, Joe Cifarelli, Betty Stitz 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 Borrmann, 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 Mallick, 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 Break-dance 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, Shotgun, 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

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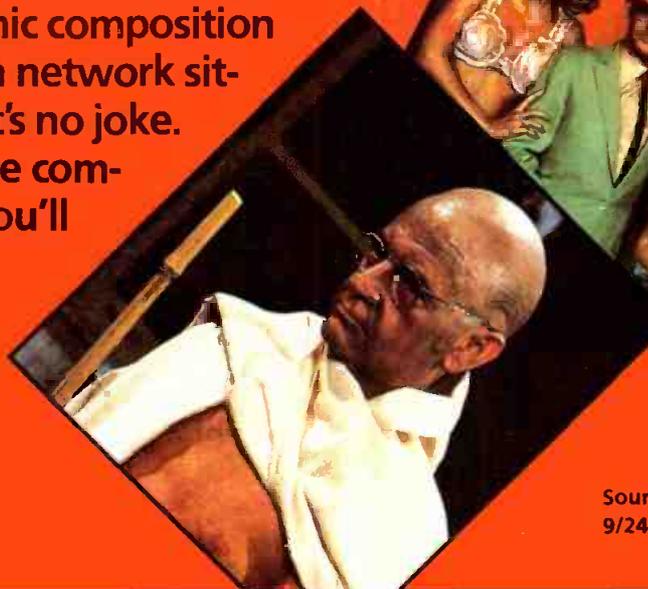
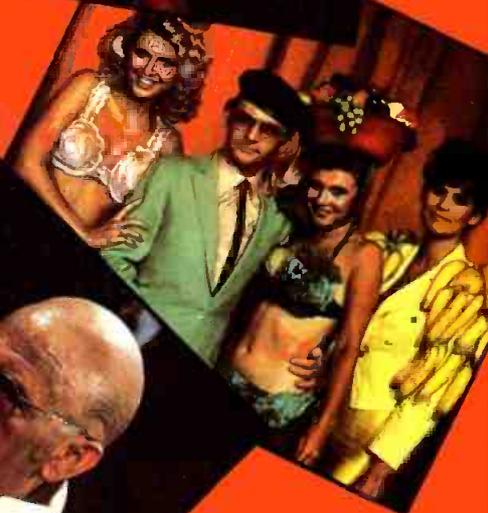
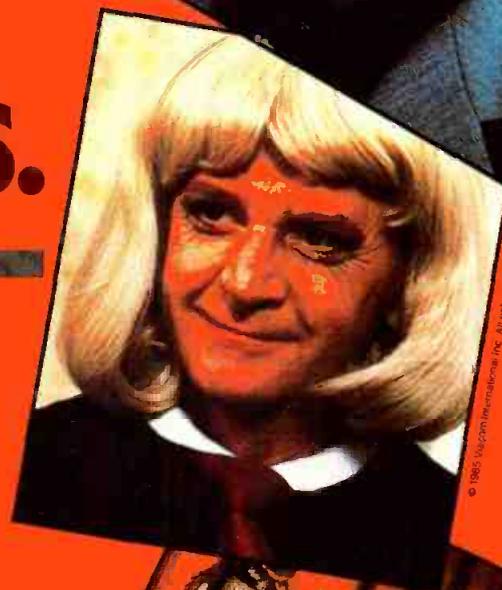
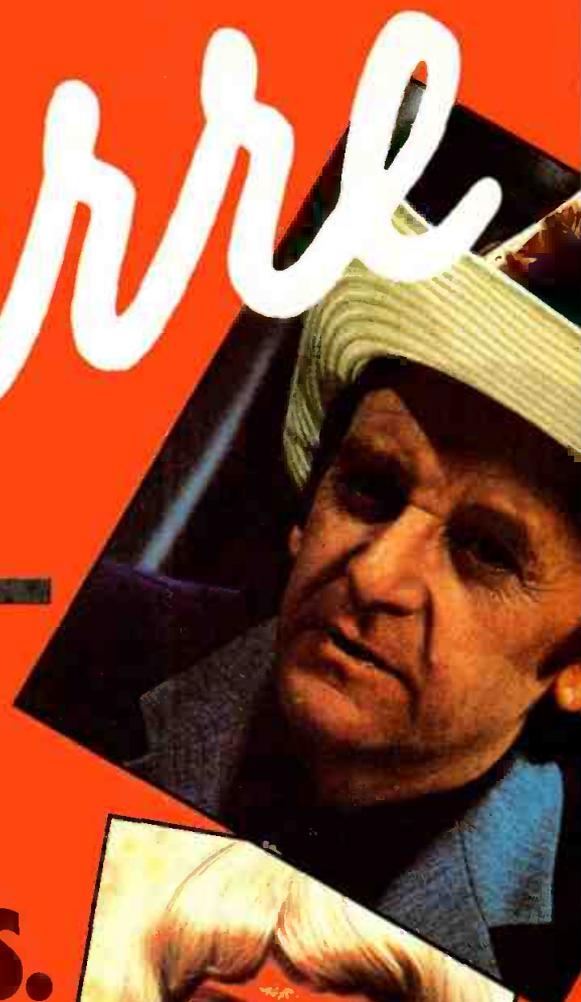
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Source: NTI SON Reports  
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For Money (75), Brothers (15), Cheers (70), Family Ties (72), Webster (44), Solid Gold Hits (40), Call to Glory (22), Entertainment This Week (208), Hardcastle and McCormick (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), Petrocchi (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 Kurtzman, Michael Tanner, Richard Winters, Dea Shandera, John Wentworth, Russ Paris, Debra Garrett, Rick Weidner, Tom Mazza, Stephen Fields, Phil Murphy, Paul Sperrazza, Bob Jacquemin, Greg Meidel, James Martz, Ken Solomon, Steve Goldman, Robert Gutkowski, Joel Beriman, Marc Hirsch, John Watson, Dick Montgomery, Gerry Noonan, Stan Justice, Ed Wilson, Mel Harris, Robert Klingensmith, Leonard Kalchier, Howard

Green, Bruce Gordon, Joseph Lucas, Peter Cary, Patrick Stambaugh, Jean Pullen, George Mooratoff, Malcolm Orme, Kevin Keely, Ramon Perez, Matt Pouls.

**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 Prods.** 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 Tuccille, 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 Wilkinson, 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 Bearice 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 Ter-mott, 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

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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 Newsource** 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

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

**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 Schiessinger, 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 Windroth.

**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.

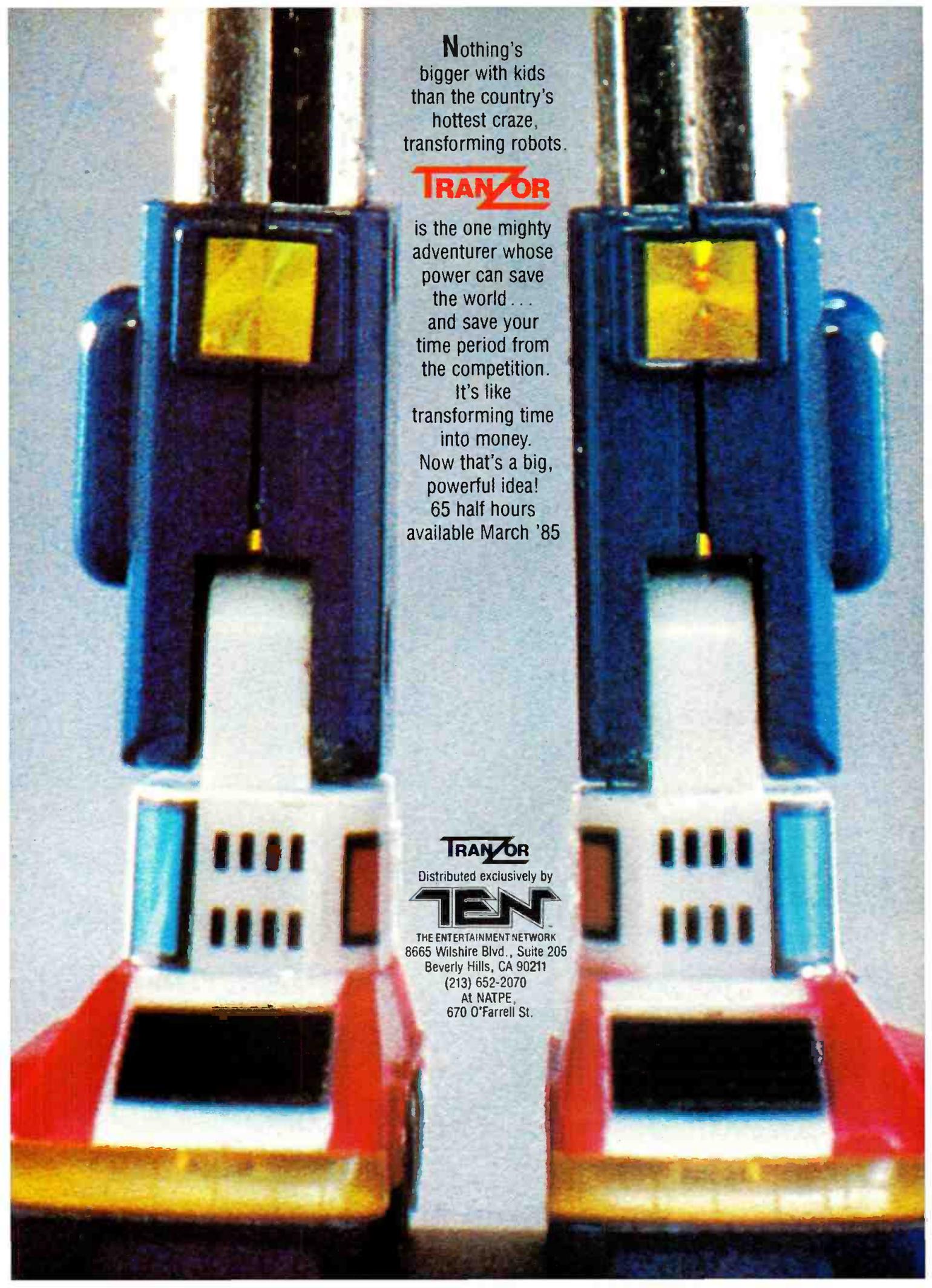
**Television Sales Worldwide**  
96 California  
*Derry's Cross, Plymouth PL1 2SP, Devon, England*

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 Lympny, 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, Thae 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 Hammaoui, Antoniette Brughera Miranda, Robert Laphorne, Mel Giniger.



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**Thames Television 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 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 Rierson, 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

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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 Hillsbillies (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 Theis, 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.

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For Adults Only, Galaxy (14), Golden Showman\$hip (9), Impact (120), Parade (4), Vintage Flicks (24), Westerns (60), Brave Rifles, Our Time in Hell, Those Crazy Americans, The Black Coin (15), Clutching Hand (15), Custer's Last Stand (15), 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.

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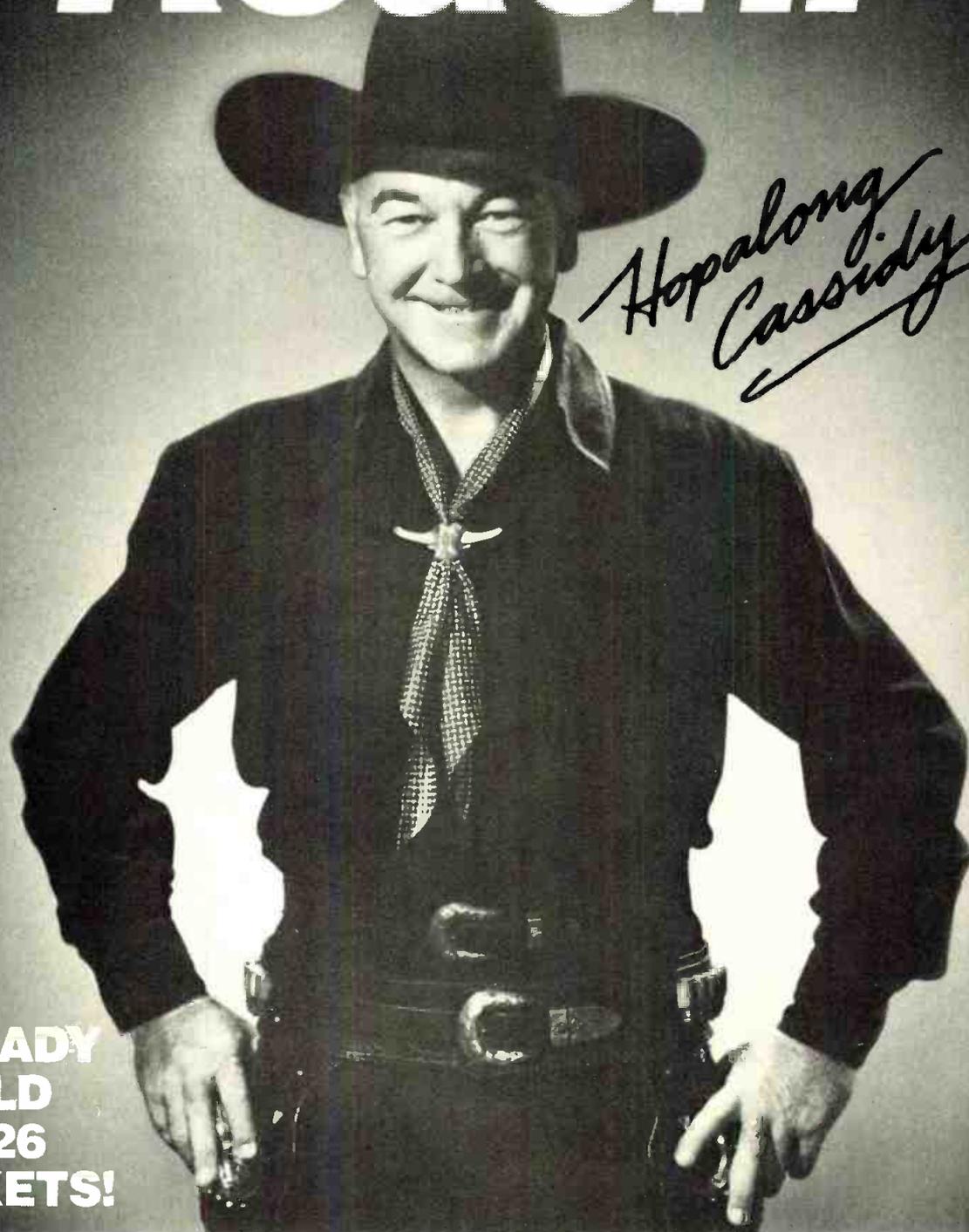
We're Cooking Now. **Staff:** Mary Lou Boyle, Wayne Croasdell, Lynn Miller.

**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.

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Voltron...Defender of the Universe (125), Rock Review\* (52). **Staff:** Thomas Battista, Janet Brown, Robert Webb, Peter Keefe, Gary Elliot.

**World Wrestling Federation**  
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(see Fairmont listing)

**WW Entertainment** 579 Powell  
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**Y&R Program Services**  
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Christmas in America\* (15). **Staff:** Paul Isacson, 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 Harris, 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 Hollender, John Mansfield, Alan Letz, Jeri Sacks, J. Michael Byrd.

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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 Earnest, 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.

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**Cambridge suite**  
711 Fifth Ave., New York 10022

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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 Angels, 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 Woollen, Steve Mulderrig, David Jacquemin, Tom Tardio, Marylynda Salas, Doug Roth.

**Dan Robinson Broadcasting**  
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**MCA TV** Tower  
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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 Toye, John Carson, Charlotte Sweet, Ernie Goodman, Fran Toll, Lin Oliver, Sara Rutenberg.

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**MMT Sales** **Versailles suite, 662**  
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**Staff:** Gary Scollard, Jack Oken, Neil Kennedy, Jon Gluck, Matt Shapiro, Karen Schmidtko.

**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.

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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), Dan-

iel 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), Premiere 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 IA (22), IIA (22), FBI Story (4), Tarzan features (32), Bowery Boys (48), 13 Classic Thrillers (13), Starlight 3 (30), 4 (30), 5 (28), 6 (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.

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(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.

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Bill Dance Outdoors (20), That Nashville Music (26), Fishing with Roland Martin (20), Living Longer. **Staff:** Rose Busalacki, Pat Bolling.

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The Perfect Ten. **Staff:** William Andrews.

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**Staff:** William Koch, W. Hunter Low, Leonard Coleman, Roger Soike, Robert Wollman, John Spence.

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Top 40 Videos (65), Peter Gunn (114), Robin Hood (143), Sir Lancelot (30), The Invisible Man (26), The Buccaneers (39), Sword of Freedom (39), Yancy Derringer (34), Foreign Intrigue (156), Star Performance (153), Star & Story (26), Mr. Lucky (34), Colonel March (26), My Hero (33), Lively Country (78), 50's Connection (24), Just Jazz (39), The Music Store (26), Backstage (26), Music Circle (26), Behind the Scene (47), Friends of Man (45), Biography (65), Disaster (26), Battle Line (39), Almanac (377), John Fitzgerald Kennedy, Marilyn Monroe, Jonathan Winters Salute to Baseball, Elements of the Unknown, Flip Wilson's Salute to Football,

Invisible Influences, Riders of the Silver Screen. **Staff:** Joseph Fusco Jr., Klaus Lehmann, Cheryl Katz, Dan Galgano, Donal Joannes, David Sherr, Scott Sobel.

**Klein &**  
 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**  
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 No Earthly Reason. **Staff:** Michael Little, Peter Engel, Terry Botwick, Susan Rohrer, Jackie Cooper.

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**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**  
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 Rock N America (26), London Calling, American Suite, Castles and Concerts, Ready Steady Go. **Staff:** Mark Levinson, Bob Hart, Peter Blachley.

**Pro Sports Entertainment**  
 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.

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Stipends are normally equivalent to full-time salary for the six-month period of the Fellowship. The Foundation covers tuition and travel costs. University personnel assist with local arrangements for Fellows and their families.

The application deadline is March 1. Fellows will be notified by June 1. The 1985-86 Program begins September 23, 1985.

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NAME

TOTAL YEARS OF PROFESSIONAL EXPERIENCE

TITLE

STATION/NETWORK

ADDRESS

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**9th Strong Year  
Going For 10**

# IN SEARCH OF...

with  
**Leonard Nimoy**

## 1984/85 Stations

NEW YORK	WOR	MILWAUKEE	WCGV	SOUTH BEND	WSBT
LOS ANGELES	KNBC	ORLANDO	WYVE	TUCSON	KOLD
CHICAGO	WGN	NASHVILLE	WFYZ	LINCOLN	KOLN
PHILADELPHIA	KYW	CHARLOTTE	WHKY	COLUMBIA, S.C.	WOLO
SAN FRANCISCO	KRON	NEW ORLEANS	KHMA	BATON ROUGE	WAFB
BOSTON	WBZ	COLUMBUS, OH	WTTE	FT. WAYNE	WFFT
DETROIT	WXON	GREENVILLE/SPART/ASHE	WAXA	FARGO	KVNJ
WASHINGTON, D.C.	WRC	GRAND RAPIDS-KALAMAZOO	WKZO	EL PASO	KCIK
DALLAS	KXAS	MEMPHIS	WHBO	MADISON	WMTV
HOUSTON	KTRK	OKLAHOMA CITY	KWTV	COLUMBUS, GA	WLTV
CLEVELAND	WOIO	PROVIDENCE	WSTG	JOPLIN	KSNF
PITTSBURGH	KDKA, WPTT	SAN ANTONIO	KMOL	TALLAHASSEE	WAB
MIAMI	WSVN	HARRISBURG-LANC-YORK	WGCB	BINGHAMTON	WMGC
MINNEAPOLIS	KSTP	NORFOLK	WTKR	CHICO-REDDING	KHSL
SEATTLE	KOMO	ALBANY/SCHEN/TROY	WTEN	TOPEKA	KSNT
ATLANTA	WXIA	FLINT/SAGINAW	WSMH	BAKERSFIELD	KGET
TAMPA	WTVT	WICHITA-HUTCH	KSNW	ALBANY, GA	WTSB
ST. LOUIS	QUBE	ALBUQUERQUE	KNAT	TYLER	KLMG
SACRAMENTO	KXTV	WEST PALM BEACH	WPEC	GAINESVILLE	WBSP
BALTIMORE	WBFF	FRESNO	KAIL	PANAMA CITY	WMBB
HARTFORD-NEW HAVEN	WVIT	SYRACUSE	WIXT	GRAND JUNCTION	KJCT
PORTLAND/SALEM, OR	KECH	DES MOINES	WHO	PALM SPRINGS	KMIR
INDIANAPOLIS	WPDS	ROANOKE-LYNCHBURG	WSET	VICTORIA	KVCT
PHOENIX	KTVK	GREEN BAY	WLRE	FLAGSTAFF	KNAZ
SAN DIEGO	KTTY	CEDAR RAPIDS	KWWL	ASPEN, CO	KSPN
KANSAS CITY	KSHB	JOHNSTOWN/ALTOONA	WDFC	UNDEAL	KW

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## Cable stocks turning in strong performance

**Sample of seven MSO's shows them doing better than stock market average since August**

Cable stocks are playing to an attentive audience on Wall Street as both trading volume and prices have outperformed the market in recent months.

Since the end of May, just before the announcement of the first cable bill compromise, the Standard & Poor's 500 has risen 10%. During the same period—seven of the major MSO stocks tracked by BROADCASTING have risen 28%, and four companies which derive more than three-quarters of their revenue from cable: Tele-Communications Inc., TCA Cable TV, United Cable and Comcast, have seen the value of their shares jump by an average of 37%. (The other three companies tracked were Heritage, Storer and Cox.)

Almost all stocks benefitted during the sudden jump in prices at the end of July, but even using this time frame, the performance of MSO stocks has been superior. The S&P 500 has drifted up and down and last Wednesday's close at 165.37 was almost even with its closing price of 165.42 on Aug. 10. The seven MSO stocks meanwhile have increased an average of 8%, and the four cable-heavy stocks rose by 12%.

Both industry executives and securities analysts told BROADCASTING that the improved market performance can be attributed to reasons of both substance and mood. The substance includes lower interest rates; reduced impact of construction costs as companies have fewer new builds; initial indications that pay-per-view will be a valuable revenue source, and basic rate increases enabled by the Cable Communications Policy Act of 1984. The mood, they said, is that cable is now a more stable industry with more control over its destiny, and that competition from new technologies does not pose the threat previously imagined.

Both substance and mood have contributed to increased trading activity of cable stocks. In 1984, trading volume on the New York stock exchange was evenly spread between the first and second half, and four of the six heaviest volume months occurred before June. With the cable stocks the opposite was true, with five of the top six volume months occurring after June.

Some of the buyers in 1984 have been institutions such as banks, mutual funds and insurance companies, which have expanded their investment in the industry. Since the beginning of last year the percentage of total shares held by institutions has increased in all but one of the sample MSO's (see chart) according to CDA Investment Technologies, a Silver Spring, Md.-based financial services firm. Spiro Kripos, executive vice president at CDA, said the average change

of plus 5.3% for the seven companies was a "reasonably substantial change in just nine months."

An executive at one of those institutional investment firms cited the deregulation of basic rates as one reason institutions have become more interested in cable. "The industry's ability to raise basic rates, which are now underpriced, will have a large enough effect on the income of those companies and dramatically affect their valuation." That was also the conclusion of Rich McDonald, securities analyst for First Boston Corp., who issued a mid-November report that said "substantially" increasing basic rates will more than compensate a subsequent loss of pay subscribers or from the adoption of a pricing strategy with lower pay rates.

Gordon Crawford, senior vice president at Capital Research Co., a Los Angeles-based investment firm with more than \$8 billion in assets, said: "We own a lot of cable stock and our interest in them in the last year or so has increased considerably for a number of reasons. Everyone is talking about the cable bill and the pricing of basic services, but I think the biggest thing to look at in this business is that it is very capital intensive and most companies' capital spending peaked in 1982

or 1983. As a result, cash flow is continuing to move up and most companies are now showing positive cash flow." This, he added, is occurring while interest rates are dropping and revenues are increasing.

"Another factor from an investor's point of view," Crawford continued, "is that there is a compelling reason for the business to consolidate. There are definite advantages of scale here in terms of overhead and purchasing programming and equipment. I think the recent decline in interest rates will help that consolidation."

Cable executives are happy about the strong market for their companies' stock and, while disclaiming any clear understanding of how the stock market works, give more than a little credit to the new cable bill.

According to Fred Nichols, executive vice president and chief operating officer of TCA Cable TV, the act had an unquantifiable effect on outside perception of the industry: "Television, radio and publishing have all had established communications laws that have legitimized them as industries. Until this bill was passed we were not considered as a legitimate business."

Bill Elsner, vice president of finance for

### Investment in cable stocks by institutions

Company	Institution-owned shares as of Sept. 30	As % of shares outstanding	Change in institutional component since Dec. 31, 1983
Comcast	5,105,000	41.5%	9.0
Cox	12,636,000	44.8%	6.2
Heritage	1,856,000	24.5%	10.7
Storer	8,290,000	50.6%	0.7
TCA Cable	831,000	12.5%	2.5
TCI (class A)	22,317,000	53.4%	- 1.2
United Cable	4,026,000	36.5%	9.3

Figures supplied by CDA Investment Technologies.

### Seven-month tabulations

Company	Stock price May 31	Stock price Jan. 2	% increase
Comcast	12 <sup>5</sup> / <sub>8</sub> **	19 <sup>7</sup> / <sub>8</sub>	57
Cox	46	48 <sup>1</sup> / <sub>8</sub>	5
Heritage	15 <sup>3</sup> / <sub>4</sub>	18 <sup>1</sup> / <sub>4</sub>	16
Storer	35 <sup>3</sup> / <sub>8</sub>	45 <sup>5</sup> / <sub>8</sub>	29
TCA Cable	12 <sup>3</sup> / <sub>4</sub> *	14	10
TCI (A)	16 <sup>1</sup> / <sub>8</sub> *	22 <sup>3</sup> / <sub>4</sub>	41
United Cable	21 <sup>3</sup> / <sub>4</sub>	30 <sup>7</sup> / <sub>8</sub>	40
Seven stock average			28
Standard & Poor's 500	150.55	165.37	10

\* Bid price.

\*\* Adjusted for 3-for-2 split in September.

# San Francisco B

NATPE, Booth 524 Powell Street: Moscone Center

# GIANTS TO BE SOLD!

## New president vows big rewards to buyers

Staff Writer  
Gary Lande

In a landmark address made earlier this week, Multimedia Entertainment's new president promised that new owners of the "giants" will reap many benefits.

Mike Weinblatt, speaking about the nation's most eagerly awaited sale, said, "I'm confident anyone who buys these 'giants' will get quality programming, captive audiences and the satisfaction of owning some very properties."

Weinblatt, who recently stepped into the number one position of this organization, assured prospective buyers of "a strong line-up with enormous flexibility and appeal."

"I'm committed," Weinblatt continued, "to maintaining the successful trend in programming Multimedia started years ago."

Weinblatt comes to Multimedia Entertainment with more than 20 years of TV experience. He has held key positions in all aspects of network operations.

Walter E. Bartlett, President and CEO of Multimedia Inc., said Weinblatt is a broadcast executive of the highest caliber.

"He is an exceptionally strong choice for president [of Multimedia Entertainment] and, with his experience and vision, will lead Multimedia into a new programming era."

Under Weinblatt's guidance, Multimedia will expand its New York operation, opening a major new office and corporate headquarters there.

TV programs produced by Multimedia include the nation's top syndicated talk show Donahue, Sally Jessy Raphael, Music City USA, America Comes Alive 2, and



Mike Weinblatt

the award winning You Pe... a special series.

 **MULTIMEDIA ENTERTAINMENT**  
140 W. Ninth Street, Cincinnati, OH 45202

NATPE, Booth 524 Powell Street: Moscone Center

# Multimedia Sells

Staff Writer  
Gary Lande

Multimedia Entertainment is offering its giants to interested buyers. And from the looks of it, the response is tremendous.

Back for its 17th season is

Donahue. Known for controversy and debate of germane issues. This year, Donahue begins live broadcast from New York, promising an even more spontaneous, more immediate show than ever before.

A second year starter also goes up for sale. Sally Jessy Raphael. She's smart, insightful and full of good advice. Sally Jessy Raphael is a captivating and revealing talk show that deals with the ups and downs of life. Her guests



**DONAHUE.** Now in its 17th season, Donahue is Multimedia's longest playing member. Carried in 200 markets coast to coast, the issues are always heated and controversial.



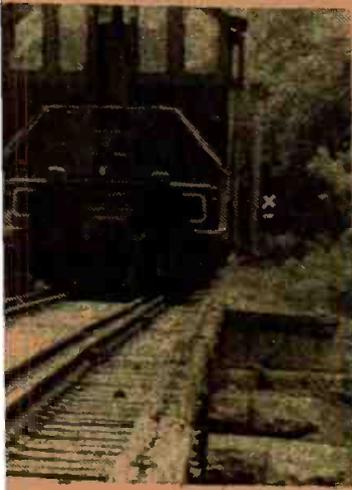
**YOUNG PEOPLE'S SPECIALS.** Sensitive and educational, they attract nearly million viewers with 90% U coverage. A family favorite. Ten half-hour shows.



# Best Team at NATPE

are exciting and the audience always gets involved. Half-hour show, 5 days a week.

The all new America Comes Alive 2 series is a blockbuster - exciting specials filled with music, entertainment and stars.



Multimedia, the world's largest producer of country music programming for TV syndication, is also offering Music City USA-a half-hour weekly spectacular with country music's hottest stars.

A veteran of 10 years, Young People's Specials is a series of touching and entertaining half-hour shows. They attract both children and parents alike. The Specials have won virtually every major award for TV excellence, including two na-

tional Emmys, the Peabody and the National PTA Letter of Commendation.

"This is our best team ever," Mike Weinblatt, new president of Multimedia, said.

"We have several strong properties returning from last year, plus some promising new rookies.

"If you pass up our booth at NATPE, you'll be passing up one of the best deals in town."

## ROSTER INCLUDES BIGGEST CROWD PLEASERS IN COUNTRY

Staff Writer  
Greg Nygard

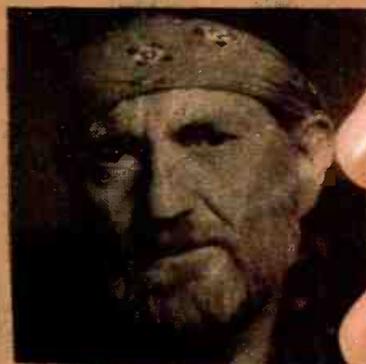
"Multimedia's Giants" is what they're being called by the press. And deservedly so.

These very popular properties are quick becoming the favorites at NATPE.

The all new America Comes Alive 2 series is a blockbuster. This championship series of spectacular music shows includes "The Winning Hand," starring Johnny Cash, Dolly Parton, Willie Nelson and Brenda Lee in a milestone showcase of their talent.

Other shows in the America Comes Alive 2 package include: "American Beauty Search," looking for tomorrow's female country music star today; "The 19th Annual Music City News Country Awards," the only fan-voted country music awards presentation which

Continued on



Willie Nelson



**GALLY JESSY RAPHAEL.** Voted Multimedia's Rookie of the Year last year. She listens, she questions, she advises. The audience takes part in every discussion, and her no-nonsense approach sheds new light on issues from love and sex to depression and divorce. Half-hour show, five days a week. Visit Gally Jessy Raphael at NATPE, Booth 524 Powell Street: Moscone Center.

NATPE, Booth 524 Powell Street: Moscone Center

## ...Multimedia crowd pleasers continued

Continued from preceding page

reveals winners on national TV; "The Christmas Special," a popular crowd pleaser every year.

"The 5th Annual Music City News Top Country Hits of the Year." This is the only



Kris Kristofferson

fan-voted awards show which honors country music songwriters. The year's top ten country songs are chosen, many performed by the original artists.

"The 25th Anniversary of the Osmond Family" features the entire Osmond clan, including Donny and Marie, in an exciting and entertaining look at their 25 years in the business.

Also attracting buyers from around the country is "Music City USA," weekly half-hour shows filled with country music's finest stars, giving their finest performances.

Songs are performed in relaxed, informal surroundings. Exciting music videos will be regularly featured. This spectacular show will include such country stars as Alabama, Garry Morris and David Frizzell.



Brenda Lee



Dolly Parton



The Osmond Family

Multimedia will expand eagerly  
to New York

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United Cable Television, also attested to the act's symbolic importance: "It codified something that had been happening but had not been noticed. For a long time through the FCC and the courts we had been getting price increases anyway . . . but the bill represents putting it into stone."

Discussions at recent industry forums have indicated confusion about certain provisions of the new act. But National Cable Television Association President James Mooney said the bill unquestionably is a good sign for the financial community: "I think there will always be a beginning period of judicial ambiguity in any legislative act, but I don't think there is ambiguity with respect to the main features of the act as it applies to rate and packaging deregulation and to the stability of the assets."

Bernard Gallagher, vice president and treasurer for Comcast, the 15th-ranked MSO, said that company's stock benefitted from several of the factors others had mentioned. He noted that it recently completed several years of major construction as eight new systems became operational. Consequently, in 1984 Comcast began reporting a positive cash flow. In addition, Gallagher mentioned the Supreme Court's *Crisp* decision in June limiting the rights of the states to regulate cable; passage of the cable bill in October, and the mid-November award to Comcast of a Philadelphia franchise. Even a positive article in a major business magazine might have had an important effect, he said: "The industry finally got some positive press coverage compared to the negative press coverage we've gotten for the past couple of years."

Not that there haven't been some negative considerations holding down cable stock prices. Mark Riely, a securities analyst with F. Eberstadt & Co., said that continuing concern about declining revenue from pay services and developing concern about the tax reform proposals of the Treasury Department have partly dampened enthusiasm for the industry.

Rising cable stock prices are not only good for those who have invested, but are also good for the MSO's, according to Mooney: "Prices are a reflection of the attitudes of investors toward the value of cable companies and that in turn has an effect on the psychology of capital markets, such as limited partnerships, banks and other financial institutions. And we are an industry that is still capital-formation sensitive, not only because of new builds but because of the need to rebuild and upgrade existing plant."

How much more upward movement can be expected with these stocks? First Boston's

**Bad news first.** Multimedia is considering assessing its share of 1985 operating losses from Sports Time to the fourth quarter. Year-to-date losses from basic and pay cable service, one-third owned by Multimedia, have totaled 22 cents per share in the first three quarters. The company already said it anticipated eight cents per share write-off in the fourth quarter from Sports Time losses. The accelerated write-off would reduce results an additional five to 10 cents.

**Now you see it.** MGM/UA Entertainment Co., 85% owner of home video, pay TV and ancillary markets subsidiary, MGM/UA Home Entertainment Group (HEG) Inc., has announced intention to purchase remaining 15% of HEG shares. In exchange for each share, public shareholders would reportedly receive note with \$28 face value, paying 10%, due 1993 and callable at any time. MGM/UA HEG was set up as public company on Dec. 30, 1982, with shares selling at \$12. Proceeds and other money were used to make \$60-million advance payment to parent company. Frank Rothman, chairman of parent company, said complete merger is designed to "take advantage of the dramatic changes in MGM/UA's financial condition," and would permit more efficient combined sales organization. Subsidiary's chairman, president and chief executive officer, Seymour Leslie, will meet with outside counsel, directors and investment bankers to evaluate bid.

**Decline foreseen.** General Instrument Corp. said it expects results for second half of its current fiscal year, which ends Feb. 28, 1985, to be "significantly below" those for first half, which ended Aug. 26 and which produced net earnings of \$20,784,000 or 66 cents a share on revenues of \$507,302,000. "Continued softness in the cable TV market, resulting in reduced order input and competitive price pressure, is adversely affecting margins," said F.G. Hickey, chairman and chief executive officer. "In addition, in October and November, an unexpectedly sharp reduction occurred in order input in all of our semiconductor operations. Results in this segment of our business in the second half are expected to be considerably below the first half." Hickey added: "When new cable system construction begins in the uncabled cities, overdue from earlier projections, it is believed cable order input will improve considerably" and that many observers think "a strong order pattern will return shortly" to the semiconductor market.

**Westwood up.** Westwood One, radio producer and syndicator based in Culver City, Calif., has reported revenues for fourth quarter ended Nov. 30, 1984, of \$3.7 million and net income of \$555,000 or 21 cents per share, up from 1983 fourth quarter revenues of \$2.5 million and net income of \$402,000 or 20 cents per share. Fiscal year revenues for company, which went public last spring, rose from \$9.4 million to \$12.8 million, with net income up from \$1.1 million, or 56 cents per share, to \$1.9 million, or 83 cents per share. Company attributed boost to its ability "to attract more national advertisers at higher average rates . . . spread over a relatively stable cost base."

**No signals.** Signal Companies issued statement that it would no longer comment on speculation about possible acquisition targets. La Jolla, Calif.-based manufacturer and parent of Ampex Corp. has about \$1.2 billion in liquid assets in addition to \$1 billion in bank credit and has previously indicated desire to grow through purchasing one or several other companies.

**Franc-ly in debt.** Organizer of First International Music Video Festival of St. Tropez last October (BROADCASTING Oct. 15, 1984) filed in Paris court for French equivalent of chapter 11 bankruptcy. RS Communications, privately held French publishing firm, whose periodicals cover home video, cable television and record industries, reportedly owes money to St. Tropez hotels and restaurants and other companies that provided services to festival. John E. Nathan, president of Overseas Music and Video Services, which represented festival in U.S., said bankruptcy was apparently result of higher than expected costs of festival and lower than expected advertising in RS publications. Nathan added that St. Tropez officials intend to continue festival, with or without RS.

**Good news first.** Moody's raised rating on M/A-Com Inc. subordinated debt from Ba1 to Baa3 (on scale of Aaa1 to C3), citing "company's strengths—an expanding equity base, strong defense business and impressive microwave technology." Rating service, however, also took note of "uncertainties surrounding direct broadcast satellite industry and slow growth projected for CATV coaxial cable sales that could affect earnings growth and operating margins in the company's commercial business group." Burlington, Mass.-based M/A-Com said it had increased revolving credit and term loan agreement to \$150 million from \$100 million, but did not indicate any plans for use of proceeds.

**Miami price.** At recent Paine Webber media conference, Knight-Ridder president, James K. Batten, said company's Viewtron videotex service in South Florida now has more than 3,100 subscribers and will post operating losses in 1984 of between \$16 million and \$17 million. "The project's cost [operating losses] in 1985," he added, "under our current plans will be \$2 million to \$3 million less than that." Board of directors approved re-purchase of up to two million of company's outstanding shares. Company set no deadline for repurchase program and said shares would be held for general corporate purposes.

# HAPPY NEW

## GROUP W SERIES SCORE SM



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LANCASTER, WILKES-BARRE-  
SCRANTON, COLUMBIA, BEAUMONT

BIG RATING INCREASES vs.  
Nov. 1983 including:

DETROIT	+43%
WASHINGTON	+80%
DALLAS	+50%
SACRAMENTO	+80%
BALTIMORE	+13%
CINCINNATI	+ 8%
ORLANDO	+31%

and more to come

NO. 1 RATING in such markets as  
PITTSBURGH, MINNEAPOLIS-  
ST. PAUL, TAMPA-ST. PETERSBURG,  
SAN DIEGO, ORLANDO, PHOENIX  
and numerous others

BEATS DONAHUE RATINGS head-to-  
head including DALLAS, KNOXVILLE,  
ROANOKE, RALEIGH, JOPLIN-  
PITTSBURGH and others

MAJOR RATING INCREASES over  
Nov. 1983 such as

WASHINGTON	+ 40%
CLEVELAND	+ 50%
MINNEAPOLIS-ST. PAUL	+ 20%
RICHMOND	+150%
ROCHESTER	+ 38%

and more

# HAPPY NEW ATTRACTIONS!

*the  
music  
of your  
Life*

Already cleared in  
70% of U.S.



Coverage now at 68%  
with more coming in.

# NUMBERS!

## WASHING SWEEPS SUCCESSES!



BILL COSBY'S  
THE ADVENTURES OF  
**FAT ALBERT**



AMERICA'S NO. 1 CHILDREN'S SHOW  
STRONGER THAN EVER  
NO. 1 IN TOTAL KIDS  
in such markets as  
NEW YORK  
LOS ANGELES  
CHICAGO  
PHILADELPHIA  
WASHINGTON  
DALLAS  
DUSTON  
MIAMI  
MINNEAPOLIS-ST. PAUL  
ATTLE  
LOUIS  
ENVER  
ACRAMENTO  
and more than 100 others

NO. 1 IN TOTAL KIDS in such  
markets as WASHINGTON,  
PITTSBURGH, TAMPA,  
ST. PETERSBURG, BALTIMORE,  
HARTFORD-NEW HAVEN, MEMPHIS,  
NORFOLK and many others  
BIG TIME PERIOD INCREASES IN  
TOTAL KIDS vs. Nov. 1983  
Children's Shows  
BOSTON +105%  
WASHINGTON + 69%  
BALTIMORE + 88%  
and + 38%  
MILWAUKEE +650%  
SPOKANE +100%  
EUGENE +275%  
with more to come

NEW COMEDY GAME SHOW  
WORKS AROUND THE CLOCK  
Tops Nov. 1983 TP Programming  
9 AM  
NORFOLK +29% MORE  
18-49 WOMEN  
9:30 AM  
MILWAUKEE RATING  
UP +50%  
10 AM  
PORTLAND ME. NO. 1  
RATING, 18-49 WOMEN UP +17%  
12:30 PM  
DETROIT RATING UP +20%  
5 PM  
WASHINGTON RATING UP +250%  
plus more

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**GROUP W  
PRODUCTIONS**  
WESTINGHOUSE BROADCASTING AND CABLE, INC.

365 MARKET STREET, MOSCONE CENTER

# Stock Index

Closing Closing Net Percent P/E Market  
Wed Wed Change change Ratio Capitali-  
Jan 2 Dec 26 (000,000)  
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Closing Closing Net Percent P/E Market  
Wed Wed Change change Ratio Capitali-  
Jan 2 Dec 26 (000,000)  
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## BROADCASTING

N ABC	63	1/8	63		1/8	0.20	10	1,825	
N Capital Cities	164	5/8	162	3/4	1	7/8	1.15	16	2,114
N CBS	72	3/8	72	5/8	-	1/4	0.34	9	2,151
O Clear Channel	15	15	1/4	-	1/4	1.64	17	44	
N Cox	49	3/8	48	1/2	7/8	1.80	17	1,394	
A Gross Telecast	29	1/8	29	1/8			7	23	
O Gulf Broadcasting	15	3/8	14	3/4		5/8	4.24	64	673
O LIN	24	3/8	22	1/4	2	1/8	9.55	21	512
O Malrite Commun.	12		12				15	100	
O Orion Broadcast		1/32		1/32				2	
O Price Commun.	15	14	7/8		1/8	0.84		49	
O Scripps-Howard	30	29			1		3.45	18	310
N Storer	46	1/2	47	1/8	-	5/8	1.33		762
O Sungroup Inc.	7		7					5	
N Taft	62	3/8	60	3/4	1	5/8	2.67	13	565
O United Television	16	1/8	15	7/8		1/4	1.57	26	177

## PROGRAMMING

O American Nat. Ent	1	7/16	1	3/8		1/16	4.58	7	3
O Barris Indus	8	1/2	9	1/4	-	3/4	8.11	14	249
N Coca-Cola	62	3/8	62	1/2	-	1/8	0.20	13	8,260
N Disney	59	7/8	60	3/4	-	7/8	1.44	98	2,020
N Dow Jones & Co.	41	3/4	40	5/8	1	1/8	2.77	21	2,684
O Four Star	3	1/2	3	1/2				4	3
A Fries Entertain.	5	1/4	5	1/8		1/8	2.44	10	18
N Gulf + Western	28	3/8	29		-	5/8	2.16	8	1,985
O Robert Halmi	1	1/4	1	7/16	-	3/16	13.07	25	21
A Lorimar	30	1/4	30			1/4	0.83	15	214
N MCA	39	5/8	40	1/2	-	7/8	2.16	17	1,921
N MGM/UA	12		12	1/4	-	1/4	2.04	14	596
N Mizlou	2	5/16	2	11/16	-	3/8	13.95		10
N Orion	8	7/8	8	7/8				20	83
O Reeves Commun.	5	1/2	5	1/4		1/4	4.76	20	68
O Sat. Music Net.	4	3/4	4	3/4					32
O Telepictures	16	5/8	16	1/4		3/8	2.31	15	128
O Video Corp.	19	5/8	19	5/8				13	33
N Warner	20	3/8	21	1/8	-	3/4	3.55		1,235
A Wrather	18		17		1		5.88		123

## BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	24	1/4	22	5/8	1	5/8	7.18	19	148	
A Affiliated Pubs	47	5/8	46	1/8	1	1/2	3.25	15	387	
N American Family	23	1/4	23			1/4	1.09	12	458	
O Assoc. Commun.	16	1/2	16	1/2				79		
N A.H. Belo	42	1/8	44	1/4	-	2	1/8	4.80	15	487
N John Blair	15	7/8	17		-	1	1/8	6.62	9	127
N Chris-Craft	33	1/2	33	1/2				214		
N Cowles	45	3/4	45	1/4		1/2	1.10	37	182	
N Gannett Co.	47	5/8	48	5/8	-	1		2.06	19	3,817
N GenCorp	33	3/4	32	7/8		7/8	2.66	9	725	
O General Commun.	69	1/2	69			1/2	0.72	15	35	
N Insilco Corp.	18	3/4	18	3/4				10	318	
N Jefferson-Pilot	40	1/4	39	7/8		3/8	0.94	12	1,288	
O Josephson Intl.	7		7					54	34	
N Knight-Ridder	29	1/4	28	7/8		3/8	1.30	15	1,893	
N Lee Enterprises	25	3/4	26	1/4	-	1/2	1.90	14	343	
N Liberty	22	5/8	23		-	3/8	1.63	11	227	
N McGraw-Hill	42	3/4	41	5/8	1	1/8	2.70	16	2,146	
A Media General	65		65					12	453	
N Meredith	54	1/2	54	1/2				13	513	
O Multimedia	36	3/4	37		-	1/4	0.68	16	613	
A New York Times	38	3/8	37	1/2		7/8	2.33	17	1,516	
O Park Commun.	26	3/4	26	3/4				19	246	
N Rollins	17	1/8	17			1/8	0.74	25	250	
N Schering-Plough	36		37	1/4	-	1/4	3.36	10	1,820	
T Selkirk	19	3/8	19	3/8				42	157	
O Stauffer Commun.	52		52					13	52	
A Tech Operations	52	1/4	52	1/4				18	48	
N Times Mirror	40	3/8	40	1/4		1/8	0.31	12	2,774	
N Tribune	34	1/2	33	3/4		3/4	2.22	16	1,393	
O Turner Bcstg.	17	1/2	17	3/4	-	1/4	1.41	350	357	
A Washington Post	80	1/4	80	1/4				15	1,123	

## CABLE

A Acton Corp.	4	1/4	4	5/8	-	3/8	8.11		25
O AM Cable TV	2	5/8	2	3/4	-	1/8	4.55		9
N American Express	37	5/8	37	3/8		1/4	0.67	20	8,104
N Anixter Brothers	17	3/8	16	1/4	1	1/8	6.92	21	316
O Burnup & Sims	6	1/2	7		-	1/2	7.14	93	58
O Cardiff Commun.		21/32		5/8		1/32	4.96	66	3
O Comcast	20	1/8	20	1/8				23	248
N Gen. Instrument	16	1/4	16	5/8	-	3/8	2.26	17	526
N Heritage Commun.	18	1/4	18	3/4	-	1/2	2.67	34	138
T Maclean Hunter X	22	3/4	23	1/2	-	3/4	3.19	32	838
A Pico Products	4		4	1/8	-	1/8	3.03	18	14
O Rogers Cable	5	1/4	5	1/4					118
O TCA Cable TV	14		14					27	93
O Tele-Commun.	23	1/4	23	1/2	-	1/4	1.06	75	972
N Time Inc.	42	3/4	41		1	3/4	4.27	15	2,594
N United Cable TV	30	3/4	31		-	1/4	0.81	51	338
N Viacom	32	1/2	33		-	1/2	1.52	13	439

## ELECTRONICS/MANUFACTURING

N Arvin Industries	19	5/8	19	5/8				6	148	
O C-Cor Electronics	6	1/4	6	3/4	-	1/2	7.41	89	19	
O Cable TV Indus.	4	1/2	4			1/2	12.50	26	13	
A Cetec	7	1/2	6	7/8		5/8	9.09	9	16	
O Chyron	10		10	1/8	-	1/8	1.23	18	92	
A Cohu	7	5/8	7	3/4	-	1/8	1.61	8	13	
N Conrac	14	1/4	13	3/4		1/2	3.64	14	87	
N Eastman Kodak	71	7/8	71	5/8		1/4	0.35	14	11,849	
O Elec. Mis. & Comm.	5	1/2	5	1/4		1/4	4.76		16	
N General Electric	56	5/8	57	1/8	-	1/2	0.88	12	25,634	
O Geotel-Telemet	1			7/8		1/8	14.29	11	3	
N Harris Corp.	27	1/8	27	7/8	-	3/4	2.69	13	1,083	
N M/A Com. Inc.	19	1/4	19	1/4				24	833	
O Microdyne	4	7/8	4	7/8				14	22	
N 3M	78	5/8	79	3/4	-	1	1/8	1.41	13	9,204
N Motorola	33	3/4	35	1/8	-	3/8	3.91	12	3,995	
N N.A. Phillips	38	1/2	38	3/4	-	1/4	0.65	10	1,105	
N Oak Industries	2	1/2	2	1/4		1/4	11.11		41	
A Orrox Corp.	2	3/4	2	1/2		1/4	10.00		6	
N RCA	36	1/8	35	3/4		3/8	1.05	11	2,960	
N Rockwell Intl.	30	3/8	30	1/8		1/4	0.83	10	4,518	
N Sci-Atlanta	10	5/8	10	1/2		1/8	1.19	21	247	
N Signal Co.s	33	1/8	32	1/2		5/8	1.92	14	3,612	
N Sony Corp.	14		14	3/8	-	3/8	2.61	14	3,232	
N Tektronix	57	3/4	58	3/4	-	1		9	1,111	
A Texscan	5		4	7/8		1/8	2.56	7	33	
N Varian Assoc.	37	3/8	38		-	5/8	1.64	15	806	
N Westinghouse	26	1/8	26	3/8	-	1/4	0.95	9	4,573	
N Zenith	19	3/4	20	5/8	-	7/8	4.24	7	436	
Standard & Poor's 400	184.10		185.84		-	1.74			0.94	

## SERVICE

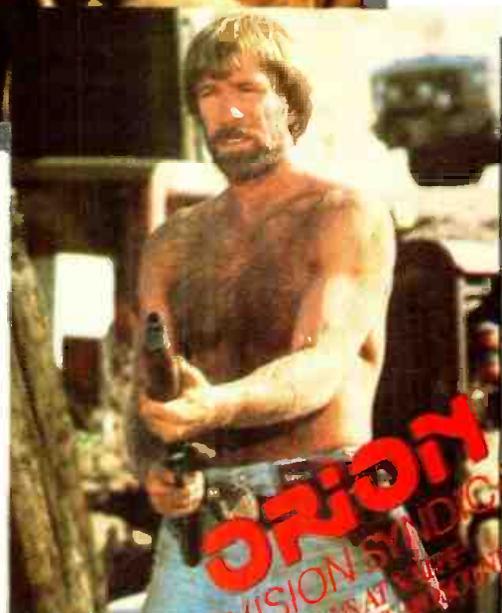
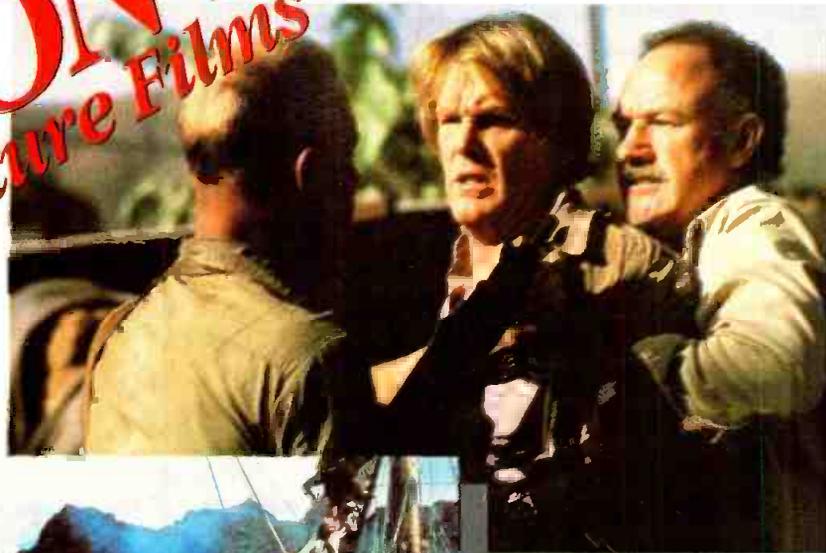
O BBDO Inc.	44	1/4	46	1/4	-	2	4.32	12	279	
O Compact Video	3	5/8	3	3/4	-	1/8	3.33		16	
N Comsat	25	7/8	26	3/4	-	7/8	3.27	10	468	
O Doyle Dane B.	17	3/4	17	3/4				14	94	
N Foote Cone & B.	51		48	5/8	2	3/8	4.88	10	175	
O Grey Advertising	136		136					9	81	
N Interpublic Group	34	3/8	35	5/8	-	1	1/4	3.51	12	371
N JWT Group	26	1/2	26	7/8	-	3/8	1.40	8	158	
A MovieLab	5	3/8	5	1/8		1/4	4.88		9	
O Ogilvy & Mather	35	3/4	35	3/4				15	327	
O Sat. Syn. Syst.	6	1/4	6	3/4	-	1/2	7.41	9	36	
O Telemation	5	3/4	5	3/4				6	7	
O TPC Commun.		3/8		3/8					1	
A Unifit Video	6	7/8	7		-	1/8	1.79	13	15	
N Western Union	8	3/4	9	1/8	-	3/8	4.11		211	

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.

# 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.

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McDonald said "there is still 20% to 25% left in the short term." Crawford agreed, "I think there is a lot of room in those stocks. Most of these companies still sell at around half of private market value and I think those private market values are growing at 15%-18% per year."

Eberstadt's Riely said, "I would be surprised if the cable stocks did not outperform the marketplace this year. With lower interest rates many of these companies will be able to restructure their debt at better fixed rates. Furthermore, with broadcast stocks currently out of favor, there may be more rotation of investment within the media group."

Answering with a mixed forecast was one securities analyst who said, "It depends on whether the company is going to move up based on its own operations or whether it is a candidate to be sold. If it is going to be sold these stocks are still selling at a big discount. I think prices should level off, although the market will go over on the upside, just as it does on the downside." □

## Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Anixter Brothers	First	\$165,654	19	\$4,384	10	\$0.24
Cable TV Industries	Third	\$9,403	23	\$297	68	\$0.10
Chris-Craft	First	\$47,882	8	\$3,789	39	\$0.53
Pico Products	First	\$5,348	60	(\$469)	NM	(\$0.13)
Sony	Fourth	\$1,417,029	14	\$70,098	35	\$0.30
	Year	\$5,149,167	14	\$291,555	140	\$1.26
Texscan	Second	\$18,013	-13	\$127	-92	\$0.02

\* Percentage change from same period year before. \*\* Earnings per share. Parentheses indicate loss. NM means not meaningful.

**Anixter** president, Alan Anixter, said company's record first-quarter revenue was due to "strength in all facets of the company's distribution business, including cable TV." ■ **Sony** noted increased sales of VCR's and "increased exports, especially to the United States." It also said video equipment for broadcast and institutional uses "continued to sell extremely well." Company said year-long earnings gain was due to increased production/capacity ratio; reduced production and interest costs, and gain from public sale of shares in Sony Magnescale Inc., formerly wholly owned subsidiary. Sales of video equipment, both consumer and professional, increased 12% over previous year and accounted for 41% of total sales.

# Programming 4

## Airwaves used to aid needy

**During holiday season, broadcasters sponsor programs to raise money for starving in Africa, poor in U.S.**

Broadcasters, in the spirit of the season, have initiated programs in the past month to help the hungry, sick and needy in the U.S. and abroad.

The starving people of Ethiopia have received the most widespread assistance. Gilmore Broadcasting Corp., under the direction of its president and chief executive officer, James S. Gilmore Jr., "embarked on a campaign, reaching out to its more than eight million viewers and listeners in 13 states and hundreds of other broadcasters across the country," to raise money for famine-stricken African nations.

The company made the announcement in an "open letter" published in the *Kalamazoo* (Mich.) *Gazette*. It noted only that it had made a significant contribution to the cause (\$25,000, according to other sources), and provided the address of the Save The Children Federation (Box 925, Westport, Conn. 06881) for others who wished to do the same.

A PSA designed by Lou Farraye, vice president of research and programming for Gilmore, was offered to general managers of its three television and three radio properties. Also, according to Gilmore's consultant, Washington-based Larry Patrick, Jim Gilmore sent personal letters to 80-90 key broadcast owners, "most of them affluent, and community leaders," asking them to consider contributing. Sources at Gilmore Broadcasting said the company received "one-and-a-half to two dozen" replies, many

with copies of letters sent to the federation.

The Save The Children Federation reported that broadcasters were indeed making a difference. "There's no question that the media taking it on themselves are doing [much to help the situation]," said Kate Clark, press coordinator. Their "effect is so much greater" because they have access to large amounts of money, she said. Clark noted the efforts of radio and television stations across the country, including the \$8,000 contribution of WTIC-AM-FM Hartford, Conn., and the donation by Detroit television stations of

\$25,000 worth of time for PSA's and promotional spots to aid a Detroit ad agency's fundraising campaign. Clark credited Tom Brokaw's *NBC Nightly News* report with making Americans aware of the Ethiopian situation, and said that in the eight weeks following the Oct. 23 broadcast, the federation received \$2.4 million from all sources. She could not estimate how much of that amount came from the broadcasters in the U.S.

In addition, the broadcast industry also gave its members recognition. WCVR(AM)



**Helping hand.** Tom Sawyer (right), NBC's vice president for Washington operations, presented First Lady Nancy Reagan with a \$25,000 check for Children's Hospital National Medical Center. The money was raised by NBC's annual television special, *Christmas in Washington*, which was produced by George Stevens Jr. (left).

# WHO WILL SAVE THE WORLD?





**Media moonlighters.** KSDK(TV) St. Louis, Mo., personalities at the Electronic Media Corner (l-r): Stan Stovall, anchor; Bob Richards, meteorologist; Leigh Anne Volas, news director; Jay Randolph, sports director; Ron Jacober, sports anchor; Kathy Leonard, *Nightbeat* reporter; Alec Sirken, reporter; Anne Thompson, reporter; Art Holliday, weekend sports anchor; Jennifer Blome, anchor/reporter, and Tom O'Neal, weekend anchor.



**It's a 'Jewel.'** Public Broadcasting Service's 14-part, 15-hour dramatization of the final years of British rule in India, *Jewel in the Crown*, debuted in the United States on Dec. 16, and, almost without exception, has garnered rave reviews. Underwritten by Mobil for PBS's *Masterpiece Theatre* and filmed mostly in India, the series was imported from England and adapted from Paul Scott's four novels making up "The Raj Quartet." The story opens in 1942 during the last five years of British rule in India, when the Japanese army was poised for invasion and Gandhi was rallying his followers in the struggle against British imperialism. The primary characters are Daphne Manners, a young British woman (played by Susan Woolbridge); Hari Kumar, an English-educated Indian (Art Malik), and Ronald Merrick, a prejudiced local British police officer (played by Tim Pigott-Smith). According to PBS, the ratings for the program so far have been as good as the program's reviews. The program averaged a 6.7 rating/11 share in five markets for the first two-hour episode, a 5.1/8 for the second hour-long episode and 5.7/9 for the third. The highest ratings for each night were reported in San Francisco, which showed a 7.8/13 for the first night, a 6.9/12 for the second and a 7.6/12 for the third. *Jewel* was produced by England's Granada Television in association with noncommercial WGBH-TV Boston.

Randolph, Vt., was chosen by the National Radio Broadcasters Association as its Certificate of Merit Award winner for November. The station raised \$25,000 for Ethiopian famine victims during a six-hour radiothon.

Closer to home, NBC taped its annual special, *Christmas in Washington*, to benefit the capital's Children's Hospital National Medical Center ("Telecastings," Dec. 17). The network's check for \$25,000 was designated for purchase of a heart and lung machine for children. And in St. Louis, KSDK(TV) and seven radio stations each broadcast live during morning drive time from an "Electronic Media Corner." Station anchors, reporters and personalities were on the streets with special edition newspapers. The \$1,850 raised in donations was distributed to 200 St. Louis children's agencies for medications, books and toys, among other things.

Houston's KRBE-FM sponsored a Toys for Tots drive in conjunction with Foley's department stores. The station gave away 1,400 movie passes to opening night at a new six-screen theater, asking theater-goers to donate toys in return. It held a Christmas party at First's, the town's new night club, where it also asked attendees to contribute toys. KRBE-FM disk jockeys kept listeners updated with a running total of contributions, and for each 1,000 toys contributed a light was added to a Christmas tree. The toys collected were distributed by the Salvation Army to needy children.

In addition, KRBE-FM sponsored a Home for the Holidays program, uniting family members who could not afford to travel to meet one another. The winners—chosen on the basis of letters—were lodged for one night at an area hotel, given gifts, served brunch and provided with a car for seven days. Program director Roger W. Garrett summed up the spirit of the holidays, saying the station was "excited about the opportunity to create some extra Christmas cheer." □

## Clarion winners

UNDA-USA, the national Catholic association of broadcasters and producers, bestowed its 19th annual Gabriel awards in Boston last month. The association's personal achievement award went to Mother Angelica, founder of the cable Eternal Word Television Network.

Personal achievement award

**Mother Angelica**

Station awards

**WBZ-TV Boston and KNOM(AM) Nome, Alaska**

Entertainment TV programs

ABC □ *The Dollmaker*.

Maryland Center for Public TV □ *Mr. Magister*.

CKND-TV Winnipeg, Man. □ *The Prodigal*.

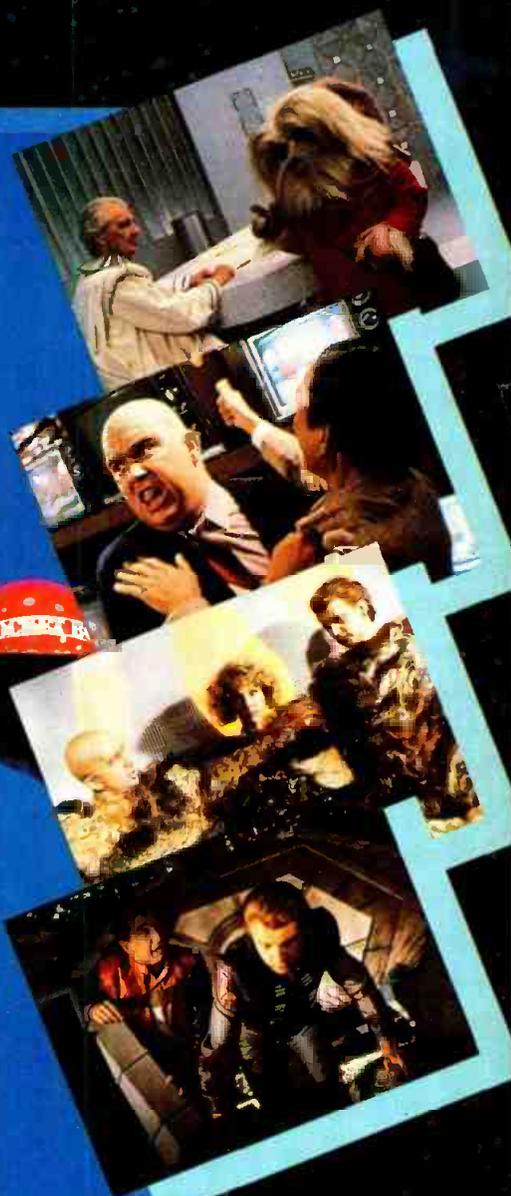
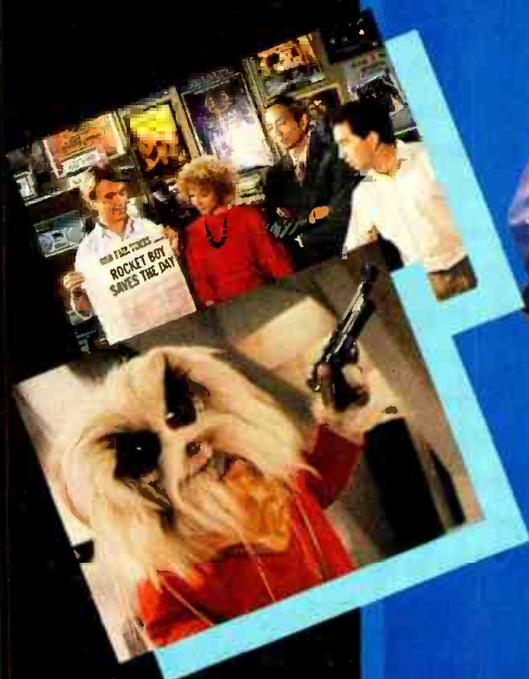
Entertainment radio program

**Battle Mountain Broadcasting, Hurst, Tex.** □ *Gospel America*.

Educational TV programs

**CBS News** □ *Willy Loman Comes to China*.

# 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 supervillain, 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.

This Fall, kids and adults from coast-to-coast will cheer "It's fun to help ROCKET BOY!"

## ORION

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**KTTV(TV) Los Angeles** □ *Tell Them I'm a Mermaid.*  
**KTVK(TV) Phoenix** □ *Make a Wish for Christmas.*  
**Wisconsin Public TV Network, Madison, Wis.** □ *Special Care.*

Educational radio programs

**CBS News** □ *D-Day Plus Forty Years.*  
**NBC Radio Network** □ *Healing the Wounds/Prisoners of War.*

Religious TV programs

**Church of Jesus Christ of Latter Day Saints** □ *The Last Leaf.*  
**WCVB-TV Boston** □ *Auschwitz and America.*

Religious radio programs

**KGW(AM) Portland, Ore.** □ *Open Door...Near Death Experience.*  
**WICR-FM Indianapolis** □ *Lifesigns: Teen Pregnancy.*

Youth-oriented radio program

**KFRC(AM) San Francisco** □ *Youth on the Air: Shoplifting.*

TV PSAs

**NBC-TV** □ *One to Grow On.*  
**WLVI-TV Boston** □ *Kid Tips.*

Radio PSA

**KNOM(AM) Nome, Alaska** □ *Your Catholic Neighbors.*

**Getting a Handel on Bach.** A series of special programs honoring the 300th birthdays of Johann Sebastian Bach and George Frederic Handel will be aired over the next few months by American Public Radio.

Scheduled for January are four weekly broadcasts featuring the music of Bach performed by the Chamber Music Society of Lincoln Center, New York. The programs, each varying from 90 minutes to two hours in length, are being produced by public radio outlet WNYC-AM-FM New York.

In February, the month of Handel's birthday, the network will present four documentaries on the famed composer from the Canadian Broadcasting Corp. Additionally, the Handel and Haydn Society of Boston will perform perform the "earliest version" of Handel's "Alexander's Feast," which will be fed live via satellite on Feb. 22. There will also be a special Carnegie Hall production of Handel's "Semele," which will be offered to stations on Handel's birthday, Feb. 23.

The focus shifts back to Bach in March with a series of seven CBC documentaries on the composer's life. And, according to American Public Radio, the highlight of the special tercentenary programming will come on Bach's birthday, March 21, when the network feeds 14½ hours of continuous music and talk programming beginning at 12 p.m. NYT.

The specials are being offered exclusively to American Public Radio's 278 affiliated stations. Underwriting was provided by the American Public Radio Program Fund, the Musical Heritage Society and the Maxwell Corp. of America.

Short TV features

**NBC-TV** □ *The Tijuana Nun.*  
**WBZ-TV Boston** □ *Neighbor Four Neighbor.*  
**WKBW-TV Buffalo, N.Y.** □ *I Carry a Badge.*

Short radio features

**CBC English Radio Network** □ *Juluka.*  
**WOR(AM) New York** □ *Drunk Driving Patrol.*

## CBS takes another holiday-week win

CBS continued its winning ways last week in the prime-time ratings race, taking the 14th week of the 1984-85 season by more than two full rating points and four share points with a 16.5/28. With the current season now half over, the two biggest questions appear to be by what margin CBS will win, and whether NBC can keep its hold on second place until the finish, 14 weeks away. It held on to second place last week with an average 14.4/24, well ahead of third-place ABC, which averaged an 11.9/20.

So far this season, CBS has come out on top 12 of 14 weeks, finishing second and third once each. NBC has finished first twice, second eight times and third four times. ABC is still winless this season, finishing last nine times and second five times. Season to date, the averages are: CBS, 16.9/27; NBC, 16.1/26, and ABC, 15/24.

In evening news, CBS's performance is just as solid. For week 14, *CBS Evening News* placed first with a 12.6/24, two points ahead of ABC, which recaptured second place in its season-long battle for that spot with NBC. ABC's *World News Tonight* averaged a 10.6/21 while *NBC Nightly News* received an average 10.1/19.

CBS scored big in week 14 with the only premiere series program, *Crazy Like a Fox* (Sunday, 9-10 p.m.), a light-hearted action/adventure show about a detective and his married son. The premiere epi-

sode placed third of the week's programming with a 23.4/36.

CBS captured six of seven nights in week 14—losing only Tuesday night when it placed third with a repeat of an hour-long Bugs Bunny movie and the two-hour special, *Kennedy Center Honors*.

NBC placed first once, third once and second five nights, each time to CBS's first place finish. NBC captured Tuesday with the action-packed lineup of *A-Team*, *Riptide* and *Remington Steele*, giving the network an average 17.8/34.7 on the night. ABC finished second on Tuesday with an average 10/19.5, with the lineup of *Three's a Crowd*, *Who's the Boss*, *Glitter* and *Paper Dolls*.

ABC placed second for the first two nights of the week (Monday and Tuesday), falling to third on Wednesday where it remained for the rest of the week. Three of the bottom five programs for the week belonged to ABC, including *Glitter*, which only recently was brought back from hiatus, and which scored a 9/17 for a new episode in the Tuesday 9 to 10 p.m. slot. A one-hour *Closeup* documentary on the Supreme Court, which aired Saturday, Dec. 29 at 10 p.m., finished dead last in the ratings for the week, with a 5.5/10.

The combined network rating/share was a 42.8/72 for week 14, compared to a 47.1/76 for the same week a year ago. The HUT level was also down, from a 62 a year ago to 59.4 this year.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	24.5/38	22.	Cover-Up	CBS	16.1/30	43.	Gimme A Break	NBC	12.0/20
2.	NFL Playoff, 7-7:17 p.m.	NBC	24.2/40	23.	Highway to Heaven	NBC	16.0/25	44.	Punky Brewster	NBC	11.9/19
3.	Crazy Like a Fox	CBS	23.4/36	24.	Close Encounters	ABC	15.8/24	45.	20/20	ABC	11.7/19
4.	Bill Cosby Show	NBC	23.4/35	25.	Popeye	NBC	15.5/24	46.	Scarecrow & Mrs. King	CBS	11.6/26
5.	Family Ties	NBC	22.7/34	26.	On Golden Pond	NBC	15.1/24	47.	Who's the Boss?	ABC	11.6/22
6.	Murder, She Wrote	CBS	22.3/34	27.	Charles in Charge	CBS	15.0/23	48.	Ripley's Believe It or Not	ABC	11.4/18
7.	60 Minutes	CBS	22.2/35	28.	Dukes of Hazzard	CBS	14.9/24	49.	Starflight	ABC	11.3/25
8.	Falcon Crest	CBS	21.2/36	29.	Cagney & Lacey	CBS	14.1/30	50.	Gator Bowl	ABC	11.2/18
9.	Simon & Simon	CBS	20.5/31	30.	E/R	CBS	14.1/22	51.	Partners in Crime	NBC	11.0/20
10.	Knots Landing	CBS	20.3/33	31.	Hill Street Blues	NBC	14.0/23	52.	Spencer	NBC	10.8/18
11.	Cheers	NBC	18.9/28	32.	T.J. Hooker	ABC	13.7/23	53.	Hot Pursuit	NBC	10.7/18
12.	Riptide	NBC	18.8/35	33.	Diff'rent Strokes	NBC	13.6/23	54.	Three's A Crowd	ABC	10.4/21
13.	Trapper John, M.D.	CBS	18.6/30	34.	Mike Hammer	CBS	13.4/22	55.	TV Bloopers & Prac. Jokes	NBC	10.2/23
14.	Remington Steele	NBC	18.4/37	35.	Malibu, part 1	ABC	13.3/21	56.	Paper Dolls	ABC	10.1/20
15.	Fast Times Ridgemoor High	CBS	18.3/29	36.	It's Your Move	NBC	13.3/20	57.	Bugs Bunny Special	CBS	9.5/19
16.	Facts of Life	NBC	17.3/26	37.	Love Boat	ABC	13.0/22	58.	Malibu, part 2	ABC	9.1/14
17.	Magnum, P.I.	CBS	17.1/26	38.	Airwolf	CBS	12.9/21	59.	Glitter	ABC	9.0/17
18.	Knight Rider	NBC	16.8/26	39.	Newhart	CBS	12.7/27	60.	Kennedy Center Honors	CBS	7.8/15
19.	Night Court	NBC	16.8/25	40.	St. Elsewhere	NBC	12.6/20	61.	Wedding on Waltons Mountain	NBC	7.2/16
20.	Fall Guy	ABC	16.6/26	41.	Kate & Allie	CBS	12.5/28	62.	ABC News Closeup	ABC	6.5/10
21.	A-Team	NBC	16.1/32	42.	Silver Spoons	NBC	12.1/19				

\*indicates premiere episode

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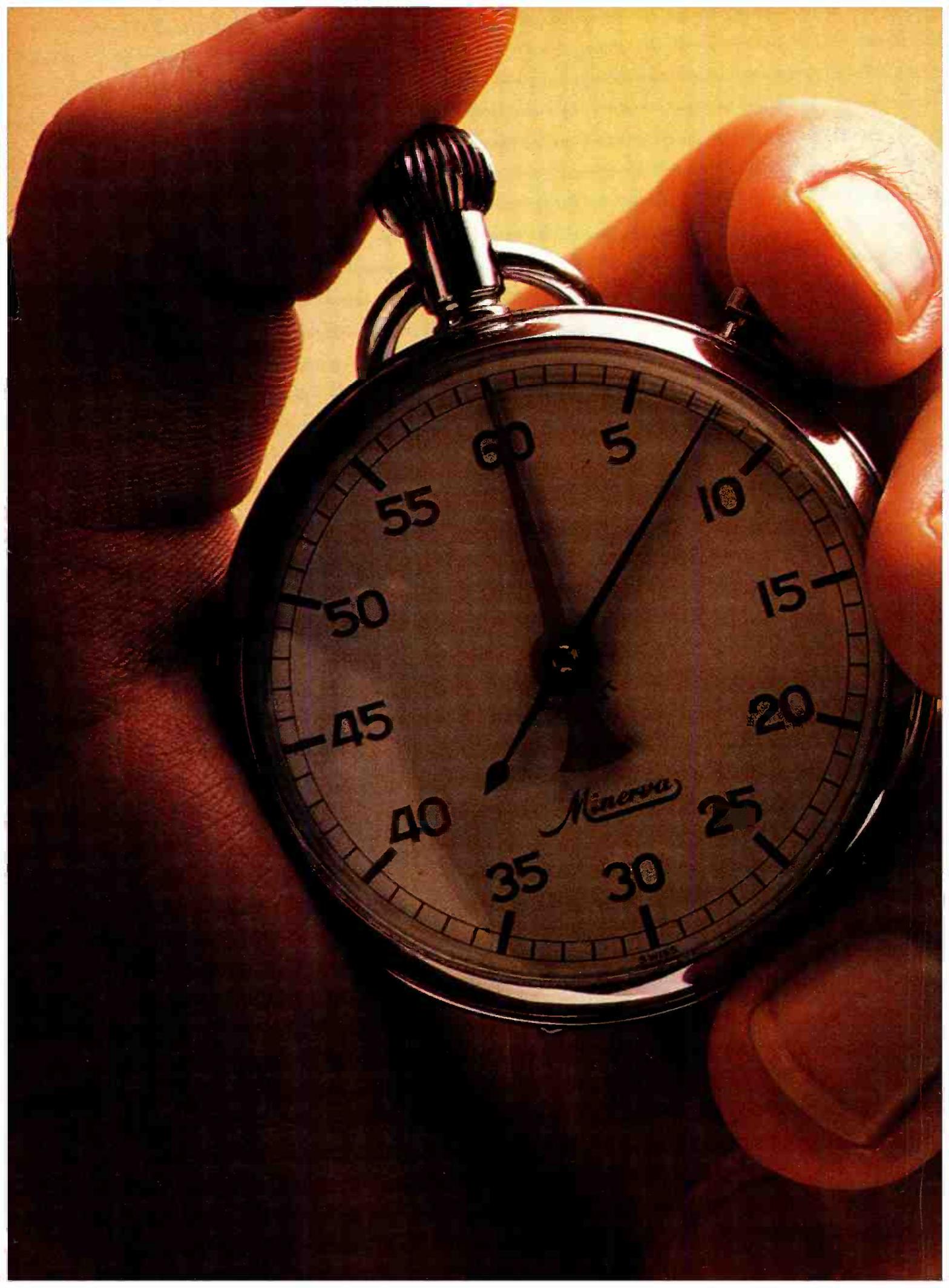
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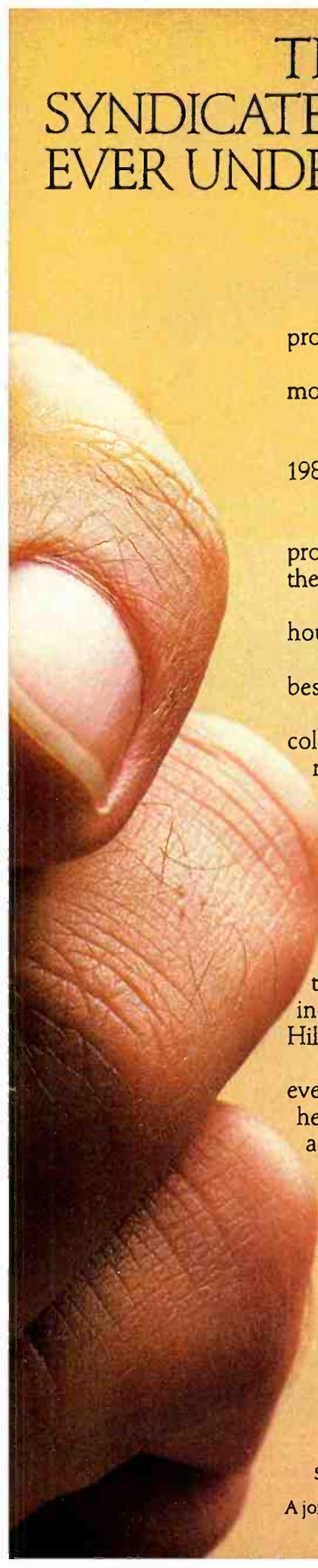
*The Great Life*—a guided tour through the world of luxury and exotic tastes, the extravagant lifestyles, pastimes, and possessions of the very, very wealthy. Produced by Earl Greenburg Productions in association with Columbia Pictures Television, and hosted by Ed Begley, Jr., popular star of "St. Elsewhere."

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It's the biggest and most important syndicated program project ever developed—a breakthrough opportunity for independents to compete head to head with network stations for daytime audiences. And daytime advertising dollars.

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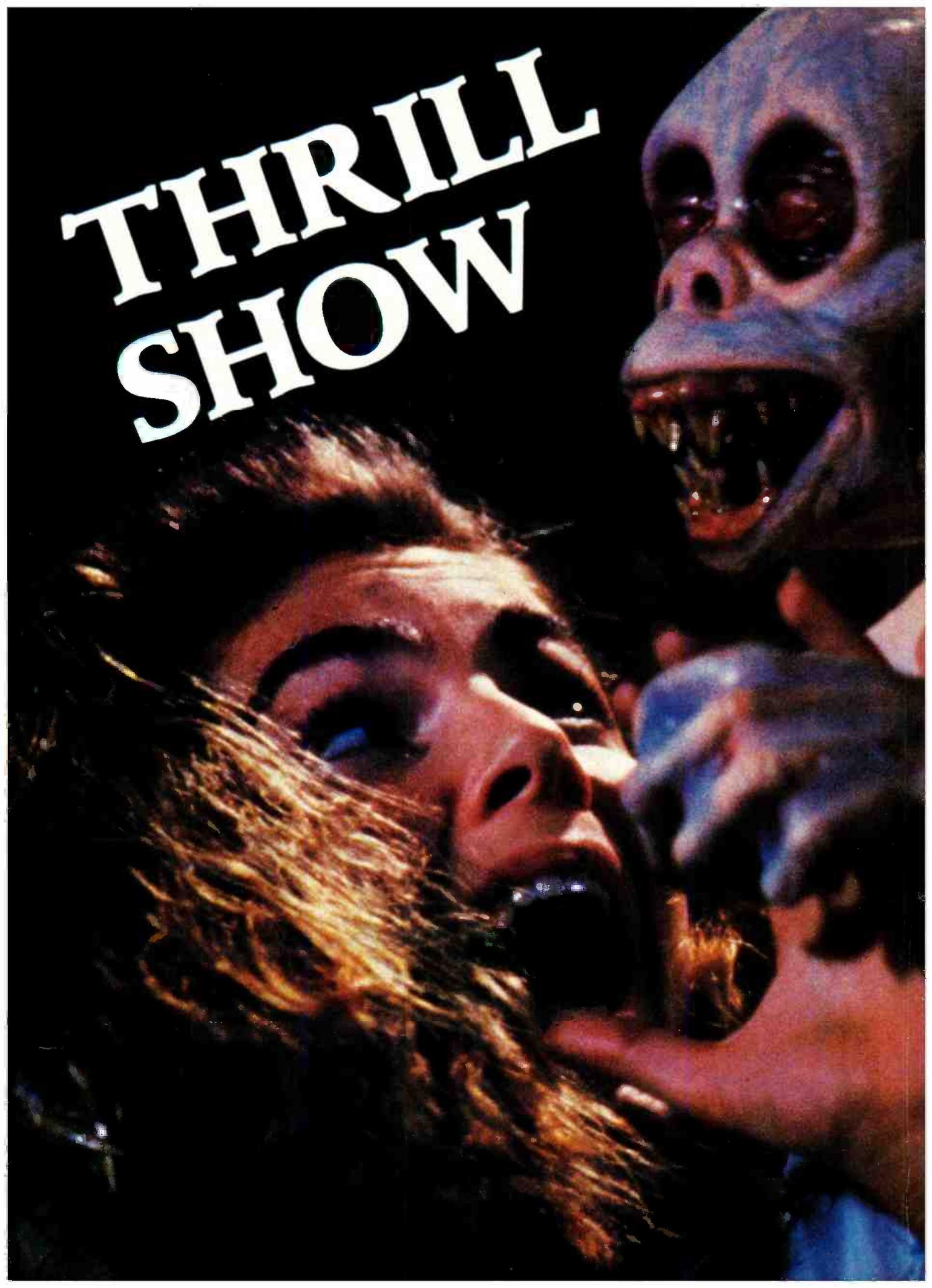


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And thrilling stations with its diabolical power to build big audiences.

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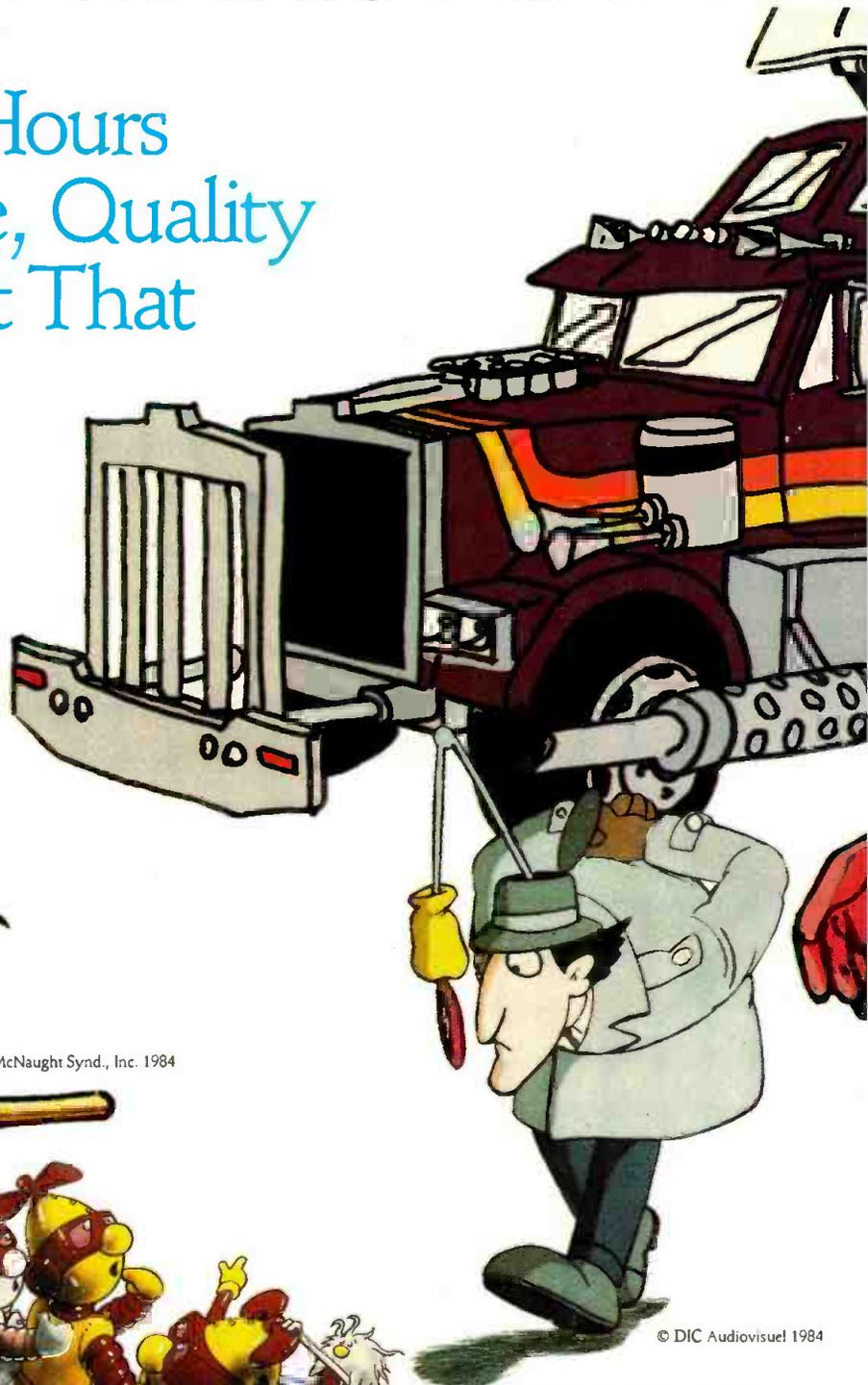
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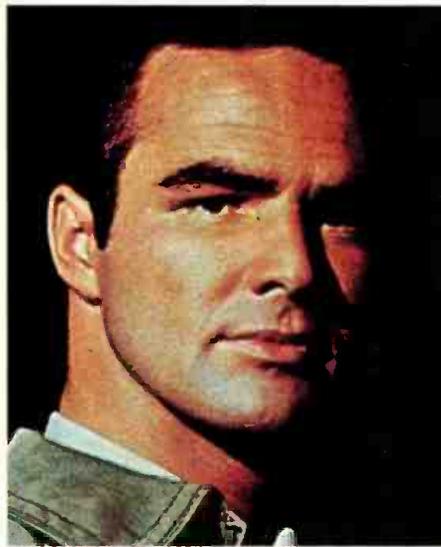
Sally Field returned in syndication as *Gidget* last Summer. The series quality was superb. And the performance of this summertime romp was phenomenal!

*Gidget* delivered the teens—the kids—and the young women! With key demographics that outdistanced the likes of *Laverne & Shirley & Co.*, *Barney Miller*, *The Brady Bunch*, *Gilligan's Island*, *Happy Days Again*, *I Dream Of Jeannie*, *House Calls*, *Mork & Mindy*, *One Day At A Time*, and *Welcome Back Kotter*, in highly competitive daytime schedules.

Is *Gidget* coming back for Summer '85? You bet she is!

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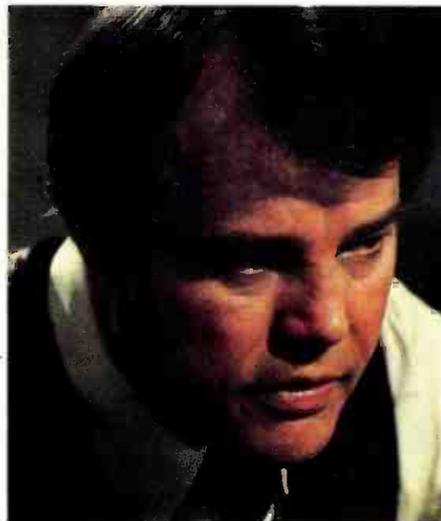
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## Ku collective in Florida

### Four TV stations will use satellite and transportable uplinks to form the Florida News Network

Four Florida television stations in the state's four major markets have formed the Florida News Network, a joint venture to develop, cover and exchange news stories with the use of Ku-band satellite technology. The four stations—Post Newsweek's WPLG(TV) Miami and WJXT(TV) Jacksonville, Gulf Broadcast Group's WTSP-TV Tampa-St. Petersburg and SFN Communications' WFTV(TV) Orlando—have commissioned the Plano, Tex.-based Dalsat to design for each of them a truck-mounted transportable Ku-band uplink for on-the-spot news coverage. Footage will be transmitted via the SpaceNet satellite system.

Steve Wasserman, vice president of news, WPLG, said the joint venture represents the first time a statewide broadcast network will be linked by transportable uplink technology. Technologically, the system is similar—with a few important differences—to the one launched last year by Conus Communications, a Hubbard Broadcasting subsidiary (BROADCASTING, May 21, 1984).

Start-up costs for the venture, BROADCASTING has learned, will approach \$2 million, including expenses for the four transportable uplinks (priced at more than \$300,000 each), downlinks at each station and transponder time leased from Spacenet. The group is exploring the possibility of participation by other Florida television stations—although not in the markets of the four founding stations. "This is a competitive tool," said Ken Middleton, news director at WTSP-TV. "It will be exclusive in the four markets where we are." Conus, which has also been set up so that participating stations nationwide become partners in the satellite-newsgathering venture, has so far signed 11 stations, including one in Tampa—WTVT(TV), a CBS affiliate. And Charles Dutcher, vice president and general manager of Conus, said the company is also talking to stations that compete with WPLG in Miami (among others).

The Florida News Network's order to Dalsat for four uplinks represents the latter's entry into the business of designing and building truck-mounted Ku-band uplinks for television stations. And Dalsat's president, Charles Willingham, acknowledges that the company intends to compete aggressively nationwide for that business with Conus. "Sure will," Willingham said last week, noting that Dalsat has approached stations in "top markets" along the Eastern seaboard and in the mountain states.

Perhaps the major difference between the Dalsat and Conus uplink designs is dish size. The Florida stations asked Dalsat to incorpo-

rate a 4.5-meter dish (about 18 feet) in their mobile uplink units, which is considerably larger than the 2.4-meter (about eight feet) antennas used in the Conus design. The larger dish design was requested, said Steve Flannigan, director of engineering, Post-Newsweek Stations, because Florida is close to the outer edge of the Ku-band satellite coverage area of the continental U.S., where transmitted signals "tend to drop off rather radically." He also noted the possibility that Ku-Band satellite spacing could be reduced to two degrees in the future and that the

larger dish size could be a safeguard against possible adjacent signal interference.

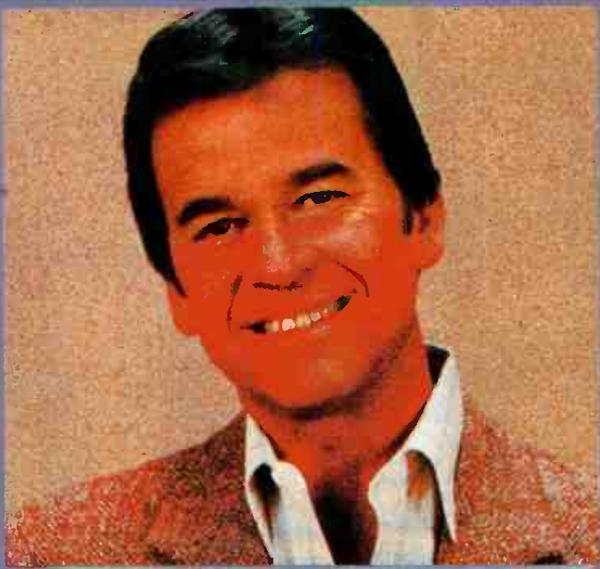
One of the trade-offs with the larger dish is the need for a larger truck to transport it—perhaps 28 feet long compared to the average length of 23 feet with the Conus design. Also, a folding dish has to be used, which can reduce signal quality slightly. And, acknowledged Flannigan, with the bigger antenna, the uplink unit takes a little longer to set up. Conus's Dutcher also contended that the maneuverability of the unit in windy conditions might be diminished somewhat

## NewsBeat

**Year of Big Brother.** News media freedoms were on decline in 1984, with dozens of countries intimidating journalists with threats of expulsion, imprisonment and murder, according to annual report of International Press Institute. Institute, based in London and Zurich, said in its report that governments around world in 1984 further restricted free speech and introduced laws to control or silence media. Institute Director Peter Galliner said in introduction that "free speech is a dying right." Report said that even nations with long-established traditions of media freedom, such as United States and Great Britain, tried to curb freedom of news media and increase official secrecy. But while report criticized media generally for failing to expose abuses of media freedom and thus contributing to growing governmental interference in their affairs, it said situation in U.S. was different. It said "vigilance and determination" by media stemmed efforts by Reagan administration to make major changes in Freedom of Information Act. Galliner's introduction offered bleak view of international state of media: "Today, journalism is looked upon by many as a dirty word. Most newspapers tend to sensationalize and trivialize. Many more invade privacy to scoop up scandal and boost circulation." Institute has membership of almost 2,000 editors and publishers in 60 countries.

**VOA in Israel?** U.S. has talked to government of Israel about possibility of establishing Voice of America transmitter in that country that would beam broadcasts to Israel with sufficient power to overcome Russian jamming. Government official said Israel has not yet responded formally. Radio Israel report that negotiations are already under way is incorrect, according to U.S. government sources. Shortwave transmitter, which would operate with 500 kw, would be part of VOAs five-year, \$1.5-billion modernization and expansion program approved by Congress last year. Thus far, VOA has signed agreements to expand or improve its operations in five countries—Sri Lanka, Morocco, Thailand, Costa Rica and Belize. Negotiations—which government has not yet disclosed—are said to be under way with other countries. Talks with Greece to extend VOA authority to use two transmitters on island of Rhodes, which have been operating since 1965, and to modernize them, have been under way since summer. Transmitters carry primary signals for VOA broadcasts aimed at Soviet Union.

**Everyone into the pool.** Two major newspaper organizations have made headway in efforts to insure participation of newspaper reporters in any pool of journalists that Pentagon organizes to accompany future military actions. Michael I. Burch, assistant secretary of defense for public affairs, said agreement to that effect was reached with representatives of American Newspaper Publishers Association and American Society of Newspaper Editors and said that he would submit it to Secretary of Defense Caspar W. Weinberger for his approval. Number of reporters who would accompany military operations is not specified in agreement, which calls for maximum number feasible while noting that small pools may be necessary in early hours of some military operations. Agreement is another chapter in effort to resolve dispute that erupted when Pentagon barred press from accompanying military during first two days of invasion of Grenada. Panel of military officers, former journalists and academicians recommended establishment of special pool of correspondents that would cover initial stages of any military operation. But as originally planned, pool did not include reporters for daily newspapers (BROADCASTING, Oct. 15, 1984).



DICK  
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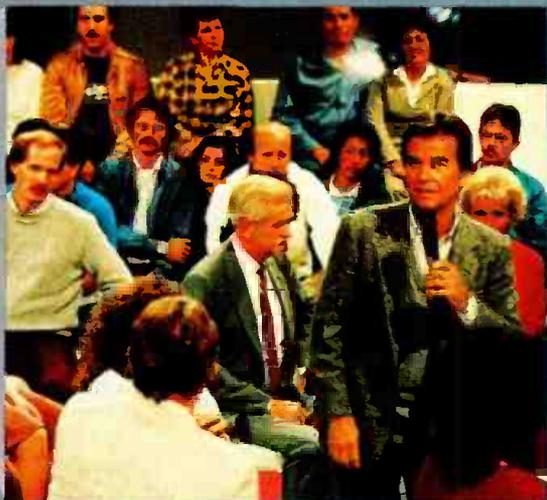
Good Times  
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with the bigger dish.

The Ku-band hardware for the four Florida News Network stations will be phased in over the next several months. The downlinks at the four stations will be installed by the end of January. The Tampa station has received the first uplink, which it used to cover the baseball winter meetings in Houston and some AFC playoff games, although it has been temporarily mounted on a trailer and not one of the custom-designed trucks that will house all four units. Dalsat will deliver the truck-mounted uplinks to the four stations in April.

In addition to transmission capability, the mobile units will contain three-quarter-inch editing bays (designed to minimize costly satellite time) and sophisticated communications systems based on single-channel-per-carrier technology, similar to satellite telephone circuits. Each mobile unit will have two SCPC circuits. One will enable news gathering crews on assignment to communicate with SpaceNet in McLean, Va., on the coordination of the video transmission. The other will provide interrupt feedback (IFB) communications between the station and the mobile unit so that station-based producers can give off-air instructions to the field crew operating the uplink. One of those circuits could also be used, when called for, to let a news anchor interview the field reporter in cases where a live remote is being used. "The communications system will make or break" the viability of the uplink units, said Flannigan. "Transmitting the video is the easy part."

The Conus system at this point does not

**Closing the door.** The House Ethics Committee has abandoned its effort to subpoena *Washington Times* reporter Thomas D. Brandt in an attempt to determine the source of a story Brandt wrote about the results of the committee's investigation of the financial disclosures of Representative Geraldine Ferraro (D-N.Y.). Brandt's story was published before formal release of the committee report on Ferraro, who had been the Democratic vice presidential candidate. The committee gave up the effort to obtain "notes, correspondence or other documents" used in preparing the story on the committee investigation after it had been criticized by a host of media groups for what they said was a violation of the tradition of free press. Among those groups was the Radio-Television News Directors Association. "The confidentiality of news sources is absolutely essential to the functioning of the free press in our society," Lou Adler of WOR(AM) New York, the RTNDA president, had said in a letter to Representative Louis Stokes (D-Ohio), Ethics Committee chairman. Adler said that the principle should be compromised "only as a last resort and under circumstances of overriding public interest." And the Ferraro financial report, he said, "does not meet those requirements." Adler said the subpoena "is an overreaction to a situation that can and should be handled within the committee without assaulting First Amendment guarantees supporting the free flow of information vital to an informed electorate."

incorporate such a system, but company officials have recognized the need for one. In fact, the company is now building a master control facility in Minneapolis that will include such a system, also based on SCPC technology.

The Florida network's lease agreement with SpaceNet, a GTE subsidiary, will provide a daily fixed block of time for the stations to transmit taped or live stories to one another, plus time for coverage of special events as they arise. Hubbard purchased its own transponder on SBS III so that Conus could guarantee time to participating stations seven days a week, 24 hours a day—which Dutcher contended is a significant advantage lacked by any similar operation without its own transponder. On the other

hand, Post-Newsweek's Flannigan praised the greater bandwidth of the SpaceNet transponders—72 megacycles, compared to 54 megacycles on SBS III—which he said would make it easier to transmit dual feeds. Dutcher countered that power is the important factor in that respect, and the SBS transponders have more of it—20 watts compared to the 16-watt transponders of the SpaceNet system.

In any event, the provision of truck-mounted Ku-band uplinks has become competitive, now that Dalsat has entered the ring with Conus. Dutcher said he welcomes the challenge. "Competition is good for the soul," he claimed, without indicating what effect it might be having on his blood pressure. □

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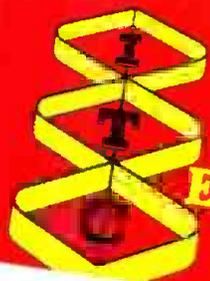
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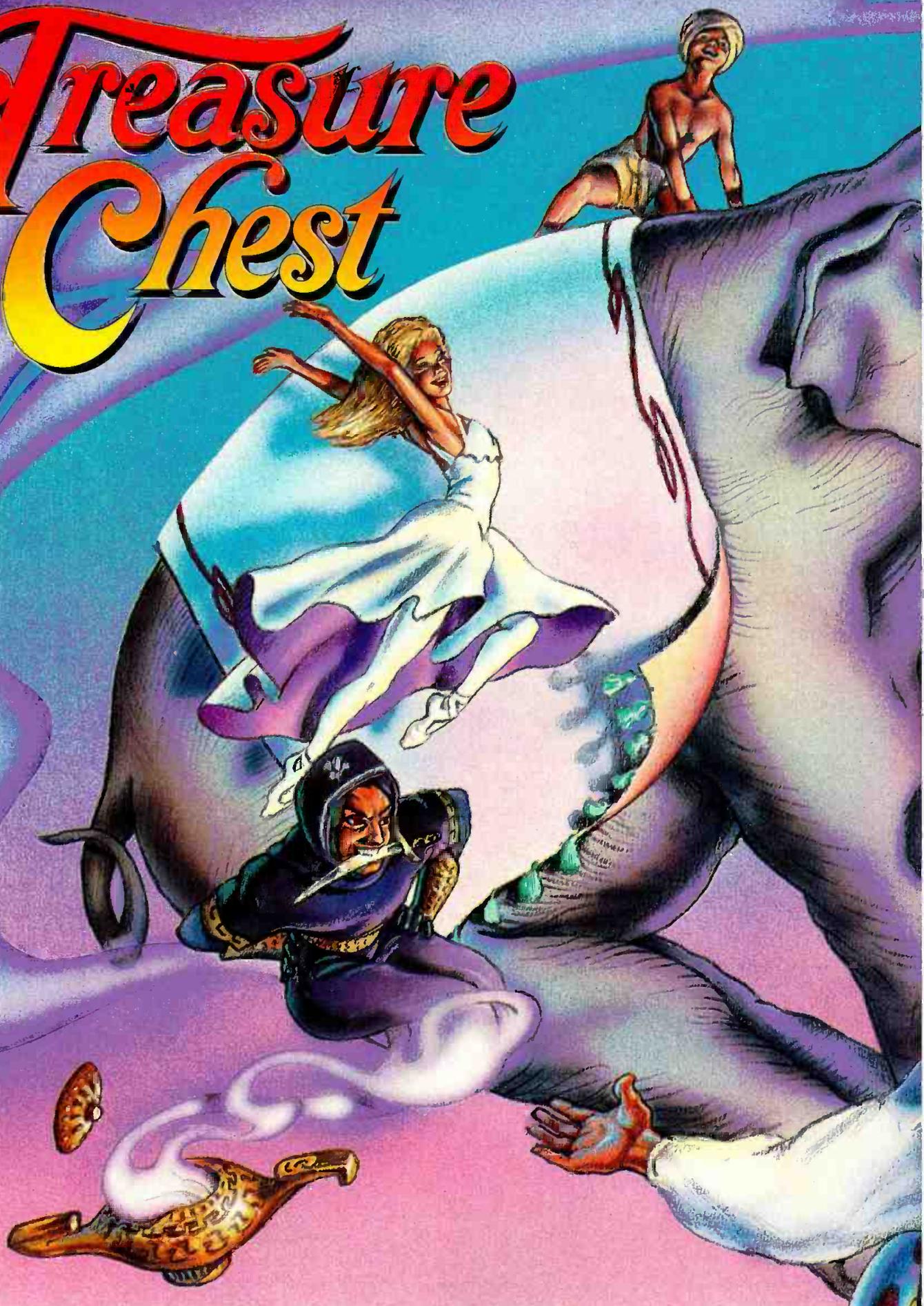


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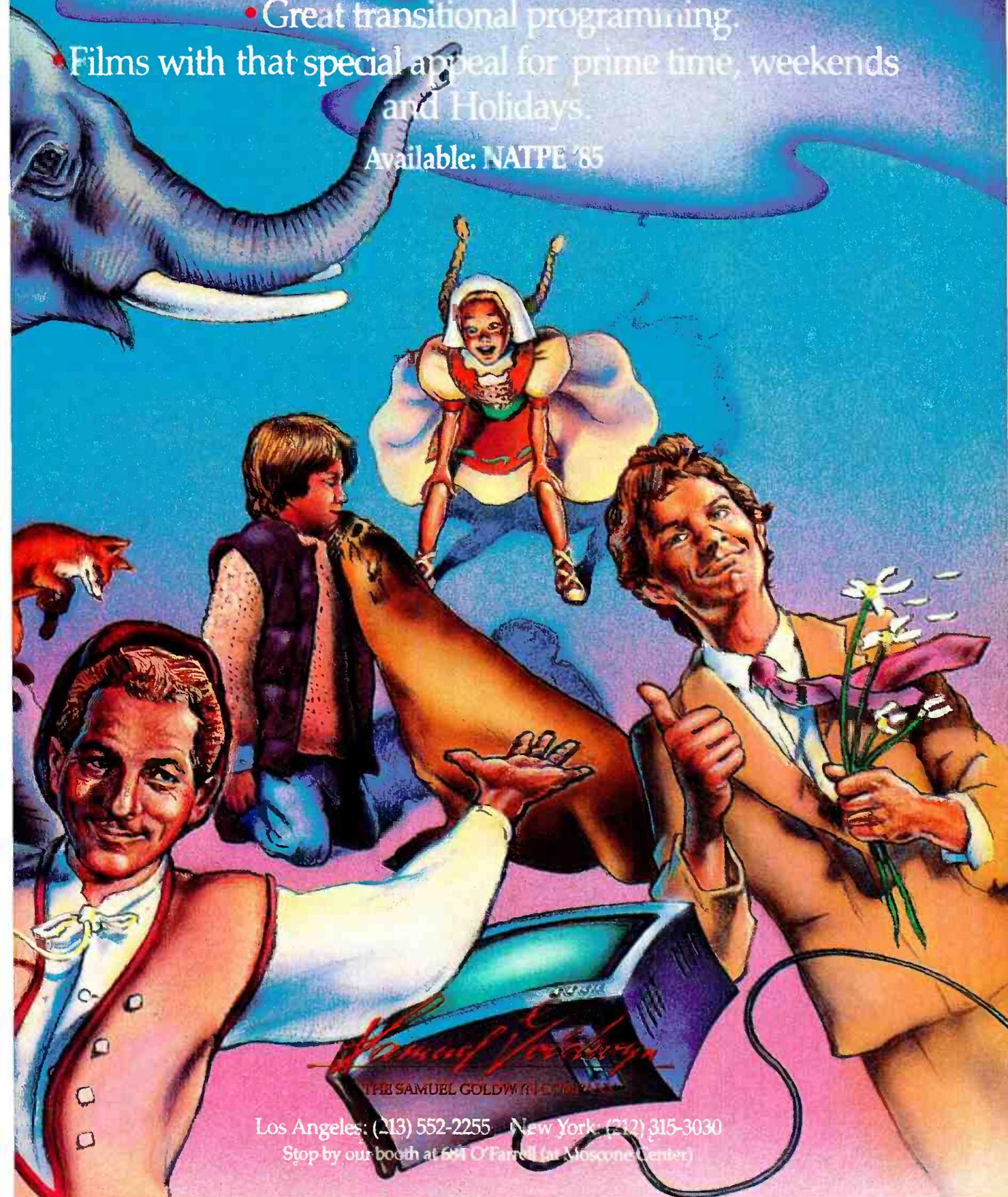
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# TELECASTINGS



## Race for first

For 34 years, Ralph Renick has been the undisputed king of local television news in Miami. The WTVJ(TV) anchor and news director has held the number-one position in the local 6 p.m. news since 1950, but according to the latest Nielsen ratings book for November, WPLG(TV) Miami has upset—by one rating point—WTVJ's long-standing dominance of the half-hour newscast. The upset is far from decisive, however; in Arbitron, WTVJ still boasts a two-rating-point lead.

"We've been edging up since September when we made some changes in our local news," explained Bill Ryan, general manager of Post-Newsweek-owned WPLG, "and it's begun to pay off for us. We wanted to go head-to-head with the competition." Those changes included cutting WPLG's 6-7 p.m. local news back a half-hour to go directly against WTVJ's half-hour newscast, and adding a half-hour of news from 5 to 5:30. (WTVJ's local news is limited to one half-hour.) Each of WPLG's three half-hours is a separate newscast, explained Ryan, with the same anchor team handling the 5 and 6 newscasts but a different one handling the 5:30 segment.

In Nielsen, WPLG averaged a 15 rating and 25 share at 6-6:30 while WTVJ pulled up right behind with a 14/24. Sunbeam Television Corp.'s WSVN(TV) averaged a 9/16 with its 6-7 p.m. local newscast.

According to Arbitron, WTVJ averaged a 14/24 at 6-6:30 during the November

## TV reunion

On Feb. 11, alumni of the DuMont Television Network will gather for a reunion, almost 30 years after DuMont disbanded in 1955. A reception marking the occasion will be held at the Museum of Broadcasting in New York. Names and addresses of DuMont alums should be sent to Robert Batscha at the museum, 1 East 53d Street, New York, or William M. Koblenzer at Syndicast, 2 West 45th Street, New York 10036.

sweeps, while WPLG was in second place at 12/19 and WSVN averaged a 9/14 at 6-7.

The differences, ratings researchers explained, are likely attributable to the different methodologies used in collecting the household data. Arbitron's household numbers are based on meters, but Nielsen is still collecting the information with diaries, although it is scheduled to begin installing meters in May 1985. Most researchers agree, however, that the meter-based figures are likely to be more accurate for household counts because they do not rely on viewers supplying the information by hand.

But that does not deter Ryan, who thinks he can draw some conclusions regarding Miami viewer trends from the Nielsen one-point upset. He said that WTVJ's newscast attracts the majority of 50-plus viewers,

while WPLG's draws the majority of under-50 viewers. And while that may have been good for WTVJ in the past since it reflected the market's principal demographics, all that is changing now with the growing young Hispanic and black populations. "Miami has always had this image that it's a retirement community," Ryan said, "and it's true the population is slightly older than the national average, but not much. It's becoming much younger and more contemporary."

## Play ball

Major League Baseball will offer a new daily ball-game highlight service to television stations in April with the start of the 1985 season. Baseball News Satellite, as the service is called, will offer three half-hour feeds daily—late afternoon, late prime time and early morning—according to Bryan Burns, MLB's director of broadcasting. The NBC owned and operated stations have already agreed to subscribe to the service, said Burns. Baseball News Satellite will be bartered for time which MLB will resell to advertisers.

## Madeline's back

Metromedia Producers Corp. will syndicate first-run episodes of the canceled ABC-TV situation comedy, *Oh Madeline*, under the new title of *The Madeline Kahn Show*. An MPC spokeswoman said it is "99.5% certain" that weekly, half-hour episodes will be available next fall. Los Angeles-based Carsey-Werner Productions, which produced the series during the 1983-84 season, will again produce the program. MPC plans to announce details concerning production staff, content and availability at this week's NATPE convention, but it's confirmed the Kahn character will be single rather than married and may have a different occupation than that in the original series.

## Bolstering local product

Noncommercial WNET(TV) New York has embarked on a six-point plan to beef up its local programming and has taken the first step by appointing a new head of its metropolitan division along with a new metropolitan division management team. Ruth Ann Burns, former director of WNET's New Jersey operations, has been named director of the station's metropolitan division, a post that carries the rank of senior vice president.

"There was a feeling that we could be a little more involved in New York," said Burns, who also said that the station was frequently perceived by viewers to be long on nationally supplied programming but short on locally produced and oriented shows. "Local programming is the core of our presence," said Burns.

The plan includes making coverage of New York and the tri-state area which includes the New Jersey and Connecticut



**Journalistic showcase.** Educators from the People's Republic of China toured the facilities of *The MacNeil/Lehrer NewsHour* to learn about the training of U.S. journalists and examine the *MacNeil/Lehrer* student internship program, which places about 35 college students in Internship positions at the program's New York offices each year. The visitors were part of a Chinese mass communications training delegation visiting the U.S. under the auspices of the U.S. Information Agency. One afternoon was spent talking with Doris Cross, head of *NewsHour's* internship program, along with several interns and other members of the *NewsHour* staff. There was talk of an intern exchange program for journalism students between China and *NewsHour*, a move both parties said they would explore further. Pictured (l-r): Li Zhen-shui, vice president, Beijing Broadcast Institute; Wang Canjrong, deputy dean of studies, Shanghai Foreign Language Institute; Lu Yu, professor of journalism, Jinan University; Cross, and Robin MacNeil.

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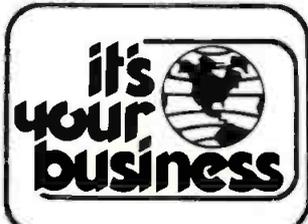
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9:30	KNBC	4	17	4	17	1	4	17
9:30	WMAQ	5	19	6	21	2	8	30
10:30	WBZ	6	29	7	33	1	8	36
9:30	KRON	4	20	5	25	1	6	29
10:30	WDIV	6	20	8	27	1	9	29
DC 10:30	WRC	4	19	5	23	1	5	23
ON 9:30	KPRC	5	16	5	16	2	5	16
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suburbs a "priority" for the station. Burns said that means expanding the station's public affairs unit to do more political coverage—such as increasing the number of call-in shows with local politicians and government officials to three in January alone from two for all of last year—as well as sponsoring *State Of The State* specials with New York Governor Mario Cuomo and New Jersey Governor Thomas Kean.

In addition—courtesy of a raw PBS feed—the station will cover the presidential inauguration ceremonies.

The plan also calls for stepped-up programming to "reflect the diverse constituencies" in the New York area, such as programs geared to children, women and those interested in local arts and cultural entertainment. One such show, Burns explained, will be *New In New York*, a weekly, half-hour "performance show" that would feature established stars alongside up-and-comers. Another weekly one-hour series with a studio audience, *The Other News*, will report and discuss topics passed over by the local media before.

discuss topics passed over by the local media before.

Burns said the plan requires "new scheduling techniques" such as "viewing blocks" and "content pegging" different nights of the week. Burns also pledged to continue the acquisition of documentaries and series by local producers outside the station. The metropolitan division has a budget of nearly \$12 million this fiscal year, Burns noted, and about half of that will be spent on producing and acquiring local programming and the other half on operating expenses for the department. Of the approximately \$6 million available for programming, she explained, about 60% will be spent on local production and 40% in acquiring products from outside producers.

### All three in Laredo

Three days after it lost an affiliate in El Centro, Calif., representing approximately 5,000 television homes in prime time (BROADCASTING, Dec. 17), ABC picked up another one in Laredo, Tex., representing approximately the same number. On Monday, Dec. 17, KLDO-TV Laredo, Tex., (ch. 27) signed on the air as an ABC affiliate. Laredo is the 196th market, and now has three full-time network affiliates. Previously ABC was represented in the market as a secondary affiliate of KGNS-TV, which became a full-time NBC affiliate after KLDO-TV went on the air.

### European music delivery

Music videos from Europe will be relayed via satellite to more than 500 U.S. TV stations under a new service, Rockfeed, of the British-based BrightStar satellite distribution company, a joint venture of Western Union and Visnews Ltd. European music video producers will pay BrightStar a "modest" fee to relay their programs, which the U.S. stations may receive and use at no charge.

The service was demonstrated in mid-December with a broadcast from London to the studios of noncommercial WNET(TV) New York. Rockfeed producers see the service as a means of paving the way for independent music video programming by stations nationwide. "As the music video itself has dra-

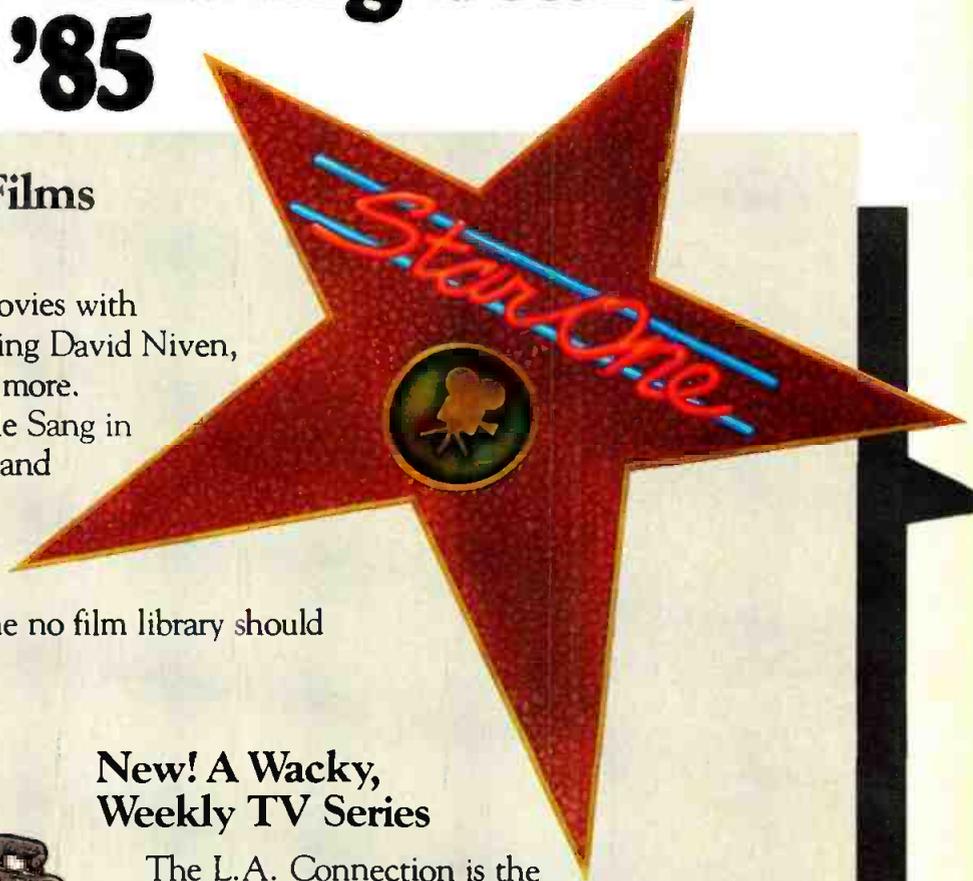
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matically altered television around the world," said Bill Page, North American sales director for BrightStar, "so too can Rockfeed have a powerful impact on the way videos are delivered for broadcast."

### For every season

The Annenberg/Corporation for Public Broadcasting Project, which has funded such Public Broadcasting Service television courses as *The Brain* and *The Constitution: That Delicate Balance*, will provide more than \$2 million to the University of Michigan to produce an introductory college course on psychology called *Seasons of Life*. Developed in conjunction with noncommercial WOED (TV) Pittsburgh, *Seasons* will consist of five one-hour video programs and 20 one-hour audio programs, illustrating the stages of human life through five generations.

To date, 472 colleges and universities have carried at least one of the five television courses already funded by the project, which aired on PBS during the fall.

### Have a heart

MacNeil-Lehrer Gannett Productions (MLGP) is developing a one-hour PBS special on heart disease to be televised in prime time on Feb. 27. The program, covering how and why heart disease occurs and the latest technology for diagnosis and treatment, will be hosted by Jim Lehrer, associate editor and co-anchor of the *MacNeil/Lehrer NewsHour*, and will in part focus on his experiences after suffering a heart attack a year ago. Lehrer underwent double bypass surgery and was back on the air in three months. The program will cost \$225,000 to produce and will be underwritten by AT&T.

MLGP, which produces *NewsHour*, announced earlier that it is developing an eight-part series of one-hour programs, *The Amazing English Language*, to begin airing in January 1986. The series will be co-produced with the BBC at a cost of \$1 million. So far, one underwriter has been announced—General Foods—although others may participate.

### Face-off in Moscow

In Duluth, Minn., the winters are long, hard and cold. They are in Moscow, too. Aside from that, the two cities may have little in common—except, a shared affection for ice hockey. So with that common bond in mind the University of Minnesota, Duluth, ice hockey team traveled to Russia over the holidays to face off with its Soviet counterparts in a game that was to be broadcast live on KBJR-TV Duluth. The teams faced off, sure enough, but at the last minute the Soviets pulled the plug on the international feed and Duluth viewers—revved up after a month-long promotion campaign of air spots, newspaper ads and billboards—were left with the regular programming on the NBC affiliate.

"No college team has ever played before in Russia as a college team," reported Bob Rich, the president and owner of KBJR-TV, the week before leaving for Moscow. Rich, whose station fully underwrote the 30-member team's trip, said before he left it was to be "the first time a local telecast has ever originated live from behind the iron curtain." The college team members were ac-



**With the troops.** Morton Dean (l), former correspondent with CBS News, will join Pat Harper (r) as anchors on Independent Network news on Monday, Jan. 14. Dean is expected to greet his new audience, however, before he goes on the air during the INTV convention this week.

panied by 90 fans on a one-week tour that also saw them play in Leningrad in between side trips to the Russian ballet and circus.

According to Dick Wallich, the producer and anchor of KBJR-TV's 10 o'clock news, Rich and associates negotiated for 18 hours with the Soviets about allowing the broadcast to leave the country, but 35 minutes before the game was to go on the air live at 8 p.m. Duluth time, the Soviets denied permission. Rich had been working since last April with Soviet representatives from the embassy in Washington and had been assured the arrangements for an international broadcast were settled. "Apparently three different Soviet ministries had their fingers in the pie," related Wallich, and in the end the no-go decision was made by the Sports Ministry.

Wallich speculated that the denial may have been caused by a last-minute change in who the Duluth team played. The stu-

dents originally were scheduled to play workers from the Moskvich automobile plant outside Moscow, but wound up playing a team from the Moscow Sports Institute of Physical Culture instead. The Institute's team members ranged in age from 18 to 35, Wallich said, and "the Sports Ministry didn't want them on national [U.S.] television." Wallich added that Rich tried to explain it was just a local broadcast and wouldn't be seen around the country, but the argument made no headway. According to one report, when the teams were switched, the game was also relocated to a another rink 25 miles away with new television hook-up facilities. The University of Minnesota team lost, 8-5.

### Brazilian metering

A.C. Nielsen Co. said it had bought a majority interest in Audi-Markets of Brazil, a consumer panel operation that also offers the only metered TV audience measurement service in that country. The price was not disclosed. Nielsen said Audi-Markets uses a consumer panel of some 6,500 homes to provide marketing data on such factors as consumer purchases, prices, consumer habits and TV viewing. The television panel, which uses diaries in conjunction with meters, was said to be similar to the Nielsen Television Index and Nielsen Metered Market Services in that the U.S. Audi-Markets operates in the main part of Brazil, including Sao Paulo and Rio de Janeiro, employs 1,000 people and plans to expand into other parts of the country.

### Panavision sale

New York-based Warner Communications has agreed to sell its Panavision subsidiary to two investor groups for \$52.5 million in cash, plus warrants granting it the right to repurchase up to 15% of the company. Panavision is a major provider of lens and camera equipment to the motion picture and television industries.



**RKO flying high.** "We Can, We Care" is the motto on the C Flag, a new award given by the President to businesses and associations that make outstanding contributions to their communities. The President's Citation Program for Private Sector Initiatives (PSI) gave the first flags to 150 executives in a ceremony that honored, among others, Shane T. O'Neil (center), president of RKO General, and Peter Ueberroth, chairman of the 1984 Los Angeles Olympic Committee (right). RKO General received the award for RKO Radio's voter registration campaign, "Taking Charge: A New Generation Registers To Vote," and for RKO Television's documentary series, "The Changing Family." At left is James K. Coyne, special assistant to the President for private sector initiatives.

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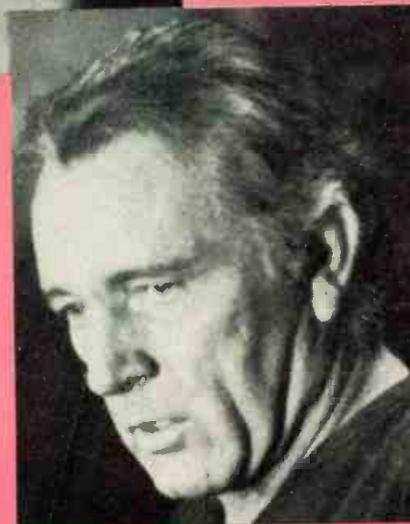
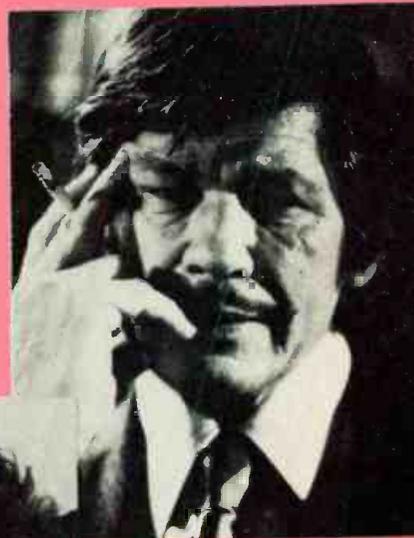
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## Family viewing's inauspicious demise

### Parties in 11-year case settle quietly out of court

The drawn-out family viewing case, a matter of major controversy when it originated 11 years ago, involving charges by the Hollywood creative community that the FCC, the networks and the National Association of Broadcasters had violated the First Amendment, has faded into history without attracting so much as a smidgen of public attention. The case was settled by the parties and dismissed by the U.S. Court in Los Angeles, the same court that had originally ruled in favor of the plaintiffs in a decision handed down in November 1976 (BROADCASTING, Nov. 8, 1976).

The dismissal, according to one of the lawyers in the case, Timothy Dyk, who represented CBS, occurred on Sept. 14, 1984, after months of negotiations between the parties. Dyk declined to divulge details of the settlement; one of its provisions prohibits disclosure of the details. However, a source said it was a "monetary settlement." Asked whether the settlement was for "expenses," the source said, yes, "generously interpreted."

The Hollywood community—producers, writers, directors and actors guilds—filed suit after the NAB adopted a provision in its



Wiley

now-defunct code of self-regulation calling for the reservation of 7 to 9 p.m. for programming suitable for "family viewing." The commission and its members were named defendants because of the role of then-Chairman Richard E. Wiley in working with the networks and the NAB to develop the con-



Lear

cept. Family viewing came into being at a time when the commission was under pressure from Congress to "do something" about the adult-oriented programming that was available for viewing by children in the early evening. Wiley was accused by Hollywood of pressuring the industry "to censor prime time programming" to avoid the procedural safeguards of a rulemaking and the protection of the no-censorship provision of the Communications Act.

The dismissal of the case came at a time when both sides could look forward to years of additional litigation but when the defendants had captured the high ground on the first of two issues to be decided—whether the defendants had violated the First Amendment. The second was whether they had violated the antitrust laws. Actually, two suits had been filed. In the first, both issues were raised. In the second, Norman Lear's Tandem Productions sought \$10 million damages on the antitrust issue.

Following a trial on the First Amendment question, Judge Warren E. Ferguson (who is now a member of the U.S. Court of Appeals for the Ninth Circuit Court of Appeals) in 1976 ruled in favor of the plaintiffs (BROADCASTING, Nov. 8, 1976). He said Wiley and the commission had forced the industry to adopt the family viewing plan. But on appeal, the Ninth Circuit vacated that decision and directed that the matter be referred to the commission on the ground it has primary jurisdiction in such matters. And the commission, in September 1983, cleared Wiley and itself of any wrongdoing in the case, and held that the networks and the NAB had not been coerced by the government in the adoption of the family viewing provision of the NAB code.

Lawyers for the Hollywood guilds went

## Washington Watch

**Caution advised.** National Association of Broadcasters has asked FCC to proceed cautiously in addressing request by Sideband Technology Inc. for allocation of 216-222 mhz for narrowband transmission systems for private land mobile. In comments at FCC, NAB noted that spectrum requested is adjacent to television channel 13 (210-216 mhz). NAB urged that "adequate protection" be afforded to public's reception of 64 TV stations currently operating on channel 13, and that interference to land mobile facilities from broadcasts on channel 13 be taken into account.

□

**Subcarrier support.** National Association of Broadcasters and five other parties have filed brief with U.S. Court of Appeals in Washington supporting FCC decision authorizing broadcasters to offer paging services on subcarrier frequencies and pre-empting state entry regulation. Telocator Network of America has appealed commission decision, contending agency lacks authority to grant such authorizations. NAB, along with MCI Airsignal, Millicom Information Services, National Radio Broadcasters Association, Public Broadcasting Service and Spantel Corp., said decision was reasonable exercise of commission's discretion to regulate spectrum in public interest. Brief said decision to grant FM and television licensees wide latitude in how they use their subcarriers "promotes the beneficial use of subcarrier spectrum that might otherwise be left idle by maximizing use of spectrum already allocated to broadcast service and authorized to individual licensees."

□

**Switch questioned.** National Association of Broadcasters has opposed FCC proposal to reallocate 2483.5-2500 mhz band from broadcast auxiliary service for new radio determination satellite service. In comments at FCC, NAB suggested that commission look elsewhere for spectrum. Otherwise, NAB said broadcasters will be in need of "compensation for the substantial financial and temporal costs involved."

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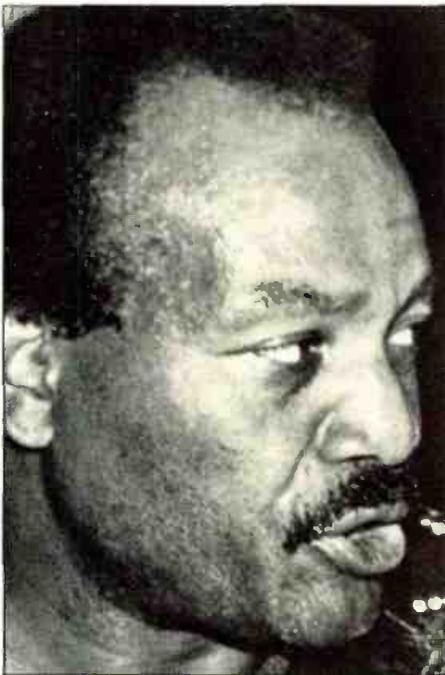
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# Newsletter

January,

1985

## JIM BROWN CHALLENGES FRANCO HARRIS



Jim Brown

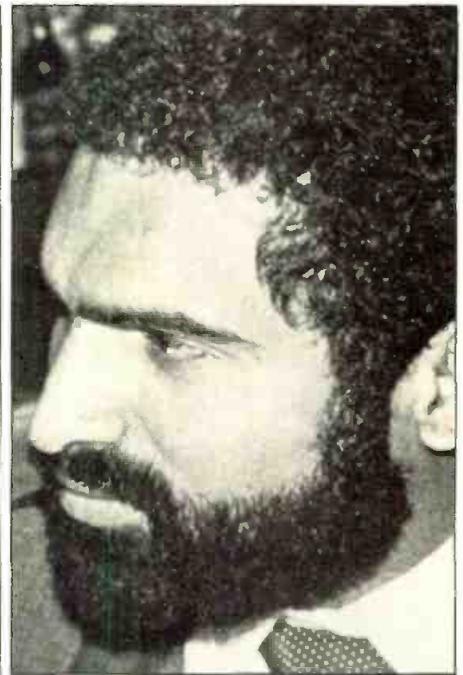
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back to Ferguson (who had retained jurisdiction over the case) with a request that he set aside the commission order and reinstate his decision. Attorneys for the government and the networks and NAB opposed the request which some of them privately described as "ridiculous"—and the stage was set for the months of negotiation that led to the settlement and dismissal of the suit. Lawyers noted that however Ferguson ruled on the request, the First Amendment issue was subject to additional litigation. And still to be held was the trial of the private antitrust suit.

So after 11 years, family viewing can be scratched from lawyers' calendars and time-sheets. □

## FCC says new technologies need to be considered in calculating white areas

**Traditional method of determining loss of service due to change of TV transmitter should now include access to alternative media**

Making yet another change in policy, the FCC has held that TV stations should be permitted to change their transmitter locations—leaving some viewers unable to receive an over-the-air signal from a conven-

tional television station—as long as many of those viewers have access to video alternatives.

The FCC made that determination in asking an administrative law judge to take another look at a request by KTVO(TV) Kirksville, Mo., to change its transmitter site.

KTVO's request was originally designated for hearing to consider whether it would run afoul of commission policy barring transmitter-site changes that would result in too many persons losing their sole television sig-

nal. Although it was determined that the station's proposal would create a white area—that is, an area not covered by the Grade B contour of any television signal—affecting 5,022 persons, the FCC Review Board approved the change, maintaining that those losses would be more than offset by other gains in service. (The proposal reportedly would have eliminated another white area containing 3,906 persons, and provided a net gain in service to 194,455 persons.)

The full commission rejected the Review

### From the FCC

**Mexicans sign.** FCC last week announced that United States and Mexico have amended their FM agreement to permit U.S. FM stations within 300 kilometers of Mexican border to use 20-99 khz for subcarrier offerings (53-99 khz for stereo). FCC, however, noted that those stations can't increase modulation above 100% for transmitting multiplex subcarrier services. Commission also announced that it has amended its own rules, effective Jan. 1, to permit FM stations transmitting in stereo to use subcarriers below 75 khz with up to 20% modulation. It added that current rules appear to restrict injection to 10% for subcarriers above 75 khz. □

**All in one.** FCC last week released order consolidating its Office of Public Affairs and legislative affairs functions of Office of General Counsel into new Office of Congressional and Public Affairs. □

**Green light for United.** Reversing decision by Review Board, FCC has granted United Broadcasting Co. renewal for WDJY-FM [formerly WOOK(FM)] Washington, denying competing applications of District Broadcasting Co. and Hispanic Broadcasting Co. Review Board had affirmed initial decision's grant to District. Board had held that United was not entitled to renewal expectancy and assessed it substantial demerit for infractions that led to commission's previous denials of renewal to United for WOOK(AM) Washington and WFAB(AM) Miami. FCC, however, among other things, said board had not given adequate consideration to "deterrence" impact of United's loss of other two stations. □

**Turned down.** FCC Mass Media Bureau has rejected personal attack complaint by SCA Services Inc. and SCA Chemical Services Inc., which alleged that Public Broadcasting Service documentary, *Hazardous Waste: A Search for Solutions*, had presented false and unwarranted attack on firms' integrity and honesty. Bureau said SCA had failed to make adequate case. □

**Granted, after all.** Reversing decision by administrative law judge, FCC Review Board has approved application of Rainbow Broadcasting Co. for new UHF TV on channel 65 in Orlando, Fla., denying mutually exclusive applications of Metro Broadcasting Inc. and Winter Park Communications. ALJ Walter C. Miller had disqualified Rainbow for alleged misrepresentation of station role proposed by one of its principals. Judge then found Metro better of two applicants remaining. Board, however, said Miller erred in disqualifying Rainbow; board said it could find no evidence that Rainbow had willfully intended to deceive, mislead or conceal. Board then found Rainbow preferred on slight integration preference over Metro. Rainbow is partnership 85% owned by Joseph Rey, with remainder held by two others. At time of initial decision, Rey was vice president, sales for WDLZ(TV) Miami. None of Rainbow's principals had other media interests. □

**One more time.** FCC has readopted decision, which was remanded by Court of Appeals in Washington (BROADCASTING, Jan. 16, 1984), permitting Communications Satellite Corp. to deal directly with end users instead of common carriers. Policy also permits Comsat to offer end-to-end services through separate subsidiary. □

**Easier readings.** FCC has changed rules to permit AM broadcasters to use direct reading frequency power meters to measure operating power. Power meters for FM and aural television transmitters may now be calibrated by using external wattmeter or indirect method. □

**Sent back.** FCC Review Board has remanded initial decision granting South Florida Broadcasting Co. new FM in North Miami, Fla., to Administrative Law Judge Edward Kuhlmann for consideration on whether that applicant, and several competitors, had reasonable assurance of antenna site (BROADCASTING, June 11, 1984). Board said hearing record on that point "may be likened to a bikini bathing suit: what it reveals is interesting, but what it obscures is vital." □

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Board's decision, however. The commission said "relatively small" white areas could be considered "*de minimis*" and disregarded in these sorts of cases. But a white area containing 5,022 persons, the commission said, was not *de minimis*.

At the board's and the station's prodding, however, the commission agreed that access to alternative technologies should now be taken into consideration.

The FCC noted that residents of fringe areas may be subscribing to cable or may have bought equipment enabling them to receive signals from beyond a station's Grade B contour. Translator or low-power television also might represent the "most realistic" option for providing service to these areas, the FCC said. "Where this is the case, there is no justification for including the recipients of such alternative service in calculating the extent of white areas," the FCC said.

In the case at hand, the FCC asked that the administrative law judge consider whether the availability of alternative video service—including in his consideration "present and proposed" translator service, cable subscribership and the viewing of signals beyond their Grade B contours—eliminated the white area created, or reduced it to *de minimis* proportions. □

## Costly renewal

KTVK(TV) Phoenix has been granted a license renewal. But not before it spent about \$100,000 in legal fees fighting off a competing applicant, according to Delbert Lewis, station president and general manager.

The competitor, Jason Communications, was headed by William H. Best, a former station employee.

In a prehearing motion, Best alleged that the station's then-51% owner, former U.S. Senator Ernest W. McFarland, who later died, had illegally transferred control of the station to Lewis and his wife, the senator's daughter.

FCC Administrative Law Judge Joseph Stirmer rejected that allegation. In a prehearing conference, Stirmer urged Best to settle.

Lewis said Best's attorney originally asked for a settlement of \$50,000, an offer the station refused. The station eventually agreed to pay Best \$10,402 to dismiss his application, Lewis said.

Howard Liberman, of the Washington law firm of Arter & Hadden, Best's attorney at the time of the challenge, told BROADCASTING that Best "really felt that there had been an unauthorized transfer of control." □

## From the ALJ's

**Thumbs up for Summit.** In initial decision, FCC Administrative Law Judge Frederic Coufal has granted application of Summit Communications Inc. for new UHF television station (ch. 43) in Virginia Beach, Va., denying competing applications of Virginia Beach Television, Tidewater Broadcasting Co. and Tidewater Christian Communications Corp. Summit edged ahead with superior coverage proposal. President and 16.66% owner of Summit is G. Dewey Simmons Jr. Simmons, who operates investment business, was Virginia Beach Justice of Peace from 1959 until 1966. □

**Judge warms to Sunshine.** In initial decision, FCC Administrative Law Judge Frederic Coufal has granted application of Sunshine Broadcasting Inc. for new FM at Fort Myers Villas, Fla., denying mutually exclusive application of LBC Inc. for Cape Coral, Fla. Judge said Sunshine won out because Cape Coral already has radio station while Fort Myers Villas has none. Sunshine's president and 50% owner is Jerald M. Bellairs; remaining 50% is held by Bellairs' wife, Vivian. Jerald Bellairs was general manager of WIVS(AM) Crystal Lake and WXR(AM) Woodstock, both Illinois, from 1976 until 1981. Neither he nor his wife has other media interests. □

**Jersey City grant.** In initial decision, FCC Administrative Law Judge Walter C. Miller has granted application of Antonin and Garcia for new FM in Jersey City, N.J., denying mutually exclusive applications of Las Americas Communications, Caprice Broadcasting Group, Comserv Broadcast Group, Multicultural Broadcasting, Coastal Communications Co., and Omnilingual Broadcasting for deleted facilities of WHBI(FM) Newark, N.J. Antonin and Garcia won out for proposing first local transmission service to Jersey City; others proposed Newark, which already has eight broadcast outlets. Antonin and Garcia is partnership of Frances Lawrence Antonin, Jersey City municipal judge, and Mary Garcia, Jersey City attorney. Neither has other media interests. □

**Gulliver grant.** In initial decision, FCC Administrative Law Judge Joseph Chachkin has granted application of American Peakes Ltd. for new FM in Gulliver, Mich., denying mutually exclusive application of Mighty-Mac Broadcasting Co. for Manistique, Mich. Judge said American Peakes won out with its proposed location, which would provide first nighttime radio service to more than 1,200 persons. Mighty-Mac had not proposed first aural service. Frances Jo Curtis is president and 100% owner of American Peakes, licensee of WTIQ(AM), sole station in Manistique, which is about 10 miles away from Gulliver. □

**Breadbasket wins.** In initial decision, FCC Administrative Law Judge John Conlin has granted application of Breadbasket Enterprises Inc. for new FM in Great Bend, Kan., denying competing applications of Dale Weller, Cheyenne Broadcasting Co., Channel 300 Inc. and F.R. Broadcasting Inc. Breadbasket nosed ahead with small preference for integration proposal. Lance L. Saylor is 100% owner of Breadbasket. Saylor, according to initial decision, is account executive and announcer for KVGB-AM-FM Great Bend, Kan.

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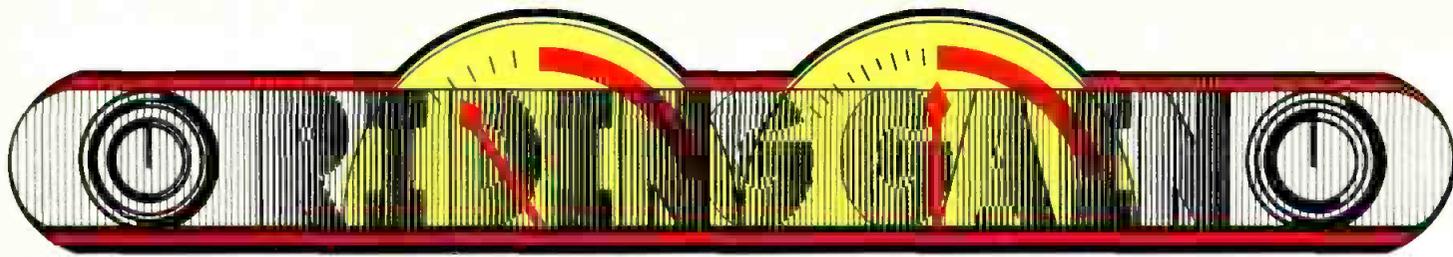
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## The week's worth of news and comment about radio

### Coming along

Pre-registration for Radio Advertising Bureau's fifth annual Managing Sales Conference, scheduled for Jan. 26-29 at the Amfac hotel at the Dallas-Fort Worth airport, is running 36% ahead of last year's pace, according to RAB executive vice president and conference coordinator, Wayne Cornils. As of last week, RAB had received 702 paid registrations, said Cornils. An attendance ceiling of 1,000 has been set by the association ("Riding Gain," Oct. 22, 1984).

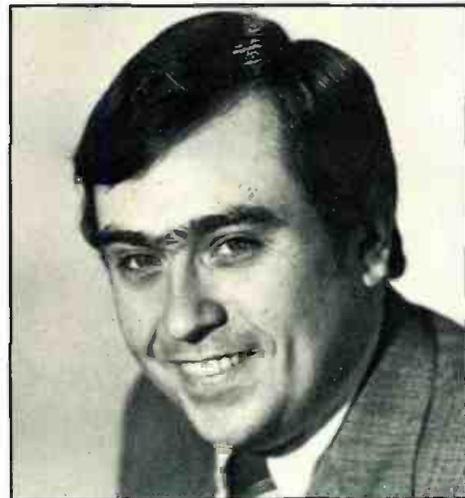
Separately, the RAB has just released its 1985 *Co-Op Sources* book, which, said Joyce Reed, vice president for retail and co-op advertising for RAB, contains 4,616 manufacturers' plans. Of that figure, 854 reimburse local retailers 100% for radio advertising, she noted. The first volume of the co-op book includes a new alphabetical index of all plans. A second volume is scheduled to be published later this year.

The RAB is also close to completing its test of a new computerized co-op data system at member stations in 100 markets ("Riding Gain," Nov. 5, 1984). The computer networks to be made available to all RAB members at per-minute connection charges. It will likely be unveiled at this month's Managing Sales Conference.

**Decision stayed.** Reacting to widespread industry dismay, the FCC has stayed its attempt to remedy noncommercial FM interference to television channel 6 (BROADCASTING, Oct. 29, 1984). In a press release last week, the FCC said rules would not go into effect until after the commission responds to petitions for reconsideration. During the stay, the FCC said it won't accept applications for new noncommercial FM stations or new TV's on channel 6. It also put a freeze on applications that would affect service areas of noncommercial FM applications already on file, those that would change coverage areas of noncommercial FM's on channels 201-220, and applications that would affect service areas of channel 6 stations. The stay was requested in a joint filing by the Association of Maximum Service Telecasters, the National Association of Broadcasters, the Corporation for Public Broadcasting, the National Federation of Community Broadcasters, National Public Radio, McGraw-Hill Broadcasting Co. and Taft Broadcasting Co.

### Compromise

James Farley, vice president, radio news, NBC, has come up with a possible way to help "bridge the gap" between the Radio-Television News Directors Association's 1985 meeting in Nashville and the National Association of Broadcasters/National Radio Broadcasters Association's second annual, jointly sponsored Radio Convention and Programming Conference in Dallas, both of which occur Sept. 11-14 ("Closed Circuit," Nov. 5, 1984). In a letter to RTNDA President-elect John Spain, news director for WBRZ-TV Baton Rouge, La., Farley suggested a joint panel discussion between radio news directors



Farley

and program directors who are attending their respective meetings via a two-way video hook-up.

"In most stations today, the news director reports to the program director," wrote Farley. "The program director in most cases is the person who decides how much, if any, news a radio station will do. Radio news directors need to be talking to program directors. . . . Meeting in different cities isn't going to help." As president-elect, Spain serves as the producer of RTNDA's next convention.

Farley said he was prompted to write the letter after witnessing the concern of some radio news directors at the recently concluded Radio-Television News Directors Association convention in San Antonio over what they see as a curtailment of local news operations by program directors and/or other station management. "I want program directors to hear what news directors have to say and vice versa," said Farley.

### Preparing for '85

The National Association of Broadcasters and the National Radio Broadcasters Association have named the members of their



**New hitch.** John Madden, former coach of the Oakland Raiders professional football franchise (now the Los Angeles Raiders), has renewed his contract with RKO Radio Networks for his two-minute weekday afternoon drivetime sports commentary over RKO Two. The program is currently heard on more than 400 stations across the country. Madden will also add a Saturday morning broadcast to his agenda that is tentatively-scheduled to begin later this month. Madden, whose new agreement runs through the summer of 1986, has been with the network since September 1981. Pictured at the contract signing with Madden (right) is Charley Steiner, manager of sports for the RKO Radio Networks.

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1985 Radio Convention and Programming Conference committee. Serving as co-chairmen are NRBA President Bernie Mann and Doubleday Broadcasting President Gary Stevens. Other committee members are: Toney Brooks, president, Sandusky Radio, Denver; Kent Burkhart, chairman, Burkhart/Abrams/Michaels/Douglas & Associates, Atlanta; Bill Clark, president, radio division, Shamrock Broadcasting, San Francisco; Susan Dalton, general sales manager, WXTR-AM-FM LaPlata, Md.; Joseph Dorton, president, Gannett Radio, St. Louis; Norman Goldsmith, president, Radio Marketing Concepts, Warrenton, Va.; Gary Grossman, vice president-general manager, KRKT-AM-FM Albany, Ore.; Ron Harper, program director, WNOE-AM-FM New Orleans; Sally Hawkins, president-general manager, WILM (AM) Wilmington, Del.; Steve Marx, senior vice president, Katz Broadcasting, Worcester, Mass.; Paul Olson, president-general manager, KLEM(AM)-KZZL(FM) Le Mars, Iowa; Richard Oppenheimer, president-general manager, Central Texas Broadcasting, Austin, Tex.; Pat Shaughnessy, president, TM Communications, Dallas; Rick Sklar, president, Sklar Communications, New York; Nick Verbitsky, president, The United Stations, New York, and Norman Wain, president, Metroplex Communications, Cleveland.

The first committee meeting is scheduled for Wednesday, Jan. 9, in Dallas, the site of this year's jointly-sponsored event.

### Playback

The Extended Program Service of the public radio satellite system will distribute a 13-part, half-hour series on aging and creativity beginning Jan. 7. *I'm Too Busy To Talk Now: Conversations With American Artists Over 70* incorporates interviews with poets Stanley Kunitz and Josephine Miles, actors Hume Cronyn and Jessica Tandy, writers Norman Corwin and M.F.K. Fisher, filmmaker John Huston, singer Burl Ives and composer John Cage, among other artists. The series, free to public radio stations, is from Washington-based, nonprofit Connie Goldman Productions and produced by its president, a former National Public Radio arts reporter, Connie Goldman. According to Goldman, the programs explore "the relationship between aging and creativity in an effort to combat negative stereotypes of the aging by presenting positive, vigorous role models." *I'm Too Busy To Talk Now* is supported by grants from the National Endowment for the Arts and television producer Norman Lear.

### Festival time

The fourth annual International Radio Festival of New York, a worldwide competition for programs, commercials, public service and promotional announcements presented over radio, has been slated for New York's Sheraton Center hotel, June 10-12.

As in previous years, seven major categories will be judged: entertainment programs, news programs, information programs, public service announcements, commercials, promotion spots and editorials. Judging will be done by two industry "advisory" panels; one for programming and promotion and the other for advertising. Grand award trophies will be presented to

the best overall entry in each main category with gold awards given to the best submissions in each subcategory during a ceremony on the evening of June 12. The three-day event will also feature workshops and tours of local stations and studios.

According to festival president, Gerald Goldberg, revised commercial categories have been added to this year's competition. "The new commercial categories," said Goldberg, "will allow a competing advertiser or agency to submit its work in a product category, such as automotive products or alcoholic beverages, where they will be judged against similar spots, instead of the time-based categories [30, 60, and over 60 seconds], the festival utilized since its inception."

Goldberg added that this year's entry fees for the program categories have been low-

ered by about 15%, due to what he said was a decrease in the number of entries in 1984 after fees were raised. (Program fees vary with the length of the program.) The reduced rate will also give more smaller market radio stations an opportunity to participate, a festival spokesman said. Entry fees for all spot categories (commercials, public service announcements, promotions, etc.) will remain the same as a year ago.

In 1984, entries for the festival reached a record high 1,106 (791 commercials and 315 programs) with submissions coming from 18 countries including Australia, Canada, China, England, Mexico, Spain and West Germany. ("Riding Gain," June 4, 1984). Entry deadline for the this year's event is Monday, April 1. For more information contact the International Radio Festival of New York at (914) 238-4481.

## THE TOUGH GUYS... in tower building.

In the designing and building of superior communications towers, there is simply no room for compromise. At Stainless, the tough, uncompromising approach is a way of life. It always has been. It always will be.

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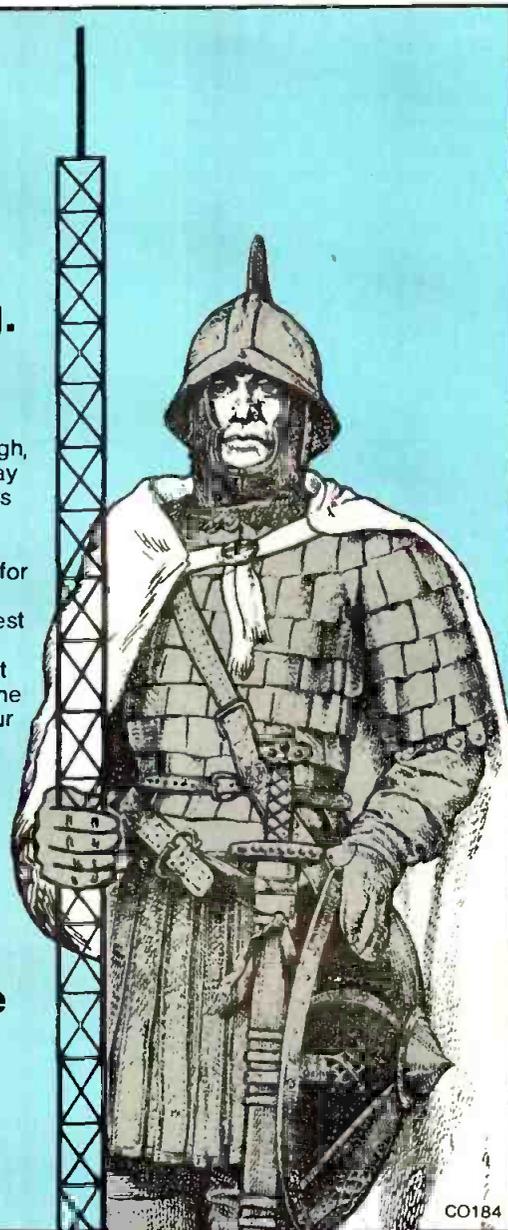
Whether your need is for AM, FM, TV, microwave, CATV or radar transmission, think of Stainless when deciding who should build your next tower.

Over 1,000,000 feet of construction has earned us the reputation of being "the Tough Guys in Tower Building."

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## Television welcomes a new President

### Inaugural Committee is producing gala from Washington over ABC

Every four years, Washington recovers from the Christmas and New Year holidays by preparing for the presidential inaugural and the festivities surrounding it. This year is no different. And, as was the case four years ago, the Reaganites are sharing some of the cheer with the rest of the country over the television facilities of ABC in what should prove a profitable venture both for ABC and the sponsoring Inaugural Committee.

The committee is planning two—not one but two—galas for the nights of Jan. 18 and 19, in advance of the official inauguration in the White House of President Ronald Reagan and Vice President George Bush, on Jan. 20, as required by the Constitution. (The public, and ceremonial one, will take place a day later, a Monday.) The first gala will honor the Vice President, the second the President. More than a score of entertainers—an eclectic bunch ranging from Frank Sinatra and Don Rickles to Mikhail Baryshnikov—will appear at one or both, but all will appear, live or on tape, on the program to be transmitted

by ABC on Saturday, from 9 to 11 p.m.

The network, as it did four years ago, is leasing the lines to the committee, which, in effect, is providing a turnkey production—crews, producers, directors, stars and studio (the D.C. Convention Center). The committee is also paying for the privilege—\$2 million, substantially more than the \$300,000 per half hour ABC got when it sold time to political parties during the recent campaign. But the committee plans to make \$2.6 million profit, selling 14 commercial minutes in

the two hours for \$330,000 each.

All told, the Inaugural Committee hopes to raise at least \$12 million—from tickets to balls and the galas and the advertising in the Saturday night show—which is what inaugural festivities are expected to cost. Four years ago, the first Reagan inauguration cost \$15 million.

Sinatra, besides serving as one of the headliners for the two galas, is the honorary chairman, and is among those helping to produce the events. Joe Canzeri, of Canzeri Co., a Washington public relations firm, is chairman of the event. As such, he is the principal creative force behind it. (He was also described by a committee aide as "Sinatra's link" to the committee.) Dwight Hemion and Gary Smith, of Smith-Hemion Productions, of Los Angeles, are also lending their expertise. Another key member of the behind-the-scenes team is Jim Travis, who served as head of the now disbanded Tuesday Team, the advertising agency created to handle the Reagan-Bush campaign and who is now vice chairman and chief operating officer of Della Femina, Travisano & Partners. He helped sell the television show to Madison Avenue.

But the stars up front are better known. Besides Sinatra, Rickles and Baryshnikov, there will be such Republican favorites as Pearl Bailey, Ray Charles, Charlton Heston, Wayne Newton, James Stewart, Elizabeth Taylor and Efrem Zimbalist Jr. The Beach Boys, who gained new fame when then-Interior Secretary James Watt barred them from a Fourth of July celebration on the Washington Mall several years ago, are also on the bill. So are Mac Davis, Michael Davis, the Gatlin Brothers, Cathy Lee Johnson (of *Good Morning, America*), Rich Little, Dean Martin, Patricia Neal, The New York City Breakers, Tony Randall, Lou Rawls, Tom Selleck, Frank Sinatra Jr. and the U.S. Air Force Symphony and Robert Wagner. □

**Employment profile.** Broadcast stations with five or more full-time workers employed a total of 168,746 persons during 1984, a 4.6% increase over 1983. According to FCC figures based on annual employment reports, 139,505 persons were employed in the top-four job categories, with women representing 27.8%, and minorities counting for 13%. In 1983, 26.9% of the persons employed in the top-four job categories were women and 12.8% were minorities.

## EARLY WINTER SALES \*

WAVI/WDAO (FM)	Dayton, Ohio	\$4,000,000
KIOQ-FM	Bishop, California	425,000
WDRV (AM)	Statesville, North Carolina	210,000
WANR/WANJ (FM)	Wheeling, West Virginia	1,319,506
KSHR AM-FM	Coquille, Oregon	625,000
WSON/WKDQ (FM)	Henderson, Kentucky	2,625,000
WXCM/WIBM (FM)	Jackson-Lansing, Michigan	3,150,000
WALG/WKAK (FM)	Albany, Georgia	1,925,000

\*Subject to FCC approval.

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1/7/85

## RTNDA awardees

The Radio-Television News Directors Association presented its International Awards for excellence in electronic journalism to eight stations in four radio and four television categories. Winners were chosen from among 34 regional award-winners

### Radio

WHDH(AM) Boston □ Edward R. Murrow award.  
WCKY(AM) Cincinnati □ Spot news coverage.  
WGST(AM) Atlanta □ Investigative reporting.  
KMOX(AM) St. Louis □ Continuing coverage.

### Television

WSMV(TV) Nashville □ Edward R. Murrow award.  
WMAQ-TV Chicago □ Spot news coverage.  
WBBM-TV Chicago □ Investigative reporting.  
WAVY-TV Portsmouth, Va. □ Continuing coverage.

# Changing Hands

## PROPOSED

**WDIA(AM) Memphis** □ Sold by Benidia Inc. of Memphis to Adams Communications Inc. for \$2.5 million. **Seller** is subsidiary of Broadcast Enterprises National Inc., Philadelphia-based station group of six AM's and two FM's, owned by Ragan Henry. **Buyer** is Wyzata, Minn.-based station group of two AM's, two FM's and five TV's owned by Stephen Adams. It sold WKDJ(AM) Memphis two weeks ago to Viacom ("Changing Hands," Dec. 31, 1984). WDIA is on 1070 khz with 50 kw day and 5 kw night.

**WEEL(AM) Fairfax, Va.** □ Sold by George Mason University to Universal Broadcasting Inc. for \$750,000. **Seller** is 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 Koshofsky and Howard Warshaw. WEEL is on 1310 khz with 5 kw day and 500 w night. *Broker: Horton & Associates.*

**WCWY(AM)-WBGY-FM Tullahoma, Tenn.** □ Sold by Quin-Abi Broadcasting Inc. to TRH Inc. for \$476,500 cash. **Seller** is principally owned by Jerry P. Newton, who also owns WLHQ(AM) Enterprise, Ala. **Buyer** is owned by Millard V. Oakley (25%), Charles N. Turner (50%) and Ronnie R. Wallace (25%). Oakley owns Livingston, Tenn.-based station group of four AM's, two FM's, and is applicant for three new TV's and 106 low-power television stations. Oakley also has interest in cable system in Crossville, Tenn. Turner is banker in Tracy City, Tenn. Wallace owns construction firm in Fayetteville, Tenn. WCWY in daytime on 740 khz with 250 w. WBGY-FM is on 93.3 mhz with 100 kw and antenna 631 feet above average terrain.

**KCYL(AM)-KLTD(FM) Lampasas, Tex.** □ Sold by Ballard Broadcasting Co. to Ronald K. Witcher for \$355,000 cash. **Seller** is owned by Drew Ballard who also owns KCYS(AM) Boerne, KLFB(AM) Lubbock, KGRT-FM Taylor, all Texas, and KEOR-AM-FM Atoka, Okla. **Buyer** is station's chief engineer. KCYL is on 1450 khz with 1 kw day and 250 w night. KLTD is on 99.3 mhz with 2.8 kw and antenna 190 feet above average terrain.

**KTBY-TV Anchorage** □ 51% of KTBY Inc. sold by Sharad Tak to Ronald K. Bradley for \$255,000 cash and assumption of liabilities that totaled approximately \$1.5 million when Tak and Bradley bought station from former owner last year. **Seller** is owner of Vienna, Va.-based station group of five TV's and one FM. **Buyer** is station's general manager and owner of other 49%. KTBY-TV is independent on channel 4 with 42.5 kw visual, 8.5 kw aural and antenna 58 feet below average terrain.

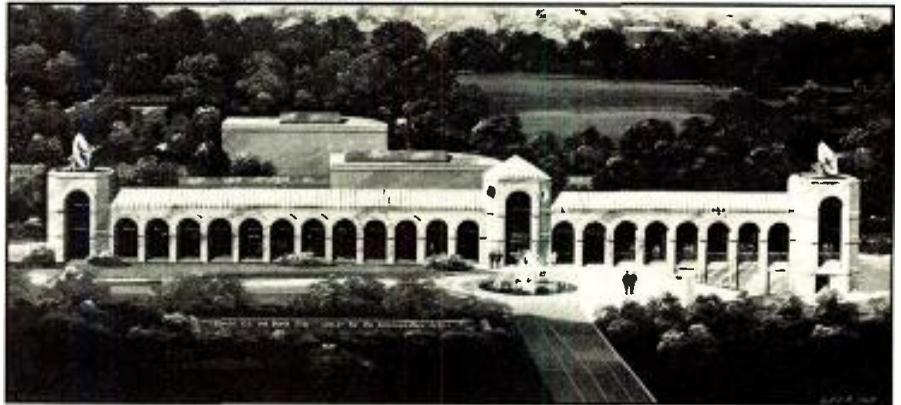
*For other proposed and approved sales see "For the Record," page 220.*

## CABLE

**System serving Long Beach, Calif.** □ Sold by Cable Communications Co. to Simmons Communications Co. for approximately \$40

million. **Seller** is jointly owned by Times Mirror Cable Television Inc. and Knight-Ridder Broadcasting Inc. Times Mirror is publicly traded Los Angeles-based station group of seven TV's, cable MSO with 66 systems, and publisher of seven newspapers and four magazines. Cable division is head-

ed by Ralph J. Swett. Knight-Ridder is publicly held, Miami-based station group of six TV's, publisher of 24 daily newspapers and cable operator having interest in systems in Bound Brook and Elizabeth, both New Jersey. It is headed by Alvah H. Chapman, chairman. **Buyer** is Stamford, Conn.-based MSO of five systems principally owned by Steve Simmons. Long Beach system passes 140,000 homes with 37,000 subscribers and 118 miles of plant.



**Communications college.** A communication arts school is scheduled to be built in the Midwest, at Hastings College, a liberal arts school in Hastings, Neb., by the end of 1986. Its courses will include television and radio production and post-production, writing, drama, speech and music. The Center for the Communication Arts will be equipped with two satellite dishes, an uplink and downlink, to transmit and receive programs from around the world. It is projected the facility will cost \$3 million to build; \$1 million has already been donated by Robert Gray, chairman of Gray and Co. Public Communications International, Washington. Gray is a native of Hastings.

December 31, 1984

## Mountain States Broadcasting

(a joint venture of Providence Journal Broadcasting and Southland Communications, Inc.)

has completed the acquisition of the assets of

### KZAZ-TV

Nogales-Tucson, AZ.

from

## Roadrunner TV Ltd. Partnership

The undersigned initiated this transaction and represented the buyer in the negotiations.

THE  
TED HEPBURN  
COMPANY Cincinnati

Continued from page 30.

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 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 *Athens 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 programming related to reading, literacy or promotion of the lifetime reading habit." Information: (302) 731-1600.

**Feb. 21**—16th National Abe Lincoln Awards, spon-

sored 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.

**March 14-17**—*First NATPE International* Production Conference. New Orleans Hilton. Information: (212) 949-9890.

**March 15**—*Ohio Association of Broadcasters* Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

**March 15**—Deadline for entries in International Gold Medallion competition, sponsored by *Broadcast Promotion and Marketing Executives*. Information: BPME, department of telecommunications and film, San Diego State University, San Diego, 92182.

**March 15**—Deadline for entries in Samuel G. Engel International Television Drama Awards competition, sponsored by *Michigan State University*. Information: (517) 355-8372.

**March 15-17**—*Intercollegiate Broadcasting System* national convention. Washington Hilton, Washington.

■ **March 19**—*Television Bureau of Advertising* regional sales training conference. Sheraton Inn (Airport), Portland, Ore.

**March 20**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: station management/ownership. National Association of Broadcasters, Washington.

**March 21**—*International Radio and Television Society* newsmaker luncheon, featuring Brandon Tartikoff, NBC; Lew Erlich, ABC, and Bud Grant, CBS. Waldorf-Astoria, New York.

■ **March 21**—*Television Bureau of Advertising* regional sales training conference. Meridian (downtown), San Francisco.

**March 21-23**—*New Mexico Broadcasters Association* annual convention. Guest: CBS's Gordon Van Sauter. Inn at Loretto, Santa Fe, N.M.

**March 22**—*Academy of Television Arts and Sciences* forum luncheon with Merrill Panitt, editorial director, *TV Guide*. Century Plaza, Los Angeles. Information: (818) 506-7880.

■ **March 26**—*Television Bureau of Advertising* regional sales training conference. Amfac (West Tower), Dallas.

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

**March 26-27**—*Pennsylvania Association of Broadcasters* visit to Congress. Washington.

**March 27-28**—*Illinois Broadcasters Association* spring meeting and awards banquet. Convention Center, Springfield, Ill.

**March 27-31**—*Alpha Epsilon Rho, National Broadcasting Society*, 43d annual convention. Opryland hotel, Nashville.

■ **March 28**—*Television Bureau of Advertising* regional sales training conference. Atlanta Hilton (downtown), Atlanta.

### April

**April 1-3**—*SPACE/STTI (Society for Private and Commercial Earth Stations/Satellite Television Technology Inc.)* show. MGM Grand, Las Vegas. Information: (703) 549-6990.

**April 3**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: public relations. National Association of Broadcasters, Washington.

**April 8-9**—32d annual Unity Awards in Media (UAIM), recognizing excellence in media reflecting "accurate exposure of minorities and disabled persons, sponsored by *Lincoln University*. Lincoln campus, Jefferson City, Mo. Information: (314) 636-6041.

**April 10**—Presentation of *Women in Communications's* Matrix Awards. Waldorf-Astoria, New York.

**April 14-17**—*National Association of Broadcasters* annual convention 63rd annual convention. Las Vegas Convention Center, Las Vegas.

**April 14-20**—INPUT '85, international public television screening conference, hosted by *Institut National de la Communication Audiovisuelle*. New International Trade Center, Marseille, France. Information: (33) 1-347-63-85; INA, 193, rue de Bercy, 75582 Paris Cedex 12, France.

December 31, 1984

## Mountain States Broadcasting

(a joint venture of Providence Journal Broadcasting and Southland Communications, Inc.)

has completed the acquisition of the assets of

### KGSW-TV

Albuquerque, N.M.

from

### Galaxy-Southwest Television

The undersigned initiated this transaction and represented the buyer in the negotiations.

THE  
TED HEPBURN  
COMPANY Cincinnati

**April 16**—*Academy of Television Arts and Sciences* forum luncheon with Elton Rule, partner, Rule/Starger Co. Century Plaza, Los Angeles. Information: (818) 506-7880.

**April 19-21**—*California AP Television-Radio Association* 38th annual convention. Monterey Sheraton, Monterey, Calif. Information: Rachel Ambrose, (213) 746-1200.

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

**April 21-23**—*West Virginia Broadcasters Association* spring meeting. Marriott hotel, Charleston, W. Va.

**April 21-24**—13th annual *Telecommunications Policy Research Conference*, Equily: Social and Economic Issues." Airlie House, Airlie, Va. Information: (413) 549-4600.

**April 24**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**April 24**—Presentation of *Ohio State Awards*, for "excellence in educational, informational and public affairs programming." Awards administered by Ohio State University's WOSU-AM-FM-TV Columbus, Ohio. National Press Club, Washington.

**April 24-26**—*Ohio Association of Broadcasters* spring convention. Kings Island Resort Inn, north of Cincinnati.

**April 25**—*Marist College* presentation of Lowell Thomas Award to outstanding broadcaster. Helmsley Palace, New York.

**April 26-28**—*Texas AP Broadcasters* annual convention and awards banquet. La Mansion, Austin, Tex.

**April 27-May 2**—*Pennsylvania Association of Broadcasters* executive conference. Belmont Golf and Beach Club, Bermuda.

## May

**May 3-5**—*Illinois News Broadcasters Association* spring meeting. Hilton, Springfield, Ill.

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

**May 7-11**—*American Women in Radio and Television* 34th annual convention. New York Hilton, New York.

**May 8-15**—25th Golden Rose of Montreux Television Festival, organized by *Swiss Broadcasting Corp.* and *city of Montreux*, for light entertainment programs (music, comedy, variety), and can be submitted by independent producers and national broadcasting organizations. Montreux, Switzerland.

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

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

**May 13-16**—High Definition Television Colloquium, "Progress in HDTV, EDTV and Other Improved Television Systems," sponsored by *Government of Canada*. Ottawa Congress Center, Ottawa, Ontario. Information: Secretariat HDTV, 1138 Sherman Drive, Ottawa, Ontario, K2C 2M4; (613) 224-1741.

**May 14**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: associations. National Association of Broadcasters, Washington.

**May 14-15**—LPTV West, West Coast conference and exposition for low power television, sponsored by *National Institute for Low Power Television*. Westin Bonaventure, 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 16**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**May 17-19**—*American Public Radio* annual meeting. Westin hotel, Vail, Colo.

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

**May 19-22**—Fourth International Conference on Television Drama, sponsored by *Michigan State University*. MSU campus, East Lansing, Mich.

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

**May 24**—*Academy of Television Arts and Sciences* forum luncheon with Robert Bennett, senior VP, television broadcasting and production, Metromedia Inc. Century Plaza, Los Angeles. Information: (818) 506-7880.

**May 27-June 1**—27th American Film Festival, documentary, short film and video festival sponsored by *Educational Film Library Association*. Roosevelt hotel, New York. Information: (212) 227-5599.

**May 28-31**—*Public Telecommunications Financial Management Association* annual conference. Hyatt Regency, New Orleans. Information: (803) 799-5517.

**May 30-June 1**—International Visual Communication Conference, sponsored by *University of Pennsylvania's Annenberg School of Communications*. Hilton hotel, Philadelphia. Information: (215) 898-7037.

## June

**June 6-9**—*Broadcast Promotion and Marketing Ex-*

*ecutives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago.

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

**June 9-12**—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge on Table Rock Lake, Branson, Mo.

**June 10**—Presentation of Monitor Awards of *Videotape Production Association*. Lincoln Center, New York State Theater, New York.

**June 12**—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon. Waldorf-Astoria, New York.

**June 12**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: programing management. National Association of Broadcasters, Washington.

**June 12-13**—*Illinois Broadcasters Association* annual trip to Washington for visits with legislators and FCC. Washington.

**June 20-22**—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

## July

**July 19-21**—*Oklahoma Association of Broadcasters* annual summer meeting. Shangri La, Afton, Okla.

**July 22-23**—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Hilton Harbour Castle, Toronto.

**July 31-Aug. 4**—*National Association of Black Journalists* convention. Baltimore.

## August

**Aug 4-7**—*Cable Television Administration and Marketing Society* 11th annual conference. Fairmont 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. 22-24**—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs, W. Va.

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

"Where Things Stand" continued from page 46

nal rule, FCC stayed television portion of that order until April 1, 1985, and Congress set that stay in legislative concrete (BROADCASTING, Aug. 13, 1984).

Commission has relaxed attribution rules (BROADCASTING, May 7, April 2, 1984), which define ownership percentage that triggers multiple ownership rules. Under changes adopted, everyone would be able to own up to 5% of media company before being considered owner, regardless of number of shareholders company has. And passive investors would be permitted to own up to 10% before property in question was counted against their portfolios.

In other action, FCC has eliminated its regional concentration rule, which prohibited ownership of three broadcast stations when two are located within 100 miles of third and primary service areas of any overlap (BROADCASTING, April 16, 1984).

**Music licenses.** All-Industry TV Station Music

License Committee, unable to come to terms with Broadcast Music Inc. and American Society of Composers, Authors and Publishers on new music licenses for TV stations, filed class action suit in U.S. District Court in New York in 1978, charging ASCAP and BMI licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 14, 1981); court agreed (BROADCASTING, Aug. 23, 1982). ASCAP and BMI appealed, and U.S. Court of Appeals for Second Circuit in New York heard oral arguments Nov. 1, 1983 (BROADCASTING, Nov. 7, 1983). Appeals court overturned district court's decision Sept. 18 (BROADCASTING, Sept. 24, 1984).

Attorneys for committee said they would seek Supreme Court review and also seek to leave district court's judgment concerning interim license fees in place pending such review. In regard to latter, committee sent letter to member stations reporting that it met with ASCAP and offered to maintain present level of payments (about \$57 million annually for industry as whole) for blanket fees (BROADCASTING, Dec. 17). Letter also said ASCAP countered with proposal that industry immediately resume paying under "percentage of revenue rate" in effect prior to

committee's lawsuit—which committee claims would total \$100 million annually. Committee filed papers with Federal Rate Court in early December 1984 to decide interim rate fee with ASCAP and hearing has been scheduled for January 1985. In meantime, committee has instructed stations to continue paying at 1980 rates as they have since February, 1983.

In regard to BMI, other major music licensing organization, committee has reached agreement to extend 1980 blanket rate through January 1985 and representatives of committee will meet with BMI this month to set February rate.

In radio, All-Industry Radio Music License Committee reached new two-year agreement with BMI on revisions in radio station music license contracts (BROADCASTING, Aug. 13, 1984). Agreement, which is retroactive to Jan. 1, 1984, when previous contract expired, raises rates beginning in 1985 at 8.8%. Agreement between committee and BMI also called for establishment of "formal rate-making procedure" if committee and BMI cannot agree on new contract terms at end of 1985. Committee has also reached tentative agreement with ASCAP on all provisions for new contract except final rate. In-

dustry has been operating with interim ASCAP agreements since last contract expired on Dec. 31, 1982.

**Network standings.** Prime time TV rating averages for first 13 weeks of 1984-85 season (Sept. 24-Dec. 23, 1984): CBS, 17.0; NBC, 16.3; ABC, 15.2.

**Public broadcasting.** In October 1984, President Reagan vetoed measure (S. 607) that would have reauthorized Corporation for Public Broadcasting for fiscal 1987, '88 and '89 at budget ceilings of \$200 million, \$225 million and \$250 million, respectively. Measure also would have provided funding levels for National Telecommunications and Administration's Public Telecommunications Facilities Program for FY's 1985, '86 and '87 at \$25 million in 1985, \$35 million in 1986 and \$40 million in 1987. (S. 607 was second CPB reauthorization measure in three months that President vetoed.)

Reagan said federal budget would not support increased funding proposal in S. 607. He added: "Legislation that provides for federal support of public broadcasting at realistic and reasonable levels and that provides public broadcasters with the means and incentives to explore alternative revenue sources would be both appropriate and welcome." Directive to "explore alternative revenue sources" was viewed by some as reopening of door to limited advertising on noncommercial system, which was set aside last spring (BROADCASTING, March 12, 1984). Issue was debated before Senate Communications Subcommittee last year (BROADCASTING, Feb. 27, 1984) following push by five noncommercial TV stations that wanted Congress to authorize new, three-year "limited advertising" experiment. Meanwhile, following FCC enhanced underwriting rule, PBS revised its guidelines to reflect modifications in its underwriter identification policy.

On Nov. 9, 1984, Reagan signed into law Labor, Health and Human Services bill, which included funding for CPB of \$200 million for FY '87. However, he is expected to request rescission of those funds.

CPB received authorization of federal funding for 1985 and 1986 budgets at \$130 million. Administration had attempted to cut CPB's 1985 budget to \$85 million, down 35% from \$130 million appropriated by Congress last year, and cut additional \$55 million from \$130 million authorized for CPB in fiscal 1986 (BROADCASTING, Feb. 28, March 21, 1983).

Supplemental appropriations bill for CPB (H.R. 6040) was signed by President Reagan Aug. 22, 1984, providing CPB with additional \$7.5 million, \$20.5 million and \$29.5 million for fiscal years 1984-86, respectively.

Congressman Al Swift (D-Wash.) introduced legislation March 27, 1984, that implemented recommendations for "enhanced underwriting" made by Temporary Commission on Alternative Financing for Public Television. Parts of Swift bill, including increased funding for CPB, are included in bill renewing CPB authorization.

On Sept. 21, 1984, at annual fall CPB board meeting, Republican Sonia Landau, director of Women for Reagan/Bush Committee (and board member since November 1981), replaced Sharon Percy Rockefeller as CPB board chairman. Republican R. Kenneth Towery was elected vice chairman. At that time, board voted to defer election of CPB corporate officers until Jan. 11 meeting.

National Public Radio's debt, left over from summer of 1983 crisis, continues to be subject of concern for public radio network. On July 17, 1984, NPR board resolved that supplemental "dues assessment" of NPR membership be made in fiscal years 1985 and 1986, thus shifting entire principal payment of CPB loan to stations. Board also passed resolution to establish systemwide fund-raising campaign to pay off remaining \$5.4 million of loan. NPR would seek underwriting and celebrity support, provide special programming and promotional spots for station use and develop national on-air fund raiser. (On Sept. 21, 1984, Pamela Sweat, from WABE(FM) Atlanta, was hired as on-air coordinator.) NPR may postpone target date of spring 1985 if uplinks, celebrity support and financial resources aren't coordinated by then. "Hardship plan" is being developed for member stations that would suffer severe financial difficulties from dues assessments.

NPR finished its 1984 fiscal year on Sept. 30 within its operating budget, which included "planned deficit" of \$348,000. NPR said money was set aside as "cash funding" depreciation, for, among other things, replacement of equipment. In October, NPR met its payment of \$1.6 million plus interest on \$7-million loan from CPB, which was borrowed in 1983 to help network bailout of its budget shortfall.

PBS filed for six-month extension for its 79 Instructional Television Fixed Service (ITFS) construction permits, in pursuit of establishing a PBS narrowcast network. Nationwide system would be used for distribution of instructional and informational programming for public and private organizations—linking ITFS stations through PBS's satellite distribution network.

On Oct. 15, 1984, a fire at Public Broadcasting Service's Washington headquarters caused more than \$12 million in damages. Hardest hit was PBS's technical center which was located in basement of building. Despite disaster, however, PBS lost only 10 minutes of programming.

PBS board approved on Dec. 13, 1984, incorporation of PBS Enterprises unit as wholly owned, for-profit subsidiary. Enterprises will pursue revenue-generating projects to "help defray costs of PBS services to its member stations."

After seven months, National Association of Public Television Stations board named Peter M. Fannon (acting president and candidate during search) organization's new president, replacing Bruce Christensen, now head of PBS (BROADCASTING, April 23, Dec. 17, 1984).

PBS celebrated its 15th anniversary on Nov. 3, 1984.

**Radio Marti.** One year after Congress passed legislation creating Radio Marti, station that is to broadcast news of Cuba to that country is not yet on air. Problem is said to be difficulty in recruiting staff and securing necessary security clearances. Person administration has picked to head Radio Marti—Paul Drew, veteran broadcaster—has been serving as consultant since October 1984. Radio Marti bill, which had been controversial, was finally passed in October 1983, after it was amended to satisfy opponents who feared administration proposal would cause Cubans to retaliate by increasing interference to U.S. AM stations. In present form, programming aimed at Cuba will become responsibility of Voice of America and will be broadcast from VOA facilities on Florida's Marathon Key, on VOA frequency of 1180 khz. There is no definite word as to when Radio Marti will begin broad-

casting.

**Regional Administrative Radio Conference.** U.S. obtained eight orbital slots at conference of western hemisphere countries in Geneva in summer of 1983 to plan direct broadcast satellite service use of 12 ghz band. U.S. had sought eight, but three of those assigned to it are in less desirable locations than called for in its proposal. And U.S. felt obliged to take reservation on question of satellite power; U.S. wanted standard providing for more power than conference approved. Nevertheless, Ambassador Abbott Washburn, who headed U.S. delegation, said U.S. had achieved its principal objectives (BROADCASTING, July 4, 1983, et seq.).

**Teletext.** Mixing some good news for broadcasters with some bad, FCC authorized television stations to offer teletext (BROADCASTING, April 4, 1983). It refused, however, to select technical standard or to give teletext must carry status on cable. In order, FCC defined teletext as "ancillary" service—thereby exempting it from fairness doctrine and equal-time obligations. Broadcasters offering teletext as broadcast offering—that is, by offering mass media services—can launch or drop it without notifying FCC. Those whose offerings resemble private or common carrier offerings will have to notify commission first, however. Also under rules, noncommercial broadcasters may offer teletext on for-profit basis.

In 1983, FCC also proposed to permit TV stations to transmit nonteletext services on vertical blanking interval (BROADCASTING, March 12, 1983). Proposed change would permit VBI to be used for paging, utility load management purposes—or any other communication in digital or analog mode. FCC said it was proposing same technical rules it has adopted for teletext.

By deciding not to set standard, FCC touched off marketplace battle between incompatible World System Teletext, developed by British broadcasters and electronics manufacturers, and North American Broadcast Teletext Specification, developed through compromise of Canadian, French and U.S. teletext and videotex interests. WST proponents are now led by Taft Broadcasting, which is broadcasting WST-based service, Electra, in Cincinnati over WKRC-TV. Under agreement with Taft, Zenith is selling \$300 decoder compatible with its late-model sets in Cincinnati.

NABTS proponents are led by CBS, which has been offering national service (supplemented by local service at two affiliates) since spring of 1983. NBC, which had been CBS's chief NABTS ally, decided to drop its teletext ambitions and will shut down its national teletext service at end of January. NBC cited high cost of NABTS as reason for its abrupt departure from business.

**TV allocations.** FCC Chairman Mark Fowler has directed commission staff to issue further notice of proposed rulemaking on VHF drop-ins looking toward additional protection of existing television service ("Closed Circuit," June 18, 1984). Under original proposal, short-spaced station would have been authorized as long as it provided same protection to existing stations that normally spaced station would and service gains would outweigh losses. Now staff, at Fowler's direction, is looking toward establishing cri-

eria that would protect as much established service as possible. FCC official said further notice should be ready before April. Staff had completed work in 1983 on original proposal, which was introduced five years ago (BROADCASTING, Sept. 22, 1980). FCC has approved four drops: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). Nine applications were filed for drop-out at Charleston, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. Further applications have been cut off, and all have been designated for hearing.

□

**V cameras in Senate.** In 1984, Senate killed any hope for passage of legislation that would authorize television coverage of chamber's proceedings (BROADCASTING, Sept. 24, 1984). Although measure survived number of parliamentary tests, it stalled when move for cloture (which would have limited debate on the actual measure) was defeated by vote of 47-37. Senator James McClure (R-Idaho) said he will reintroduce measure this year.

□

**TV deregulation.** FCC has deregulated commercial television along lines it already had deregulated radio (BROADCASTING, July 2, 1984), eliminating nonentertainment programming and commercial loading guidelines. It also eliminated formal ascertainment and logging requirements. Under order, commercial television broadcasters, on quarterly basis, will have to place issues/programs list in public inspection files. That list must contain at least five to 10 issues to which station gave particular attention over preceding three months and include state-

ment of how each issue was treated.

□

**TV stereo.** On Aug. 7, 1984, noncommercial WTTW(TV) Chicago became first station in nation to regularly broadcast programming with stereo sound. FCC authorized TV stereo broadcasting last March. At same time, it protected industry-recommended Zenith/dbx system from interfering signals, making it, in effect, national standard. And it postponed decision on whether cable systems must retransmit broadcasters' stereo signals under must-carry rules. No must carry of signals is being required now, but commission voted to launch rulemaking to further consider issue. Must carry question should be on agenda soon. Word had it last year that Mass Media Bureau had three-vote majority in line for requirement that would have given cable break of up to four years; triggered obligation on certain percentage of homes having stereo capability, and then given cable operators technical flexibility to meet obligations. Item, however, was referred back to bureau for more work by FCC Chairman Mark Fowler, who reportedly opposes must carry (BROADCASTING, Dec. 17, 1984).

Although it's anticipated that most broadcasters will switch to stereo, it will not happen overnight. It costs lot of money to produce programming in stereo and to convert studios and transmitters to transmit it. What's more, many broadcasters don't see any way to recoup investment. Competition from other media and other broadcasters is expected to drive broadcasters to offer service.

Unlike broadcasters, receiver manufacturers are eager to see advent of new service. It means

they will be able to sell sets with stereo capability as well as set-top adapters that upgrade existing sets for stereo reception.

While ABC and CBS are taking wait-and-see attitude, NBC is forging ahead with production and distribution of stereo programming. It plans to offer *Tonight* and *Friday Night Videos* in stereo in spring. NBC also plans to convert three of its five major-market stations to stereo.

Technology that makes stereo possible also makes possible simultaneous broadcast of ancillary broadcast services. ABC and broadcasters serving markets with large Hispanic populations are exploring economics of broadcasting programming with Spanish-language soundtracks on additional channel.

□

**WARC.** Senate has approved treaty protocol negotiated at 11-week World Administrative Radio Conference in Geneva which concluded in December 1979. Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted to triple number of broadcast and fixed satellites that can operate in 12 ghz band and in western hemisphere.

In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. added footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979). Senate action came on voice vote in closing hours of 97th Congress.

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As compiled by BROADCASTING, Dec. 28 through Jan. 2, 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

- WPFF-TV Dothan, Ala. (ch. 60; ERP vis. 1,795 kw; aur. 179.5 kw; HAAT: 1,756 ft.; ant. height above ground: 1,798 ft.)—Seeks assignment of license from Television Community Broadcasting Inc. to corporation to be formed for \$120,000, comprising \$20,000 cash and remainder note. Seller is owned by Faye Chancey, who has no other broadcast interests. Buyer is owned by Paul A. Estes, Douglas J. Marcum and Carey Slay. Estes is senior pastor and Marcum is minister of music for First Assembly of God church in Dothan. Slay is financial consultant in Dothan. It has no other broadcast interests. Filed Dec. 17.
- KTBY-TV Anchorage (ch. 4; ERP vis. 42.5 kw; aur. 8.5 kw; HAAT: minus 58 ft.; ant. height above ground: minus 375 ft.)—Seeks transfer of control of KTBY Inc. from Sharad Tak (51% before; none after) to Ronald K. Bradley (49% before; 100% after) for \$255,000 cash, and assumption of liabilities. Seller is owner of Vienna, Va.-based station group of five TV's and one FM. Buyer is station's general manager. Filed Dec. 21.
- KAAV(AM)-KLPQ-FM Little Rock, Ark. (AM: 1090 khz; 50 kw-U; FM: 94.1 mhz; 100 kw; HAAT: 770 ft.)—Seeks assignment of license from Multimedia Radio Inc. to Sudbrink Broadcasting of Arkansas for \$3,750,000 cash. Seller is Cincinnati-based station group of six AM's, six FM's and five TV's. It is headed by Wilson C. Wearn, chairman and CEO. Buyer is Fort Lauderdale-based station group of four AM's and two FM's owned by Robert W. Sudbrink and his wife, Marion. It is spinning off FM (see below). Filed Dec. 21.
- KLPQ-FM Little Rock, Ark.—Seeks assignment of license from Sudbrink Broadcasting Co. of Arkansas to Signal Media Corp. for \$2,750,000 cash. Seller has purchased KAAV(AM)-KPLQ-FM and is spinning off KLPQ-FM (see above). Buyer is Dallas-based station group owning KELL-AM-FM Tulsa, Okla., and KLR(AM) Little Rock. It is owned by Phillip R. Jonsson, who is also on board of non-profit KERA-FM-TV Dallas. His brother, Kenneth A. Johnson, owns KENZ(AM)-KSAC-FM Sacramento, Calif.; KORY(AM)-KROY(FM) Sparks, Nev., and KSJQ-FM Manteca, Calif. Filed Dec. 19.
- WIPC(AM) Lake Wales, Fla. (1280 khz; 1 kw-D; 500 w-N)—Seeks transfer of control of Ayers Broadcasting from Frank L. Ayers (51% before; none after) to James M. Wiggins (none before; 51% after) for \$40,000, comprising \$12,500 cash and remainder note. Seller is also app. for new AM in Belleview, Fla. Buyer is station's general manager and is app. for new FM in Homestead, Fla. Filed Dec. 20.
- WALG(AM)-WKAK(FM) Albany, Ga. (AM: 1590 khz; 5 kw-D; 1 kw-N; FM: 101.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Albany Radio Inc. to Platinum Broadcast Inc. for \$1,925,000 cash. Seller is owned by Allen M. Woodall, who also owns WDAK(AM)-WEIZ(FM) Columbus, Ga. Station is being sold in distress sale. Buyer is principally owned by Robert (Peabo) Bryson, recording artist with no other broadcast interests. Filed Dec. 19.
- WCVK(FM) [formerly WAVV-FM] Vevay, Ind. (95.9 mhz; 2.8 kw; HAAT: 310 ft.)—Seeks assignment of license from Wix Associates of Vevay Inc. to Alpine Broadcasting

Inc. for assumption of liabilities. Seller is principally owned by Fred M. Wix and John W. Smith. It also owns WLSO(FM) Spencer, Ind., and is app. for LPTV in Jeffersonville, Ind. Buyer is owned by Albert Martin (50%), Jeffrey L. Wade (25%) and Danny Darnall (25%). Darnall and Wade are attorneys in Brandenburg, Ky. Martin is video equipment supplier. It has no other broadcast interests. Filed Dec. 20.

- KNCK(AM)-KCKS(FM) Concordia, Kan. (AM: 1390 khz; 500 w-D; FM: 95.3 mhz; 2.5 kw; HAAT 329 ft.)—Seeks transfer of control of General Broadcasting Co. from Marion D. Cook (100% before; 1% after) to her brother, W.F. Danenbarger (1% before; 99% after) for \$60,000 cash. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 24.
- WYZZ Wilkes-Barre, Pa. (92.9 mhz; 9 kw; HAAT: 1,060 ft.)—Seeks assignment of license from Scranton/Wilkes-Barre Fine Music Broadcasting Co. to WARM Broadcasting Co. for \$2 million cash. Seller is principally owned by Richard G. Evans, who has no other broadcast interests. Buyer is subsidiary of Susquehanna Broadcasting Co., York, Pa.-based station group of six AM's and seven FM's, principally owned by Louis J. Appell Jr. and family. It also owns six cable systems. Filed Dec. 19.
- WKDJ(AM) Memphis (680 khz 10 kw-D; 5 kw-N)—Seeks assignment of license from Adams Communications Corp. to Viacom Broadcasting for \$1,520,000 cash. Seller is Wyzata, Minn.-based station group of two AM's, two FM's and five TV's owned by Stephen Adams. Buyer is publicly traded New York-based station group, cable MSO and program distributor. It owns two AM's, four FM's, four TV's and operates 19 cable systems. Ralph M. Baruch is chairman and CEO. Filed Dec. 20.
- WCWY(AM)-WBGY-FM Tullahoma, Tenn. (AM: 740 khz; 250 w-D; FM: 93.3 mhz; 100 kw; HAAT: 631 ft.)—Seeks assignment of license from Quin-Abi Broadcasting Inc. to TRH Inc. for \$476,500 cash. Seller is principally owned by Jerry P. Newton, who also owns WLHQ(AM) Enterprise, Ala. Buyer is owned by Millard V. Oakley (25%), Charles N. Turner (50%) and Ronnie R. Wallace (25%). Oakley owns Livingston, Tenn.-based station group of four AM's, two FM's, and is app. for three new TV's and 106 LPTV's. Oakley also has interest in cable system in Crossville, Tenn. Turner is banker in Tracy City, Tenn., and Wallace owns construction firm in Fayetteville, Tenn. Filed Dec. 20.
- KCYL(AM)-KLTD(FM) Lampasas, Tex. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 99.3 mhz; 2.8 kw; HAAT: 190 ft.)—Seeks assignment of license from Ballard Broadcasting Co. to Ronald K. Witcher for \$355,000 cash. Seller is owned by Drew Ballard who also owns KCYS(AM) Boerne, KLF(AM) Lubbock, KGRT-FM Taylor, all Texas, and KEOR-AM-FM Atoka, Okla. Buyer is station's chief engineer. Filed Dec. 21.
- KTLK(AM) Lubbock, Tex. (1460 khz; 1 kw-D)—Seeks assignment of license from Jerrico Broadcasting Inc. to B.S. Benavides for \$200,000, comprising \$50,000 cash and remainder note. Seller is principally owned by John D. Slaughter, who has no other broadcast interests. Buyer has no other broadcast interests. His son, Jerry, has interest in KMXO(AM) Merkle, Tex. Filed Dec. 21.

### Actions

- WPNW(AM) Phenix City, Ala.-Columbus, Ga. (1460 khz; 5 kw-D; 1 kw-N)—Granted assignment of license from Bi-State Broadcasting Co. to JRM Broadcasting Inc. for \$300,000 cash. Seller is principally owned by Sidney F. Kaminsky, and his wife, Judith. They have no other broadcast interests. Buyer is equally owned by James R. Martin and J.T. Milligan. Martin is former general manager of WDAK(AM)-WEIZ(FM) Columbus, Ga.-Phenix City, Ala. Milligan is Phenix City businessman. They have no other broadcast interests. Action Dec. 7.
- KHEP-FM Phoenix (101.5 mhz; 100 kw; HAAT: 1,740 ft.)—Granted assignment of license from Grand Canyon Broadcasters to Affiliated Broadcasting for \$6 million, including \$600,000 noncompete agreement. Seller is principally owned by Ralph L. Ferguson, chairman. It also owns co-located KHEP(AM). Buyer is publicly held, Boston-based publisher and station group of five AM's and five FM's headed by John A. Winkle, CEO. Through subsidiaries it publishes *The Boston Globe*. Action Dec. 7.

- KAIR(AM)-KJYK(FM) Tucson, Ariz. (AM: 1490 khz 1 kw-D; FM: 94.9 mhz; 80 kw; HAAT: 500 ft.)—Granted assignment of license from KAIR/KJOY Inc. to Citade Communications Corp. for \$5.5 million cash, including \$1.5 million noncompete agreement. Seller is subsidiary of Surrey Broadcasting Co., Denver-based station group principally owned by J.W. Nichols and his son, J. Kent Nichols. It also owns KATF-AM-FM Oklahoma City and KYKY-FM St. Louis, which has also been sold ("Changing Hands, Oct. 1) pending FCC approval. Buyer is equally owned by Lawrence R. Wilson and Fritz T. Beesemeyer. It is new formed corporation with no other broadcast interests. Wilso is Phoenix attorney. Beesemeyer was formerly general manager of KIOI(FM) San Francisco. Action Dec. 10.
- KDXY(FM) Paragould, Ark. (104.9 mhz; 3 kw; HAAT: 255 ft.)—Granted assignment of license from Larry T. Coffman to North Arkansas Radio Co. for assumption of \$450,000 note and allocation of advertising time equal to \$27,000 in rates at closing. Seller has no other broadcast interests. Buyer is owned by William F. Little (40%), Lyn Farr (40%) and Jim Cope (20%). Cope has interest in app. for new FM's in Maurice, La., and Gourdon, Ark., and app. for new AM in Dardenelle, Ark. Action Dec. 13.
- WMLB(AM) West Hartford, Conn. (1550 khz; 1 kw-D)—Granted assignment of license from 1550 Radio Inc. to WMLB Inc. for \$425,000, comprising \$150,000 cash and remainder note. Seller is owned by Barry R. Chaiken, who has no other broadcast interests. Buyer is principally owned by Leonard I. Ackerman, attorney in East Hampton, N.Y. He is also app. for new FM in East Hampton, N.Y. Action Dec. 5.
- WWUS(FM) Big Pine Key, Fla. (104.7 mhz; 100 kw; HAAT: 145 ft.)—Granted assignment of license from Low Keys Broadcasting Corp. to Crain Broadcasting Inc. for \$450,000, comprising \$130,000 cash, assumption of \$87,000 liabilities and remainder note. Seller is principal owned by Robert F. Bell, who also principally owns WXML(AM) Decatur, Ill., and WJLD(AM) Fairfield, Ala. He also has interest in WCGL(AM) Jacksonville, Fla.; WRBD(AM)-WCKO(FM) Pompano Beach, Fla.; WLLV(AM) Louisville, Ky. Buyer is principally owned by Gertrude R. Crain and family. It publishes 22 trade magazines, including *Advertising Age*. Buyers have no other broadcast interests. Action Dec. 13.
- WLFW(AM) St. Petersburg, Fla.—(680 khz; 1 kw-D)—Granted assignment of license from Ed Winton to Centu Broadcasting Corp. for \$850,000, comprising \$350,000 cash, and remainder note. Seller has no other broadcast interests. Buyer is principally owned by Howard Graffins Anthony C. Carlos, George A. Collias and 16 others. It also owns KMEL(FM) San Francisco, WAIT(AM)-WLOO(FM) Chicago and is app. for new AM in Garland, Tex. Action Dec. 14.
- WMTA(AM) Central City, Ky. (1380 khz; 500 w-D)—Granted assignment of license from Central City-Greenville Broadcasting Co. to Thomas Broadcast Engineering. \$50,000 cash. Seller is owned by A.F. Stone, who has other broadcast interests. Buyer is owned by Edward Thomas, who has no other broadcast interests. Action Dec. 12.
- KCIJ(AM) Shreveport, La. (980 khz; 5 kw-D)—Granted assignment of license from Radiozark Broadcasting Louisiana Inc. to KCIJ Communications Inc. for \$700,000 comprising \$250,000 cash and remainder note. Seller owned by John B. Mahaffey, and his wife, Fredna. They own KDSX(AM)-KDSQ(FM) Dennison-Sherman, Tex. KGRT-AM-FM Las Cruces, N.M., and recently purchased KTRR(AM)-KZNN(FM) Rolla, Mo. ("Changing Hand April 9). Buyer is equally owned by Robert E. Gallow Franklin M. Ridenour and W. James Hill III. Hill is attorney and Galloway and Ridenour are businessmen in Shreveport. They have no other broadcast interests. Action Dec. 5.
- WJOK(AM) Gaithersburg, Md.—Granted assignment of license from Barto Communications Inc. to Montgomery Radio Inc. for \$650,000 cash. Seller is owned by Rol Cobbins, who has no other broadcast interests. Buyer owned by James Swartz, who also owns WHRF(AM) Air, Md. Action Dec. 6.
- WLXX(FM) Sault Ste. Marie, Mich. (99.5 mhz; 2 kw; HAAT: 295 ft.)—Granted assignment of license from Chippewa Broadcasting Corp. to Delbyco Broadcasting for \$250,000, comprising \$50,000 cash, and remainder note

Seller is owned by D. Wayne Zimmerman, and his wife, Marion. It has no other broadcast interests. Buyer is owned by Del M. Reynolds and Byron F. Bordt. Reynolds is general manager at WQLZ(AM)-WCBY(FM) Cheboygan, Mich. Bordt is former Dearborn, Mich., computer programmer. It has no other broadcast interests. Action Dec. 13.

■ WHLT(TV) Hattiesburg, Miss. (ch. 22; ERP vis. 672 kw; aur. 100 kw; HAAT: 802 ft.; ant. height above ground: 735 ft.)—Granted assignment of CP from Central Television Inc. to Broadcasters of Mississippi Inc. for \$55,298.70. Seller is principally owned by Frank K. Spain. It also owns WTVX(TV) Fort Pierce, Fla.; WTVA(TV) Tupelo, WHTV(TV) Meridian, both Mississippi, and WYDE(AM) Birmingham, Ala., which has been sold ("Changing Hands," Aug. 20) pending FCC approval. Buyer is principally owned by David R. Bradley and family. It owns KAAL-TV Austin, Minn. Bradley also has interest in KNTV(TV) San Jose, Calif.; KLAS-TV Las Vegas, and WTAR(AM)-WLTY(FM) Norfolk, Va. It also owns CP for new TV in Laurel, Miss. Action Dec. 12.

■ KCVK(AM)-KYZZ(FM) Wolf Point, Mont. (AM: 1450 kHz; 1 kw-D; 250 w-N; FM: 92.7; 1 kw; HAAT: 496 ft.)—Granted assignment of license from KCVK Inc. to Wolf Point Broadcasting Co. for \$775,000, comprising \$100,000 cash, assumption of approx. \$246,000, noncompete agreement of \$50,000 and \$379,000 note. Seller is owned by Robert A. Lundstrom, president and general manager. He is also app. for new FM in Rock Springs, Wyo. Buyer is owned by Alan Henning and Dennis Danielson, who also own KBTO-FM Bottineau, N.D. Action Dec. 14.

■ KRZE(AM)-KRAZ(FM) Farmington, N.M. (AM: 1280 kHz; 5 kw-D; FM: 96.9 mhz; 100 kw; HAAT: 300 ft.)—Granted assignment of license from Robert L. Finch, trustee, to D.P. Inc. for \$750,000 cash. Seller has no other broadcast interests. Buyer is owned by Homer G. Pirkey, former general manager of KNDN(AM) Farmington. He has no other broadcast interests. Action Dec. 14.

■ WELV(AM)-WDRE(FM) Ellenville, N.Y. (AM: 1370 kHz; 5 kw-D; FM: 99.3 mhz; 3 kw; HAAT: 1,630 ft.)—Granted assignment of license from Catskill Broadcasting Corp. to Stratus Communications in New York Inc. for \$780,000, comprising \$230,000 cash including \$30,000 noncompete agreement and remainder note. Seller is principally owned by Alfred Dresner, president, and his brother, Sy. They also own WCCC-AM-FM Hartford, Conn. Buyer is principally owned by R. Peter Straus, chairman. It also owns WMCA(AM) New York and has interest in WFTR-AM-FM Front Royal, Va. Straus's wife, Ellen, also has app.'s for new AM and new FM in Washington. Action Dec. 13.

■ WIGS-AM-FM Gouverneur, N.Y. and WTPL(FM) Tupper Lake, N.Y. (WIGS: 1230 kHz; 1 kw-D; WIGS-FM: 95.3 mhz; 3 kw; HAAT: 120 ft. WTPL: 102.3 mhz; 75 w; HAAT: 1,450 ft.)—Granted assignment of license from DeHart Broadcasting Corp. to RGR Broadcasting of Gouverneur Inc. for \$400,000, with \$240,000 for WIGS and \$160,000 for WTPL, comprising \$50,000 cash remainder note for WIGS. Seller is owned by Robert W. Hartshorn and his wife, Romayne. They have no other broadcast interests. Buyer is owned by Herbert J. Springer, and his wife, Penny (20%), Richard Lee Thompson (20%), Burton Schapiro (20%), Kevin J. Dodge (20%) and 12 others. Herbert Springer was formerly engineer with WMAL(AM) Washington. Penny Springer is director of station relations with Washington Broadcast News Inc. Thompson was engineer with WRQX(FM) Washington. Schapiro is satellite technician with National Public Radio in Washington. Dodge was former sales manager with WEZG(AM) Syracuse, N.Y. Action Dec. 17.

■ KMED(AM) Medford, Ore. (1440 kHz; 5 kw-D; 1 kw-N)—Granted assignment of license from Sound Radio Enterprises Inc. to Crater Broadcasting Inc. for \$180,000, comprising \$20,000 cash and remainder note. Seller is principally owned by Cheri Hawke, who has other broadcast interests. Buyer is owned by Sherry Hill and her husband, Duane. It also owns KRWQ(FM) Gold Hill, Ore. Action Dec. 14.

■ KDAF-FM Woodward, Okla. (92.1 mhz; 3 kw; HAAT: 268 ft.)—Seeks assignment of license from Big Chief Broadcasting of Woodward Inc. to Glen L. Grunwald for \$135,000, comprising \$70,000 cash and remainder note. Seller is principally owned by Clifford Smith, Jack Beasley and Don Nelson. Smith and Beasley own KREK(FM) Bristow, Okla. It is also app. for new FM in Cordell, Okla. Buyer is Wichita, Kan., investor with no other broadcast interests. Action Dec. 13.

■ KIMM(AM)-KGGG-FM Rapid City, S.D. (AM: 1150 chz; 5 kw-D; FM: 100.3 mhz; 100 kw; HAAT: 450 ft.)—Granted assignment of license from Gene Taylor Broadcasting Inc. to Thomas E. Ingstad Broadcasting Co. for \$2,275,000, comprising \$275,000 cash and remainder note. Seller is owned by James E. Taylor and his wife, Jeanne. It

also owns KYOT(AM) Great Falls, Mont. Buyer is owned by Thomas E. Ingstad, who owns KYKC(AM)-KKRC-FM Sioux Falls, S.D.; WLXR-AM-FM LaCrosse, Wis.; KKXL-AM-FM Grand Forks, N.D.; KXIC(AM)-KKRQ-FM Iowa City, Iowa, and KOVC(AM)-KKVC-FM Valley City, N.D. He also owns, with his brothers, James and Jack, KWAD(AM)-KKWS-FM Wadena, Minn., and KBMW(AM)-KLTA(FM) Breckenridge, Minn. His other brother, Robert, owns KGXF-AM-FM Pierre, S.D., and KBUF(AM)-KKJQ-FM Garden City, Kan. Action Dec. 5.

■ WCHU-FM Soddy-Daisy, Tenn. (102.3 mhz; 3 kw; HAAT: 700 ft.)—Granted assignment of license from James Gang Broadcasting Inc. to Southern Star Systems Inc. for \$310,000 cash. Seller is headed by Charles E. Dunn, president. It has no other broadcast interests. Station has been sold at public auction by U.S. Bankruptcy Court, Eastern District of Tenn. Buyer is equally owned by nine stockholders, Albert P. Woodard, chairman. It also owns WNOO(AM) Chattanooga ("For the Record," Dec. 12, 1983). Action Dec. 13.

■ WJED(AM) Somerville, Tenn. (1410 kHz; 500 w-U)—Dismissed app. for assignment of license from Fayette County Broadcasting Co. to Floyd Broadcasting Inc. for \$130,000 cash. Seller is principally owned by Edward Plunk, and his wife, Debbie. They also have interest in WNBG(AM) Waynesboro, Tenn. Buyer is owned by W. Dave Floyd and his wife, Betty. Floyd is general manager at station. Action Dec. 13.

■ KKIK(AM)-KWKI(FM) Big Spring, Tex. (1270 kHz; 1 kw-D; FM: 95.3 mhz; 1.8 kw; HAAT: 300 ft.)—Granted assignment of license from Big Spring Broadcasting Co. to Bel-Ray Broadcasting Inc. for \$900,000, comprising \$105,000 cash and remainder note. Seller is owned by Richard E. Oppenheimer, D. Kent Anderson, Robert L. Clarke and four others. It also owns WLCS(AM)-WQXY(FM) Baton Rouge; WZEW(AM) Fairhope, Ala., and KDVE(AM) Nederland, KQXY(FM) Beaumont, KXIL(AM)-KHFI(FM) Austin and KBFM(AM) Edinburg, all Texas. Buyer is owned by Paul E. Lowery (51%) and David Ziebell (49%). Lowery owns WHSM-AM-FM Hayward, Wis., and has interest in WFCL-AM-FM Clintonville, Wis. Ziebell is station's general manager. Action Dec. 11.

■ KYCS(AM) Boerne, Tex. (1500 kHz; 250 w-D)—Seeks assignment of license from Ballard Broadcasting Co. to Seed Broadcasting Co. for \$175,000, comprising \$12,500 cash and remainder note. Seller is principally owned by Drew Ballard, who has no other broadcast interests. Buyer is owned by Alan A. Hemberger; his wife, Jane, and his son, John. Hemberger is anchor at KMOL(TV) San Antonio, Tex. Filed Oct. 31.

■ KXYL-FM Brownwood, Tex. (104.1 mhz; 74 kw; HAAT: 205 ft.)—Granted assignment of license from Pecan Valley Broadcasting Inc. to Lewellyn Communications Inc. for \$935,000. Seller is principally owned by Mary Nabers. It also owns collocated KXYL(AM). Buyer is owned by Jess W. Lewellyn (36%); his son, Jess (24%), and five others. It is also app. for new FM in Amarillo, Tex. Elder Lewellyn is glass contractor in Euless, Tex. Younger Lewellyn was formerly broadcast operator at KEAN-AM-FM Abilene, Tex. Action Dec. 11.

■ KLOZ(FM) El Paso (102.1 mhz; 57 kw; HAAT: 1,160 ft.; CP for 100 kw)—Granted assignment of license from Jalapeno Broadcasting Inc. to KLOZ Associates for \$1,200,000, comprising \$150,000 cash and remainder note. Seller is owned by Edward Henson. It also owns WAVG(AM)-WLRS(FM) Louisville, Ky. Buyer is owned by Robert Sherman. Sherman is former general manager of WNBC(AM) New York and former executive vice president of NBC Radio Stations. He is partner in Della Femina, Travisano, Sherman and Olken, New York-based advertising agency. It has no other broadcast interests. Action Dec. 7.

■ KWED-FM Seguin, Tex. (105.3 mhz; 38 kw; HAAT: 131 ft.)—Granted assignment of license from Stanley W. McKenzie, Emma Jean McKenzie, Edward Sagebiel and Henry O. Lenhoff to American Media Inc. for \$4.2 million cash. Seller is owned by Stanley McKenzie (51%), Sagebiel (40%), Emma McKenzie (4.5%) and Lenhoff (4.5%). They also own co-located KWED(AM). Buyer is owned by Alan S. Beck (44.5%), Gary M. Epstein (52.99%) and Kenneth Van Kohorn (2.51%). It also owns WALK-AM-FM Patchogue, N.Y., and WLIF-FM Baltimore. Action Dec. 17.

■ KUUT(FM) Orem, Utah (107.5 mhz; 45 kw; HAAT: minus 920 ft.)—Granted assignment of license from Christenson Broadcasting Co. to TransCOM Limited Partnership II for \$1.5 million, comprising \$400,000 cash, assumption of \$1 million note and \$100,000 note. Seller is principally owned by D. Garry Munson, Scott V. Christianson and Dominica A. DiMaria. It also owns KKPL(AM)-KGGG(FM) Opportunity, Wash.; KIEE(AM) Harrisonville, Mo., and is app. for new FM in Albuquerque, N.M. Buyer is equally owned by Robert G. Herpe and Eric Hauenstein. It also owns KLZI(FM) Phoenix. Action Dec. 17.

■ WXGI(AM) Richmond, Va. (950 kHz; 5 kw-D)—Granted assignment of license from Radio Virginia Inc. to American Home Broadcasting Corp. for \$250,000, comprising \$12,500 cash and remainder note. Seller is principally owned by Douglas Robertson. It has no other broadcast interests. Buyer is owned by Lloyd Gochenour. It also owns WRIS(AM) Roanoke and WJLM(FM) Salem, both Virginia. Action Dec. 14.

■ WEIR(AM) Weirton, W.Va. (1430 kHz; 1 kw-U)—Granted assignment of license from The Gilcom Corp. of the Tri-State to Weir Radio Corp. for \$750,000, comprising \$200,000 cash and remainder note. Buyer is owned by Edward T. Giller. It owns WFBG-AM-FM Altoona, Pa., and WLEE(AM) Richmond, Va. It is also app. for new FM in Shinnston, W.Va. Buyer is owned by Donald Devoriss (95%) and John Rambo (5%). Devoriss formerly owned and Rambo is general manager of WEIR(AM). Action Dec. 5.

■ WXCE(AM) Amery, Wis. (1260 kHz; 5 kw-U)—Granted assignment of license from Polk County Broadcasting Co. to Amercom Corp. for \$400,000, comprising \$150,000 cash and remainder note. Seller is principally owned by Reynold Lark, president. It has no other broadcast interests. Buyer is owned by Richard L. Hencley, E.P. Erickson, Willis K. Drake and three others. It owns WHTL-FM Whitehall, Wis., and KXLV-FM Cambridge, Minn. Action Dec. 7.

■ WNNO-AM-FM Wisconsin Dells, Wis. (AM: 900 kHz; 1 kw-D; FM: 107.1 mhz; 2.6 kw; HAAT: 320 ft.)—Granted assignment of license from Voss Radio Inc. to Armada Broadcasting Co. for \$375,000 cash, including \$50,000 noncompete agreement. Seller is owned by Gary Voss who has no other broadcast interests. Buyer is principally owned by Jerome A. Gerke and L. Robert Van Genderen. Van Genderen is Mitchell, S.D.-based broadcast consultant. Gerke is general manager of KLSC(AM) Watertown, S.D. It has no other broadcast interests. Action Dec. 13.

## 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	1,169	173	1,342
Total Radio	9,590	761	10,351
FM translators	789	444	1,233
Commercial VHF TV	536	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	2,869	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.

## New Stations

### Applications

#### AM's

■ Johnstown, Colo.—Donald A. Wiedman, and his wife, Sharon, seek 1360 kHz; 500 w-D. Address: 26886 W.C.R. 17, 80534. Principals have no other broadcast interests. Filed Dec. 24.

■ Walkersville, Md.—Elijah Broadcasting Corp. seeks

700 khz; 5 kw-D. Address: 8394 Knighton Ct., Box 418, Union Bridge, Md. 21791. Principal is equally owned by L. Harvey Kirk, and his wife, Wanda. It has no other broadcast interests. Filed Dec. 20.

■ \*Raleigh, N.C.—Saint Augustine's College seeks 750 khz; 1 kw-D. Address: 1315 Oakwood Ave., 27611. Principal is educational institution headed by John Burgess, chairman. It has no other broadcast interests. Filed Dec. 20.

■ Hughesville, Pa.—Muncy Broadcasting Inc. seeks 119 khz; 1 kw-D. Address: 1336 Sherman St., Williamsport, Pa. 17701. Principal is owned by John A. Kennedy Jr., who also owns WJKR(FM) Muncy, Pa. Filed Dec. 20.

■ Tumwater, Wash.—Evergreen Broadcasting Inc. seeks 1500 khz; 500 w-D. Address: P.O. Box 4207, 98501. Principal is owned by Lawrence E. Adams (34%), Kelly D. Alford (17%), Gregg D. Neilson (33%) and Kim A. Phenix (16%). It has no other broadcast interests. Filed Dec. 24.

#### New FM

■ \*Columbus, Ga.—Bible Broadcasting Network Inc. seeks 89.5 mhz; 50 kw; HAAT: 439 ft. Address: Box 1818, Chesapeake, Va. 23320. Principal is nonprofit corporation headed by Lowell L. Davey, president. It owns one AM, six FM's and is app. for three new FM's. Filed Dec. 20.

#### New TV's

■ McComb, Miss.—Southwest Communications seeks ch. 28; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 507 ft.; ant. height above ground: 467 ft. Address: 908 Delaware Ave., 39648. Principal is equally owned by Susan T. Dowdy, Carroll Hines and Robert H. Hemeter. Dowdy has 100% voting control of company. Hines and Hemeter, with Dowdy's husband, C. Wayne Dowdy, own WAKK(AM)-WAKH(FM) McComb, Miss. C. Wayne Dowdy also owns 25% of WMLT(AM)-WQZY(FM) Dublin, Ga.; 30% of WKKY(FM) Moss Point, Miss., and 22.5% of KCWD(FM) Harrison, Ark. He also has interest in app.'s for new FM's in Lamesa, Tex., and Mountain Home, Ark. Filed Dec. 21.

■ Sumner, Wash.—C.R. Pasquier Associates of Bellevue, Inc. seeks ch. 51; ERP vis. 1,000 kw; aur. 200 kw; HAAT: 1,635 ft.; ant. height above ground: 400 ft. Address: 18424 45th St. East, 98390. Principal is owned by Cheryl J. Pasquier (51%) and her husband, Roger (49%). It has no other broadcast interests. Filed Dec. 21.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ KCOL (1410 khz) Fort Collins, Colo.—Seeks CP to increase day power to 5 kw; install DA-2 and change TL. App. Dec. 18.

■ WWKY (1380 khz) Winchester, Ky.—Seeks CP to increase power to 2.5 kw. App. Dec. 19.

##### Accepted

■ KOBO (1450 khz) Yuba City, Calif.—Seeks CP to increase night power to 500 w. App. Dec. 27.

■ WMRO (1280 khz) Aurora, Ill.—Seeks MP to make changes in ant. sys. App. Dec. 19.

■ KHUB (1340 khz) Fremont, Neb.—Seeks CP to change night power to 1 kw. App. Dec. 19.

■ WJIC (1510 khz) Salem, N.J.—Seeks mod. of lic. to operate by remote control. App. Dec. 27.

■ WEEX (1230 khz) Easton, Pa.—Seeks CP to increase night power to 1 kw. App. Dec. 19.

#### FM's

##### Tendered

■ \*WBFH (88.1 mhz) Bloomfield Hills, Mich.—Seeks CP to change freq. to 91.3 mhz; change ERP to 0.057 kw, and make changes in ant. sys. App. Dec. 19.

##### Accepted

■ KFMB-FM (100.7 mhz) San Diego—Seeks CP to install aux. sys. App. Dec. 19.

■ KPKY (94.9 mhz) Pocatello, Idaho—Seeks CP to change ERP to 100 kw. App. Dec. 18.

■ WMJS (92.7 mhz) Prince Frederick, Md.—Seeks mod. of CP to change ERP to 2.35 kw and make changes in ant. sys. App. Dec. 18.

■ \*WERS (88.9 mhz) Boston—Seeks CP to change ERP to 3 kw. App. Dec. 18.

■ \*WDEQ-FM (91.1 mhz) Degraff, Ohio—Seeks mod. of CP to change HAAT to 3 ft. App. Dec. 18.

■ WRRM (98.5 mhz) Cincinnati—Seeks CP to change ERP to 17.69 kw. App. Dec. 19.

■ WOKI-FM (100.3 mhz) Oak Ridge, Tenn.—Seeks CP to install aux. sys. App. Dec. 18.

■ WERR (104.1 mhz) Utudao, P.R.—Seeks CP to change TL; change ERP to 25.5 kw, and change HAAT to 1,968 ft. App. Dec. 27.

■ WGMB (97.7 mhz) Georgetown, S.C.—Seeks CP to change TL; change ERP to 1.12 kw, and change HAAT to 475 ft. App. Dec. 27.

■ KAOC (95.9 mhz) Port Lavaca, Tex.—Seeks mod. of CP to change ERP to 100 kw and change TL. App. Dec. 18.

■ KPCB (102.3 mhz) Rockport, Tex.—Seeks mod. of CP to change TL; change HAAT to 328 ft., and change SL. App. Dec. 18.

■ \*WMRA (90.7 mhz) Harrisonburg, Va.—Seeks mod. of CP to change ERP to 24.5 kw and change HAAT to 710 ft. App. Dec. 27.

#### TV's

##### Accepted

■ WMPV-TV (ch. 21) Mobile, Ala.—Seeks MP to change ERP to vis. 4,336 kw, aur. 433.6 kw; change HAAT to 1,400 ft.; change TL, and make changes in ant. sys. App. Dec. 19.

■ WFHL (ch. 23) Decatur, Ill.—Seeks MP to change ERP to vis. 1,951 kw, aur. 195.1 kw. App. Dec. 27.

■ KCHF (ch. 11) Santa Fe, N.M.—Seeks MP to change ERP to vis. 263 kw, aur. 26.3 kw. App. Dec. 27.

■ KMKO (ch. 19) Muskogee, Okla.—Seeks MP to change ERP to vis. 2,726 kw, aur. 272.6 kw; change HAAT to 1,242.54 ft., and make changes in ant. sys. App. Dec. 27.

■ WKBS-TV (ch. 47) Altoona, Pa.—Seeks MP to change ERP to vis. 1,524.6 kw, aur. 152.5 kw; change HAAT to 1,014.6 ft., and make changes in ant. sys. App. Dec. 19.

■ WZTV (ch. 17) Nashville—Seeks CP to install aux. ant. App. Dec. 27.

#### Actions

#### AM's

■ KGFL (1110 khz) Clinton, Ark.—Granted app. to increase power to 5 kw. Action Dec. 14.

■ KKAR (540 khz) Hesperia, Calif.—Granted app. to make changes in ant. sys. Action Dec. 12.

■ KLLK (1250 khz) Willits, Calif.—Granted app. to increase night power to 2.5 kw; change day power to 5 kw, and make changes in ant. sys. Action Dec. 12.

■ WKIQ (1560 khz) Inverness, Fla.—Granted app. to add night service with 1 kw and make changes in ant. sys. Action Dec. 11.

■ WPLP (570 khz) Pinellas Park, Fla.—Granted app. to increase power to 5 kw and change TL. Action Dec. 14.

■ WQXI (790 khz) Atlanta—Granted app. to change SL. Action Dec. 17.

■ KSSK (590 khz) Honolulu—Granted app. to make changes in ant. sys. Action Dec. 12.

■ WAIT (820 khz) Chicago—Granted app. to add night service with 1 kw and make changes in ant. sys. Action Dec. 17.

■ WEAK (900 mhz) Eddyville, Ky.—Granted app. to operate transmitter by remote control. Action Dec. 11.

■ WMSH (1570 khz) Beverly, Mass.—Granted app. to change SL. Action Dec. 17.

■ WLEW (1340 khz) Bad Axe, Mich.—Granted app. to increase night power to 1 kw. Action Dec. 12.

■ WKKQ (650 khz) Nashwauk, Minn.—Granted app. to operate transmitter by remote control. Action Dec. 11.

■ WAIS (770 khz) Buchtel, Ohio—Granted app. to increase power to 1 kw. Action Dec. 17.

■ WMIA (1070 khz) Arecibo, P.R.—Granted app. to increase night power to 2.5 kw. Action Dec. 14.

■ WCHQ (1360 khz) Camuy, P.R.—Granted app. to increase night power to 1 kw and make changes in ant. sys. Action Dec. 18.

■ KFHM (1150 khz) San Antonio, Tex.—Granted app. to

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change freq. to 1160 khz; add night service with 1 kw; increase day power to 10 kw; change TL, and make changes in ant. sys. Action Dec. 13.

■ **KVAN** (1550 khz) Vancouver, Wash.—Granted app. to change TL and SL. Action Dec. 11.

## FM's

■ **\*WCCV** (91.7 mhz) Cartersville, Ga.—Granted app. to change ERP to 0.91 kw; change HAAT to 537 ft., and change TL. Action Dec. 7.

■ **KXUU** (101.7 mhz) Emmett, Idaho—Dismissed app. to change SL. Action Dec. 7.

■ **KQPD** (100.1 mhz) Payette, Idaho—Granted app. to change ERP to 100 kw; change HAAT to 475 ft., and make changes in ant. sys. Action Dec. 7.

■ **KZBQ-FM** (93.7 mhz) Pocatello, Idaho—Granted app. to change TL and change HAAT to 976 ft. Action Dec. 11.

■ **WRUL** (97.3 mhz) Carmi, Ill.—Granted app. to change HAAT to 492.5 mhz. Action of Nov. 29.

■ **KWK-FM** (106.5 mhz) Granite City, Ill.—Dismissed app. to change TL; change ERP to 93. kw, and change HAAT to 1,010.24 ft. Action Dec. 13.

■ **KXJX** (103.3 mhz) Pella, Iowa—Granted app. to change TL; change HAAT to 745 ft., and make changes in ant. sys. Action Dec. 12.

■ **WHYT** (96.3 mhz) Wolf Point, Mont.—Granted app. to change TL; change ERP to 20 kw, and change HAAT to 786 ft. Action Dec. 14.

■ **\*WSAJ-FM** (89.5 mhz) Grove City, Pa.—Returned app. to change freq. to 90.9 mhz and change ERP to 0.156 kw. Action Dec. 10.

## TV's

■ **WTKW** (ch. 16) Key West, Fla.—Granted app. to change TL. Action Dec. 14.

■ **WVSN** (ch. 68) Humacao, P.R.—Granted app. to change ERP to vis. 90.2 kw, aur. 9 kw; change HAAT to 1,984 ft., and change TL. Action Dec. 17.

■ **KTZZ** (ch. 22) Seattle—Granted app. to change HAAT to 894 ft.; change TL, and make changes in ant. sys. Action Dec. 14.

## In Contest

*The commission made the following decisions:*

**Springfield, Ill.** (Midwest Television Inc.) TV Proceeding. ALJ Walter C. Miller's summary decision conditionally granting Midwest's app. for new TV station on ch. 49 at Springfield became effective on Dec. 10.

**Sheboygan, Wis.** (Sheboygan County Broadcasting Co.) TV Proceeding. ALJ Frederick J. Coufal's summary decision released Oct. 10 granting Sheboygan's app. for new UHF TV station at Sheboygan became effective on Nov. 29.

*The Review Board made the following decision:*

**Lamar, Co.** (Broadcast Associates of Colorado and FM 105 Inc.) FM Proceeding. Scheduled oral argument for Jan. 11 on exceptions to the initial decision of ALJ John H. Conlin granting the app. of FM 105 for new FM station at Lamar and denying app. of Broadcast Associates. Each party has 20 minutes for argument. Broadcast Associates may reserve part of their time for rebuttal. By letter, Dec. 12.

*ALJ Joseph Chachkin made the following decision:*

**Coming, Calif.** (Robert R. Bignami, et al.) FM Proceeding. Granted motion for summary decision by Central California Broadcasting Inc., and resolved air hazard issue in its favor. By order, Dec. 18.

*ALJ John H. Conlin made the following decisions:*

**Bainbridge, Ga.** (The Bainbridge Post-Searchlight Inc., et al.) TV Proceeding. Granted settlement agreement; dismissed apps. of Bainbridge Post-Searchlight and Bainbridge Telecasters Inc.; granted Bainbridge Communications Ltd.'s app. for a new TV station on ch. 49 at Bainbridge, and terminated proceeding. By order, 17.

**Wrightville, Ga.** (Wrightville Broadcasting Co. and Dimar Broadcasting Co.) FM Proceeding. Granted motion for summary decision by Wrightsville and resolved air hazard issue in its favor. By order, Dec. 10.

**Milwaukee and Vernon Hills, Ill.** (El Sol Broadcasting Inc. and Midwest Broadcast Associates Ltd.) AM Proceeding. Granted motion for summary decision by Midwest and re-

solved AM-UHF-TV common ownership issue in its favor. By MO&O, Dec. 3.

*ALJ John M. Frysiaak made the following decisions:*

**Key Largo, Fla.** (Key Largo Broadcasters, et al.) FM Proceeding. Granted motion for partial summary decision by Beach Broadcasting Corp. of Florida and resolved air hazard issue in its favor. By MO&O, Dec. 20.

**Maywood-Chicago, Ill.** (Midway Broadcasting Corp., et al.) AM Proceeding. Granted motion by CID Broadcasting Inc., and dismissed Chicagoland Christian Radio Inc.'s app. with prejudice. By MO&O, Dec. 14.

**Barstow, Calif.** (Sunbelt Television Inc. and William R. Stinchcomb and Greg S. Carpenter, General Partnership) TV Proceeding. Granted joint request for settlement agreement; dismissed Stinchcomb and Carpenter's app. with prejudice; granted Sunbelt's app. for a new TV station on ch. 64 at Barstow, and terminated proceeding. By MO&O, Dec. 12.

**Helena and East Helena, Mont.** (The First One Broadcast Group, et al.) FM Proceeding. Granted joint request for settlement agreement; dismissed apps. of First One (Helena) and Eric John Myhre (Helena) with prejudice; granted the app. of Old West Broadcasting Inc. for a new FM station at East Helena, and terminated proceeding. By MO&O, Dec. 11.

*ALJ Joseph P. Gonzalez made the following decision:*

**Denton, Tex.** (Denton FM Radio Ltd, et al.) FM Proceeding. Granted joint request for settlement agreement by all applicants; dismissed apps. of Lori Ann Brotman and Sherwin Byron Brotman, Denton Media Co., and Payne Radio Properties with prejudice; granted Denton FM Radio's app. for a new FM station at Denton, and terminated proceeding. By MO&O, Dec. 6.

*ALJ Byron E. Harrison made the following decisions:*

**Lawrence, Kan.** (Miller Broadcasting Inc. and Denning Santee Communications Inc.) TV Proceeding. Granted joint request for settlement agreement; dismissed Denning Santee's app.; granted Miller's app. for new TV station at Lawrence, and terminated proceeding. By MO&O, Dec. 4.

**Shreveport and Bossier City, La.** (Media South Broadcasting Corp, et al.) TV Proceeding. Granted motion for summary decision by Media South broadcasting and resolved disqualifying issues in its favor; granted joint request for settlement agreement and dismissed apps. of Shreveport Metro Communications 33 Ltd, Godfrey & Associates, and Shreveport Television Co. with prejudice; granted merger between Great Southern TV Broadcasting and Media South Broadcasting Corp.; dismissed Great Southern's app. with prejudice as it existed prior to merger; granted amended Media South's app. for new TV station at Shreveport, and terminated proceeding. By MO&O, Dec. 7.

**Katy, Tex.** (Enigma Corp., U.S.A. Communications Division, et al.) TV Proceeding. Granted motion by Johnson Broadcasting Inc. and dismissed Louise Brunson's app. with prejudice. By order, Dec. 17.

*ALJ Edward J. Kuhlmann made the following decisions:*

**Prichard, Mobile, and Altmore, Ala.** (WABB Inc., et al.) AM Proceeding. Granted motion by United Broadcasting Inc., and added issue against WABB to determine the facts and circumstances concerning its past equal employment opportunity program and practices and the effect on its comparative qualifications. By MO&O, Dec. 18.

**Evergreen, Colo.** (Payne Communications Inc., et al) FM Proceeding. Granted joint request and dismissed apps. of Melony Jordan and Leni Marie Lambert with prejudice; granted motion by Evergreen Broadcasting Co. and dismissed its app. with prejudice. By MO&O, Dec. 11.

**Homestead, Fla.** (Gold Coast Broadcasting Corp., et al.) FM Proceeding. Granted motion by Gold Coast Broadcasting Corp. and dismissed its app. with prejudice; granted request for summary decision by Leisure Broadcasting Inc. and resolved financial qualifications issue in its favor. By MO&O, Dec. 18.

**Provo, Utah** (San Joseph Broadcasting Inc., et al.) TV Proceeding. Granted motion by San Joseph Broadcasting Inc., and added issue against Morro Rock Resources Inc., to determine if it failed to timely and accurately report ownership interests and effect on its basic and/or comparative qualifications; granted motion by Skagit Valley Publishing Co. for summary decision and resolved air hazard issue in its favor. By MO&O, Dec. 19.

*ALJ Edward Luton made the following decisions:*

**Santa Barbara, Calif.** (Wilshire District Broadcasting Co., et al.) TV Proceeding. Granted motion for summary decision by Mission Broadcasting Corp. and resolved air hazard issue in its favor. By order, Dec. 6.

**Mason City, Iowa** (Radio Communications Inc and B-Y Communications Inc.) FM Proceeding. Granted joint request for settlement agreement; dismissed Radio's app. with prejudice, granted B-Y's app. for new FM station at Mason City, and terminated proceeding. By MO&O, Dec. 5.

*ALJ Walter C. Miller made the following decisions:*

**Valdosta, Ga.** (The Rainbow Group, et al.) FM Proceeding. Granted joint request by all applicants; dismissed apps. of Rainbow Group, Valdosta Radio Ltd, Azalea City Broadcasting and Lowndes County Broadcasting with prejudice; granted Multi-Media Broadcasting Inc.'s app. for new FM station at Valdosta, and terminated proceeding. By MO&O, Dec. 11.

**Upper Sandusky, Ohio** (T.P. Communications Inc. and U.S. Communications Inc.) FM Proceeding. Granted fourth motion by U.S. Communications to add issue as to whether T.P. Communications misrepresented facts and what effect that has on T.P.'s basic or comparative qualifications. By MO&O, Dec. 5.

*ALJ Joseph Stimmer made the following decisions:*

**San Luis Obispo, Calif.** (Sainte Broadcasting Corp. and Raul and Consuelo Palazuelos, et al.) TV Proceeding. By separate orders, granted motion for summary decision by Community Media Corp. and resolved air hazard issue in its favor; granted motion by Community Media to add issue against Pacific Television Ltd. to determine if it misrepresented its ownership, lacked candor and effect upon its basic or comparative qualifications; granted motion for summary decision by Sainte Broadcasting and resolved air hazard issue in its favor. By MO&Os, Dec. 6, 10, and 14.

**Paducah, Ky.** (Johnny G. Box, et al.) TV Proceeding. Granted motion by Amos Communications Inc. and added issue against Box to determine if he misrepresented availability of his proposed site and effect upon his basic and comparative qualifications. By MO&O, Dec. 18.

**Gallup, N.M.** (Contemporary Communications Inc., et al.) TV Proceeding. Granted joint request for settlement agreement; dismissed apps. of Contemporary and Haynes Communications Co. with prejudice; granted Grand Canyon television Co. Inc.'s app. for new TV station on ch. 10 at Gallup, and terminated proceeding. By MO&O, Dec. 18.

*ALJ James F. Tierney made the following decision:*

**Odessa, Tex.** (Local Majority Television and George Gunter) TV Proceeding. Granted motion by Gunter to extent of adding issue to determine if Local failed to report all broadcast interests of principal, Millard V. Oakley, and if so, effect on its comparative qualifications. By MO&O, Dec. 7.

## Call Letters

### Applications

Call	Sought by
	<b>New AM</b>
KSDG	LQuetzal Bilingual Communications Inc., San Diego
	<b>New FM's</b>
KIHx-FM	Prescott Valley Broadcasting Co., Prescott, Valley, Ariz.
WKYN	Bayko Broadcasting Co., St. Mary's, Pa.
WIBZ	Wedgfield Communications, Wedgfield, S.C.
	<b>New TV</b>
*WQEC	West Central Illinois Educational Telecommunications Corp., Quincy, Ill.
	<b>Existing AM</b>
KBRN	KYCS Seed Broadcasting Co., Boerne, Tex.
	<b>Existing FM's</b>
*KJZZ	KMCR-FM Maricopa County Community College District, Phoenix
WXMG	WCKO Scornik Broadcasting Co., Pompano Beach, Fla.
WMFM	WGMB Winyah Bay Broadcasting Co., Georgetown, S.C.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General manager.** Fast growing progressive Texas market of 50,000. Progressive owners seek experienced sales - oriented manager. Prefer someone from Southwest area. Available first of '85. Send resume/details to Box B-62.

**General manager.** Take charge, sales-oriented person. Supervise construction and operation of new full-time AM. New York state single station market. Possible future equity. Resume: Jack Clancy, Box 22, Penn Yan, NY 14527.

**General manager.** Person with strong sales record. New class A FM station. Small Missouri market. Expanding 3-station group. Start now. Great opportunity for aggressive results-oriented person. Resume to 60 West 4th Street, St. Paul, MN 55102.

**Sales oriented general manager.** Fulltime AM and FM. New facility, beautiful Texas town. Immediate opening. Excellent conditions/benefits. Reply Box B-97.

**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.

**General manager/part owner.** Small market west Texas FM. Modest investment required. Must be sales oriented, aggressive, producing leader. 915-563-5788 after 6PM CST.

**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.

**Sales manager.** New FM AC. Experienced, aggressive, quality-conscious person. Bright future in challenging, rapidly growing market. KLXQ, Drawer 231, Uvalde, TX 78802, 512-278-1102.

**General manager.** Lincoln University has fulltime position with KLUM Radio, 40,000 watt FM stereo station. Primary responsibilities include determining needs and desires of community, budget construction and control, coordinating underwriting of grants, and coordinating of professional staff. Bachelor's degree in related area a must; Master's degree desirable. Minimum three years' professional broadcast experience and at least good understanding of public broadcasting as well as commercial broadcasting. To apply, request Lincoln University application form, and submit three letters of reference and official transcript(s) before January 18, 1985. An EEO/AA. 314-751-3387.

**Alabama.** Take-charge manager to operate group of our 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.

**Partner.** Radio financial executive seeks GM or SM for purpose of buying & operating stations in CA, AZ & NV. Be the master of your own fate. Box E-26.

### 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-37.

**Southern California.** Top 100, medium market, California's fastest growing city, seeking sales professional who'd like to move up. If you prove to me that you can sell, lead by example, recruit, train, motivate, you will become sales manager of #1 rated rock/oldies station in the market. Salary plus commission, plus override, expenses, many other benefits should provide annual income between \$25K-\$45K. Contact Gary Conard, GM, 805-327-3587; resume to KGEO/KGFM, Box 260, Bakersfield, CA 93302. EOE.

**Salesperson.** Terrific opportunity in beautiful, warm Corpus Christi. Beaches, sunshine, lots of money for the right, experienced professional. Top producing station—KOUL-FM. Gene Etheridge, 512-883-0927.

**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.

**Combination sales/production.** New FM AC. Must be quality-conscious, self-motivating. New facilities with latest equipment including multi-track production. KLXQ, Drawer 231, Uvalde, TX 78802, 512-278-1102.

**Central Florida SMN Stardust AM** seeks professional salesperson to sell, write copy, service. Resume to WWFL, PO Box 948, Clermont, FL 32711-0948.

**Account executive.** Enthusiastic, creative person for AM/FM top rated country format market leader. Marketing degree required or equivalent in working experience. Resume/salary history/references to Rob Hankin, LSM, WCMS, 900 Commonwealth Place, Virginia Beach, VA 23464. No phone calls please. AA/EOE/MF.

**America's #1 Christian station** looking for 2 dynamic salespeople. If you haven't been dreaming of this opportunity, don't respond. Top-3 market, 50KW fulltime powerhouse, with top air personalities and most commercial presentation in the country. If you're looking for both personal and financial fulfillment, and believe you have potential for this market level, send resume to Steven Brisker, Sales Manager, WCFL AM-1000, 300 N. State St., Chicago, IL 60610. EOE.

**Sales rep.** Vero Beach, FL. Oldest, most renowned station in market with unusual opportunity. Sales rep. returning to finish senior year at college, leaving large list. We're looking for minimum 3 years' experience, outgoing personality, team player. Small market station with major market sound and attitude. To join, you must provide resume, references, income needed, be available for personal interview. Write (no phone calls, please) to Roger S. Bald, General Manager, WTTB, 2015-38th Ave., Vero Beach, FL 32960. EOE.

**KCRC & KNID Radio,** Enid, OK has opening in sales for experienced account executive with sales management potential. Draw, commission, good benefits with expanding company. Confidential. Resume to Scott Parsons, General Sales Manager, P.O. Box 1390, Enid, OK 73702.

**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.

## For Fast Action Use BROADCASTING'S Classified Advertising

**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.

### 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.

**Classical announcer/producer** with two years broadcast experience and solid background in classical music invited to join primary classical music noncommercial radio station in Charlotte, NC market. Moving to brand new building and doubling power in 1985. Salary competitive. Solid benefit package. Tape, resume, references, cover letter to Manager, WDAV Radio, Davidson College, Davidson, NC 28036. Open until right person found. AA/EOE.

**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.

**Country personality,** experienced producing creative commercials. Send resume to Box E-14.

### HELP WANTED TECHNICAL

**Radio engineers** needed by rapidly expanding group owner in SE, MW, & NE. All levels of entry needed for medium and large markets. Resume, references, salary requirements in confidence to Lynn A. Deppen, Radio Engineering Consultant, Suite 102, 800 Mansell Rd., Roswell, GA 30076.

**Chief engineer.** WGUS AM/FM, Augusta, GA. Consider combo. Don Kern. 504-641-1560; Manager, 803-279-1380.

**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.

**Sunbelt radio** stations looking for strong assistant engineer. Multimedia owned 50KW AM stereo/100KW FM stereo. Stations presently being upgraded. Opportunity for moving up and gaining experience with latest state of the art equipment. EOE. Resume/references to Craig Kingcaid, KEEL/KMBQ, P.O. Box 20007, Shreveport, LA 71120.

**Hands on chief** for 2 class C's in Shreveport. Excellent facilities, strong companies. Lots of opportunity to springboard to your own contract company. Start immediately. 318-938-7927.

**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.

#### HELP WANTED NEWS

**Senior news reporter.** Denver, CO. Must have 3 years professional broadcasting experience as news reporter. News anchoring and college experience do not count. Salary to \$20,000. Application should include non-returnable audition tape containing one 3-4 minute piece. No news casts. Tape/resume to Kimberly Taylor, KCFR, 2249 South Josephine, Denver, CO 80210. No phone calls. Affirmative action/equal opportunity employer.

**Southwest megatrends market.** Ground floor opportunity with news radio. Competitive pay, new state-of-the-art equipment, great quality-of-life, and a share of profits. Send tape, writing samples, resume, references, salary history in confidence to News Director, 9171 Powhatan, San Antonio, TX 78230.

**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.

**Escape the snow** at Gulf Coast AM/FM combo. Good benefits in growing company for experienced anchor/reporter. We want the best. Send tape, resume, writing samples to Mike Sockol, KIEZ-KWIC, Box 6067, Beaumont, TX 77705. EOE.

**Anchor-reporter.** Journalism educated or experienced in local news. Resume, tape, writing samples: WCSS, Amsterdam, NY 12010.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Production manager.** AM/FM ABC affiliate knows how valuable you really are. Work directly with VP and sales coordinator. Aggressive, high-energy sales force needs someone with creativity, common sense, good people skills. Excellent benefits/salary. Resume to R. Vickrey, WLPO/WAJK, P.O. Box 215, La Salle, IL 61301.

**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.

**Program director** &/or morning announcer. Lost PD and AM jock to larger market. May or may not hire one person to fill his shoes. Applications sought for one or both positions. PD's job includes air shift, but not necessarily mornings. PD qualifications include organizational skills, promotional expertise, knowledge of AC format, plus on-air and production abilities. Prerequisites for morning announcer include good voice, friendly delivery, strong production skills. Tape/resume to WORQ, P.O. Box 97, Mystic, CT 06355. EOE.

**Creative production** combined with air personality could qualify you for stable position with top rated station, medium California market. Resume to Box E-15.

#### SITUATIONS WANTED MANAGEMENT

**Young general manager.** Prefer top 100 markets. Particularly effective in start-up and turn-around situations. Very confident with "tough" job. 10 year production of revenue and ratings excessive to that expected by my owners/supervisors in major & medium markets. My track-record for hiring, training, organizing, motivating, achieving success is substantial, regardless of market size, format, or agency vs. direct. Currently positioned, but station is changing hands. Prefer Southwest/West. Correspondence confidential. Box B-82.

**Young investor/manager** looking for growth. Creative and imaginative in achieving immediate growth and bottom-line cash flow. Experienced and successful all phases of radio broadcasting (as manager, consultant, and/or part-owner), with significant strength toward sales/marketing. Locale and market-size less important than opportunity. Currently involved in equity/ownership situation, but facility is to be sold. Ideal compliment for absentee and/or non-broadcast investor who wants to profit & grow quickly. If you have the need, and the time to talk, I have the interest. All correspondence confidential. Box B-84.

**General manager,** 18 yrs. experience, last 2 in unrelated field. Desires return to broadcasting. POB 532462, Grand Prairie, TX 75053.

**I'm the greatest.** 20 yrs. small, large mkts. Management, sales, programming, making money. Box E-3.

**Hard work,** knowledge, 23 yrs. experience (large, small mkts., sales, programming, mgmt.) from me = money for you. Box E-16.

**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.

#### SITUATIONS WANTED SALES

**Sales,** sales management. Direct, agency, new business 'go getter', Relocate? Yes! TV or radio. 317-251-8698.

**Mature sales executive.** Self-starter. Radio or TV. 912-228-5392.

**24 years television**-radio sales. Would like to come in out of cold. Can do it all; on-camera or off. Contact Robert Holland, 702-883-6355; 111 Kentuck Ln., Carson City, NV 89701. Open to offers.

#### 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.

**Central/west coast** Florida position wanted by experienced announcer. Bachelor's journalism. 3 yrs. out of broadcasting too long. Full/part time, automation OK. Bruce, 813-794-6140.

**Top rated black** oldies personality. 7 yrs. at 50,000 watt major mkt. public radio station. Seeking good pay, anywhere. Billy Ray, 301-596-0947.

**Time to grow**-Midwestern man, 31, 1 1/2 years' full-time broadcasting experience in small market. Mature, warm, authoritative delivery. Multi-talented. Seek announcer/sales position. Go anywhere. Bob, 309-799-3946.

**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.

**Dependable, stable announcer,** 11 1/2 years' experience & excellent references. Country or adult contemporary format. Mike, 904-255-6950.

**If you're tired** of getting the runaround from your air staff, call a specialist. I've been in the business for several years and it's time to move up. If you want total dedication and experience all in one person, you want me. Box E-27.

**Experienced jock** for hire. Good pipes; willing to come to you. Totally dedicated and ready to work. I'll be good for you if you'll be good to me. Box E-28.

#### SITUATIONS WANTED TECHNICAL

**I have the education** and experience to be your chief engineer. Contact Mike Hughes, 1052 Terrace Avenue, Jackson MS 39209, 601-352-7007.

#### 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.** Take charge play-by-play specialist, nine years' experience in capitol city, seeking challenge. Mark, 913-266-4068; 267-5060.

**Major market anchor** from KFWB, KFRC, WNEW. Seeking similar position. 602-266-9229.

**Sportscaster seeks** permanent oppty. Network experienced, all news format, heavy pro/college PBP background. All oppty. in radio/TV considered. Currently freelancing. Bob Buck, 602-294-1826.

**Start the new year** right. Seasoned professional, over 20 years experience. Solid news judgement. Seeking news director/operations manager position, major-medium market station, with solid management news commitment. Can build winner, or make successful operation better. Prefer Texas/South; all considered. Box E-2.

**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.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Aggressive pro** with great record at top-rated country and A/C stations. 10-year background includes on-air, programming, music, promotions, community involvement, production, research. Quality references. Mark, 205-759-2936.

**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.

**Operations mgr.,** PD, DJ, PBP, sales. 20 yrs. top 10 mkts. Box E-17.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Creative director.** Midwest 80+ market. We are seeking award-winning person to develop and execute campaigns in all areas of media. Two years experience, BS degree in communications required. Salary \$22,000-\$25,000. EOE/M/F. Resume to Box B-53.

**Promotion manager.** WROC-TV, NBC affiliate. Individual will create, write, produce promotion advertising to use on TV and radio. Department head position reporting to general manager. Resume to Tom Kenney, General Manager, WROC-TV, 201 Humboldt St., Rochester, NY 14610. 716-288-8400. EOE.

**Chief engineer**-expanding three station network. Wyoming. Minimum ten years in TV. Must have operations 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.

**Chief engineer.** Group owned, #1-rated CBS affiliate Sunbelt, needs the right person. Hands-on abilities must. Ability to manage, budget, plan also essential. Equipment includes RCA BL25 transmitter to Panasonic MVP 100 1/2" cart machine. Minimum 5 years' TV experience required. SBE certification/general class license necessary. Resume/salary history to General Manager, WTVR-TV, 3301 West Broad St., Richmond VA 23230. EOE, M/F.

**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 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, assist. chief engineer, assist. sales manager, promotion mgr. Interviews start January 15th. Forward resume/salary level to KTIE-TV, 211 So. Beverly Dr., Suite 110, Beverly Hills, CA 90212.

**Cable access** executive director. Community Access Corporation of New Orleans, (CAC), through which individual members of general public and community organizations avail themselves of time on access channels and funding for access programming, seek qualified applicants for position of executive director. Director will be responsible for administering CAC production and programming activities, managing fiscal affairs, coordinating grant application procedures, scheduling program time, serving as liaison between community and CAC, city and CAC, and Cox Cable and CAC. Salary \$27,000+. Requirements: Applicants should have minimum three years' professional management experience ideally but not necessarily with communications background in broadcasting, film, cable or other media. Bachelor's degree preferred. Demonstrated track record required in management of business planning processes, financial administration, and development of subordinates, as well as familiarity with establishment of marketing strategies for income-generating purposes, and detailed experience in development of long range plans. All qualified applicants will be considered regardless of race, color, religion, sex, and national origin. Applicants should send current resume listing three references to CAC Search, 37 Maryland Drive, New Orleans, LA 70124. Applications should be postmarked no later than Feb. 15, 1985.

**3M. New UHF station,** large market. Experience required in sales and management. Write Box E-19.

#### 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.

**Kansas City's** fastest-growing independent TV station, KEKR-TV, seeks experienced local salesperson. Dynamic growth opportunity with young, aggressive company. Excellent compensation package. Resume to Ed Perl, Sales Manager, KEKR-TV, 2111 Blue Summit Dr., Kansas City, MO 64126, 816-254-6262.

**Account executive**—KWCH-TV, CBS affiliate, Wichita, KS. Looking for aggressive, self-motivated account executive with at least two years' proven sales experience. Must work well with agencies. We need to add some depth and experience to our local sales staff. Qualified applicants send resume/references to Local Sales Manager, KWCH-TV, P.O. Box 12, Wichita, KS 67201.

**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're 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-10. EOE.

**Local/regional sales** pro needed with minimum 2 1/2 yrs.' TV sales record, strong research and account development skills, self-motivated. Excellent career growth potential in fast growing, successful broadcast group. Resume/letter to Local Sales Manager, Box HP-1, High Point, NC 27261. EOE/MF.

**Account executive.** TV sales. Must be self starter, good communicator, tough competitor who wants opportunity to attain rewarding career. 2-3 years' experience broadcast sales and/or advertising. Good commission plan. Excellent benefits. Resume to General Sales Manager, KSEE, P.O. Box 24000, Fresno, CA 93779. EOE, M/F.

**WIXT-TV** has opening for TV time salesperson. Prior broadcasting experience with another TV station preferred. Duties include soliciting new accounts and handling current accounts in and around Syracuse area. EOE. Resumes to Frank Arkinson, WIXT, Box 9, Syracuse, NY 13214. No phone calls.

**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, M/F.

**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.

#### 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.

**TV technician** for active state network operation. Job involves switching, operation of helical & quad recorders, minor maintenance & installations. One year broadcast experience and tech schooling required. Rotating shifts, working in high-tech facility located in good living area. Salary starts at \$18.6K. Resume to Pennsylvania Public TV Network, attn: Director of Technical Operations, P.O. Box 397, Hershey, PA 17033. No calls. PPTN, a commission of the Commonwealth of PA, is an equal opportunity/male/female employer.

**TV maintenance engineer.** Experienced with all tape formats, GV 300 & 1600 switchers, RCA cameras, state of the art equipment. UHF transmitter experience desirable. Previous experience required. EOE. Reply to Barry Erick, WBRE-TV, Box 28, Wilkes-Barre, PA 18701.

**Engineering director.** Minimum 10 years in field, with Bachelor of Science degree. Working knowledge AM/FM, TV, microwave, cable TV. Resume to Del Cantrall, California Oregon Broadcasting, P.O. Box 5M, Medford, OR 97501.

**Transmitter supervisor** sought by San Diego's KPBS stations for new TV/FM plant. UHF transmitter experience essential. Construct and maintain all RF systems including translators, ITFS network, satellite terminals, auxiliary microwave. Salary range starting at \$23,640. Applications accepted through January 14, 1985. Mail resume to Personnel Services, Third Floor, E. Nash, San Diego State University, San Diego, CA 92182. EEO/AA/Title IX employer.

**Growing #1 station** seeking good, self-starting technical engineers wanting career in broadcasting. Engineering, transmitter, studio maintenance experience preferred. Send resume to KTVF-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.** Needed to supervise engineering and operations department. Growing Southwest independent. Excellent equipment/benefits. Strong transmitter experience a must. Contact John Grandon, Personnel Manager, KAUT-TV, P.O. Box 14843, Oklahoma City, OK 73113.

**Maintenance engineer.** Engineer for growing Sunbelt TV station. Uplink facility. 1" and 3/4" tape maintenance a must. Contact John Grandon, Personnel Manager, KAUT-TV, P.O. Box 14843, Oklahoma City, OK 73113.

**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.

**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.

**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.

**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.

#### HELP WANTED NEWS

**Sports anchor.** Terrific midsized sports market, Northeast, accepting applications for energetic, effective, imaginative sports anchor. If you're ready to move up and want to join well-established, leading news operation, drop us a letter & resume stating experience, salary requirements, phone number. We'll contact you right away. Excellent benefits; good place to live/work. Resume to Box B-93. EOE.

**News reporter.** General assignment. Temporary position open for qualified journalist. Assignment is for minimum of 3 months. Minimum requirements: one year on-air, ENG experience, broadcast quality voice. Resume/tape to Tony Marino, News Director, KJRH, 3701 S. Peoria Ave., Tulsa, OK 74105. No phone calls. EOE.

**Rocky Mountain CBS affil.** needs AM anchor/reporter. Good opportunity for solid radio journalist. T&R to Mike Nikitas, KREX-TV, Hillcrest Manor, Grand Junction, CO 81502.

**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.

**Anchor/reporter.** Noon show anchor and afternoon general assignment/feature reporter. At least one year anchor experience required. Knowledge of upper Midwest important. Tapes/resumes to News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702, no later than January 16, 1985. Equal opportunity employer.

**Assignment editor.** Number one news station, central California, seeking experienced person to supervise all operations of assignment desk. Must have prior TV news experience, must be able to coordinate live shots and satellite feed. Must have a college degree. Send resume to News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. No phone calls please. Capital Cities Communications, Inc., an equal opportunity employer.

**Executive news producer.** Dominant #1 station, central California, needs motivated, organized, innovative newperson. Must have reporting and assignment desk experience. Strong writing background necessary. Send resumes to Joanne Corliss, KFSN-TV 1777 G Street, Fresno, CA 93706. Capital Cities Communications, Inc., an equal opportunity employer.

**Weekend anchor.** Seeking weekend anchor with potential to move into weeknight slot. Tapes/resumes to Mike Piggott, News Director, WLFJ-TV, 2605 Yeager Rd., West Lafayette, IN 47906.

**TV news reporter.** General assignment. Two years' on air experience required. Health/medical reporting experience very helpful. Need person who can generate story ideas. Must be excellent writer/journalist. Tape/resume to Tony Marino, News Director, KJRH-TV, 3701 S. Peoria, Tulsa, OK 74105. No phone calls. EOE.

**Anchors wanted.** Tapes/resumes to Steve Porricelli, Primo People Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

**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.** 130s Northern mkt., NBC affiliate with commitment to news seeks weekend anchor/reporter. No beginners. Resume to Box E-30.

#### 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.

**Assistant program manager.** KPLR-TV, 1 of America's highest rated independents, has immediate opening for growth-oriented individual with independent programming and research skills who's ready to move to a major station in a major market. A hands-on position for a 24-hour operation. Please send resumes only to Howard Stevens, Program Manager, KPLR-TV, 4935 Lindell Blvd., St. Louis, MO 63108. EOE.

**Midwest production** facility has immediate opening for experienced 1-inch computer editor. Must be proficient in theory, set-up, and operation of videotape machines & editing systems, & also distribution and monitoring systems associated with overall operation. Resume only to Operations Manager, 3210 W. Westlake Ave., Glenview, IL 60025.

**Texas farm organization** getting into corporate TV seeks individual who can write, produce, perform on-camera. A little better than entry level. Good pay/excellent benefits. Tape/resume to Gene Hall, Box 489, Waco, TX 76703.

**Director-switcher.** Proven hands-on ability in news/production. South Texas VHF. EOE. Resume to Box E-21.

**Production manager.** Northern California UHF independent. Manage 8 person department for both on-air and commercial production. Resume to Box B-120. EOE.

**Producer.** Experienced, creative, quality producer wanted for local programming department of major market TV station. Must have strong structuring and writing experience in long form program production. Knowledge of technical phases of broadcasting and ability to produce live and taped programs. College degree or equivalent with liberal arts background required. Resume & salary history to Box B-123. EOE/MF.

**Network information director.** Responsible for building viewer awareness of programming on nine station statewide Nebraska ETV Network and programs distributed regionally and nationally through public television system. Also responsible for development of wide variety of materials related to network educational telecommunications functions. Requires Bachelor's degree in communications, journalism, broadcasting, or related field, plus three years' experience in public relations, broadcasting, advertising, or related field. Deadline: January 31. \$22,761 minimum. Apply to Personnel Coordinator, Nebraska ETV Network, Box 83111, Lincoln, NE 68501. EOE/AA.

**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.

**Supervising producer.** WHA-TV, PBS affiliate, University of Wisconsin, Madison, has opening for supervising producer. Principle responsibilities with contract productions, daily supervision of producers and directors, and producing individual projects as assigned by the executive producer. Qualifications: five years' TV producing experience, 1-2 yrs. supervisory experience, strong writing skills, experience with client oriented projects required. Directing experience preferred. Bachelor's degree required. Salary: minimum \$24,000 annual salary with excellent university fringe benefit package. To apply send: (1) introductory cover letter, (2) Detailed resume with five professional references and names of production clients that you have worked with, (3) 3/4" sampler cassette of your work. Deadline for receipt of application: January 28, 1985. Top finalists will be contacted for interviews. For inquiries and mailing of materials: Pratima Sharma, Secretary to Station Manager, WHA-TV, 821 University Ave., Madison, WI 53706, 608-263-2114, WHA-TV, an equal opportunity employer.

#### 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.

**General Manager:** 32 years practicing TV - since age 23! Outstanding achievements! 5 TV stations - one major-market independent! Overcomes overwhelming obstacles/fiercest competition! Turnarounds! Startups! Produces spectacular sales, profits, prestige! Also, outside-director! 619-353-8033!

#### 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.

**Sports reporter.** Strong background as reporter & editor of a major sports publication. One year TV experience (1983-84) as reporter for/co-host of TV sports magazine program. Excellent writer and interviewer. Versatile, good team player who thrives on long hours, hard work, and challenges. Seeking position as sports reporter, director, or general assignment reporter. Tom, 212-737-0009.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Sports producer—director—writer.** 35 yrs.' experience. All sports. References. Will travel. Box B-114.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Broadcast news.** Assistant or associate professor Teach television news, including ENG. Minimum M.A. and extensive broadcast experience. Review applications begins February 1. Minimum nine-month salary is \$23,040. Send curriculum vitae/list of references to Dr. Walter Bunge, Director, School of Journalism, Ohio State University, Columbus, OH 43210. OS is an equal opportunity/affirmative action employer.

**Instructor/asst. professor-tenure-track-speech/drama** department-Millersville University currently has fulltime entry level position available, subject to administrative approval, for instructor/assistant professor to work speech/drama department. Effective date of appointment: August 27, 1985. Successful candidate will teach variety of undergraduate radio and TV courses plus public address and interpersonal speech communication. Qualifications include Master's degree, Ph.D. required for assistant professor rank; teaching or practical experience in radio and TV broadcasting preferred candidates will also be able to demonstrate public address and interpersonal speech communication course work and teaching experience. Submit a plication letter, resume, academic transcripts & 3 letters of recommendation supporting teacher competencies to Mr. Charles E. Muench, Chg Speech/Drama Department, Millersville University, Millersville, PA 17551, by March 1, 1985. Millersville University, an equal opportunity/affirmative action employer, encouraging women/minorities to apply.

**Los Angeles University** seeks assistant professor television/radio production, with knowledge of film mass media studies, research. Requires minimum two years' experience university teaching in broadcast production/and industry experience. Tenure track \$20,148-\$24,216. Terminal degree-doctorate or M preferred; M.A. plus significant industry experience considered. Applications, resume, names of three references to Search/Screen Committee, RTVF, California State University, Northridge, 18111 Nordhoff, Northridge, CA 91330. Minorities and women encouraged. Deadline: February 8, 1984, or until position filled.

**TV production.** Hampshire College seeking visit assistant professor with demonstrated ability in documentary video production and/or television journalism. Candidates should have professional experience a must be able to teach video production technique a 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 Television Search Committee, School of CCS, Hampshire College, Amherst, MA 01002. Application deadline: February 15, 1985. AA/EOE.

**Graduate assistants** and teaching assistants to student for M.S. or Ph.D. in communications. Monthly stipend + fee waiver. Persons with undergraduate degree communications or related field and professional radio experience are invited to apply. Dr. H. H. Howa College of Communications, The University of Tennessee. Knoxville 37996-0313.

## 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.

**Quality broadcast equipment:** AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

**You pay too much** if you are not getting your new, double shielded, sweep tested, precision video cable 8281 or 21-1060-7) from us! Amp, Amphenol, Kings connectors also available. Call Television Systems, Austin, TX. 800-531-5143; Texas, 800-252-8286.

**Harris FM-20H3** (1977), 20kw FM, on air, portable studio desk w/2 QRK trntbls. & 8 ch. stereo board, ITA 5kw FM transmitter. Call M. Cooper/Transcom Corp., 215-379-6585.

**kw 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, full 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 Iso available. Free, fast delivery to anywhere in U.S. Carpel Video, Inc. Call Collect, 301-845-8888.

**000 foot solid 10 foot face tower** can be extended to 000 foot. Perfect for panel FM or TV. Jim Tiner, Tiner associates, 214-739-2828.

**Automation** - Schafer 803; 4 Scully decks, 2 IGM cart machines; 3 carousels, racks. In use; in good working condition. \$10,000. Call Jim Nutter, 601-442-2522, MIS Radio.

**Lightening Elimination Associates.** LEA Kleen Line power line, conditioner, 250 KW. Used two months since new. Make any offer. Call/write Jim Lockerd, SWO-TV, 405-355-7000.

**parta 701B**, presently on 780. Good condition. Being replaced because of power increase. Available now. \$3,500, plus shipping. Will consider all offers. WABS, 33-534-2000.

**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, or further information, contact Rick Melamed, ABC-NY, 12-887-4981.

**Remote production truck**—1976 GMC 26' motor home. Renodeled and ready to install equipment. Excellent condition, racks installed, generators, air conditioned. Beautiful truck. \$30K. 603-434-8850.

**Electric generator**, 62.5KVA, 240 volts, 3 phase, 60 cycle, butane operation, \$6,500. 3,575 feet coaxial cable, Andrews, 20' lengths with fittings, 50 ohms, 1 7/8", 1 foot. Transmitter: Gates, 5KW, model BC-59-2, \$1,000. Milian, 305-261-1637.

**El Marquee** 3000 video character generator. Brand new, never used. Disc drive. \$22K Tom Disinger, 603-44-8850.

**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.

**385' radio tower** on ground. Good condition. Just removed from service. 12 bay FM antenna tuned to 105.7, 350' transmission line. 205-774-9323.

**Used cart machines.** Mono record/play \$250. Play only \$150. Eight for sale. Write Box 213, Dunkirk, MD 20754.

**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.

**Almost new "Processing Plus"** tri-band AM audio processor. Bargain. Phillips, 615-566-1000.

**Almost new 3 bay FM antennas** tuned to 104.9 & 320'-1 5/8" coax—including connectors & hardware. Bargain. Phillips, 615-566-1000.

## MISCELLANEOUS

**Business plans** - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

## 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 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 Hammarskjold Plaza, New York, NY 10017, or phone (212) 572-5560 between 9-5, Mon.-Fri. Katz Communications is an Equal Opportunity Employer.

**KATZ COMMUNICATIONS INC**  
An Employee-Owned Company



Katz Radio. The Best.

## RADIO

### Help Wanted Management

### GENERAL MANAGER

for Sunbelt FM-AM. Top 50 market. Group-owned excellent stations. High salary and cash flow bonus. We're looking for one of the best managers in America for this position, and to help steer our group in the years to come. Box E-4.

## Help Wanted Technical

### CHIEF ENGINEER

Exciting opportunity. Build state-of-the-art class C, growing San Antonio market. Young, expanding group needs strong, experienced chief engineer. Excellent benefits. Reply in strict confidence to President, American Media, Inc., P.O. Box 230, Long Island, NY 11772, 516-475-5200. EOE,M/F.

## AmericanMediaInc

### CHIEF ENGINEER

Major market south Florida Class C FM/5KW AM. 2 years' minimum experience at broadcast facility with solid tech background in maintenance/repair. Thorough knowledge of directional systems needed. Must be responsible for acquisitions, remote broadcast sites, installation of new equipment, budgets, small parttime staff. No phone calls. Full resume and particulars immediately to Doug Holland, 9881 Sheridan St., Hollywood, FL 33024.

## SUNBELT SALES MANAGER

Where are all the pros? We need a hitter to hire, train and motivate successful local staff at technically superior class C, 100 kilowatt and 5000 watt Canadian clear AM property, sold in combo, located in America's fastest growing Sunbelt market. Good bucks, opportunity for advancement. People & planning skills a must! I know you're out there somewhere. Let's find each other! Cover letter, resume, compensation history to Box B-118.

**Help Wanted Sales  
Continued**

**PREMIER BROADCAST  
COMPANY**

seeks experienced news/talk account executive. South FL market. EOE. Please send resume to Box E-33.

**TELEVISION**

**Help Wanted Management**

**ADMINISTRATIVE ASSISTANT**

President and CEO of fast growing, major market TV broadcast company looking for intelligent administrative assistant. Must have complete knowledge of the business, able to read and understand contracts, knowledge of numbers, and ability to handle all correspondence. Person must be professional, in good health, able to travel. Please submit resume/salary requirements to Paula, P.O. Box 4633, Miami, FL 33014. EOE.

**Help Wanted Sales**

**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

**TV SALES RESEARCH & MKTG. DIRECTOR**

Position available for sales-oriented researcher/marketer w/ growth potential. Successful candidate provides support to sales dept. by developing research & mktg. data aimed at attracting & maintaining clients. Ability to analyze research & create effective sales presentations will be main responsibility. 2-3 yrs. broadcast mktg., research sales support experience preferred. EOE/MF. Reply: Director of Sales, KNTV, 645 Park Ave., San Jose, CA 95110.



**Help Wanted Technical**

**ATLANTA  
CHIEF ENGINEER**

We are acquiring WATL-TV and are searching for a highly qualified Chief Engineer. Land has been purchased and building design has begun. We are looking for an engineer who has considerable experience in facility design and construction and is an excellent engineering manager.

This is an outstanding opportunity to join a major group broadcast organization with radio and television stations in major markets nationwide. We offer an excellent salary and benefit program.

Resume and professional references to Gerald T. Plemmons, Vice President - Engineering, Outlet Communications, Inc., Broadcast House, 111 Dorrance Street, Providence, RI 02903. We are a Rockefeller Group company and an equal opportunity employer, M/F.



**Help Wanted Programing,  
Production, Others**

**DIRECTOR OF  
CREATIVE SERVICES**

WCVB-TV, ABC affiliate, Boston, seeks seasoned TV creative services director, who will report to the general manager, to run the in-house promotion department. This individual will plan creative direction of station's advertising and manage a staff of writers and producers creating daily promotions for print, radio, & TV. Candidate must have experience in major market TV news, multi-media planning, budget and cost control & ability to work with market research as well as 2 years' experience in TV promotion required. If qualified and interested, send resume and cassette (no phone calls, please) to:

**S. James Coppersmith  
Vice President/General Manager  
WCVB-TV  
5 TV Place  
Needham, MA 02192**

Metromedia Inc./WCVB-TV, an equal opportunity employer, M/F.

**Help Wanted News**

**REPORTERS  
PHOTOGRAPHERS**

KIMO-TV, flagship station of the Alaska TV network, is seeking some experienced reporters & photographers. If you've got the background & are looking for a change, send tape/resume to News Director, KIMO-TV, 2700 E. Tudor, Anchorage, AK 99507. Join the #1 newsteam in 1 of the U.S.'s fastest growing mktgs. No phone calls. The AK TV Network is an EOE.

**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.

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**NATIONAL...  
The Radio Placement Leader**

We have jobs for:

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Male & Female... All size markets... Coast-to-Coast NATIONAL makes the presentation for you! For complete details and registration form enclose \$1 postage & handling.



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Birmingham, AL 35216  
(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!

**Business Opportunities**

**Excellent opportunity  
to purchase  
established satellite  
communications company  
with strong customer base  
and experienced communications  
management team.**

**Contact:  
Richard A. Foreman Associates  
(203) 327-2800**

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### Lum and Abner Are Back

...piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

PROGRAM DISTRIBUTORS • 401 South Main  
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## Miscellaneous

### FM, FM 80-90

and TV applications. Engineering portion  
FM only \$1,000. TV only \$1,500. Avoid the  
80-90 rush! Meyer Gottesman, 3377 So-  
lano Ave., #312, Napa, CA 94558, 805-  
963-1301, X246.

## Public Notice

### PUBLIC NOTICE BOARD OF TRUSTEES

The National Association of Public Television Sta-  
tions' Board of Trustees will meet on January 25,  
1985, at the Four Seasons Hotel, Houston, TX,  
from 9:00 a.m. to 4:00 p.m. Agenda includes  
general business and staff reports, pending fed-  
eral legislative and regulatory matters.

## Wanted To Buy Stations

### An Offer to FM Station Owners

## BAM\* will buy your FM station for 35% more than its current value.

(If we can help operate it for a short time  
with our management and our money.)

Our people are proven professionals with successful manage-  
ment records in major and medium markets who have per-  
formed for networks as well as for independent owners.

We have sufficient confidence in our ability to improve  
ratings, revenues, and profitability to make this offer: *We'll  
pay you for an option to buy your property at 35% more than its  
present value if you will let us help manage it.*

*We'll supply the management talent, pay all salaries and expenses  
for your staff, and supply all working capital during our term.*

You can review our performance regularly and if the revenues  
we generate are less than yours, you can ask us to leave.

The risk is all ours.

If you've thought about selling or have lost confidence in the  
ability of your present management to realize the full poten-  
tial of your FM station, perhaps we should talk. To arrange a  
meeting, please write:

President  
\*BROADCASTING ASSET MANAGEMENT  
1450 North Astor Street, 6th Floor  
Chicago, Illinois 60610

## Wanted To Buy Stations Continued

### WE WISH TO BUY FM OR AM/FM

Market size: 50 to 125. Location:  
Northeast or Southeast. Write to prin-  
cipal at Box E-7.

### UHF or VHF

and CP's wanted. Prefer top  
60 market. Box E-18.

## For Sale Stations

### BOB KIMEL'S NEW ENGLAND MEDIA, INC.

#### CLASS C FM

with powerhouse AM affiliate. Good real estate,  
realistically priced at \$1,400,000.

8 DRISCOLL DR. ST. ALBANS, VT. 05478  
802-524-5963  
OR GEORGE WILDEY 207 947-6083

## For Sale Stations Continued

### THE HOLT CORPORATION

## FLORIDA PROFITABLE FULLTIME "MUSIC OF YOUR LIFE" \$800,000 TERMS

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We've taken the confusion & frustration  
out of buying and selling a business—  
that's **OUR** business. Call H.R. "Tad" Fo-  
gel, Media Specialist.

803—626-7623  
Suite 1, Oak Street Plaza  
1705 Oak St.  
Myrtle Beach, SC 29577

### 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.



### Wilkins and Associates Media Brokers

KY	AM/FM	\$900,000	50%
IL	AM	\$500,000	20%
VA	AM	\$150,000	30%
FL	AM	\$525,000	40%
MO	FM	\$325,000	15%
AR	AM/FM	\$335,000	20%
MI	AM	\$35,000	downpayment
TN	AM	\$35,000	downpayment

P. O. Box 1714  
Spartanburg, SC 29304 803/585-4638



# CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
GA	Sub	AM/FM	\$1350K	\$350K	Brian Cobb	(202) 822-8913
FL	Sub	FM	\$750K	Cash	Bill Cate	(904) 893-6471
CO	Med	AM/FM	\$695K	\$150K	David LaFrance	(303) 534-3040
GA	Sm	AM/FM	\$500K	\$100K	Ernie Pearce	(615) 373-8315
NY	Sm	AM	\$410K	\$150K	Ron Hickman	(401) 423-1271
NC	Met	AM	\$400K	\$60K	Mitt Younts	(202) 822-8913
PA	Med	AM	\$325K	Cash	Ron Hickman	(401) 423-1271
MO	Sm	AM/FM	\$325K	\$75K	Bill Lochman	(816) 254-6899
TX	Sm	AM	\$300K	\$100K	Bill Whitley	(214) 680-2807
AZ	Sm	AM/FM	\$300K	\$80K	Greg Merrill	(801) 753-8090

For information on these and our other availabilities, or to discuss selling your property, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



## R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

Well-equipped and profitable class A FM in growing South-western market. \$975,000.

506A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252  
809 Corey Creek - El Paso, Texas 79912 915-581-1036

### 4 STATIONS BY OWNER

3 FMs & 1 AM in large Sunbelt mkts. All have religious formats. Profitable. Low interest owner financing. Write Box E-34.

### ARKANSAS COMBO

Medium market. Asking \$575,000. Look and then make an offer! Box B-111.

### UPPER MIDWEST

Major market suburban 5KW clear channel AM with excellent PSA and PSSA. Awaiting uncontested CP for higher power & fulltime. Mostly new equipment; renovated studios, offices. Asking \$850,000 (\$250,000 cash for S corporation stock, approximately \$600,000 in attractive terms/debt assumption) based on facility's potential. Broker participation welcome, as are IRS Sec. 1071-qualifying minorities. Box B-121.

- 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.
- Fulltime near Knoxville. Real estate. Super Terms. \$190,000.

BUSINESS BROKER ASSOCIATES  
815-756-7635 — 24 HRS.

### ESTABLISHED CHAIN OF COMBOS

in good medium and small medium markets of the South. \$7 million. Qualifications on inquiry to Box B-112.

### 1985?

Is this the year you finally decide to sell your station? PRW & Associates has the time to give your station personal attention. We advertise, we follow up, we present you station in its best light. We have buyers for all size markets. Call with confidence. 512-544-5409. PRW & Associates, Box 3127, South Padre Island, TX 78597.

### 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.

**MAJOR MARKET:** Profitable stand-alone fulltime AM in \$40,000,000+ radio revenue market. Seasoned adult format. \$1,750,000, with terms to qualified buyer.

**CALIFORNIA:** Fulltime Suburban AM, dynamic top 10 market. Excellent financing; low down. Asking \$1,250,000. Includes real estate.

**FAR NORTHWEST:** AM/FM combo in monopoly market. Past three year billing average \$500,000. Price: \$1,100,000, with good financing; includes all real estate.

**WEST COAST:** Excellent profitable owner/operator coastal AM/FM includes transmitter site. Priced at \$450,000, (1.7 times X gross); \$112,500 down.

**FAR NORTHWEST:** Single station market. Fulltime profitable AM with excellent land leases, plus purchase options. Asking \$170,000 (1.7 X gross); \$55,000 down.

Buyers must qualify financially before any information on listings is released.

**BILL EXLINE ANDY McCLURE**

*William A. Exline, Inc.*

4340 Redwood Hwy., Suite F-121  
SAN RAFAEL, CALIFORNIA 94903  
(415) 479-3484

MEDIA BROKERS - CONSULTANTS

		FM		
FL	LAR	C		\$4.3 CASH
AL	SM	A (CP)		\$35,000
		AM		
AL	SM	DAY		\$185,000
CO	SM	DAY (CP)		\$35,000
SE	MAJ	FULL		\$700,000
GA	MED	DAY		\$550,000
		TV		
WA	LAR	UHF (CP)		\$75,000
TX	SM	VHF (CP)		\$55,000
OR	SM	UHF (CP)		\$40,000
KS		UHF		\$1.7 MIL
ID	MED	UHF (CP)		\$75,000
		LPTV		
CO	RESORT	UHF		CP

**Bill Kitchen / Dan Dunnigan**  
(404)324-1271



Quality Media  
Corporation

## MAJOR MARKET SUNBELT

*Powerful*

FULL TIME  
AM Station

- LOCATED IN THE SOUTHEAST TOP 20 MARKET (one of the most desirable U.S. markets)
- CONSISTENT INCREASING CASH FLOW HISTORY
- PRICED LESS THAN 6 X CASH FLOW

\$2,500,000  
EXCLUSIVE SALE BY



Gordon Sherman

SHERMAN & HOWEN ASSOCIATES, INC.  
RADIO-TV-CATV BROKERS

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Call (305) 326-6797

### FLORIDA \$\$\$ MAKER

Phenomenal growth area! Valuable real estate with modern studios. Excellent equipment including satellite dishes. 5KW fulltime. \$825,000 terms; \$575,000 cash. Financial qualifications on first contact to Box B-107.

### CLASS C FM CP

Ready to build now! All engineering done. 1000 ft tower & antenna on site, tower footings in, anchor steel set. Studio/transmitter bldgs owned. Strobes & studio equipment ordered, immediately available. Excellent small NW Kansas market. Will sell all, take partner, manager, with cash to finish construction. Brokers protected. Paul Bailton, 60 W 4th St., St. Paul, MN 55102

### SOUTHWEST SUNBELT CLASS A FM

Wealthy small market oil town. Excellent new facilities—underdeveloped. Priced reasonably—3 X gross. Payback investment in less than two years. Box B-122.

### MID SOUTH AM

With 30% cash flow. Less than 2X gross at \$600,000. Slightly higher with liberal terms. Reply with qualifications to Box B-124.

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**

"Specializing In Sunbelt Broadcast Properties"

5050 Poplar • Suite 1135 • Memphis, TN 38157

### ILLINOIS CLASS A FM

Newly-constructed facility with good equipment, real estate, growing revenue. Clean station with good reputation and excellent staff. Ready for owner-operator. \$300,000 cash. Box E-8.

## For Sale Stations Continued

**Dan Hayslett**  
& ASSOCIATES, INC.  
*dh* *Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076  
10509 Berry Knoll Dr., Dallas 75230

### UHF INDEPENDENT TOP 40 MARKET

\$16 million, cash. Reply with qualifications to Box E-32.

### 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.

### MICHIGAN

1-KW daytimer. Hyphenated market, 1/2 million population. Owner retiring. Qualified buyers only. Reply Box E-13.

### 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.

### DREAMER?

If you're looking out your window at 2 feet of snow and more falling, it's zero & the wind chill factor is 45 below. RELAX! Pick up the phone, call 512-544-5409, and get immediate details on a Texas Sunbelt class C FM priced at less than 10X cash flow. Call now! PRW & Associates, Box 3127, South Padre Island, TX 78597

### MIDWESTERN COMBO

Small market Midwestern AM/FM combo. Single station market. Will sell for \$550,000. Box E-41.

### OWNER MUST SELL!

FM near San Antonio. Profitable; 2 yrs. old. Also, FM near Laredo. On-air January. Cash talks; will finance. Norm, 512-663-4456; 663-3281.

### DOCKET 80-90

Save thousands on legal fees without compromising quality or resorting to an application "mill". FCC representation at guaranteed flat fees. No uncontrollable hourly rates. Free initial Docket 80-90 consultation. **RICHARD J. HAYES, ESQ., 703-972-7941**

### MIDWEST FM

Class A FM. Western Michigan. Recently put on the air. Asking \$240,000 for station. Will consider terms to qualified buyer. Box E-42.

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

**INDEPENDENT TV STATIONS  
HAVE ONLY ONE RECORD TO BEAT.**



**THEIR OWN.**

Independent TV stations are flying high. They took off in the 1970's and they're still climbing. In five years, the number of independent stations serving markets from San Francisco to San Juan doubled. Heavy investment in programming lifted their average share of audience to 16% (even more for many independents). Advertisers and agencies noticed. Their acceptance led to cost per point parity. And more dollars. Independents now generate over \$2 billion in revenue. Their share of national and local spot advertising has grown more than 33% since 1978. Blair Television has a division devoted exclusively to selling independent stations. We like to soar, too. Growth. A tradition we share with our clients.

**BLAIR. ONLY BLAIR.**

Television



# Fates & Fortunes

## Media

**Robert Decherd**, executive VP and chief operating officer, A.H. Belo Corp., parent of Belo Broadcasting and *Dallas Morning News*,



Decherd



Moroney

named president and COO, succeeding **James M. Moroney Jr.**, who remains chairman and CEO. Decherd is great-grandson of G.B. Dealey, who founded *Dallas Morning News*.

**Phillip Williams**, senior VP, Times Mirror Co., Los Angeles, responsible for all newspaper and television operations, named executive VP.

**Steven Dinetz**, executive VP, TK Communications, Dallas, assumes additional responsibilities as general manager of TK's KLUV(FM) there. **Chuck Bortnick**, general sales manager, TK's WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla., named VP and general manager.



Serrao

**John Serrao**, managing partner, WPMT(TV) York, Pa., joins WATL-TV Atlanta as general manager. Outlet Communications assumed ownership of station on January 1.

**Edward Herlihy**, VP and general manager, WATL-TV Atlanta, has become managing general partner of At-

antic Television Associates there, formed to purchase independent television stations.

**Bernard Gallagher**, assistant treasurer, Comcast Corp., Bala Cynwyd, Pa., named VP and treasurer, succeeding **Julian Brodsky**, who remains senior VP and chief financial officer. **Anthony Clifton**, assistant treasurer, bank-related activities, named VP.

**Ed Krampf**, general sales manager, KITS(FM) San Francisco, named VP and general manager.

**Mike Deardorff**, general manager, KWES(FM) Monahans, Tex., named VP of parent, Texas Wireless Inc.

**Mike Grinsell**, station manager, KABL-AM(FM) San Francisco, named general manager.

**Jim Thompson**, from KLSC(AM) Watertown,

Kan., joins KNEB-AM-FM Scottsbluff, Neb., as general manager.

**Bill Rohde**, VP and general manager, Swanson Broadcasting's KKYX(AM) San Antonio, Tex., assumes additional duties as general manager of co-owned KLLS-FM there.

**Craig McCrystal**, president, American Cablevision of Kansas City, Mo., joins Citizens Cable of Fort Wayne, Ind., as president.

**A. Fred Frey**, executive director, Louisiana Educational Television Authority, Baton Rouge, joins noncommercial KHBU-TV Houston as VP and general manager.

**Michael Cohen**, general manager, WCRJ-AM-FM Jacksonville, Fla., joins WIVY-FM there in same capacity.

**Bob Bradley**, general sales manager, KCOY-TV Santa Maria, Calif., joins KTIE(TV) Oxnard, Calif., as general manager and director of marketing.

**Robert Winters**, general sales manager for WFL(AM)-WUSL(FM) Philadelphia, joins WTMA(AM)-WSSX-FM Charleston, S.C., as general manager.

**Jim MacDermott**, station manager, KCNC-TV Denver, named VP.

**Donita Welsh**, program-operations manager, WFLX(TV) West Palm Beach, Fla., named station manager.

**Terri Williams Hogue**, local sales manager, KCPQ(TV) Seattle, joins KTZZ(TV) there as station manager.

**John Conte**, station manager, KESQ-TV Palm Springs, Calif., joins KMIR-TV there in same capacity.

**Dave Chambers**, sports director and air personality, WAJX(FM) Titusville, Fla., named operations manager.

**Jim Marshall**, from WCRJ(AM) Jacksonville, Fla., joins WAMT(AM) Titusville, Fla., as operations manager.

**Thomas Patterson**, from National Cable Television Association, Washington, joins Continental Cablevision of St. Paul, St. Paul, Minn., as director of system operations.

**Deborah Jordan**, counsel to president, City College of University of New York, joins NBC there as senior attorney, NBC law.

**Barbara Lee**, manager, research design and implementation, office of social research, CBS/Broadcast Group, New York, named director, social research, office of social and

## Broadcasting

The Newsweekly of the Fifth Estate

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

**Broadcasting Magazine**

3 years \$175

2 years \$125

1 year \$65

(International subscribers add \$20 per year)

**Broadcasting Cablecasting Yearbook 1985**

The complete guide to radio, TV, cable and satellite facts and figures—\$85 (if payment with order \$75) **Billable orders** must be accompanied by company business card or company purchase order. Off press Spring 1985.

Name \_\_\_\_\_  Payment enclosed

Company \_\_\_\_\_  Bill me

Address \_\_\_\_\_ Home? Yes  No

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ (required) Are you in cable TV operations  Yes  No

For renewal or address change  
place most recent label here

The one to read when there's time to read only one.

policy research.

**Joseph Sullivan**, data processing manager, General Cable Co., Greenwich, Conn., named director of management information services.

**J. Sheldon Yarborough**, from Thomas, Knight, Trent, King & Co., Roxboro, N.C., joins WJKA(TV) Wilmington, N.C., as business manager.

## Marketing

**O. Burtch Drake**, president and general manager, Dancer Fitzgerald Sample, San Francisco, joins Foote, Cone & Belding, New York, as executive VP, general manager.

**Richard S'Dau**, management supervisor, Benton & Bowles, New York, named senior VP.

Appointments, BBDO, Detroit: **Richard Howling**, VP, associate creative director, to creative director; **John Gahagan**, VP, associate creative director, to creative director, and **Gary Lamont**, VP, art supervisor, to associate creative director.

Marketing managers named VP's, Blair/RAR: **James McQuaide**, Detroit; **Brenda Holland** and **Stanton Vogin**, Los Angeles; **Edward Gardner**, San Francisco; **Robert Jones**, Atlanta, and **Rick Fromme**, Dallas. **Richard Landesman**, research director, New York, to VP. **Gary Lewis**, marketing manager and director of training, radio sales associate training program, to VP.



Ramsay

Appointments, Christal Radio (formerly The Christal Co.): **Paddy Ramsay**, senior VP, Western region manager, Los Angeles, to senior VP and general sales manager, New York; **Bob Gad**, sales manager, Los Angeles, named to Western region man-



Gad



Braunstein

ager there, and **Mark Braunstein**, sales manager, New York, to Northeast region manager there.

Appointments, Penchina, Selkowitz Inc., New York advertising agency: **Rochelle Boyarsky**, VP, copy supervisor, and **Steven Brookstein**, VP, account director, to senior VP's; **Julle Pinkwater**, VP, media group head, McCann-Erickson, New York, to VP, media director.

**Roy Beauchamp**, executive VP, Grey Direct, New York, named head of San Francisco office.

**Art Berke**, publicist, ABC, New York, named

**Fine tuning.** Sony Corp. of America announced restructuring of company into four operating groups—corporate, marketing, manufacturing and diversified operations. As part of restructuring, all of company's marketing arms, including Broadcast Products, Communications Products and Consumer Products, will come under umbrella organization, Sony U.S. Marketing Group. Neil Vander Dussen, who joined Sony in 1981 as head of Sony Broadcast Products, later head of Consumer Products, has been named its president. Restructuring has also resulted in creation of Sony Industries, which will be responsible for supplying U.S. original equipment manufacturers with Sony hardware and will also be responsible for company's developmental projects. Michael P. Schulhof, former president of Sony Communications Products, has been named president of Sony Industries.

manager, presentation writing, sales development. **Anne Pizzarelli**, manager, advertising and promotion, Arbitron, New York, joins ABC there as manager, sales development.

**Joel Steiner**, VP, associate media director, HBM/Creamer, Boston, joins Arnold & Co., advertising agency there, as media planning manager.

**Barry Dunn**, manager of accounting, Katz Communications, New York, joins John Blair & Co. there as manager, budget and planning, television and radio representative divisions. **Cynthia Mack**, account executive, Katz Television, Atlanta, joins Blair Television there in same capacity.

Appointments, Katz Communications: **Mickey Colen**, Chicago sales manager, TeleRep, to VP, Midwest sales manager, Chicago; **Janice Marinelli** and **Mitchell Praver**, station specialists, Katz Television Continental, to associate directors of programming, New York; **Victoria Wright**, from WTMJ-TV Milwaukee, to account executive, Katz American Television, Chicago; **Barry Wallach**, research analyst, Blair Television, New York, to Katz American Television, New York, in same capacity, and **Lori Tarricone**, from Seltel, New York, to Katz Independent Television there as research analyst.

**William Harmond**, account executive, ABC TV, New York, named VP, sales, Western division, Los Angeles.

**Rhonda Galimidi**, advertising sales planner, Entertainment and Sports Programming Network, New York, named manager, sales planning. **Cissy Hanemayer**, from Savin Corp., Atlanta, joins ESPN there as marketing representative.

**Carolyn Kerr**, freelance writer, joins Hallmark Advertising, Pittsburgh, as copy director.

**Craig McCord**, from Kuhn & Wittenborn, Kansas City, Mo., joins Barkley & Evergreen, Shawnee Mission, Kan., as art director.

**Laura Blumberg**, senior buyer-planner, W.B. Doner, Baltimore, joins Birkenes & Foreman, Boca Raton, Fla., advertising agency, as media director.

**Cathy Curran**, from Leo Burnett & Co., Chicago, joins Goodwin, Dannenbaum, Littman & Wingfield, Houston, as senior producer.

**Michelle Tomsic**, broadcast supervisor, Wyse Advertising, Cleveland, joins Century Media Corp., New York, as account supervisor.

**Marc Berman**, from Ziff-Davis Publishing Co., New York, joins Katz Television Continental there as research analyst.

**Mark Schwab**, account executive, Hameroff/Milenthal, Columbus, Ohio, joins Hallmark Advertising as account supervisor.

**Katherine Yager**, assistant director of local broadcast sales, Benton & Bowles, New York, joins CBN Cable Network there as account executive.

**Sandy Weggeland**, sales manager, WINS(AM) New York, joins Eastman Radio, Los Angeles, as account executive.

**Peggy O'Neil**, host-producer, *GoodNews Break*, WVIT(TV) Hartford, Conn., named commercial producer-writer, sales department.

Appointments, WTMA(AM)-WSSX-FM Charleston, S.C.: **Pete Nadel**, senior account executive, WSSX-FM, to general sales manager of both stations; **Peggy Dudley**, local sales manager, WTMA, to local sales manager for both stations, and **Delphine Lisignoli**, business manager, to account executive.

**Garry Eaves**, general manager, WDBO(AM) Orlando, Fla., joins WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla., as general sales manager.

**Frank Manson**, sales manager, WRXO(AM) WKRX(FM) Roxboro, N.C., joins TN Sports Sales, Capitol Broadcasting Co., Raleigh N.C., as sales manager, retail division.

**Rich Rectanus** and **Tony Bonnici**, account executives, KENO(AM)-KOMP(FM) Las Vegas named sales managers.

**Greg Kulka**, account executive, KMFY(AM) Richfield, Minn.-WAYL(FM) Minneapolis-St Paul, named sales manager.

**Jim Scallise**, account executive, KYUU(FM) San Francisco, named sales manager.

**Rex Swanson**, from KLMS(AM) Lincoln Neb., joins KNEB-AM-FM Scottsbluff, Neb. as sales manager.

**James Moroney III**, account executive, Bel Broadcasting's WFAA-TV Dallas, named local sales manager.

**Art Nettis**, account executive, WDGY(AM) Minneapolis, joins KMSP-TV there in same capacity.

**Victoria Goldsmith**, research assistant WPEN(AM)-WMGK(FM) Philadelphia, named assistant research director. **Patricia Grad** from WIP(AM) Philadelphia, joins WPEI-WMGK as retail account executive.

**Mark Miller**, account executive, Lynden A Freight, Anchorage, joins KENI(AM) there as account executive.

**Michael Velazquez Jr.**, from ABC-owned WLS-TV Chicago, joins co-owned WABC-TV New York as account executive.

Named account executives, WEEI(AM) Boston: **Gary Bernstein**, from WHUE-AM-FM Boston; **Stan Silverman**, from WZOU(AM) WCOZ(FM) Boston, and **Nancy Taverna**, from WMJX(FM) Boston.

**Dee Jones**, from KFRC(AM) San Francisco, and **Michael Valli**, from KKIQ(FM) Livermore, Calif., join KGO(AM) San Francisco as account executives.

**Jorvell Williams**, research assistant, KLOK-AM San Francisco, named research director.

**Donna Anderson**, from WIL-AM-FM St. Louis, joins KMOX-TV there as account executive.

## Programing

**James Kraus**, sales executive, Northeast Area, MCA Television, New York, named VP, Northeast Area. **Lori Shecter**, manager of sales and marketing services, Petry Television, New York, joins MCATV there as sales executive.

**Phillip Hermann**, treasurer, telecommunications group, Walt Disney Productions, Burbank, Calif., named VP, treasurer, Walt Disney Telecommunications and The Disney Channel.

Appointments, *Finn & Friends*, KPNX-TV Phoenix: **Dana Metzger**, associate producer, producer; **Randy Murray**, from KTVK-TV Phoenix, to video producer, and **Susan Huff**, from Barclay Advertising, Phoenix, to associate producer.

Appointments, Medstar Communications, Allentown, Pa.-based producer of health care and medical news programming: **James Pilverick**, from Hospital Corp. of America, New York, to VP, operations; **Lawrence Bucking**, director of promotion and public relations, Community Communications, parent of non-commercial WMFE-FM-TV Orlando, Fla., to P, marketing, and **Robert Barrera**, producer, CBS-TV New York, to story producer, *Health Matters*.

**Victor E. Russek**, general manager, Dynacor Radio, New York, joins Hospital Satellite Network there as director of market development.

**Isaac Stone**, project manager, office of international activities, Corporation for Public Broadcasting, Washington, joins Devillier-Megan Enterprises, international sales firm representing public television stations and independent filmmakers, as director of sales administration.

Appointments, Entertainment and Sports Programming Network, Bristol, Conn.: **Eric Smoller**, associate counsel, Bristol, Conn., associate general counsel; **Michael Aresco**,orney, to counsel; **Colleen Murphy**, program acquisitions coordinator, to international coordinator, and **Donna Spinella**, staff secretary, to legal administrator.

**Bert Fowler**, general manager, sports division, Learfield Communications, Jefferson City, Mo., named VP.

**Mark Gross**, sales manager, WAVA(FM) Washington, joins Metro Traffic Control, Houston, VP, sales, Eastern region. **David Bennett**, regional manager, West Coast, to VP, sales, Western region.

Appointments, KTRV-TV Nampa, Idaho: **Gene Frisch**, production coordinator, to program director. **Paul Budell**, member of production department, to production manager, and **Steve Klotz**, producer-director, to senior producer-director.

**Dennis Ernest**, from KRVN-AM-FM Lexington, Neb., joins KNEB-AM-FM Scottsbluff, Neb., as program director.

**Lon Lee**, program manager, KCNC-TV Denver, named VP.

**Michael Dalfonzo**, air personality, WSHE(FM) Fort Lauderdale, Fla., named program director.

**Tim Kelly**, music director, WLS-AM-FM Chicago, named program director, WLS(AM). **Dallas Cole**, operations manager, WKTI-FM Milwaukee, joins WLS-FM as program director.

**Roger Maroni**, executive producer, *PM Magazine*, KSAT-TV San Antonio, Tex., joins WBZ-TV Boston, as associate program producer, *Evening Magazine*.

**Keith Rateliff**, from WSMV-TV Nashville, joins The Program Factory there as director, *Play the Numbers* and *Jury! Jury!*

**Thomas Roman**, from KTVU-TV San Francisco, joins KPIX-TV there as producer and host, *Latin Tempo*.

**G. Keith Alexander**, from WKTU(FM) New York, joins WRKS-FM there as air personality.

**Liz Somerville**, reporter, CKLW(AM) Windsor, Ontario, joins WOMC(FM) Detroit as producer, *Tom Ryan Show*.

**Carol Knapik**, creative services director, WTVT-TV Tampa-St. Petersburg, Fla., named production manager.

**Beth Wood**, from KSTP-TV Minneapolis, joins WCPX-TV Orlando, Fla., as co-host, *PM Magazine*.

## News and Public Affairs

Appointments, *Nightline*, ABC News: New York—**Kyle Gibson**, associate producer, to producer; **Brian Clarke**, production associate, to associate producer; **Shelly Diamond**, desk assistant, to production associate. Washington—**Herb O'Connor**, associate producer, *World News This Morning*, to associate producer; **Marianne Keeley**, production assistant, to production associate.

**Vincent Del Giudice**, reporter and editor, United Press International, Washington, named metro editor.

**Phil Brady**, head of Cable News Network's West Coast operations, Los Angeles, named New York bureau chief.

**Harry Fuller**, executive producer, 5 and 6 p.m. news, KGO-TV San Francisco, named news director.

Appointments and reassignments, news department, Mutual Broadcasting: **Nelson Benton**, former chief Washington correspondent, CBS News and, more recently, news anchor, WMAR-TV Baltimore, to White House correspondent, succeeding **Bill Groody**, named executive editor of network's youth-oriented *Lifestyle* reports; **Peter Maer**, political reporter, to Senate correspondent (both Maer and Benton will serve as co-anchors for weekly half-hour *Reporters Roundup*, now handled by different correspondents on rotating basis); **Dan Scanlon**, morning drive news anchor and general assignment correspondent, to House correspondent; **Paul Henderson**,



The sky's no limit. President Ronald Reagan congratulates William F. Baker, president of Group W Television and chairman of Group W Satellite Communications, at a White House reception. Group W was recognized by the White House for its public service efforts, specifically its contributions to the Young Astronaut Program, which encourages youths to take an interest in space science. Group W produced a 13-minute documentary, "A Decade of Discovery," to increase national awareness of the program. The film will be installed permanently at the Air and Space Museum in Washington.

general correspondent, to morning drive news anchor; **John Hartge**, general assignment reporter and news anchor, to business correspondent; **Ross Simpson**, Capitol Hill correspondent, to principal reporter, *America in the Morning*, and **Jim Bohannon**, host of late Saturday night talk show and *America in the Morning*, assumes additional duties as morning drive anchor, *Lifestyle*.

**James Howard Walker**, assignment editor and news manager, KVOS-TV Bellingham, Wash., joins KPTV-TV Portland, Ore., as assignment editor.

**Kevin Mooney**, from KGOS(AM) Torrington, Wyo., joins KNEB-AM-FM Scottsbluff, Neb., as news director. **Dewey Nelson**, from KLGR-AM-FM Redwood Falls, Minn., joins KNEB-AM-FM as farm broadcaster.

**Marv Rockford**, news director, KCNC-TV Denver, named VP. **Kathy Walsh**, reporter, WXYZ-TV Detroit, joins KCNC-TV as reporter.

**Tom Bradshaw**, community affairs director, WVEC-TV Norfolk, Va., named editorial director. **Sherri Brennen**, production manager, WVEC-TV, succeeds Bradshaw.

**Bryan Thielke**, 11 p.m. news producer, KIRO-TV Seattle, named assignment manager.

**Dwight Bachman**, New Jersey bureau chief, WPIX-TV New York, joins WVTI-TV Hartford, Conn., as 6 p.m. news producer. **Alex Crippen**, morning news editor, WPOP(AM) Hartford, joins WVTI as assignment editor. **Anita Ford Saunders**, promotion producer-writer, WVTI, named director of public affairs.

**Carol Gable**, special projects producer, WLOS-TV Greenville, S.C., named South Carolina news editor.

Appointments, WFSB-TV Hartford, Conn.: **Catherine Daly**, news producer, WSAV-TV Savannah, Ga., to news producer; **Jim**

**Sweeney**, associate producer, to news producer, and **Maureen Conway**, freelance assignment editor, New York, to weekend assignment editor.

**Amanda Barnett**, news director, noncommercial WFSU-FM Tallahassee, Fla., joins noncommercial KERA-FM Dallas in same capacity.

**Lyn Vaughn**, from WXIA-TV Atlanta, joins CNN Headline News there as anchor.

**Bill Yeager**, part-time anchor, KYW(AM) Philadelphia, named anchor.

**Janet England**, anchor, WBTW(TV) Charlotte, N.C., joins WSOC-TV there as noon co-anchor.

Appointments, WTVO(TV) Rockford, Ill.: **Monica Schneider**, from WVTW(TV) Milwaukee, to co-anchor-reporter; **Gordon Boyd**, from WKYT-TV Lexington, Ky., to reporter, weekend weather anchor, and **Jennifer Streisand**, reporter, to additional duties as weekend anchor.

**Bob Johnson**, from KMBZ(AM)-KMBR(FM) Kansas City, Mo., joins KAAM(AM)-KAFM(FM) Dallas as afternoon anchor and co-anchor, *Spotlight* public affairs program.

**Stu Nagurka**, reporter-anchor, WMDT-TV Salisbury, Md., joins Washington Radio and Press Service, Washington, as correspondent.

**Max Gomez**, science and health reporter, WNEW-TV New York, joins KYW-TV Philadelphia in same capacity.

**Jim Avila**, reporter, WLS-TV Chicago, joins WBBM-TV there in same capacity.

**Lisa Karlin**, part-time arts and entertainment reporter, WCVB-TV Boston, named reporter.

**Steve Mark**, assistant sports director, Belo Broadcasting, KOTV(TV) Tulsa, Okla., joins co-owned KHOU-TV Houston as weekend sports anchor.

**Mark McKay**, sports director, WKFT-TV Fayetteville, N.C., joins WECT-TV Wilmington, N.C., as sports anchor-reporter.

**Paul Sherry**, from KTSP-TV Phoenix, joins WJZ-TV Baltimore as sports reporter. **Sandra Pinckney**, director, central booking office, Group W, Baltimore, named reporter for Group W's WJZ-TV.

**Arthur Edwards**, reporter, KSBW-TV Salinas, Calif., joins KLAS-TV Las Vegas in same capacity.

**Joel Kamisher**, part-time reporter, KFRC(AM) San Francisco, joins KRLA(AM) Pasadena, Calif., as full-time reporter.

**Jack Bookout**, news photographer-editor, WWL-TV New Orleans, joins WJXT(TV) Jacksonville, Fla., in same capacity.

## Technology

**Michael Morin**, VP, mass media services division, Comsearch, Reston, Va., named general manager, responsible for Reston operations of earth station, terrestrial microwave and mass media services.

**William Flaherty**, VP and general manager, administration and Far East group operations,

Broadband Communications Group, General Instrument, Hatboro, Pa., named executive VP, TOCOM subsidiary. **Hal Krisbergh**, VP and general manager, Jerrold Subscriber Systems division, assumes additional responsibilities for administration and Far East operations.

**Richard Daunoras**, senior VP, North American Philips Corp., elected executive VP and chief financial officer.

**Bernard Schotters**, VP, Wells Fargo Bank, Denver, joins Tele-Communications Inc. there as VP, finance.

**Larry White**, maintenance engineer, WKZO-TV Kalamazoo, Mich., joins WJKA(TV) Wilmington, N.C., as chief engineer.

**Donald Coleman**, chief engineer, Citicom Radio Corp., parent of WBEC-AM-FM Pittsfield, Mass., retires.

**Margaret Bryant**, chief engineer, WKOP(AM)-WAAL(FM) Binghamton, N.Y., joins KQXT(FM) San Antonio, Tex., as engineering manager.

**Peter Thing**, studio manager, WHOM(FM) Portland, Me., named studio manager.

## Promotion and PR

**Hella Asch**, public relations consultant, joins The Disney Channel, Burbank, Calif., as director, public relations.

**Carole Shander**, director of corporate communications, Rainbow Programming Services, Woodbury, New York, named VP, corporate communications.

Appointments, promotion department, Turner Broadcasting System, Atlanta: **Michael Oglesby**, PR manager, entertainment division, to PR director, entertainment; **Erich McLamb**, PR assistant manager, entertainment, succeeds Oglesby; **Judi Borza**, PR manager, news division, to PR director, news division; **Kitsie Bassett**, PR assistant manager, news division, succeeds Borza; **Alex Swann**, PR manager, special projects, to PR director, special projects, and **Shelly Charles**, PR assistant manager, special projects, succeeds Swann.

**Steve Syatt**, from Playboy Channel, Los Angeles, joins Silverbach-Lazarus Group there as director of creative affairs.

**Marilyn Dickert**, assistant production manager, Ogilvy & Mather, Chicago, named coordinator of in-house public relations.

## Allied Fields

**Alan Horton**, managing editor, Scripps-Howard's *Evansville* (Ind.) *Press*, named director of operations, Scripps-Howard Videotex Corp., Cincinnati.

**R.H. Andy Anderson**, director of news and public affairs, KVOS-TV Seattle, resigns to become director of Bellingham (Wash.) district office of Congressman Al Swift (D-Wash.).

**William Johnston**, senior producer-director, Georgia Public Telecommunications Commission, Atlanta, named director of production services.

**Michael Demetriades**, VP and film editor, Clio Awards, New York, named senior VP, international. **Julla Naras**, controller, Clio

Awards, named VP.

**Joanna Horsfall**, from Peabody, Lambert & Meyers, Washington, communications consultants, joins Wald, Harkrader & Ross there as telecommunications consultant.

Elected officers, Pennsylvania Association of Broadcasters, Harrisburg, Pa.: **Robert Zimmerman**, WRSC(AM) State College, president; **Fred Young**, WTAE-TV Pittsburgh, VP, television; **Harry Haas**, WFLN-AM-FM Philadelphia, VP, radio; **Brian Danzls**, WCMB(AM) Harrisburg, and **Robert Eolin Jr.**, WLYH-TV Lancaster, treasurer.

## Deaths

**John T. McDonald III**, 36, president, Los Angeles chapter, National Association for the Advancement of Colored People, died Dec 23 of heart attack at Daniel Freeman Memorial hospital in Inglewood, Calif. He was vice president of First Nationwide Savings & Loan Association., based in Los Angeles and was elected to NAACP position in December 1982. During his tenure, chapter gained national attention by negotiating 'fair share' agreements with major Hollywood motion picture and television producers leading to larger involvement in black community.

**Brian P. O'Sullivan**, 49, sales manager, Worldvision Enterprises of Canada, Toronto died Jan. 2 of cerebral hemorrhage in Toronto hospital. Survivors include three children and brother, Kevin, who is chairman and chief executive officer of Worldvision Enterprises Inc.

**Jack Murphy**, 70, retired director of New York Giant and New York Yankee baseball telecasts, WPJX(TV) New York, died of heart attack Dec. 24 at his home in Fort Lauderdale, Fla. He joined station in 1948, and remained until disabled by stroke in 1972. He credited as early user of videotaped instant replay. He is survived by his wife, Conni and six sons.

**W. Douglas Roe**, 78, founder and president Montrose Broadcasting Corp., Montrose Pa., nonprofit corporation that owns and operates noncommercial WPEL-AM-FM Montrose and WPGM-AM-FM Danville, Pa., died of heart attack Dec. 29 at his home in Montrose. He survived by his wife, Natalie.

**David Chase**, 47, former vice president broadcast operations, Warner Amex Cable Houston, died Dec. 27 at Houston hospital complications from surgery. Chase had he programing and station management positions at WLWC(TV) Columbus (now WCM TV), WLWI(TV) Indianapolis (now WTHR(TV) WXYZ-TV Detroit, WJIC(TV) Pittsburgh (now WPXI(TV)), WNBC-TV New York, WIS-TV Columbia, S.C., and WDSU-TV New Orleans. He is survived by his wife, Joan, and two daughters.

**William Triest**, 71, broadcast announcer, noncommercial KQED(TV) and noncommercial KQEC-TV, both San Francisco, died of cancer Dec. 16 at Kaiser Medical Center, Oakland Calif. He joined KQED(TV) in 1954 and served as music director and program producer from 1959-72. He is survived by his second wife, Lucy, two daughters and two sons.

## Quarterbacking a strong team

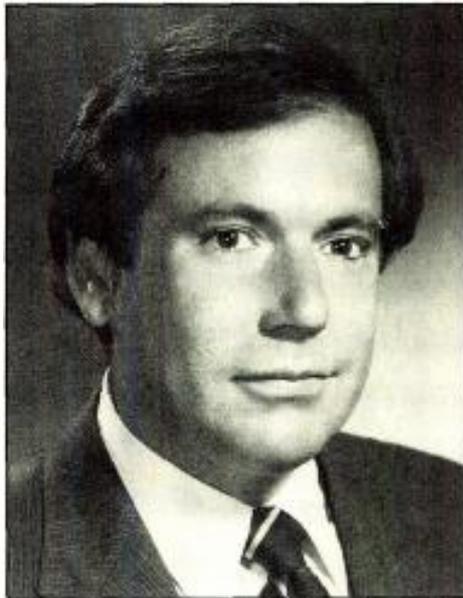
Carl Hirsch, president and chief operating officer of Malrite Communications Group, recently was visiting company-owned WHTZ(FM) Newark, N.J. (New York), which, according to the just-released Arbitron ratings, is the number-one station in that market. "I've got my antennae up," said Hirsch as he toured the offices and studios. "If it is too quiet, something is wrong."

The Hirsch penchant for action is confirmed by WHTZ's vice president and general manager, Dean Thacker, in a recollection of Thacker's days as station manager at another Malrite property, WMMS(FM) Cleveland: "I remember the time he [Hirsch] had all the chairs taken out of the sales offices. 'Your clients are out there,' he told us. And it was two or three days before we got the chairs back."

But Malrite's president says laying down the law is not the most important thing he does. It is, rather, making sure the six AM's, seven FM's and four TV's are staffed with talented people, then letting those people "do what they do best" with as few restrictions as possible. He makes the analogy toennis where "playing loose" makes for better play than thinking and concentration: "The company allows people to be themselves and also allows them to express themselves and take credit, perhaps even a little more than sometimes they deserve, but that's OK."

Hirsch, who spices his conversation with frequent sports analogies, compares his role to that of a coach. Asked which professional football coach he most admires, he names Don Shula: "He knows how to take talent and win consistently. He also has the ability to adjust to changes in the game." Both Hirsch and Malrite's chairman, Milton Maltz, were general partners in the Federals, the former Washington franchise of the United States Football League. Hirsch, who headed the USFL's media committee for a time, said it is perhaps a good thing that the team did not do well: "I've got other fish to fry."

Hirsch's interest in broadcasting started early. "When I was in high school I was always working on playlists or writing stories for television shows," he says. "Sometimes the teacher would call on me in class and I wouldn't know what was going on. It was embarrassing." While in high school Hirsch got a job, his first, working at a station answering the telephone on Saturdays for \$1.25 an hour. He had initially applied for a job at WHK(AM) Cleveland, then owned by Metromedia, but was turned down: "I was barely able to get past the lobby." Now Hirsch says, he gets more than a little satisfaction in walking through that same lobby



CARL ELLIOT HIRSCH—president and chief operating officer, Malrite Communications Group Inc., Cleveland; b. July 15, 1946, Cleveland; BS, speech and psychology, Kent State University, 1968; account executive, 1967, local sales manager, 1968, and general sales manager, 1969, WCUE-AM-FM Akron, Ohio (now WCUE[AM] and WKDD[FM]); hospital corpsman, third class, U.S. Coast Guard, 1969; vice president and general manager, WCUE-AM-FM, 1970; general manager, WRCP-AM-FM, Philadelphia (now WSNI-AM-FM) 1972; vice president and general manager, WHK(AM)-WMMS(FM) Cleveland, 1974; executive vice president and chief operating officer, 1976; president, 1979; m. Phyllis Wilkofsky, March 15, 1969; children—Scott, 13; Lori, 11.

as president of the company that bought WHK in 1972.

In college, Hirsch was a disk jockey at WKNT(AM) Kent, Ohio, and veering away from the career chosen by his brother and brother-in-law, who followed his father into the family's electrical contracting business.

Before graduating from Kent State in 1967, Hirsch took a sales job at WCUE-AM-FM Akron, Ohio (now WCUE[AM]-WKDD [FM]), and moved up through the ranks, reaching vice president and general manager three years later. His time at the station was interrupted for about six months by military service. But even there he managed to include some broadcasting among his duties, working with the Coast Guard's local public relations officer on radio advertising campaigns.

Next, Hirsch was hired by Rust Craft Broadcasting to run its Philadelphia stations, WRCP-AM-FM. Near the end of his second year there he met and was impressed by Milton Maltz, co-founder of Malrite. Hirsch

says he told himself at the time: "Here is somebody who really understands broadcasting." The feeling apparently was mutual, and Maltz offered him a job. In the discussions that ensued, Hirsch made it clear that he was interested in more than being a general manager. He wanted eventually to run a group of stations.

The response he got from Maltz and the opportunity to return to his home town led him to leave Philadelphia and return to Cleveland as general manager of WHK-WMMS. Two years later Hirsch was named executive vice president and chief operating officer of the five AM's and five FM's that Malrite then owned.

Malrite, and Hirsch, have achieved a reputation for making highly profitable operations out of start-ups or once-failing stations.

The WHTZ success story is well known. After Malrite bought the station (then WVNJ-FM) last August for \$8.5 million, it changed the format to contemporary hits, and moved the transmitter to the Empire State building in Manhattan. Within several months the station's ratings had improved by more than four share points, making it first in the market. The station currently contributes significantly to the company's profits.

Part of the Malrite secret is research. "We take research very seriously," says Hirsch. "Besides construction permit allocation studies we also identified several format opportunities in the market. One of them still exists."

Once the opportunity is perceived, Malrite, Hirsch says, moves quickly to capitalize on it: "There was another major group that had been negotiating for a long time with the sellers, but they got hung up with the lawyers. They forgot the main event, the big picture. We crossed the Hudson and the deal was done."

Hirsch's eyes light up when he talks about "the big picture." He explains that others have long considered him an underdog, a characterization he feels also applies to the company: "As long as it doesn't get out of hand and become insecurity, it is good. The one thing that gets me going more than anything else is for somebody to say, 'You can't do that.'"

He re-emphasizes that once the acquisition or start-up is made, the rest is due primarily to surrounding yourself with good people who get the job done."

Television stations can learn from the radio business, says Hirsch: "I think television is in big trouble. Everybody is buying syndicated programming. Nobody has taken a step back and said: 'How can we be creative?'"

The big picture now for the 38-year-old chief operating officer is to "increase the wealth of our shareholders and to make the company respected as the biggest and the best."

In addition to prime time data from **November sweeps** (see "Top of the Week"), **ABC** last week **released compilations of Arbitron data for other dayparts**. For early morning, it shows NBC delivering 3.6% more homes per quarter-hour; CBS gaining 5%, and ABC gaining 0.6%. Three networks combined delivered 2.7% more homes compared to November 1983. ABC numbers showed all three networks delivering fewer homes in daytime slot: NBC, minus 3.9%; CBS, minus 2.4%, and ABC minus 17.7%, for three-network reduction of 8.8% compared to November sweeps last year. For women, 18-49, in daytime, combined loss was 10.3%, with ABC delivering 19.4% fewer viewers in that demographic, CBS delivering 4.2% less, and NBC showing 0.3% gain. For Monday through Friday network news, ABC's figures show CBS drawing 5.3% fewer homes; ABC gaining 0.1% and NBC gaining 0.4%, for three-network total 2% less than corresponding sweeps last year.

**All three broadcast network evening news anchors**—CBS's Dan Rather, NBC's Tom Brokaw and ABC's Peter Jennings—**will anchor their programs live from Geneva today and Tuesday** (Jan. 7-8), indicating importance attached by networks to U.S.-Soviet arms talk. While networks occasionally anchor newscasts from remote locations, it is **unusual for all three to go remote at same time for same story**. But, as ABC *World News Tonight* executive producer, Bill Lord, was quoted last week, "I guess you could argue nothing is more important than relations between this country and the Soviet Union." ABC morning news anchor, Steve Bell, and *Good Morning America*'s David Hartman will also be in Geneva to report

**Westmoreland vs. CBS: update.** CBS News producer George Crile resumed his testimony last week in the 13th week of the libel trial pitting General William Westmoreland against that network. On cross-examination by the lead defense attorney, David Boies, a partner in the firm of Cravath, Swaine & Moore, Crile said that in the course of producing the documentary, *The Uncounted Enemy: A Vietnam Deception*, he had relied in part on letters written during the war by a military intelligence analyst in the Westmoreland command that were highly critical of the way the command presented estimates of enemy troop strength. The officer, navy commander James Meacham (who has since retired), conveyed the criticisms in letters to his wife written during his tour of duty in Vietnam in 1967 and 1968. Subsequently, Meacham turned the letters over to Sam Adams, a former CIA intelligence analyst during the war, for the latter's use as a research tool in the preparation of a book on Vietnam enemy strength estimates. Adams was a paid CBS consultant for the documentary in question and is a co-defendant in the libel trial. Meacham wrote to his wife of "outright lies" and "truly gargantuan falsehoods" that were concocted in the preparation of the Westmoreland command's enemy strength estimates. But he also told CBS, in portions of an interview that were not included in the documentary, that he did not believe the military command in Vietnam had "faked" intelligence for the purpose of misleading superiors on the strength of enemy troops. And in a pre-trial affidavit, Meacham described the language in the letters to his wife as "exaggerated rhetoric," which should be read only as reflecting a difference of opinion between him and other military intelligence officers over the accuracy of enemy estimates during the war. Last Thursday evening, CBS carried a brief report on the testimony concerning the Meacham letters during its evening news broadcast, with CBS correspondent Eric Engberg noting that Boies, focusing on Crile's state of mind during the production of the documentary, "tried to show that the network had reason to believe its charges." If Boies is successful in convincing the jury of that, Westmoreland will lose the case because libel law dictates that when a public figure is involved, as Westmoreland is, a libel defendant must be shown to have had "reckless disregard" for the truth. Both NBC and ABC opted not to run stories that evening, deciding that the testimony that day was not significant enough.

on developments live, as will NBC *Today* co-anchor, Bryant Gumbel. *MacNeil/Lehrer NewsHour* has retained Malcolm Toon, former U.S. ambassador to Soviet Union in Carter administration program's special correspondent reporting from Geneva.

**New York City's Municipal Broadcasting System has petitioned preme Court** to review appeals court decision that would end **night time service city's WNYC(AM) has been providing since 1943** (BROADCASTING, Oct. 1, 1984). As in arguments it has made through lengthy FCC proceeding on whether WNYC should retain its right to interfere at night with WCCO(AM) Minneapolis, with which it shares clear channel 830 khz, city cited quality of WNYC programming that would be lost at night if station were forced to operate in daytime only. Commission, in ordering end of WNYC's nighttime operation, said programming was superior, but not unique. Appeals court affirming commission, "regretted" that station's "outstanding programming" at night would cease, but said it would defer to judgment of expert agency. In seeking Supreme Court review, New York said appeals court erred in upholding commission's reliance on its authority to grant or deny waivers, which involves more stringent standard than public interest standard New York state commission said it would apply in deciding WNYC case. That requires balancing of whether gains of listening public in WNYC area outweighed losses of listeners in WCCO area. Appeals court should have directed commission to weigh those gains and losses, New York said. "The error was significant and prejudicial."

**Parkinson-Friendly Productions** will present first in series of television specials, titled *I Challenge You!*, to be distributed beginning Jan. 18. Professional football players **Jim Brown and Franco Harris** will square off in "one-on-one grudge match" originating at Tropicana hotel and casino in Atlantic City, N.J., competing in basketball, racquetball, 40-yard dash and/or obstacle course. Specials in series, distributed by New York-based Orbis Communications, will be announced at later date.

**Candid Camera** creator Allen Funt and Lynch-Biller Productions have started production on **Candid Kids, half-hour NBC-TV pilot** being considered by network as spring replacement series. Funt will conduct interviews with children, assisted by celebrity comedians. Comedy program, with Funt as executive producer and Lynch as producer, is being considered for 7-8 p.m. Sunday slot. *Candid Kids* would be first network series for Lynch-Biller which produces *Night Tracks* and *Chartbusters* for Turner Broadcasting and co-produces *Kids Inc.* for first-run syndication.

Still cameramen were prevented from photographing star meeting Friday (Jan. 4) between President Reagan and Secretary of State George Schultz after **ABC White House correspondent Donaldson protested exclusion of TV cameras**. White House reportedly decided to hand out still photos taken by its own photographer instead.

Hubbard Broadcasting's adult contemporary **KSTP(FM) Minneapolis, St. Paul** has acquired **exclusive broadcast rights to Minnesota Vikings for next three seasons**. KSTP is second FM outlet in area months to pick up radio rights to local National Football League team. Last November, Group W's **KODA(FM) Houston** landed year rights deal with Houston Oilers ("Riding Gain," Nov. 5, 1984).

**ColorGraphics Systems Inc., Madison, Wis.**, announced last week that **CBS News** will be installing its **NewStar electronic news system** at its facilities in New York and Washington. Value of system is nearly \$1 million.

**National Captioning Institute** said last week it would be capturing for first time complete **television coverage of Super Bowl** on Jan. 17. ABC is broadcasting National Football League championship game. Kentucky Fried Chicken and Ford are sponsoring captioning. Captioning stations are intended to enhance viewing of hearing-impaired viewers who require special set-top decoders to receive.

Group owner **Dallas M. Tarkenton** is smiling after sale of **wgw**

## Botway, Libov media buying services merge

Two leading broadcast media buying services, Clifford A. Botway Inc. and Ed Libov Associates, both New York, have merged to form a new company, The Botway Group, which will have combined U.S. billings of more than \$400 million.

Ed Libov Associates, which specializes in spot television and radio, has been renamed Botway/Libov Associates. Clifford A. Botway Inc., said to be the largest media buying service functioning in network television and radio, will continue to operate under that name. Each of these components of the Botway Group will operate independently.

Financial details of the transaction were not disclosed.

Clifford A. Botway, chairman of The Botway Group, is its major stockholder. Holding a minority share in the company is Rhona Libov Liberman, widow of Ed Libov, who died in November 1981. She will continue to be active in the newly formed firm and will assume the chairmanship of the advisory committee to the board of directors.

Edward A. Kobza, president of Clifford A. Botway Inc., will retain his position. Ave Butensky, who has been president of Ed Libov

Associates, has been named president of the newly formed Botway/Libov Associates.

In other changes at Botway/Libov, Sam Selig, now senior vice president for finance, has been named executive vice president; Thomas Maney has been elected president of the West Coast division and Ronald Zabka the president of the Midwestern division.

Both Botway/Libov and Clifford A. Botway Inc. will remain in their present headquarter offices in New York. The former is located in the Citicorp Building at 153 East 53d Street and the latter at 800 Third Avenue.

One of the advantages of the merger, according to Butensky, is that each of the component companies will benefit in that Botway/Libov can supply the clients of both companies with its spot TV and radio expertise and Botway can provide strength in network buying.

Clifford A. Botway Inc. was organized more than 15 years ago. Ed Libov Associates was founded more than 20 years ago.

(FM) Asheville, N.C. He purchased stations in October 1983 for \$1,000,000 ("For the Record," Oct. 10, 1983) and after putting around \$100,000 into improvements, sold them last week to new owner James A. Dick for \$2.5 million. Dick Broadcasting is based in Knoxville, Tenn., owns two AM's and two FM's. WTKR Stations is based in Athens, Ga., and owns three AM's and three FM's. WGWR is on 1260 khz with 5 kw day and 500 kw night. WCSE is on 92.3 mhz with 20 kw and antenna 650 feet above average terrain; it has CP for 100 kw and 1,200 foot antenna. Buyer for sale was R.A. Marshall & Co.

Mass Media Bureau has refused to consider its action denying Americans For Safe Israel's fairness and news distortion complaint against NBC. Group had alleged that NBC news coverage last week of war in Lebanon was deliberately distorted and biased against Israel. In denying complaint, bureau said group had not entered prima facie case against network. This time around, bureau said, group's handling of its complaint was still procedural-ineffective.

National Association of Broadcasters has given support to FCC proposal to delete maximum permissible vertical and horizontal blanking intervals from rules. "NAB particularly supports the commission's decision to retain the standards... in the form of technical guidelines to provide guidance to broadcasters and others involved in video production."

Eastman Radio last week officially unveiled new sales presentation prepared on advantages of buying radio over other media. Presentation, titled Why Radio, focuses on marketing in era of specialized media. According to Eastman Radio Vice Chairman Burton, who is showing presentation to top 50 "potential radio clients," there are three major concerns of advertisers: rising cost of audience erosion of television, fading brand loyalties among consumers and shortening of time for consumers between decision-making and purchasing. "The last point may well be radio's greatest opportunity... Radio is the only medium that has the ability to sell all the way to the point of purchase," said Burton. Presentation also notes that radio had slowest cost per reach among other media since 1967. Media consultant Herb Sloveg contributed to project, which, thus far, has been limited to advertisers and agencies in 11 cities.

Deaver, top White House aide and close presidential confidant who was principal shaper of President Reagan's image, has been named as deputy chief of staff. Deaver is understood to be planning to enter public relations, field he left to join White House staff in 1980. Deaver, who has always had major voice in how Reagan

communicated with public—in public appearances and in speeches—has for past year had hands-on responsibility for White House communications, taking over those functions when David Gergen resigned as communications director for White House. In announcing Deaver's resignation, President said he and First Lady "will sorely miss him, as will the nation." Deaver is currently general chairman of Reagan's second inaugural, and is expected to leave White House some time between March and May, Reagan said.

Robert Duffy, chairman of Christal Radio rep firm, left company at end of year to pursue other interests, including more active role in his company, Duffy Broadcasting, Dallas, which owns six radio stations in three markets.

Word on CBS News Correspondent Mike Wallace, who checked into Lenox Hill hospital in New York on Dec. 30 suffering from exhaustion, is that he is in "very good condition and continues to improve daily," according to statement released by hospital last week. Hospital also said Wallace is undergoing some diagnostic testing and will leave when tests are completed.

Senator Bob Packwood (R-Ore.), former chairman of Senate Commerce Committee and now chairman of Senate Finance Committee, was allegedly object of death threat by group calling itself Aryan Nations. Packwood and his family were provided 24-hour protection starting day after Christmas after informant told FBI that Aryan Nations planned to assassinate Packwood before end of 1984. That protection has since been lifted.

Second "TV turn-off" campaign began last week (Jan. 2) in Farmington, Conn., with residents pledging to abstain in whole or in part from TV during January. Organized by Farmington library council, action repeats last year's effort to make town aware of quality and quantity of television viewing as well as alternatives to watching (BROADCASTING, Jan. 9, 1984). Campaign is not move to eliminate TV, said one organizer, Elizabeth Kelly, librarian of Noah Wallace school. Group of Farmington parents are "working up" suggested list of "worthwhile programs" for those reducing rather than eliminating television for month. Additionally, campaign includes bumper stickers, pledge cards and pictorial contest illustrating "What I Did When I Turned Off TV," Kelly said. (Book will be awarded as prize.) Among positive outcomes of last year's campaign, she said, are that children are more selective in their viewing habits and "families talked together more."

National Radio Broadcasters Association announced plans for second three-day NRBA Radio Sales University, slated for Feb. 8-10 in Tampa, Fla.

# Editorials

## Money talks

As could be expected, misgivings have been generated by the suggestion that the FCC rewrite its rules to permit swaps of noncommercial VHF television stations for commercial UHF's. The obvious benefit to be derived would be the financing that noncommercial operators would acquire from the cash bonuses inherent in such exchanges. But would that economic gain be offset by whatever social loss could be ascribed to the diminished reach of a noncommercial property transformed from VHF to UHF service?

The suggestion must have sent some noncommercial broadcasters to their pocket calculators.

If as has been negotiated in a transfer proposed a month ago, it is worth "close to \$25 million" in cash to Hubbard Broadcasting to trade its commercial UHF in Tampa-St. Petersburg, Fla., for the noncommercial V in that market, what would it be worth to a commercial UHF broadcaster in New York to trade for the channel 13 WNET(TV) that is now noncommercial? The answer to that question takes on added interest when it is recalled that channel 13 is still officially designated for commercial use and could be swapped without special FCC action. In the early days of television, commercial operators bought out the commercial occupant of channel 13 as a donation to the noncommercial service, just coincidentally, you understand, removing a competitor from the advertising marketplace.

How would the incumbent owners of commercial stations in New York react to the reconversion of channel 13 to commercial use? Probably about the same way that Hubbard could be expected to react to the commercialization of the noncommercial VHF in Minneapolis-St. Paul, where Hubbard owns the commercial KSTP-TV on channel 5. No commercial broadcaster known to this page is clamoring for more VHF competition.

Still, the subject deserves the exploration that the FCC is promising. The noncommercial, educational reservations were put there by the FCC and can be altered by the FCC in the public interest. Indeed the original emphasis on "educational" use disappeared without the FCC's notice. Jim Quello may be right in saying that the "possibilities are monumental."

## On the right side

The radio and television services that Senator Robert Byrd unexpectedly proposed last week for introduction in the Senate fall far short of those ultimately to be desired. But the mere mention of radio, television and the Senate of the United States in the same breath by as senior a member of the club as the fifth-term Democrat from West Virginia is a crack in the electronic curtain.

Until last week Byrd stood with other traditionalists in opposition to any audio-visual presence in the sanctuary that they feel should be immune to inspection by the prying eye. His conversion may not rank with that of Murph the Surf to true evangelism a week or two ago, but it is significant enough to raise a hope that others in the Senate may see the smaller light of the red bulb on the originating camera.

The system Byrd proposes is like the system that has been in use in the House. It is to be rigidly controlled by the Senate but available for pickup by the news media. That system has its obvious deficiencies, as was demonstrated last year in the House when Republicans and Democrats began scrapping over partisan exploitation of the C-SPAN feed. It is, however, better than no system at all and in time may so condition both houses to the

presence of microphones and cameras that they will permit the electronic media to practice journalism there.

Byrd also wants a period of experimentation before the radio and television record is made available to outsiders. Perhaps he judges that to be a necessary concession to the diehards, and his political acuity will not be questioned here. Whatever his thoughts or his motivations, Byrd deserves electronic journalism's vigorous support.

## Final curtain

It has been belatedly discovered that the family-viewing litigation that originated back in 1975 was settled last September. No wonder the settling parties sought no publicity. The family-viewing episode had lingered as the last embarrassment in a long history of embarrassments provoked by a National Association of Broadcasters code that was finally put to rest by an antitrust consent decree two years ago.

Indeed the code's adoption of a provision declaring 7 to 9 p.m. to be a period for television programing suitable for family viewing cost the suspension of all of the code's programing provisions in 1976. The suspension followed a federal court ruling that the First Amendment had been violated when the NAB adopted the family-viewing restriction in response to pressure from the FCC. Years later, the FCC asserted otherwise, but the case was back for trial in the court that found the First Amendment violation. It was also back for trial on antitrust grounds. The broadcasting defendants may have been lucky to get away with a settlement.

So were they lucky to get away with a settlement of the antitrust suit brought by the U.S. government against the commercial time standards in the code. The settlement eliminated the threat of treble-damage suits that had been ever-present.

Throughout the code's existence, broadcasters persisted in the delusion that it provided refuge from government regulation. Yet all the while it was used as a handy mechanism for government control. Its radio commercial time limits were also the FCC's until radio deregulation. So were its television time limits. It set commercial specifications for children's shows at the direction of the FCC. Family viewing was but another example of FCC nudge and NAB response.

The programing restrictions in the code have been inoperable for more than eight years and the rest of the code for more than two. Anybody notice a deterioration in broadcast operations?



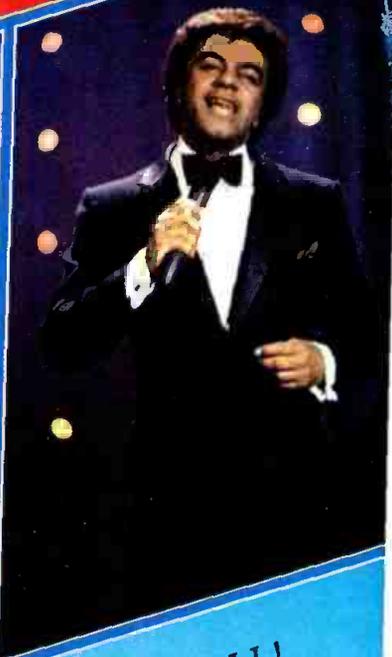
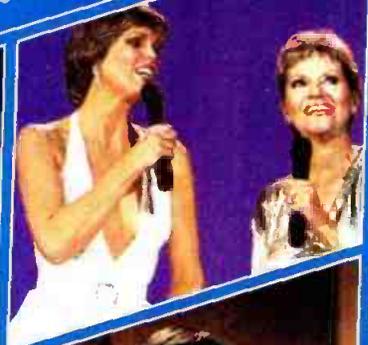
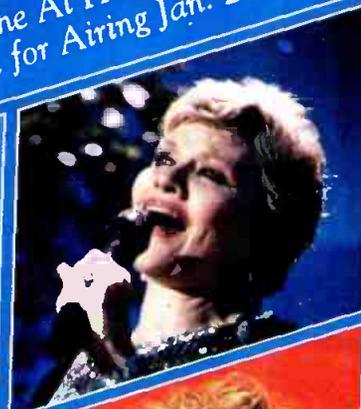
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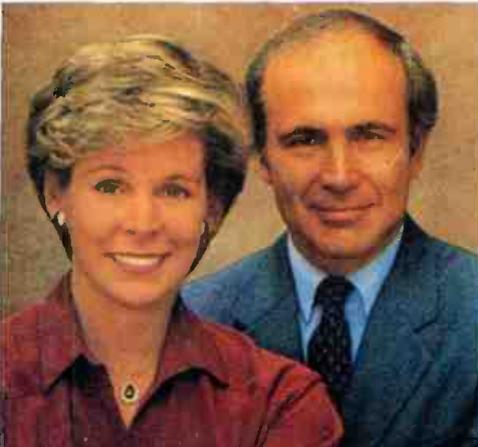
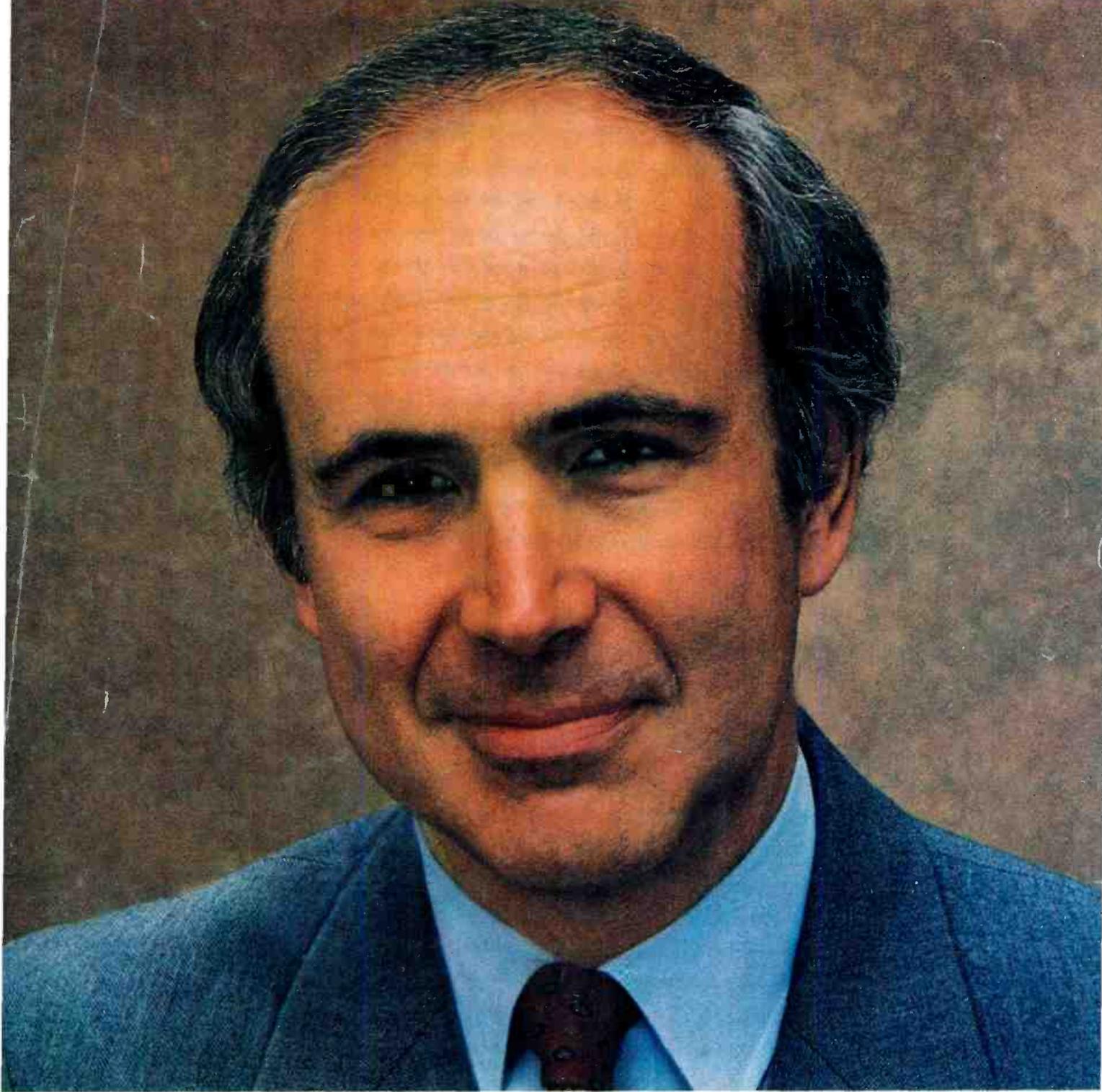
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