

NATPE: Music, barter shows; shorter terms for features

Why association will continue expansion: Corvo; plus PD survey

Television/Radio Age

MARCH 14, 1983 • \$3.50

volume

23

20

motion pictures



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A Warner Communications Company

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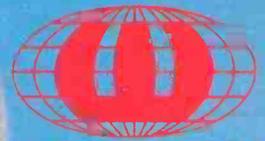


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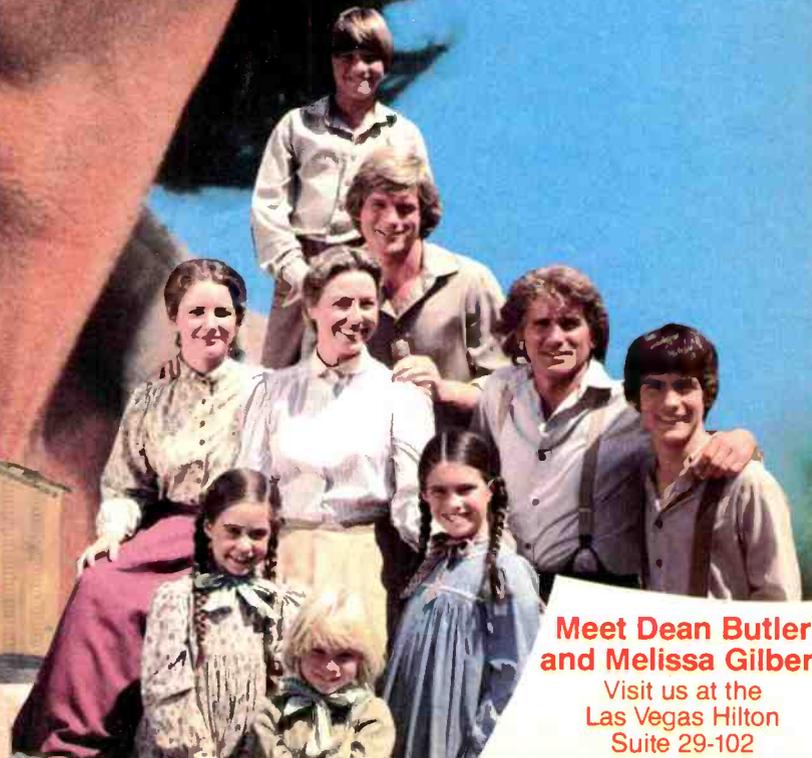
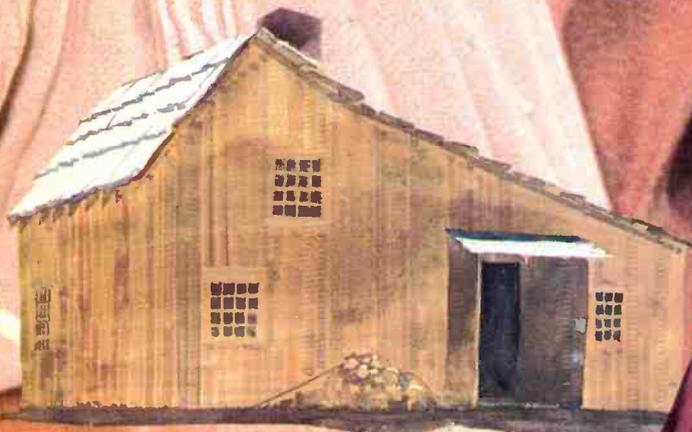
OUR 10th YEAR



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and Melissa Gilbert**

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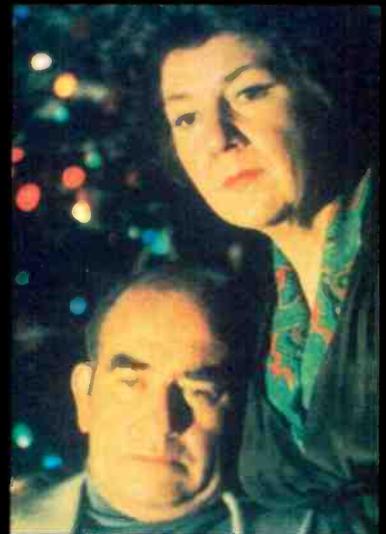
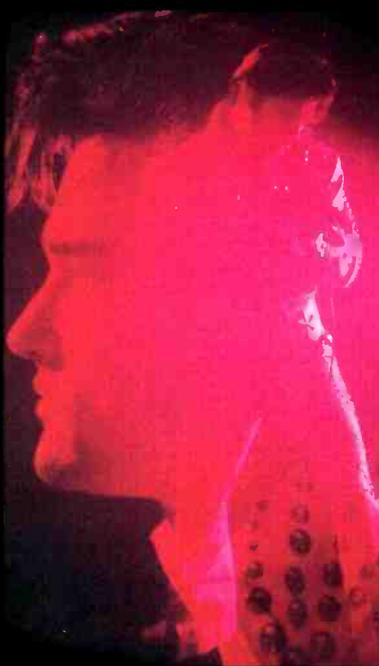
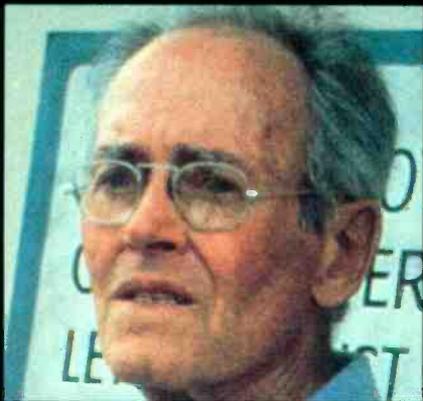
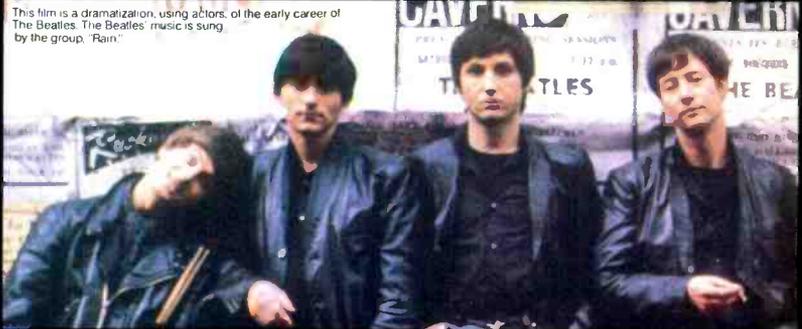
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A SPECTRUM OF FILM ENTERTAINMENT

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



This film is a dramatization, using actors, of the early career of The Beatles. The Beatles' music is sung by the group "Rain."



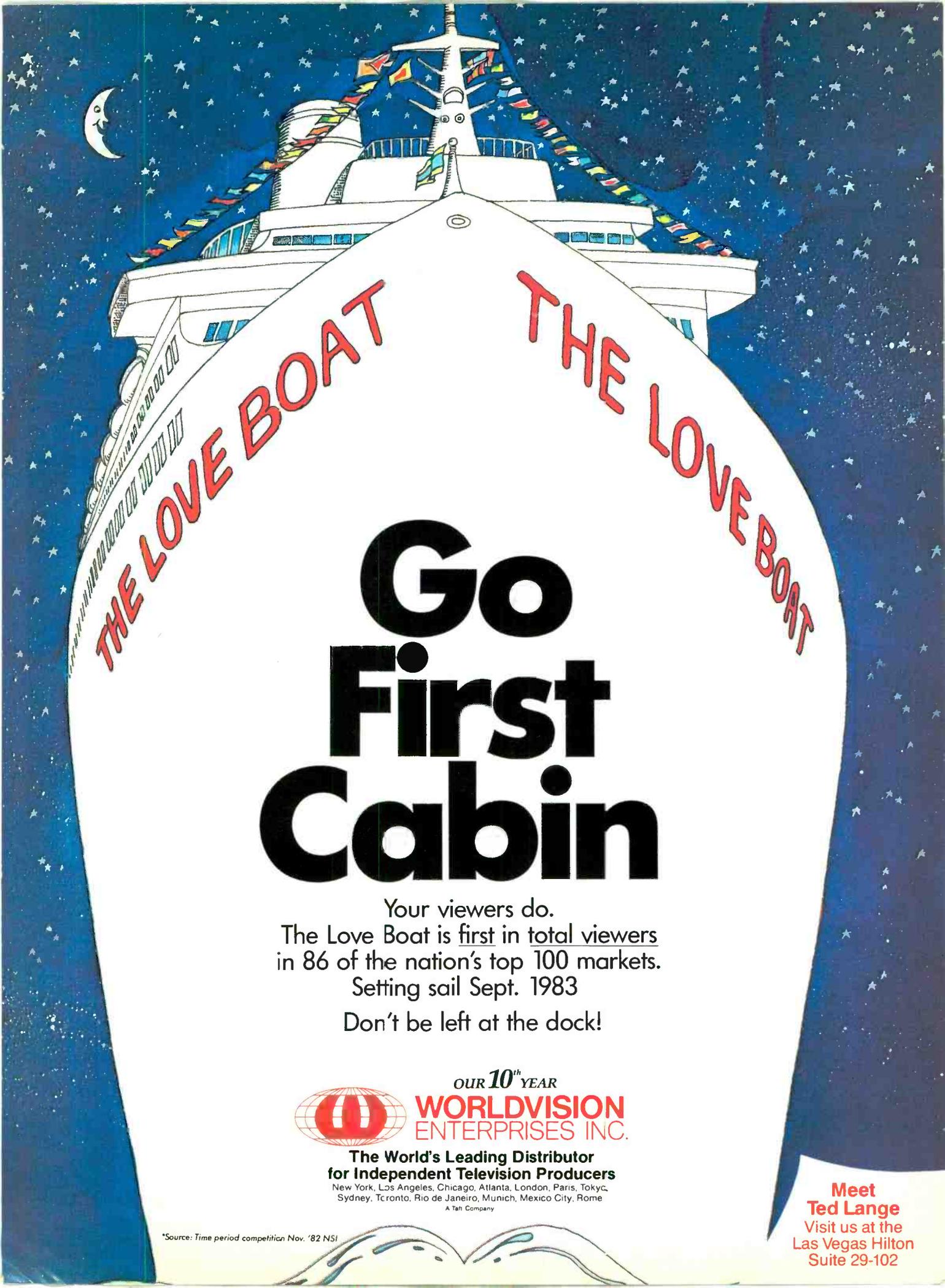
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THE LOVE BOAT THE LOVE BOAT

Go First Cabin

Your viewers do.
The Love Boat is first in total viewers
in 86 of the nation's top 100 markets.

Setting sail Sept. 1983

Don't be left at the dock!



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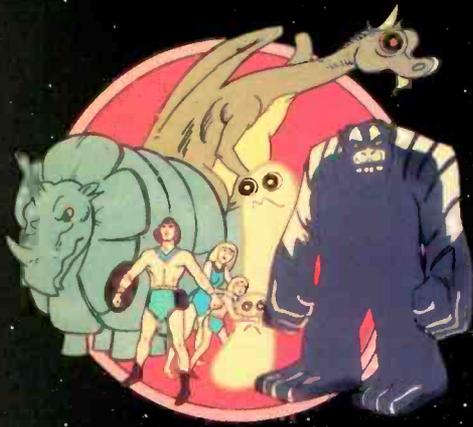
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*Source: Time period competition Nov. '82 NSI

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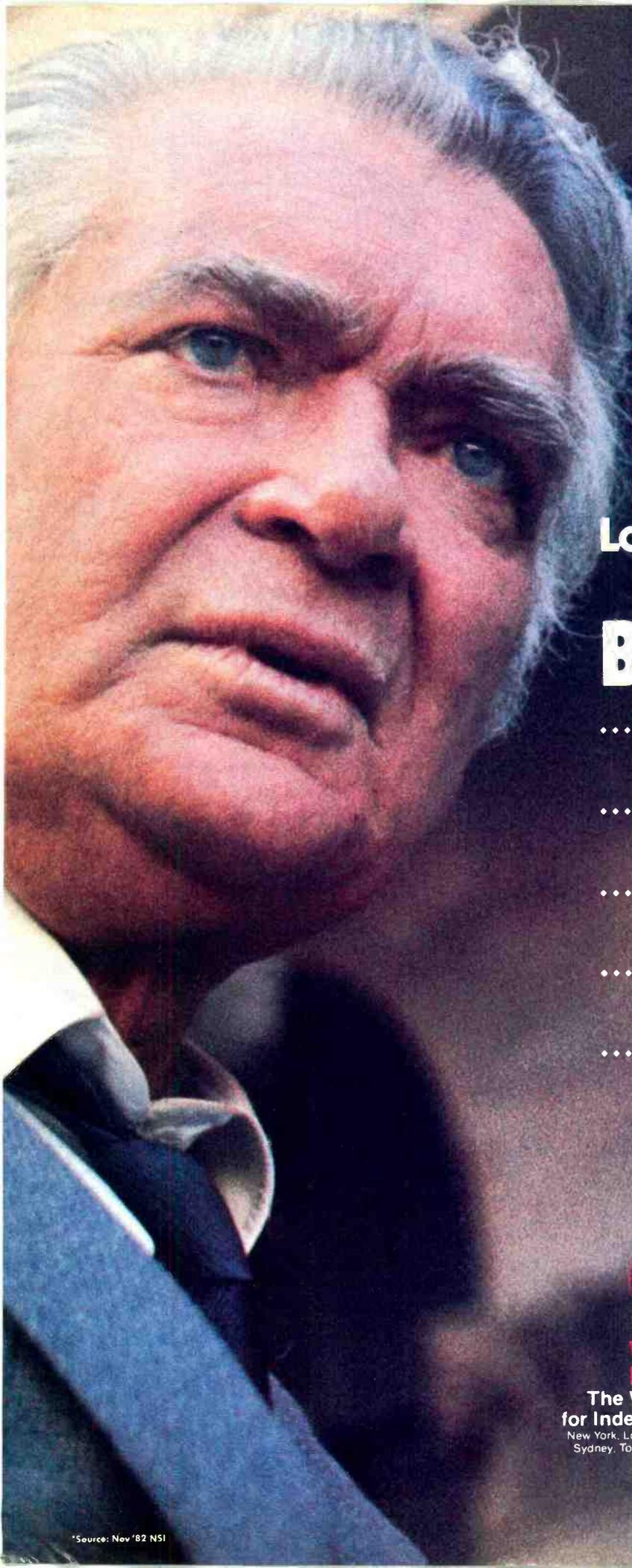
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Look at
BARNABY JONES

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Barnaby #1 at 4PM 11/24%
- ...Look at New York (WCBS-TV)
Barnaby #1 at 4PM 7/19%
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- ...Look at Miami, Tampa, Memphis,
Denver
- ...Look at Barnaby Jones—He's
available immediately for both
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THE
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**ONE
STEP
BEYOND**

The startling adventure
into the world of
psychic phenomena.



IT HAS RISEN AGAIN.

Dark Shadows

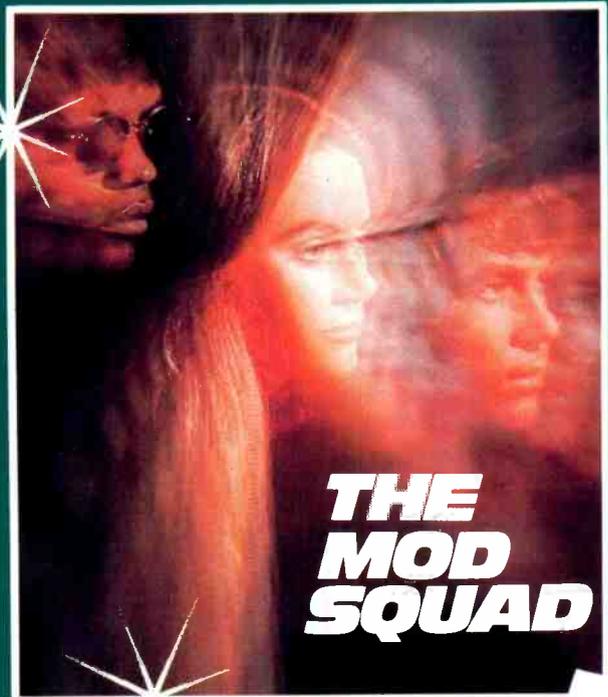
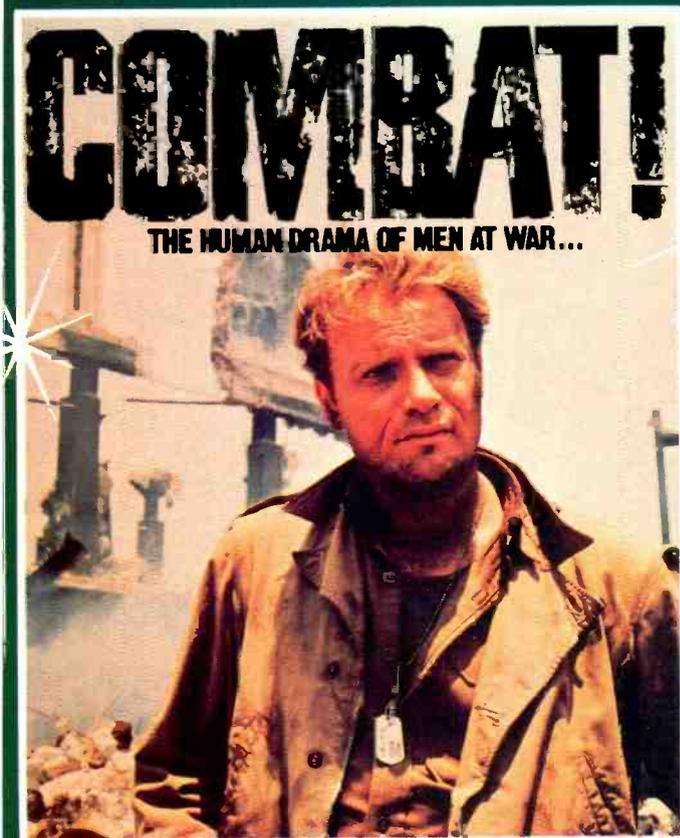
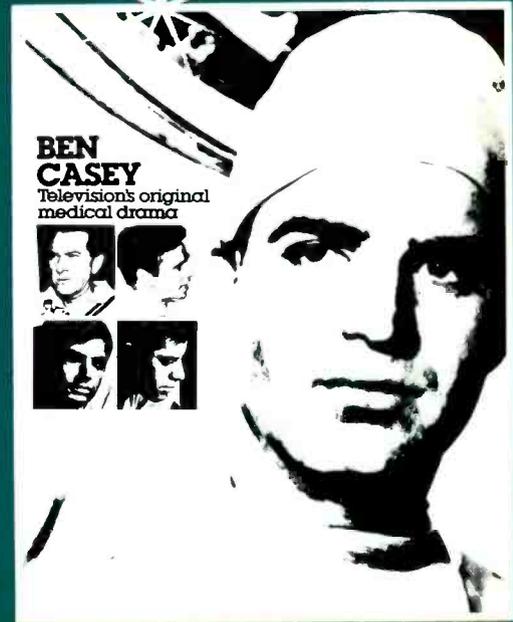
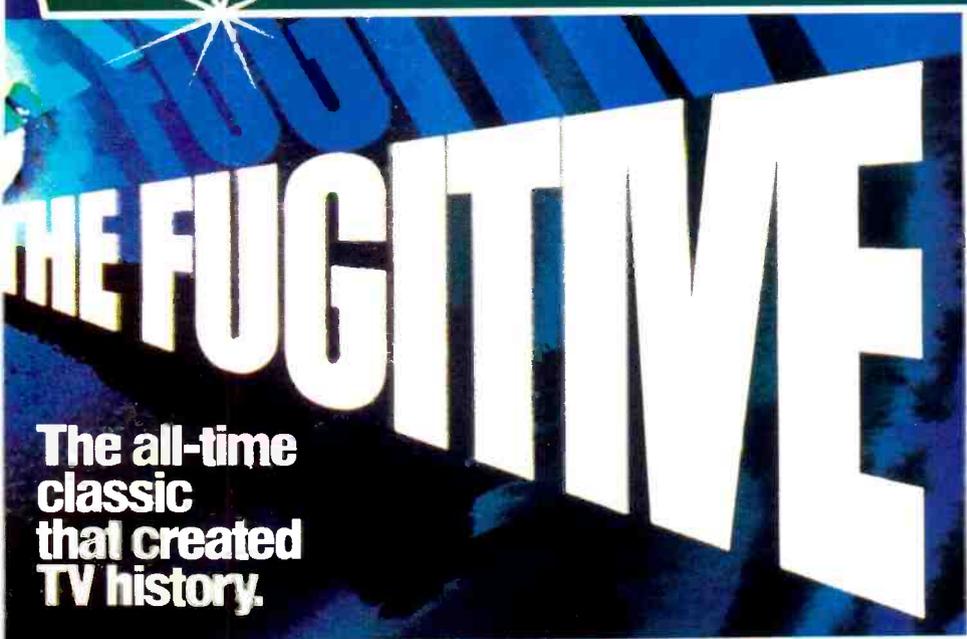
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Quantiplex Gives You An Unfair Advantage.

Using Quantiplex Viewer and Consumer ratings is like being dealt five aces.

It's that unfair.

Not only do you know the age and sex of your viewers, but you know who they are, what they buy and, the fifth ace, what they are thinking about buying.

And, for good measure, a sixth ace. If they can afford it.

With VAC ratings you can show advertisers exactly which of your time periods their potential customers are watching. And prove to them that your station is the most effective use of their budget. In the case of local advertisers it's even a far more accurate target.

of customers than local print.

Why not deal yourself in on a pot that could be as much as fifteen times your investment. (And, we can prove that too.) Contact Bill Morris or Ron Laufer at Quantiplex and get in on the May sweep. Our sign up deadline is March 31st.

And, if getting an unfair advantage from VAC bothers your conscience think about this. It's not bothering your competition.

VIEWER AND CONSUMER

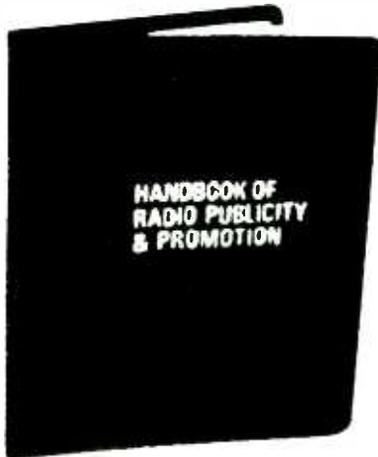
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919 Third Avenue, New York, N.Y. 10017
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See us at the
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A GREAT RADIO PROMOTION SOURCEBOOK



The MUST book to help you boost ratings and increase sales and profits.

- A giant 400-page handbook
- Over 250,000 words
- Over 1,500 on air promo themes
- Over 350 contests, stunts, station and personality promos

\$36.45 for thousands of dollars of stimulating, revenue-producing ideas.

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Gentlemen:
Please send me HANDBOOK OF RADIO PUBLICITY & PROMOTION (a) \$36.45 each.

A check for enclosed.

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Address

City

State

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NATPE PREVIEW

139 Music fills the air, but barter calls the tune

Barter will represent 75-80 per cent of the first-run programs being offered at the convention. Meanwhile, more than a dozen new music shows are being introduced, with most of them ear-marked for weekend use.

146 Shorter rental agreements seen forcing affiliates out of features market

The desire to increase the number of plays on pay television after a feature has appeared in syndication is said to be the main reason for the changes in this year's feature syndication packages.

149 Industry changes have dictated NATPE's expansion

Executive director Phil Corvo says association will continue to welcome such participants as cable programmers and foreign stations and networks.

150 Program directors feel concern over PTAR inhibits development of new shows

Some 51.4 per cent of all program directors responding to a TV/RADIO AGE survey feel last year's menu of syndicated programming was "worse than past years."

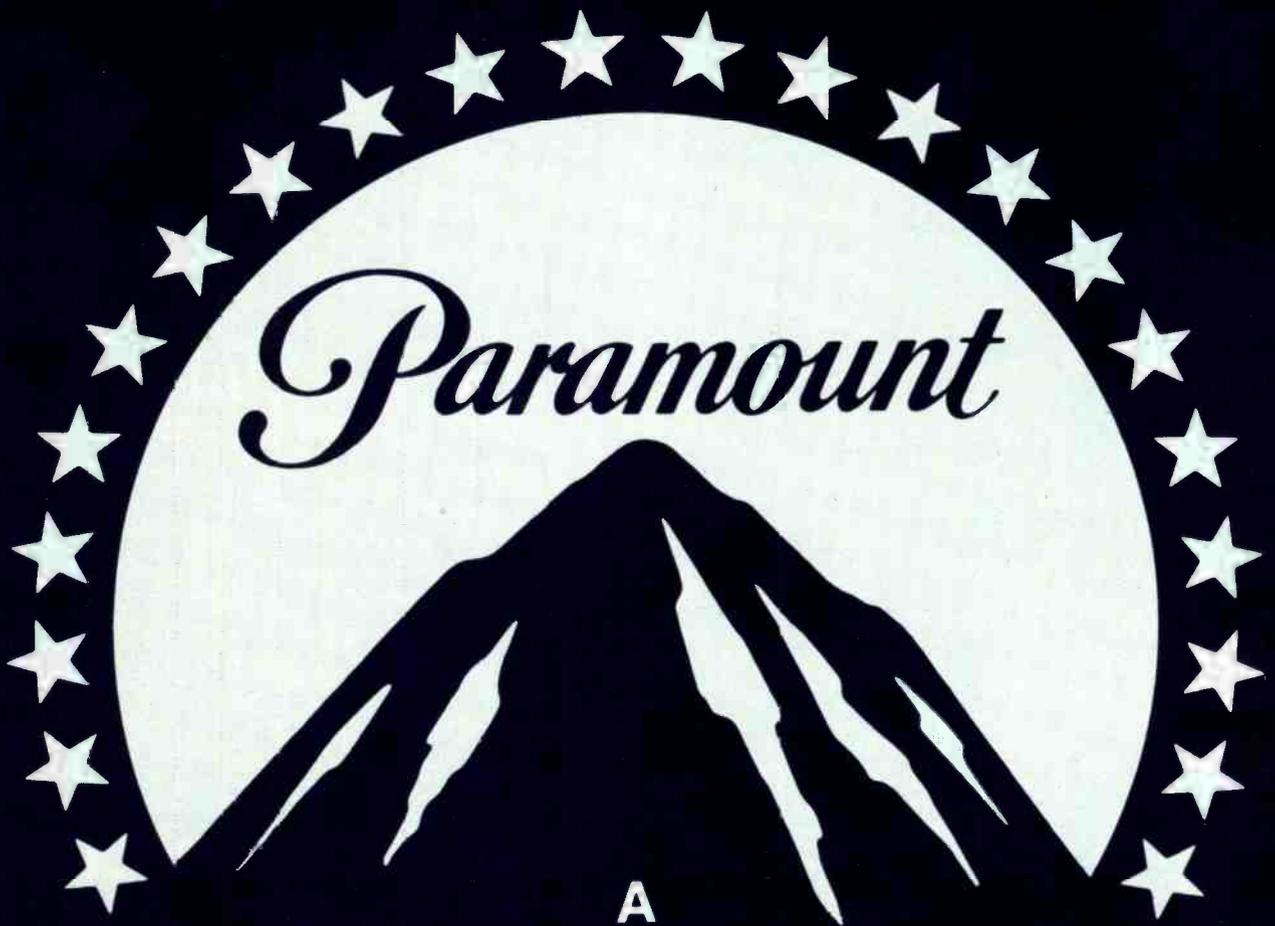
152 Sitcoms pace November Nielsen syndication sweeps

Of the top 25 syndicated programs, nine were sitcoms, followed by music/variety and information/reality/talk shows with four entries each.

Departments

40 Publisher's Letter	124 Tele-Scope	305 Retail Report
47 Letters	155 Viewpoints	307 Seller's Opinion
52 Sidelights	158 Programming	308 Media Professionals
110 Radio Report	Production	313 Wall Street Report
116 International Report	166 Commercials	377 In the Picture
122 Business Barometer	301 Spot Report	379 Inside the FCC

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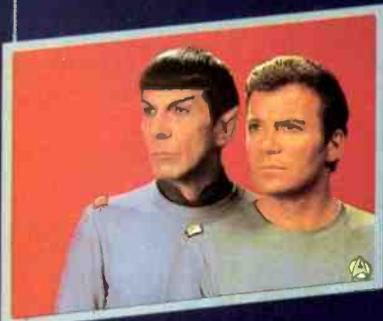
A
**Towering
Presence at
NATPE**

PARAMOUNT

A Towering Presence in Programming!

Features

PORTFOLIO X



The most powerful package of movies ever released. 20 post-'76 hits including *Grease*, *Airplane!*, *Ordinary People*, *Star Trek - The Motion Picture*, *King Kong* and *Urban Cowboy*.

PORTFOLIO IX
PORTFOLIO VIII
PORTFOLIO VII
PORTFOLIO VI
PORTFOLIO I-V
MARQUEE I-III
PREVIEW I

First-Run Series

TAKING ADVANTAGE



The new weekly half-hour series about what everyone cares about—money and how to keep it.

Available Fall 1983.

SOLID GOLD

The Emmy-nominated #1-rated music series on TV. One hour weekly on over 200 stations.

A SOLID GOLD CHRISTMAS
2-hour special.

COUNTDOWN '79-'82
4 Solid Gold 2-hour specials.

ENTERTAINMENT TONIGHT

The Emmy-nominated daily half-hour plus the weekend hour, *Entertainment This Week*. Now appearing on over 130 stations.

MADAME'S PLACE
75 half-hours.

MAKE ME LAUGH
195 half-hours.



First-Run Specials & Features

FIRST RUN NETWORK II

4 exciting entertainment concerts with no prior network exposure.



FRANK SINATRA— CONCERT FOR THE AMERICAS

The definitive Sinatra—his greatest performance. An incomparable 2 hours.

SANTANA & HEART— CONCERT FOR THE AMERICAS

2 of the top pop-rock groups in a 60-minute triumph.

THE DOOBIE BROTHERS FAREWELL

The Grammy winners in a landmark hour featuring 12 years of hits.

CHER—A CELEBRATION AT CAESAR'S

The unique star in a glittering hour of dynamite from Las Vegas.

FIRST RUN NETWORK I

4 thrilling feature movies with no prior network exposure—direct from theaters to local television.



Lauren Bacall in *The Fan*

FRIDAY THE 13TH

LIPSTICK

THE FAN

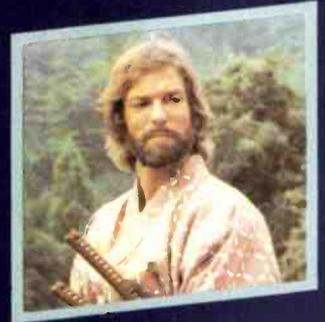
**FRIDAY THE 13TH,
PART 2**

Mini-Series & Specials

James Clavell's

SHOGUN

The epic television event of the 80's. Six 2-hour episodes and/or one 3-hour theatrical feature.



Off-Network Series



TAXI

Laverne & Shirley & Company

156+ half-hours.

HAPPY DAYS *again*

211+ half-hours.

MORK & MINDY

95 half-hours

THE BRADY BUNCH

117 half-hours

MISSION: IMPOSSIBLE

171 hours

THE LUCY SHOW

156 half-hours

STAR TREK ANIMATED

22 half-hours

THE ODD COUPLE

114 half-hours

STAR TREK

79 hours

THE UNTOUCHABLES

114 hours

LOVE, AMERICAN STYLE

224 half-hours

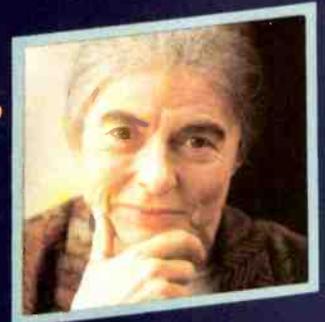
THE BRADY KIDS ANIMATED

22 half-hours

A Woman Called

Golda

Ingrid Bergman's Emmy-winning performance in the Emmy-winning drama. An unforgettable 4 hours.



WASHINGTON BEHIND CLOSED DOORS

Six 2-hour episodes of star-studded intrigue.

THE WAY THEY WERE

2-hour special.

THE TOP OF THE HILL

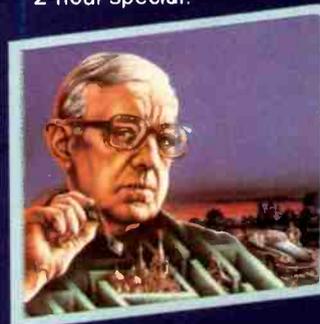
4-hour mini-series.

THE GIRL, THE GOLD WATCH & DYNAMITE

2-hour special.

THE GIRL, THE GOLD WATCH & EVERYTHING

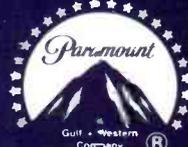
2-hour special.



John le Carré's

SMILEY'S PEOPLE

Alec Guinness in a riveting 6-hour masterpiece of suspense.



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“ENTERTAINMENT™

T O N I G H T

HAS BECOME
THE MOST
POPULAR NEW
NON-NETWORK
SHOW ON
TELEVISION”

—*New York Times*, January 18, 1983

ET's combined average NTI rating of 17.7 for the week ending Jan. 23 was a new high for the series. Further proof that ET is television's most remarkable success story!



TELEVISION DOMESTIC DISTRIBUTION

BIGGEST STORY IN THE BIG APPLE!

On Jan. 3, ET moved to 7:30pm on WABC-TV New York—and in only six weeks completely turned around the ABC flagship's prime access time period! The comparison between December and ENTERTAINMENT TONIGHT's latest week is nothing short of astonishing:*

<u>December Time Period</u>	<u>ET's Latest Week</u>
6 Rating/11 Share	14.1 Rating/21 Share
	+135% +91%

"We anticipated that ENTERTAINMENT TONIGHT would be a winner for us, but it has far exceeded our most optimistic expectations." — William Fyffe, VP & Gen. Mgr., WABC-TV New York

ET IS ENTERTAINING THE NATION!

ET's audience has even topped last year's impressive performance—both in rating and all key demos:**

Up 20% in Rating

Up 15% in Women 18-49 Up 11% in Men 18-49

Up 15% in Women 25-54 Up 13% in Men 25-54



ET VS. THE NETWORKS!

More people get their entertainment news from ET co-anchors Ron Hendren and Mary Hart than any network entertainment/talk show—over 11½ million viewers watch the Monday-Friday strip alone!

That's 120% more total persons than Good Morning America, 152% more than The Today Show and 269% more than CBS Morning News. In fact, the combination of ET and ENTERTAINMENT THIS WEEK reaches significantly more people than those three network morning shows *combined*—and more than the total late-night audience of ABC Nightline and The Tonight Show as well!***

ENTERTAINMENT TONIGHT and ENTERTAINMENT THIS WEEK cover the world of show business like no other programs on television—and America knows it!

50% in Access!
57 MARKETS
SOLD!
15 of the Top 20!

TAKING ADVANTAGE

HAS ONE BIG ADVANTAGE

TOM MILLER



PAT CROWLEY



It's about what everyone cares about: how to make money and keep it!

What Entertainment Tonight is to fame, *TAKING ADVANTAGE* is to fortune—with one big advantage: it's as *practical* as it is entertaining.

TAKING ADVANTAGE is packed with facts about personal money matters that everyone can use — hardhats and housewives, teachers... and TV executives!

Down to earth and up to the minute, *TAKING ADVANTAGE* is produced weekly, and it's as well-paced as the best entertainment and as *reliable* as it is involving. Paramount's co-producer is #1 financial authority McGraw-Hill, publisher of Business Week and nearly 80 more business magazines and newsletters.

In short, *TAKING ADVANTAGE*'s correspondents will know what they're

ADVANTAGE →

THAT MAKES IT A WINNER—

talking about. And they'll *show* what they're talking about on location every week, wherever stories about money and lifestyle are breaking. Financial correspondent Tom Miller, TV journalist Marcia Brandwynne, and field correspondents Terry Savage and Pat Crowley will be national favorites on the nation's favorite subject—money, and how to get it and hang on to it!

TAKING ADVANTAGE has what it takes to win key time periods and attract key advertisers. If that's what you're looking for, here's a tip from Paramount, the leader in first-run:

This Fall is the time to start
TAKING ADVANTAGE →

An advertiser-supported weekly half-hour series.
Advertisers looking for a network advantage—
call Dan Greenblatt (212) 333-3407.



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BRANDWYNNE



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ALREADY SOLD TO
stations from these and other groups:
CBS Owned • Storer • Post-Newsweek
Scripps-Howard • Taft • Pulitzer
King • Multimedia
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PARAMOUNT'S

AIRPLANE!

THE BAD
NEWS BEARS IN
BREAKING
TRAINING

CHEAPER
TO KEEP HER

COACH
OF THE YEAR

THE ELEPHANT
MAN

FIRST MONDAY
IN OCTOBER

FOUL PLAY

GREASE

THE HUNTER

HURRICANE

KING KONG

MIDNIGHT
OFFERINGS

MOMMIE DEAREST

NORTH DALLAS FORTY

THE ONE AND ONLY

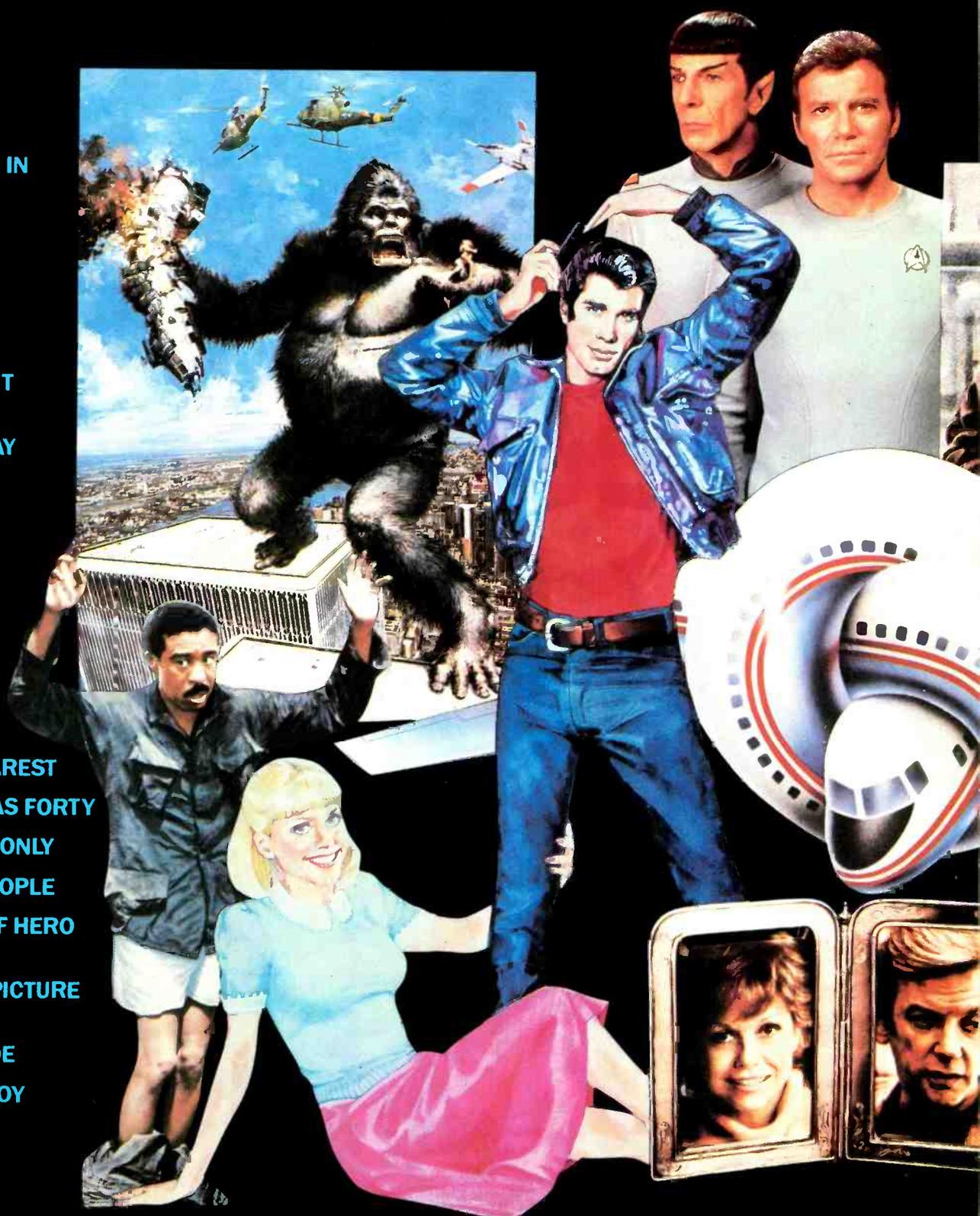
ORDINARY PEOPLE

SOME KIND OF HERO

STAR TREK:
THE MOTION PICTURE

TENSPEED
& BROWNSHOE

URBAN COWBOY



PORTFOLIO X

**SIMPLY THE MOST POWERFUL
MOVIE PACKAGE EVER RELEASED!**

Paramount proudly presents your future in movies! PORTFOLIO X is a truly awesome array of towering boxoffice successes—94% of its theatrical movies are on Variety's list of All-Time Boxoffice Champions!

That's a huge 24% more than the closest competitive package—it means even PORTFOLIO X's "bottom" titles are top attractions! And they're recent—all are post-'76 and 60% were released in the last 2 years!

PORTFOLIO X's movies are viewing events that will electrify your entire schedule with promotable stars like John Travolta, Steve McQueen, Goldie Hawn, Richard Pryor, William Shatner, Leonard Nimoy, Jessica Lange, Nick Nolte, Faye Dunaway, Dudley Moore, Jill Clayburgh, Chevy Chase, Olivia Newton-John, Mac Davis, Walter Matthau, Henry Winkler, Donald Sutherland and Mary Tyler Moore—to name only a few!

PORTFOLIO X is packed top to bottom with the most successful feature entertainment ever created. It's the surest investment any station can make for movie dominance through the 80's!



TELEVISION DOMESTIC DISTRIBUTION



PARAMOUNT FIRST-RUN NETWORK II

4 BLOCKBUSTER EVENTS—WITH NO PRIOR NETWORK EXPOSURE!

Great entertainment concerts, each produced especially for TV! 4 lavish specials featuring the most promotable stars of the 80's —the universal appeal of Frank Sinatra and Cher, plus the young adult magnetism of the Doobie Brothers, Santana and Heart!

Keep your First-Run "franchise" with Paramount's powerhouse follow-up to the highly successful First-Run Network I (94 markets covering over 70% of U.S. households). And watch for the next Paramount First-Run Network attractions coming soon!

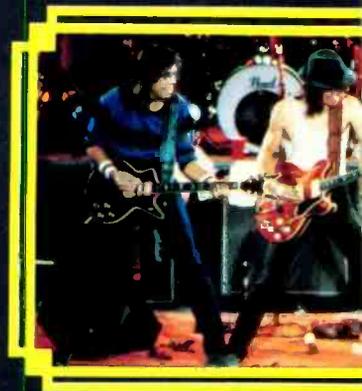
Limited participation available
for national advertisers.



TELEVISION DOMESTIC DISTRIBUTION

THE DOOBIE BROTHERS FAREWELL

A landmark in American musical history! In an emotional reunion with past band members, the great Grammy-winner whips up a storm with all the hits of its brilliant 12-year career. The San Francisco Chronicle called the concert "a monumental event" — and it is!
(1 hour)

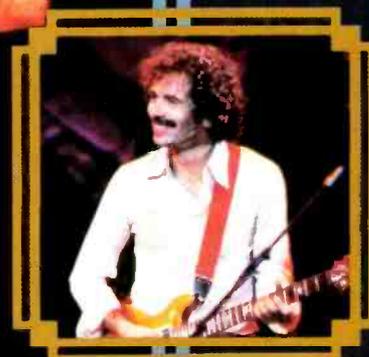
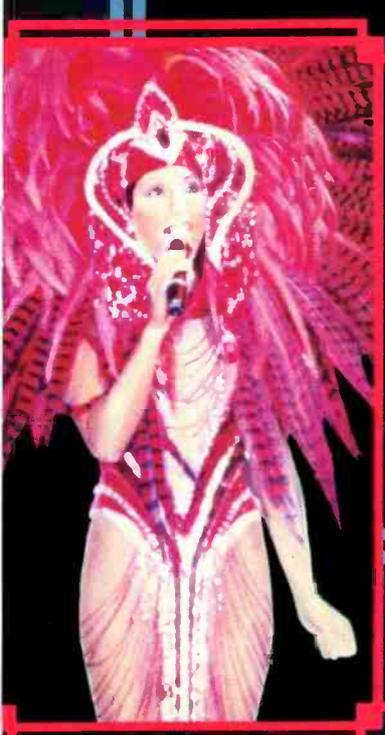


CHER A CELEBRATION AT CAESAR'S

All the glamour and outrageous comedy that make Cher a unique superstar, framed by all the glitter of Las Vegas' famed showplace! A dazzling display of song, dance and fun that lays 'em in the aisles—it's Vegas at fever pitch and Cher is sheer dynamite!
(1 hour)

SINATRA CONCERT FOR THE AMERICAS

The untoppable performance that opened the 5,000-seat amphitheatre at Altos de Chavon, Dominican Republic. Reviewers couldn't get enough: "The Chairman of the Board at his very best!" — NY Daily News... "One helluva show!" — Boston Herald American (2 hours)



SANTANA & HEART CONCERT FOR THE AMERICAS

Two phenomenal groups that sell out arenas everywhere in a double-barreled marvel of sound, light and special effects! An entertainment concert at Altos de Chavon that explodes with the kind of music that excites audiences of all ages. "Paramount was looking for a world-class event and they got it!" — Hollywood Reporter (1 hour)

**The most amazing exploit
of the starship Enterprise is
happening right now—and
right here on Earth!**



STAR

**After 13 years in syndication,
Star Trek still ranks among the
Top 10 off-network hours in
Women 18-49 and—incredibly—
it ranks #1 among Men 18-49!
What's more, Star Trek is the
#1-rated weekend daytime
series in all television!***



TELEVISION DOMESTIC DISTRIBUTION





Program Directors: Thank Your Stars For STAR TREK! Every programmer knows and research confirms that off-network hours lose their strength in a season or two. The list of current off-net hours makes that clearer than ever: the startling fact is no series in the entire Top 10* is more than three seasons old—with one remarkable exception....

STAR TREK: An Hour You Can Bank On! Season after season the Enterprise sails on and on, without losing momentum! Star Trek's average rating over the last six November Sweeps is just as strong as the previous six! ** And the magic works in every time period and every kind of market....

TREK

STAR TREK in November '82***

	Women 18-34	Women 18-49	Men 18-34	Men 18-49	Teens
Atlanta (WXIA NBC)	#1	#1	#1	#1	#1
Chicago (WFLD UHF/Ind.)	#2	#2	#1	#1	#2
Cleveland (WUAB UHF/Ind.)	#1	#1	#1	#2	#1
Detroit (WKBD UHF/Ind.)	#1	#1	#1	#1	#1
Grand Rapids (WKZO CBS)	#1	#1	#1	#1	#1
Kansas City (KSHB UHF/Ind.)	#1	#1	#1	#1	#1
Louisville (WAVE NBC)	#1	#1	#1	#1	#1
Miami/Ft. Lauderdale (WCIX Ind.)	#1	#1	#1	#2	#1
New York (WPIX Ind.)	#1	#2	#1	#1	#1
Portland, Ore. (KPTV Ind.)	#1	#1	#1	#1	#1
San Francisco/Oakland (KTVU Ind.)	#2	#2	#1	#1	#2
Seattle/Tacoma (KSTW Ind.)	#1	#1	#1	#1	#1



Time-Tested STAR TREK vs Untested Hours Faced with a choice between a tried and proven Happy Days or MASH and a new and untested half-hour, you wouldn't hesitate for a minute. The choice between Star Trek and a new hour is even more obvious, because the record proves new hours are even riskier than new half-hours. There's no guesswork about Star Trek—it's proven itself for over 13 years! Buy it and you know you're buying a winner!

Beam Your Station Aboard A Phenomenon — the only series ever to inspire a succession of smash-hit theatrical movies. First STAR TREK: THE MOTION PICTURE grossed over \$90 million... now STAR TREK II: THE WRATH OF KHAN, over \$85 million and still growing... and coming soon, STAR TREK III: IN SEARCH OF SPOCK, as the saga of Star Trek roars on into the future!

**THE
FOLLOWING
SHOWS ARE
GRAPHIC,
HIGHLY
EMOTIONAL,
DEPICT
EXPLICIT
ACTS OF LOVE,
AND ARE
ENDORSED
BY THE PTA.**



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SHOWS OF STRENGTH



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CORPORATION

SHOWS OF STRENGTH

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HERE'S LUCY

144 classic comedy off-network half-hours starring Lucille Ball, Desi Arnaz, Jr., Lucie Arnaz and an all-star line-up of special guests. Already sold in 86 markets.

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"My Favorite Martian" has landed again to become an important part of your early fringe and daytime comedy block. And it comes with lots of extras: a fully produced promotion kit, contest ideas, merchandising catalogues and more. Sold in over 25 markets.

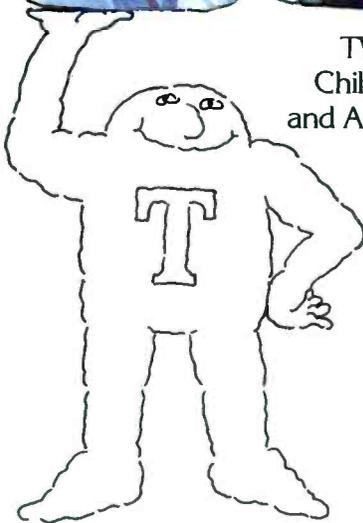


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Than In

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Frankenstein, Jaws and C couldn't overpower us.

The competition hit us with everything. Still we ended up #1 for 3 years straight.

They came at us with Hollywood's blockbuster action movies, comic film masterpieces, top romantic stars, TV megaspecials, sports spectaculars, you name it. And so it went, week after week.

Still we averaged a solid #1 in our time slot, with a 34 share.

Women found us irresistible.

We won them over from the start. For three years running, Trapper has scored #1 with women in our time period.

And, just to prove it wasn't some fickle fling, the ladies made

us their #1 primetime series of all summer reruns.*

Year 3 was our strongest yet.

Overall, we averaged a *19.4 rating, 34 share and ranked #13* among all network series.

And once more in our time slot, Trapper John was an even bigger #1 with the women.



And now, Year 4.

This season brought a 4th year of Trapper John's audience power to CBS stations across America. Stories full of the unexpected, alive with the comedy of real life. Irreverently entertaining. The charismatic appeal of Pernell Roberts and Gregory Harrison — well, it jumps right through the tube. Our guest personalities, spicy. And our supporting cast? They've built a following all their own.

Now, all this can be yours, because starting fall 1984, Trapper John will be available to your station. Call Fox now for complete information.

Available to your station in Fall '84.

Source: NTI 9/79-4/80, 10/80-4/81, 10/81-4/82
*NTI 9 weeks ending 8/23/81

Trapper John

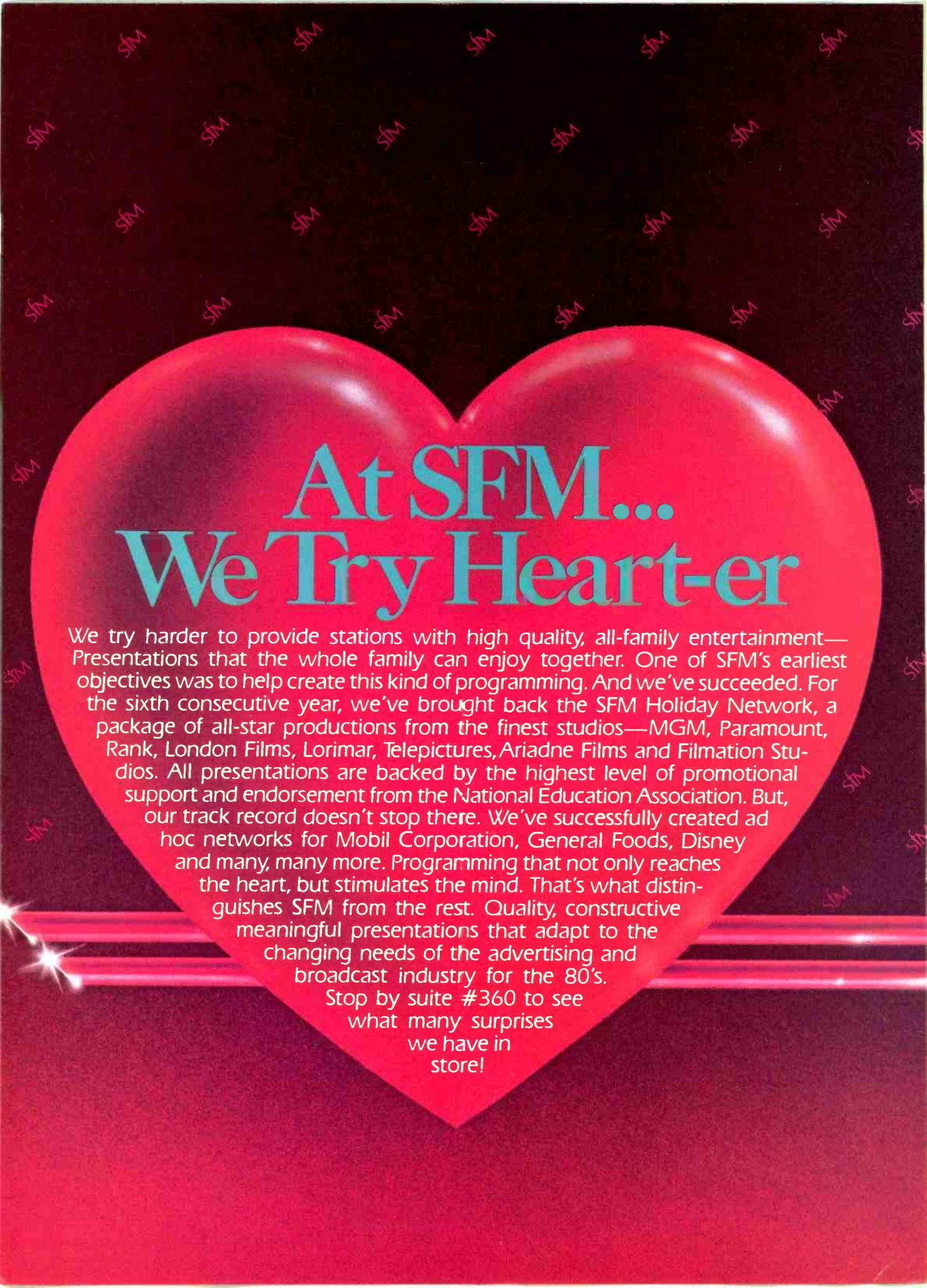
#1 in our time slot.



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07





At SFM... We Try Heart-er

We try harder to provide stations with high quality, all-family entertainment—Presentations that the whole family can enjoy together. One of SFM's earliest objectives was to help create this kind of programming. And we've succeeded. For the sixth consecutive year, we've brought back the SFM Holiday Network, a package of all-star productions from the finest studios—MGM, Paramount, Rank, London Films, Lorimar, Telepictures, Ariadne Films and Filmation Studios. All presentations are backed by the highest level of promotional support and endorsement from the National Education Association. But, our track record doesn't stop there. We've successfully created ad hoc networks for Mobil Corporation, General Foods, Disney and many, many more. Programming that not only reaches the heart, but stimulates the mind. That's what distinguishes SFM from the rest. Quality, constructive meaningful presentations that adapt to the changing needs of the advertising and broadcast industry for the 80's.

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The March of Time Crusade In The Pacific
Why Didn't They Ask Evans? The Seven Dials Mystery
I Remember Nelson The Origins Game

The SFM Documentary Network

Believe You Can . . . And You Can
From Walt Disney's New Fantasyland

. . . And A Very, Very Special Surprise
From Walt Disney Productions

. . . Plus A Spectacular Event For The 80's

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Join the



DALLAS 150 UNBEATABLE HOURS FOR FALL 1984.

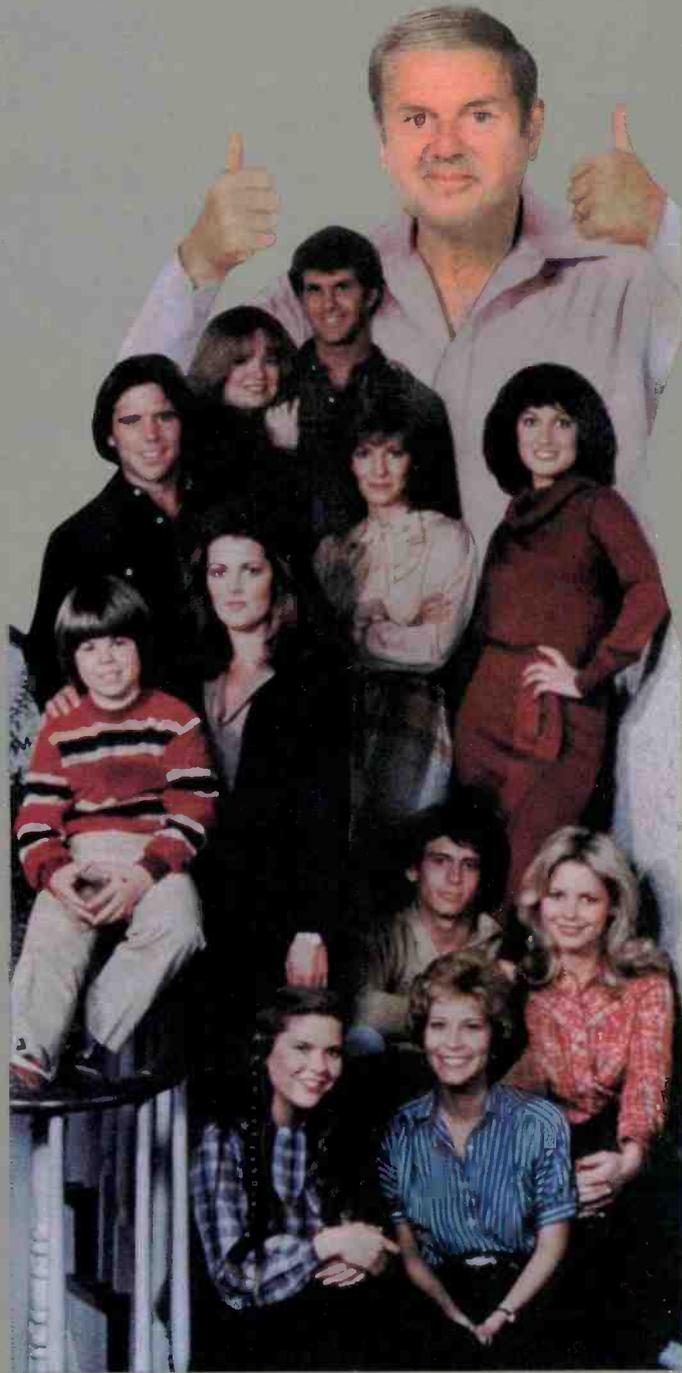
An everyday story about an ordinary family's multi-million dollar fortunes, glamorous women, glittering parties, sibling rivalries, executive power games, international scandals and other humdrum problems.

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25 star studded motion pictures for Television. Action. Adventure. Comedy. Suspense. Perfect for prime time or anytime. Just part of our growing library of over 450 titles.

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winners.



ROWAN & MARTIN'S LAUGH-IN 130 OF THE FUNNIEST HALF HOURS ON TELEVISION FOR FALL 1983. A non stop blend of skits and bits uniquely packaged with a veritable who's who of major guest stars and one of the greatest casts ever assembled. A George Schlatter - Ed Friendly Production in Association with ROMART, Inc.

EIGHT IS ENOUGH 112 PROVEN HOURS AVAILABLE NOW. Over 100 Markets Sold. The demographic hit of the 1982-'83 season for women, women 18-49, teens and kids. Make our shining hour your golden opportunity.

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The Black Stallion
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Dogs Of War
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Eye Of The Needle
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F.I.S.T.
From Noon Till Three
The Great Train Robbery
He Knows You're Alone
Hero At Large
Hide In Plain Sight
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 The Body Snatchers
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MCA

THE LEADER IN SYNDICATION

Quincy

During its seven seasons on NBC-TV, *Quincy*, starring Jack Klugman, has been one of the blockbuster hours among young women audiences. As a summer rerun, and as a late night leader on CBS-TV, *Quincy* ranks among the top programs in all of television.

Quincy is available September 1983.

The Hit List

An outstanding group of big box-office movies, including some of the screen's all-time giant hits—*Jaws*, *Coal Miner's Daughter* and *National Lampoon's Animal House*! 36 audience-grabbing movies!



Woody Woodpecker And Friends

What's better than *Woody Woodpecker And Friends*? More *Woody Woodpecker And Friends*! This new group of 175 new-to-television, super-hilarious cartoons is the only series of theatrical cartoons that can compete with the 185 *Woody Woodpecker* favorites already on television. They're selling fast, so hurry!

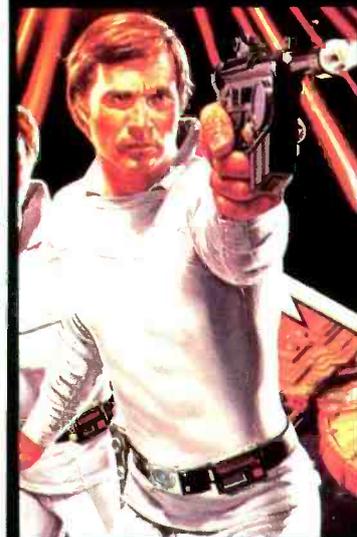
That's Incredible!

The action show that made the Monday 8-9pm time period a winning one for ABC-TV! Now, the kind of pure action that syndication audiences love to watch is available in a new half-hour format.

That's Incredible! is hosted by John Davidson, Fran Tarkenton and Cathy Lee Crosby.



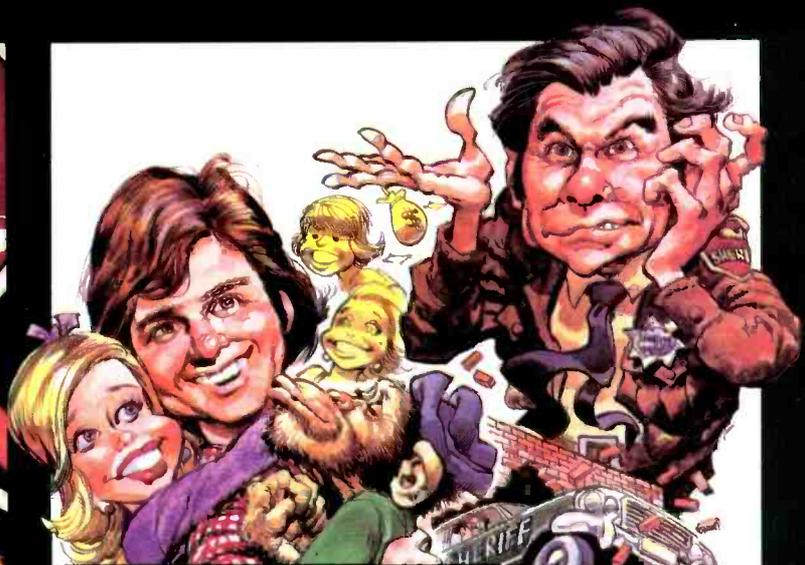
TV, ATED PROGRAMMING!



Buck Rogers

America's original space hero zoomed into syndication last year like a soaring rocket. Now, in virtually every market where it is playing no matter what the time period, Buck is delivering sky-high numbers and the kind of demographics that sponsors dream about.

A fascinating hour series of interplanetary adventures, including six two-hour movies.



The BJ/Lobo Show

How to get a half-hour comedy series with a full hour of laughs? Only one way—with *The BJ/Lobo Show*—a miracle of editing genius that has made it possible for us to take the hour-long series, *BJ And The Bear* and *The Sheriff Lobo Show*, and turn them into 86 laugh-packed half hours that are currently pulling big audiences across the country!

The BJ/Lobo Show is available as a half-hour series or in its original hour format.



House Calls

This past summer—June through August—*House Calls* was the number two program in all of television!

This kind of powerhouse performance plus its superb demographics (it has one of the highest ratings of young adults) and its *immediate availability*, make it an ideal strip for your May and July Sweeps!

Quest For Gold

Here are 50 thrill-packed pre-Olympic spots featuring many of America's hopefuls in action!

The format is simple: a 5-second opening and local billboard, followed by 25 seconds of explosive, *all-new pre-Olympic footage*, capped by a 30 second spot that's yours to sell.

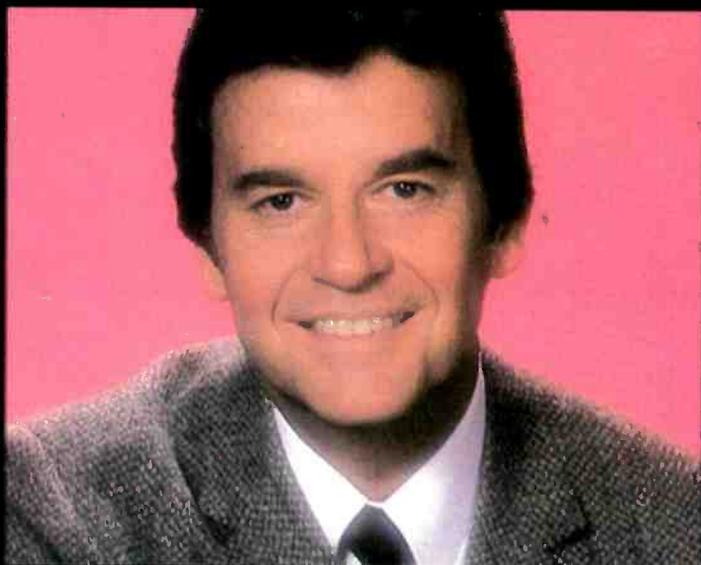
Available first run for 10 runs, September 1983—August 1984.



**SHARE THE
EXCITEMENT!**

MCA TV

MCA TV, THE IN ADVERTISER-SUPPO



Salute Hosted By Dick Clark

Each week one of the world's great musical artists appears on stage with Dick Clark. The occasion is an hour musical tribute in which some of the biggest names in show business pay homage to the guest superstar.

The pilot stars Gladys Knight and the Pips who entertain and are entertained by Dick Clark, Bill Cosby, Phil Donahue, Marvin Gaye, Bob Hope, Rich Little, Barbara Mandrell, Johnny Mathis, Ben Vereen and Dionne Warwick. Available Fall 1983.

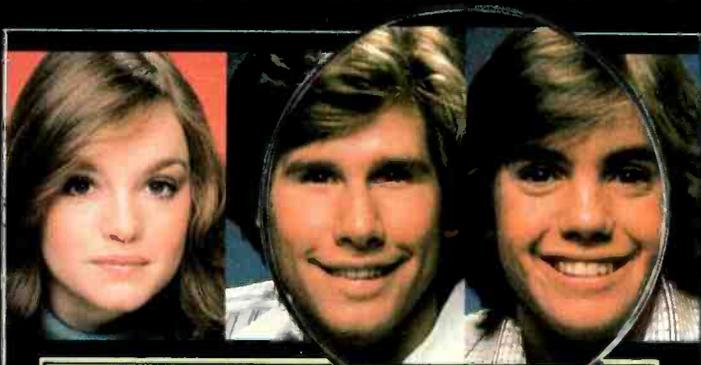
The Pop 'N' Rocker Game



The Pop 'N' Rocker Game A Game In Concert

Together for the first time—the electric excitement of a superstar rock concert *plus* the cross-over appeal of a musical game show!

It's the perfect once-a-week hour program to reach the elusive under-25 audience as well as everyone who ever loved a game show. Hosted by Jon Bauman (*Sha Na Na's* Bowser). Available for Fall 1983.



The Hardy Boys / Nancy Drew Mysteries

This is one of the most extraordinary success stories among advertiser-supported programs. As an ABC-TV series it demonstrated strong appeal among young adults, kids and hard-to-reach teens. It has continued that pattern in syndication. 46 hours available for a third season, beginning this Fall.



Memories with Lawrence Welk, Year II

This season we brought you *Memories With Lawrence Welk*, a selection of some of Welk's finest color hours presented with new introductions and closings by the maestro himself on camera.

Now a new selection of favorite programs is in the works and will be available for Fall 1983.

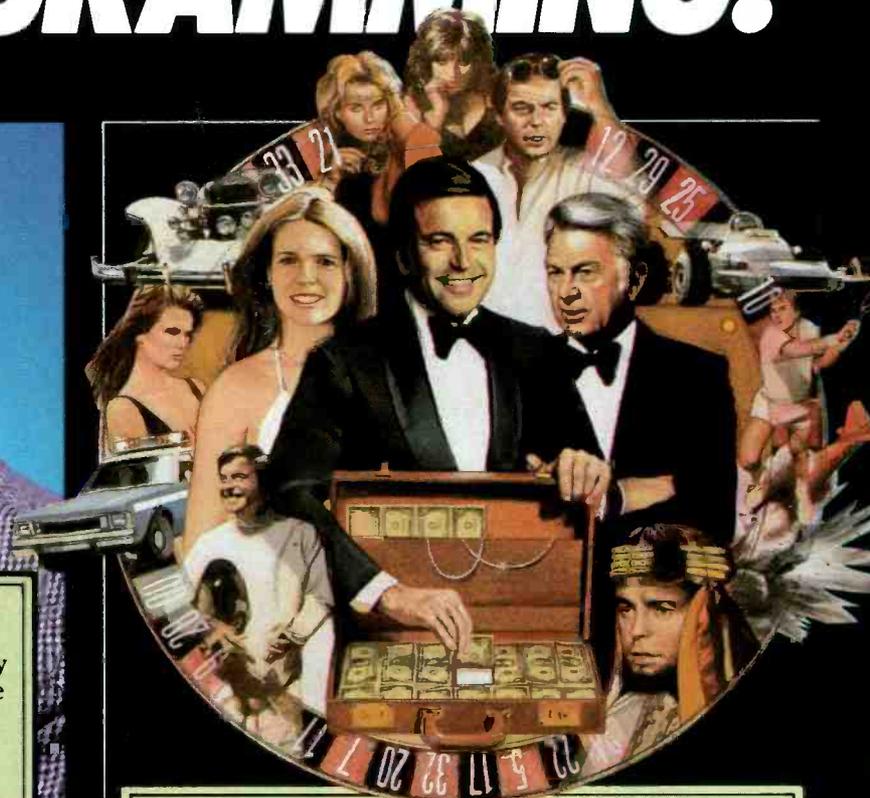
LEADER RTED PROGRAMMING!



The Larry King Show

Larry King—America's most successful late-night radio talk show host—is starring in a weekly, Sunday night, 90-minute talk show that is being beamed live via satellite.

Almost every major station group is represented in the initial lineup which includes 28 of the top 30 markets... more than 100 stations in all.



Switch

Switch is the stylish hour adventure series that thrilled CBS-TV audiences with its high-action, suspense, dazzling settings and clever plots.

The series, which stars Robert Wagner, currently one of TV's hottest performers (*Hart To Hart*), and Eddie Albert, a perennial favorite, generated high ratings and superb demographics! Available Fall 1983.



The Road To Los Angeles, Year II

The response by stations and advertisers to the weekly hour series, *The Road To Los Angeles*—hosted by baseball great Steve Garvey—has been overwhelming.

So once again our production crews are traveling across continents to film new episodes featuring America's athletes and their international challengers. The new, first-run series is *The Road To Los Angeles, Year II*. 30 weeks of programming: 20 hours and 10 repeats.

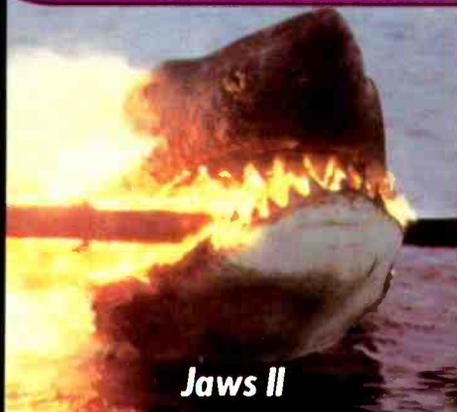
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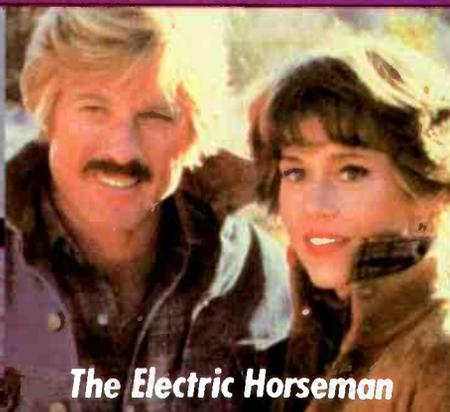


AND NOW, FROM THE WORLD'S HOTTEST STUDIO...

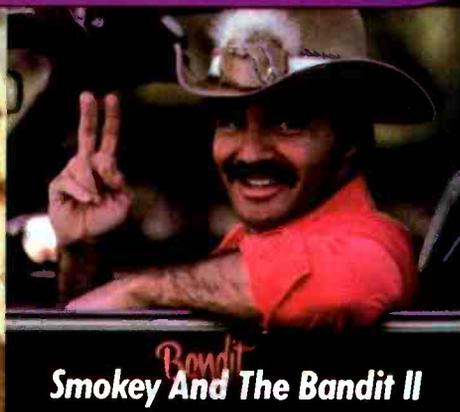
UNIVERSAL'S MOST WANTED LIST



Jaws II



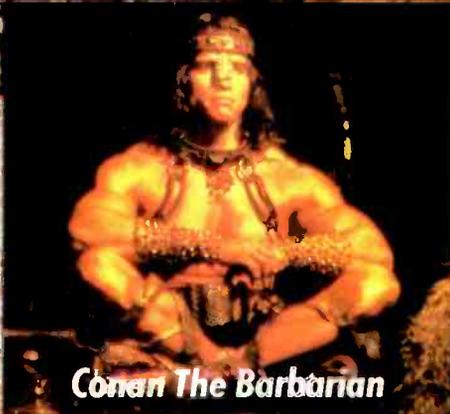
The Electric Horseman



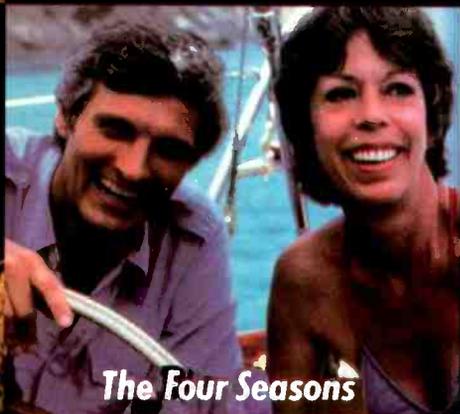
Smokey And The Bandit II



The Jerk



Conan The Barbarian



The Four Seasons

Airport '79/The Concorde Alain Delon, Robert Wagner

The Blues Brothers John Belushi, Dan Aykroyd

The Border Jack Nicholson, Valerie Perrine

Bustin' Loose Richard Pryor, Cicely Tyson

Conan Arnold Schwarzenegger

Continental Divide John Belushi, Blair Brown

The Deer Hunter Robert DeNiro, Meryl Streep, Christopher Walken

The Electric Horseman
Robert Redford,
Jane Fonda

Fast Times At Ridgemont High

Jennifer Jason Leigh, Sean Penn

The Four Seasons Alan Alda, Carol Burnett, Jack Weston

The Harlem Globetrotters On

Gilligan's Island Bob Denver, Jim Backus, Alan Hale

The Incredible Shrinking Woman Lily Tomlin, Charles Grodin

The Island Michael Caine

It Happened One Christmas Marlo Thomas, Wayne Rogers, Orson Welles

Jaws II Roy Scheider, Lorraine Gary

The Jerk Steve Martin, Bernadette Peters

The Last Married Couple In America
George Segal, Natalie Wood

Madame X Tuesday Weld, Jeremy Brett

Melvin and Howard Paul LeMat,

Jason Robards, Mary Steenburgen

Nighthawks Sylvester Stallone, Billy Dee Williams, Lindsay Wagner

Sgt. Pepper's Lonely Hearts Club

Band Peter Frampton, George Burns, Steve Martin, Bee Gees

Silence Of The North Ellen Burstyn

Smokey And The Bandit II Burt Reynolds, Sally Field, Jackie Gleason, Dom DeLuise

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EXCITEMENT!**

MCA TV



Letters

Teletext reluctance

I noted that buried at the end of your annual survey of general managers, sales managers and program directors (*Earnings increases rise among TV station execs*, February 14), is some information about the lack of interest by stations in teletext. That certainly isn't due to any lack of exposure in your magazine. Your many articles on the subject have been enlightening and interesting.

I think television station management would have been slow to react to the possibilities of teletext under any circumstances. But I believe their lack of enthusiasm now is largely a result of the hodge-podge that exists due to the Federal Communications Commission's refusal to set a technical standard.

Who can be sure—even if teletext is accepted by the public—if the standard being used is going to be the one eventually accepted by the majority of the population? And what happens to a broadcaster's reputation if he sells

the public on a service, using one kind of decoder, only to find that another kind becomes the dominant standard down the road?

Given equipment manufacturers' understandable reluctance to commit for one standard or another, it is encouraging to read about the Taft-Zenith hookup. But, here again, it seems to me that the two parties are not going ahead out of unbridled confidence about the acceptance of the British system, but rather out of impatience with the FCC's failure to act. As Taft's Terry Connelly states in your January 17th issue, "Our position is that it will take a considerable length of time for an audience to develop in any case and that waiting for the FCC to establish a standard could add two-to-three years to that waiting period."

I honestly feel the FCC has enough data to make a decision on teletext—but as long as the Fowler deregulation-at-all-costs philosophy prevails in Washington, the commission, will, I'm certain, stand by its fall, 1981 decision.

As I have already pointed out, the damage to teletext done by the commission can be seen in the responses to your survey.

Some 36.8 per cent of stations don't feel there will be enough station profit in teletext until 1990; and only 12.1 per cent feel it could be profitable as early as 1985.

An even more important statistic from your survey, however, was the fact that 42.1 per cent of stations said they "haven't decided" whether or not to broadcast a local teletext service. Again, I think this is due to the lack of a standard.

We are sitting in the midst of a technological explosion in the electronic media. Broadcasters have shown a willingness and a desire to be on the leading edge of that explosion. But the 'open marketplace' philosophy is hindering progress in not only teletext, but other areas as well, such as AM stereo and the coming battle over stereo TV. Is anybody in Washington listening?

NAME WITHHELD

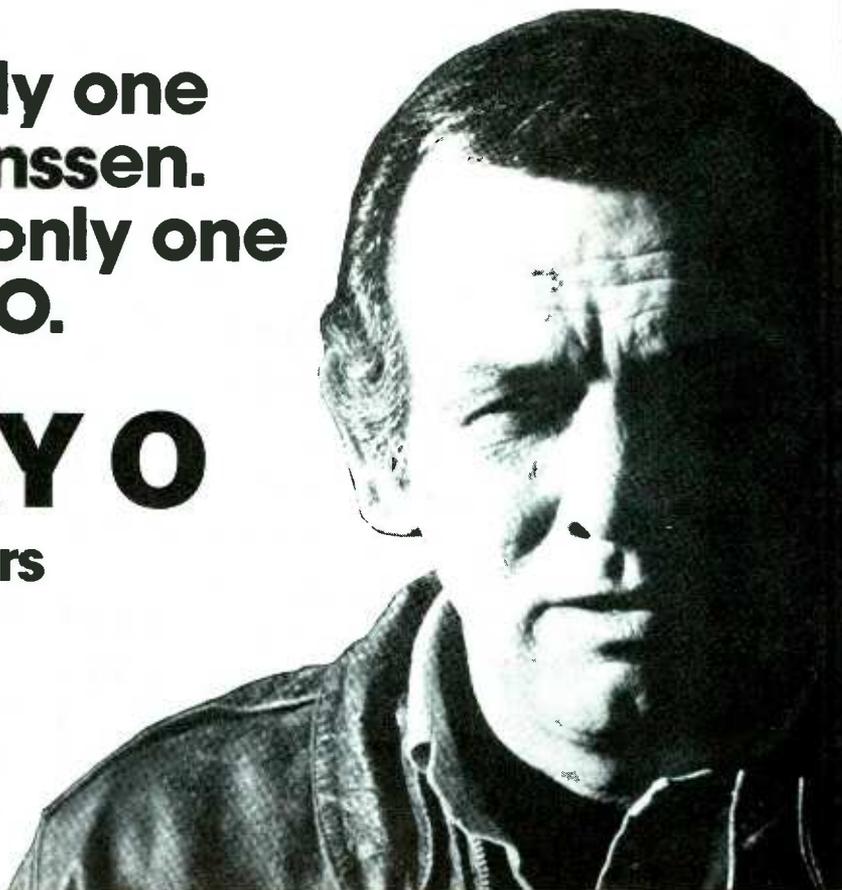
**There's only one
David Janssen.
And there's only one
Harry O.**

HARRY O

44 hours



Warner Bros. Television Distribution
A Warner Communications Company



**“THIS
IS YOUR
LIFE”**

78% say "yes" to return of hit series!

R.H. Bruskin Associates conducted a December 1982 national survey to determine viewer interest in the return of Ralph Edwards' "This Is Your Life" to television.

Among the 77% of all male and female adults interviewed who remembered the show...

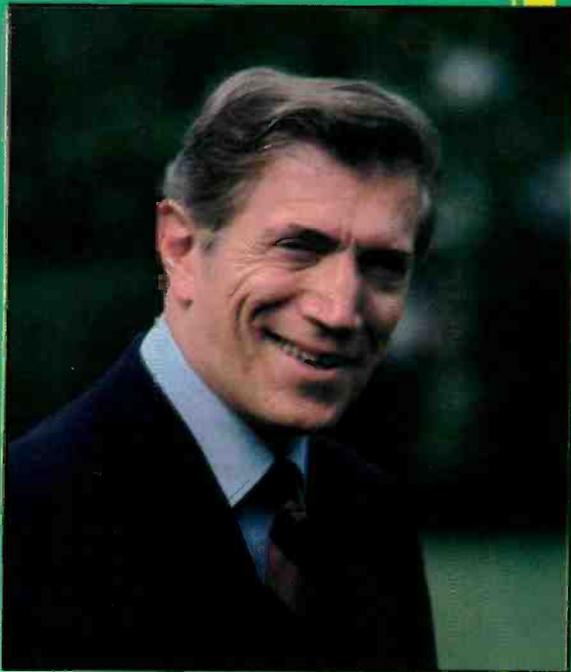
- ★ 78% would watch a new "This Is Your Life" series.
- ★ 75% would watch reruns of the original series.
- ★ 77% considered "This Is Your Life" a favorite series.

Women and men were interviewed in equal numbers. And 8% to 14% more women than men said "yes" to the questions above.

In answer to this overwhelming response, Andrews & Associates now offers a unique tandem combination of "This Is Your Life" for September 1983!

Consider
the strong
cross-plug
advantages...

The new "This Is Your Life"



See the pilot
with Ralph Edwards'
hand-picked new host,
Joe Campanella.

**39 all-new, first-run
half hours for once-a-week
broadcast via satellite.
Weekend access or prime
time.**

Ralph Edwards is executive producer. Joe Campanella is host.

Surprise guests every week!
With friends and family
participating in dramatic,
emotional life stories.

Featuring stars, celebrities,
major national figures and
America's little-known heroes
of great accomplishment.

And continuing the same
format and basic appeal of
true, real-life Americana that
brought 40-plus to 50-plus
shares to the original series
for nine prime-time years.

The original "This Is Your Life"

**130 original half hours
for weekday stripping.
Mornings or fringe time.**

First-run, off-network
episodes from the original
series with Ralph Edwards
as host.

Never exposed outside of
network prime time, and
available for the first time
in syndication.

Featuring such guests as
Steve Allen, Nat "King" Cole,
Rock Hudson, Rev. Billy
Graham, Joe Louis, Debbie
Reynolds, Casey Stengel
and Lowell Thomas.

Each episode updated with
a concluding rollover
presenting information on
the guest since his or her
first appearance on "This Is
Your Life."

**Together, they
are a dynamite
cross-plug
combination!**

**Call now
for screenings.**

**Andrews &
Associates**

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Suite 2868



Sidelights

(continued)

company," Kurt Miller adds, "and the sign on the window announced that the restaurant accepted that credit card."

"The trick," Miller adds, "lies in being subtle and in never verbally mentioning the product that's being advertised, except in the two official commercials."

Program measurement

Frequent airplane flyers are also frequent viewers of such syndicated programs as *Benny Hill*, *M*A*S*H*, and *Saturday Night Live*, but are not particularly attracted by such fare as *Little House on the Prairie* or the *Richard Simmons Show*. *Barnaby Jones* does better than the early news among large households, heavy beer drinkers and purchasers of TVs, VCRs and stereo equipment; however, affluent families (\$30,000 and up), owners of 1980-82 vehicles and heavy fast food users are more apt to watch the early news than the detective show.

These are samples of the type of qualitative information that will be available in Quantiplex's new "Audience Composition of Programs by Select Product Consumption Categories." The new service, to be unveiled at the NATPE convention by the John Blair Co. subsidiary, measures all syndicated programming in eight markets in the November, 1982 sweeps by viewership among seven consumer categories: Large households (four or more); income \$30,000-plus households; owners of vehicles, model year 1980-82; frequent flyers; beer drinkers; fast food heavy users; and those who have bought or plan to buy a TV, VCR or stereo. The measured markets are: New York, Los Angeles, Chicago, Cleveland, Dallas-Ft. Worth, Denver and New Orleans.

The data is collected via Quantiplex's Viewer and Consumer Ratings (VAC) survey technique, which is telephone

recall covering all of a respondent's viewing during the previous 24 hours. Sample for the eight markets was 16,048 persons.

In order to provide an idea of what PSPCC can do, Quantiplex measured nine programs from the November, 1981 sweeps, from which the above program data was culled. Those programs were measured in six markets: Chicago, Cleveland, Dallas-Ft. Worth, Kansas City, Memphis and Minneapolis. The nine shows were: *Barnaby Jones*, *Barney Miller*, *Benny Hill Show*, *Family Feud*, *Little House on the Prairie*, *M*A*S*H*, *PM Magazine*, *Richard Simmons Show* and *Saturday Night Live*. In addition to rating each program within each consumer category, Quantiplex also rated each show against the leading early and late news in each market.

For instance, *Barney Miller* did better than the highest-rated early news show in Dallas-Ft. Worth and Minneapolis-St. Paul among large households but was slightly lower than the leading early evening news in Chicago among large households.

Another example: Among frequent flyers in Chicago, *Benny Hill* did better than the leading late local news. But in Memphis and Dallas-Ft. Worth, the leading late local news respectively attracted a much greater percentage of frequent flyers than did *Benny Hill*.

Bill Morris, president of Quantiplex, who likes to point out that "85 per cent of what is viewed is driven by income and education—not age and sex," claims PSPCC is a "first" in that it "links marketing to media usage, recognizing the distinctiveness of broadcast viewing."

The Goldwyn legacy

As any television watcher who is into

movies will tell you, hardly a week goes by that he or she can't see such oldie Samuel Goldwyn classics as *Best Years of Our Lives*, *Come and Get It*, *Dead End*, *Guys and Dolls*, *Wuthering Heights* and *The Little Foxes*, among the vast Goldwyn film library that is full of such goodies. Spanning the years from 1930 to the mid-1950s, these features are the staples of the movie syndication business. And it was from the Goldwyn reputation for releasing top films, that the present syndication company bearing Goldwyn's name continues to flourish and to expand.

The Goldwyn company began to acquire "outside" feature films for distribution in syndication in 1979, notes Thomas Q. Seehof, vice president, sales, when Samuel Goldwyn Jr. took over control of the Goldwyn features. In 1980, the firm, seeking another avenue for product, started selling to the pay-TV folks, to where now it has five packages in that marketplace, Seehof explains.

The first package for pay, Goldwyn I, contained family-type of films, such as *Billion Dollar Hobo* and *Proud Rebel*, in its four-film titles. Then followed Goldwyn packages II to V, with the latest containing eight titles including *Dangerous Summer*, *Gregory's Girl*, and *Forbidden Zone*. On the commercial syndication side, Goldwyn decided to "terrorize" the field in October 1982 and brought out a Terrorpix I, package of 10 films in an edited version, consisting of such things as *Invasion of the Bee Girls*, *Laserblast* and *The Visitor*.

Moving into the "terror" vein was a far cry from the company's family six-pack titles it released only the month before, but it represented a forward-looking company that wanted to stay with the times. Then followed a Burt Reynolds/Dan August feature package, and its latest offering, *Power Pack*, consisting of 11 "exploitation" features, including such varieties as *The 39 Steps*, *The Attic*, *Southern Comfort* and *Falling in Love Again*, with weekenders *Sayonara* and *J.D. and The Salt Flat Kid*.

Again, as an illustration of its "progressive" look, the company has not only acquired *Norm Crosby's Comedy Shop* for off-network syndication, but will offer its initial first-run effort, *Movies! Movies!* for this year's NATPE convention. *Movies!*, a half-hour weekly series, is being offered via barter. But while the company is moving ahead in several directions, it has not forgotten its heritage. "It's still the Goldwyn name that is prestigious and is a great factor in helping us sell our product," says Seehof.

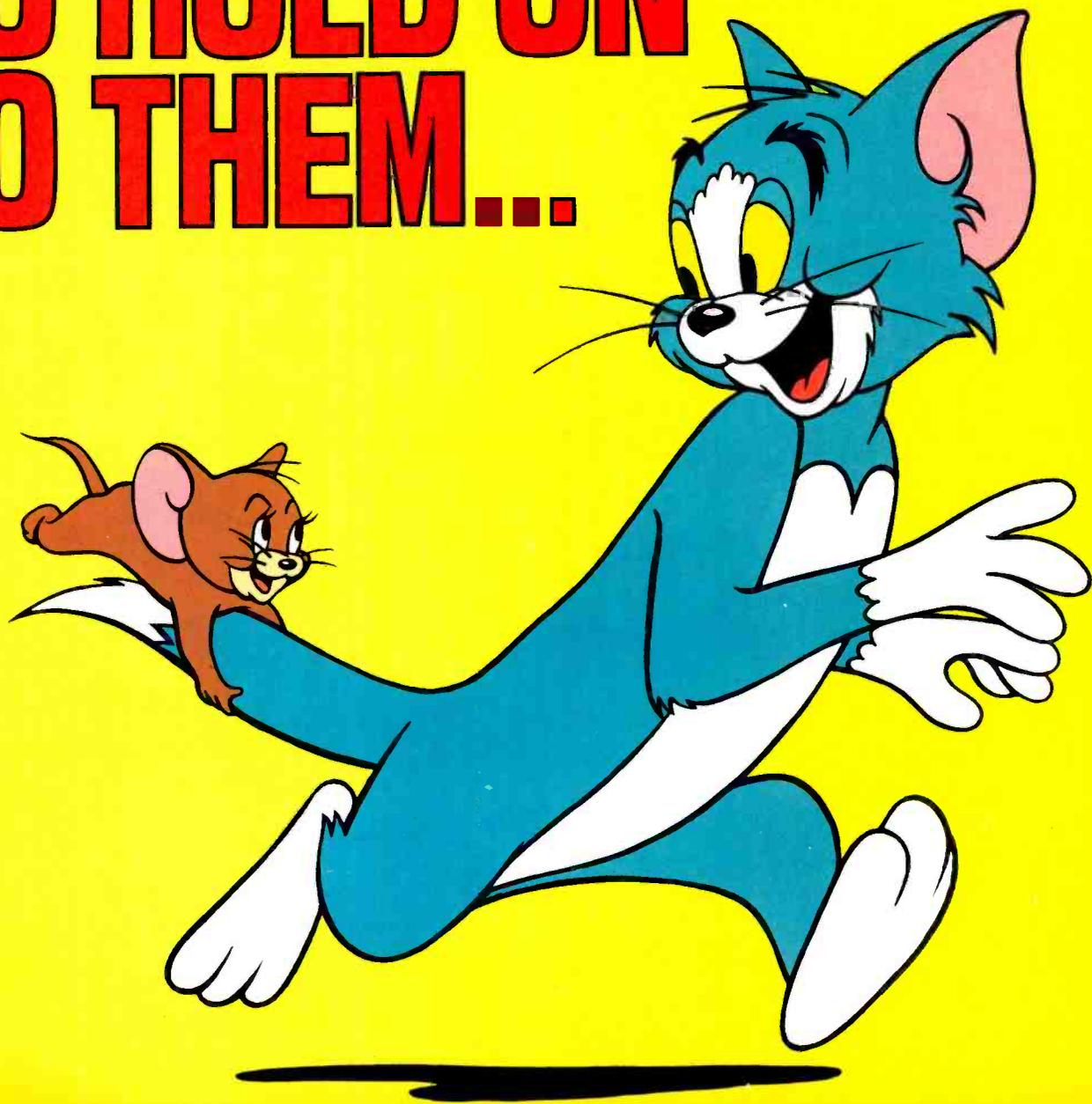
THREE'S COMPANY

WTVD M-F 5:30PM

THREE'S COMPANY	RTG	SHR
Sanford & Son	13	31
Newscenter 28	11	27
<small>Source: ARB/Nov. 82</small>	3	7

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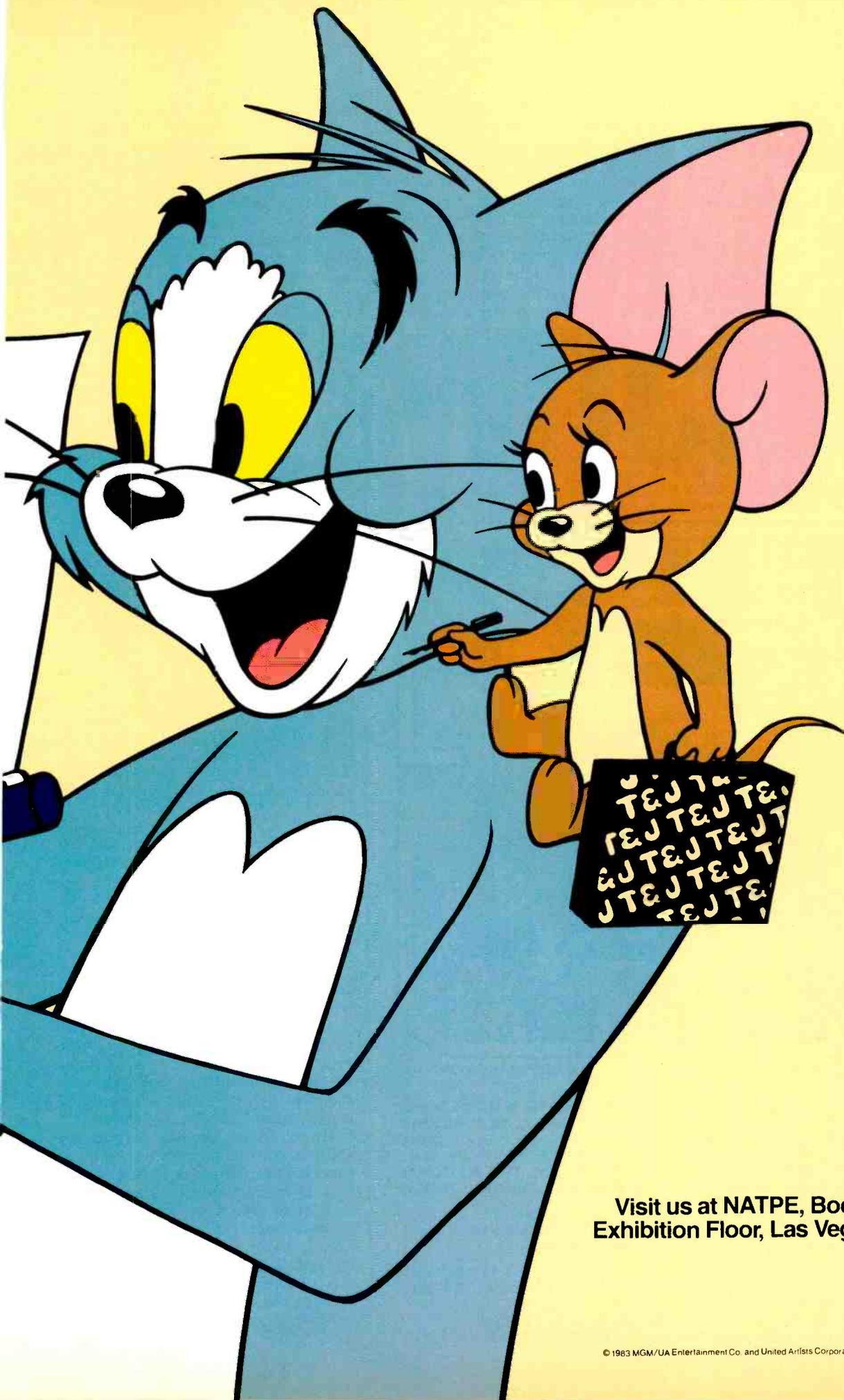
SIGN ON THE DOTTED LINE.

TOM & JERRY

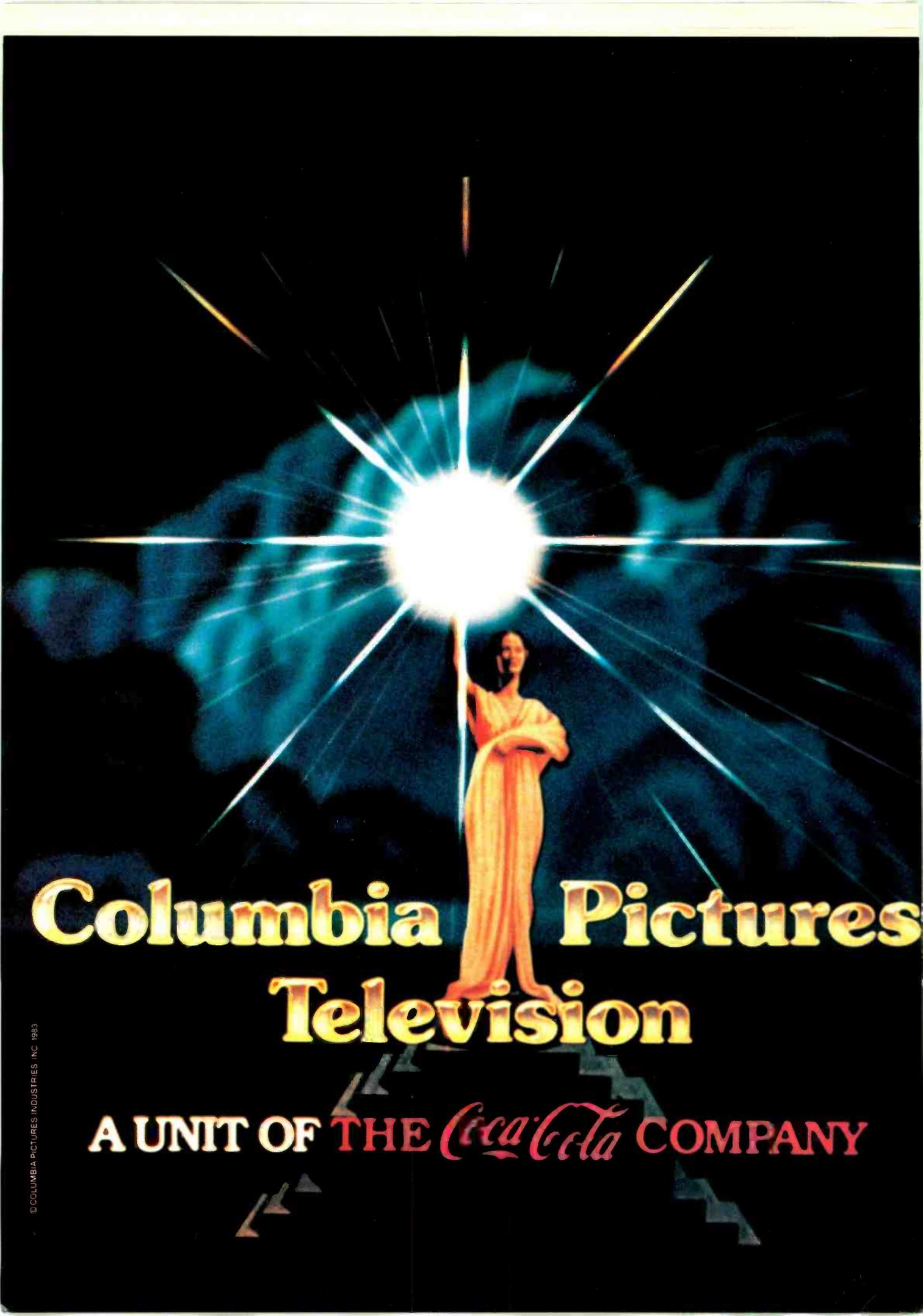
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A Toy Production

HART TO HART

A RONA II and Spelling/Goldberg
Production in association with
Columbia Pictures Television

POLICE WOMAN

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Sidelights

(continued)

are likely to be in over 50 per cent of U.S. homes by 1990."

Hunt noted that in the regular Nielsen report for Tulsa, all households—non-cable, 12-channel and 36-channel cable homes—are mixed together, blurring their different viewing patterns. But since a cable franchise is a defined area, Nielsen could use zip codes to separate the diaries returned by Tulsa households into each of the three categories for comparison—the 36-channel cable homes vs. the 12-channel and non-cable control groups.

What Nielsen found, reported Hunt, was that while in Tulsa's non-cable homes the three network affiliates continued to rule the dial, affiliate shares in cable households "suffered dramatically" in each of four dayparts analyzed. This drop in affiliate shares, said Hunt "can be attributed to the increased number of choices for viewers, especially those subscribing to the 36-channel system."

He also noted that pay television "quickly attained the status of a prime time fourth network in the 36-channel system" by grabbing off a 20 per cent share of viewing in cable households.

Hunt also reported that a large part of the decline in network affiliate shares "can be traced to the number of distant independent television stations available." Tulsa's 12-channel system, he pointed out, carry one or two such independent signals, but the 36-channel system was carrying five. And as Hunt noted, "These stations attract substantial audience levels during the fringe time periods."

At the same time, he added, the non-pay cable networks "end up fighting for a small slice of viewing on both the 36-channel and 12-channel cable systems. They will have an up-hill battle to gain audience."

Hunt tempered his analysis by ob-

servicing that while pay TV will certainly make its inroads in major markets like New York, Chicago and Boston, "These markets already have a number of strong, local independent stations. It's doubtful that the additional independents imported by a cable operator in a really big city will be much of a draw—as their schedules consist largely of the same syndicated programs available on local independents." (It should also be kept in mind that Hunt's study was released before the cable copyright fight in Washington had escalated to its current noise level, and that this has turned into a battle which could well wind up affecting the numbers of distant signals that many cable systems will be electing to carry, should they find themselves on the paying end of much higher copyright fees.)

Hunt also observed that the scenario he was writing could change in the future if and when more original programming is produced: "The same satellite technology that's propelling cable can have a profound effect on the commercial broadcast industry," he warned. "By 1985, virtually all television stations, both affiliates and independents, will have access to a dish antenna, which can dramatically cut the cost of distributing programs nationally."

"That will make it possible for some producers to choose to deliver their shows directly to stations via satellite, circumventing traditional network distribution and control. And while independents will be the first to be involved with such new ad hoc networks, the affiliates, too, may begin to preempt their regular network schedules in order to participate."

Hunt pointed to the award-winning *A Woman Called Golda*, aired last year by Operation Prime Time as an "indication to stations and advertisers that such ventures can provide comparable quality

to what the three major television networks have to offer."

Radio's new technology

The pickup in sales is only one reason why network radio execs are wearing wider smiles these days. They also point to their own version of "the new technology"—ADD (Audio Digital Distribution (TV/RADIO AGE, December 13, 1982)—as a long range harbinger of even better days ahead. Next year, 1984, says NBC's Eskridge, "when none of our affiliates will have to depend on land lines, we'll be more flexible. We'll be able to do more live concerts because there will be no need to set up an ad hoc satellite network every time we want to broadcast another concert."

At CBS, Dick Brescia, senior vice president, sees 1983 as "technically, the year of transition. We'll be going to digital transmission in July, using simultaneous satellite and land line feeds. And we'll be gradually dismantling our long line network, section by section, starting in fourth quarter. Since the new set up gives us the potential to offer many more programs to our affiliates, this year is going to be a year of very active new program development at all of the networks. And I think that in addition, there will also be a lot of new program development by independent programmers looking for new ways to use transponder for ad hoc networks of various sorts. All this activity should make next year a year of very wide program choice for radio broadcasters all over the country."

One of the first new program series coming from Mutual will be *Rock USA*, a three hour AOR weekly offering produced jointly with Doubleday broadcasting. This one kicks off April 2. And Mutual senior vice president Jack Clements predicts that Mutual will probably also be offering more concert specials and more live programming, "possibly more weekend talk programming, maybe a resurrection of the *SportsScan* national sports call-in show we carried during the NFL Football Players' strike. There's also likely to be a new round of holiday music specials in contemporary, country and AOR formats, plus additional big band or fine arts programming, as well as more daily feature programs."

ABC vice president Walter Sabo predicts that not only will digital transmission enable the networks to feed affiliates more programming, "but the stations will be able to control their own switching. That way, if they prefer, and



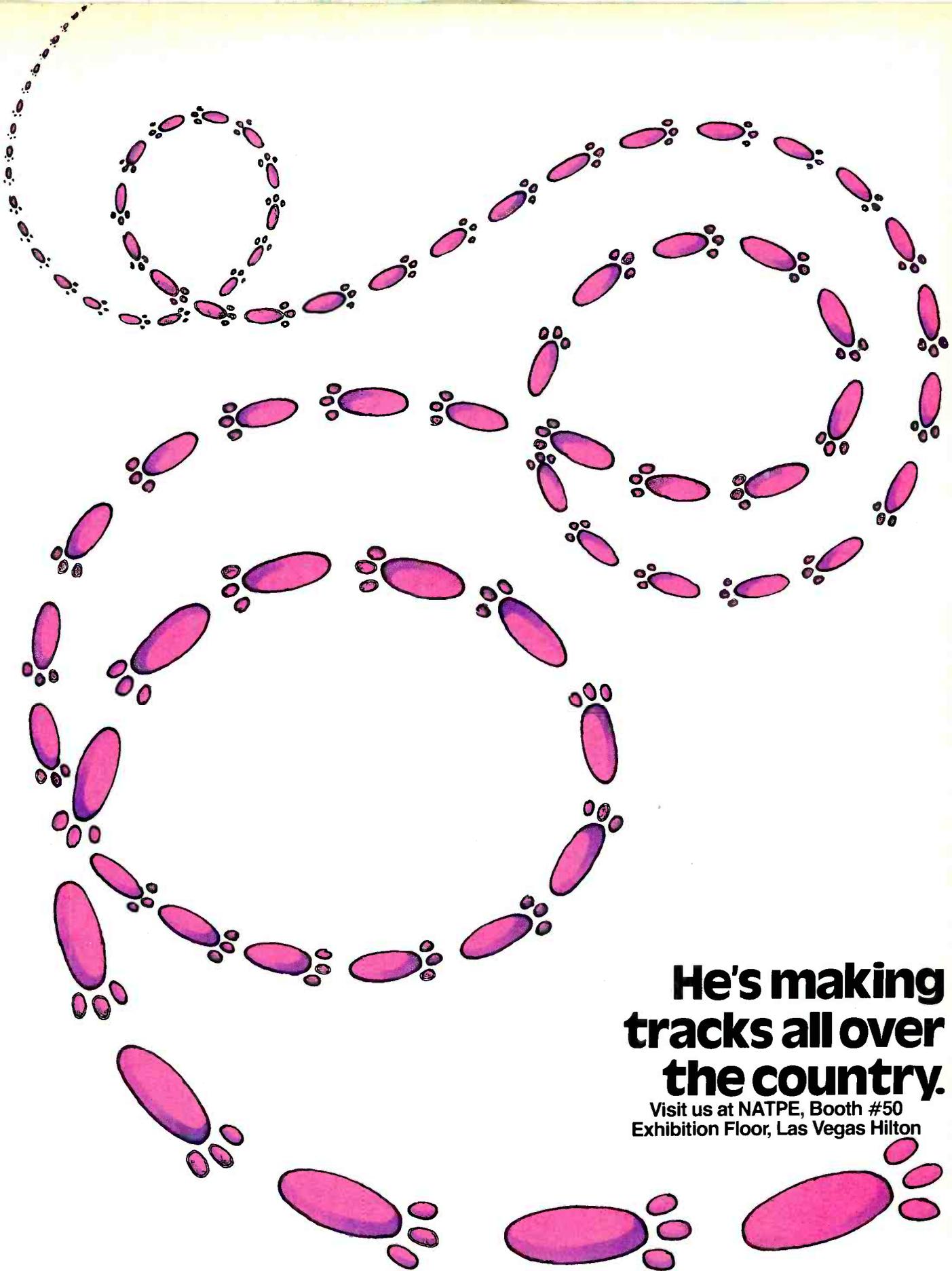
THREE'S COMPANY

WBRZ M-F 4PM

	RTG	SHR
THREE'S COMPANY	17	44
Soap World	9	23
Little House	5	13

Source: ARB/Nov. '82

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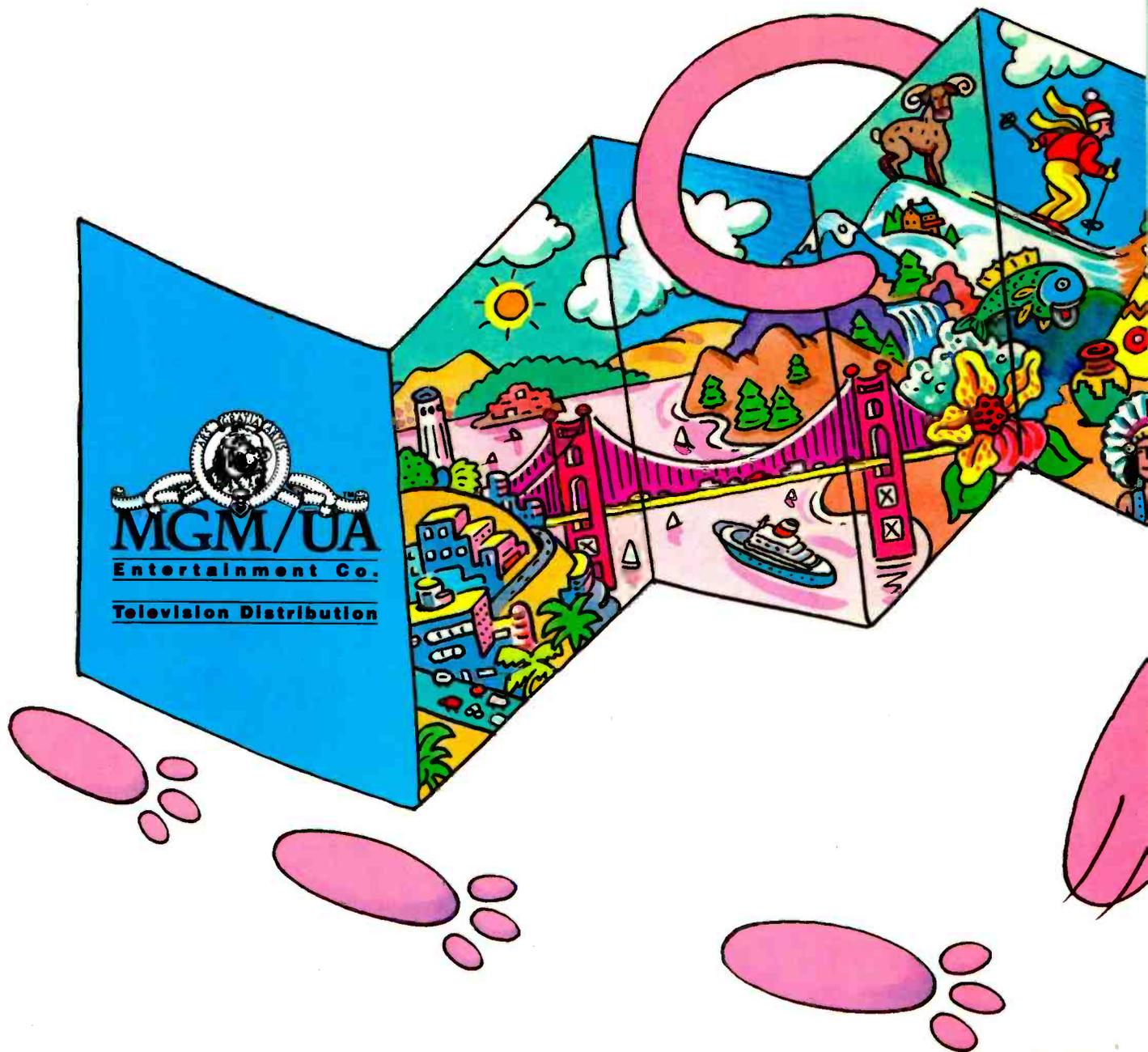
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®

Sidelights

(continued)

when they prefer, their own local personalities can do all the intros to each program segment, break away for their own local commercials and the like."

Sabo adds that digital transmission will also enable the networks to add regionally-targeted news feeds, farm news, "or even a four hour morning block of news, featuring national network news anchors and all of the world-wide reporting talent that backs them up. We'll also be able to offer affiliates soap operas, quiz shows, overnight, all-night talk shows, and, if desired, talk shows demographically skewed for various age brackets."

However, Glenn Mahone, president of the Sheridan Radio Network, adds that each new programming direction his network takes "will be with the close advice and consent of our affiliates. The days are gone when a network can ram whatever it thinks it can sell down its affiliates' throats and make them eat it. So we're going to produce programs that our affiliates suggest because they know that's what their listeners want. And that way, we know we'll get the clearances we need."

ABC's Sabo explains that the limitations the networks have been operating under in the pre-digital era "have been significant. For instance with land lines, one line has to carry the feeds of all six of our networks. That's our regular news, sports, actualities and features. All that, from each of our six networks, eats up your hour. That precludes play-by-play sports and long form concerts. For a concert, that means that pressing the discs and sending them, physically, to all the stations that get them can cost \$100,000 a year per show. But when all our stations are on digital we'll be able to take all those same dollars and reinvest them in more shows."

Affiliates need more shows, asserts

Sabo, because "In today's competitive climate, three or four stations in a big market—the stations with heavy financial backing—that understand research can dominate the market. The only way all the other stations in the market can overcome this is with network-supplied programs that the networks can amortize over the hundreds of affiliates they feed. These are expensive, top-talent programs that can differentiate the affiliate receiving them from the other stations in their market, because no other station can duplicate that quality on its own."

Sabo also explains that analog does let the networks do things they can't do via land lines, but that "Even there, a station without its own receiving dish has to go to the telephone company and pay them \$1,000 to lay a line from someone else's dish to the station. That's \$1,000 a shot, for every one-shot long form concert the station carries. With digital, the station will own the dish for a one-time investment of \$10,000, plus probably less than \$4,000 for installation."

New media competition

More than 30 per cent of the money spent on consumer purchases of media products in 1982 was spent on the purchase of new electronic media—cable and pay tv, video cassette recorders, video games and home computers—according to the results of a survey published by Knowledge Industry Publications of White Plains, NY. By comparison, the 1978 percentage of the money spent on consumer purchases of new electronic media products was 7.5.

The study, entitled *Consumer Media Purchases, 1982-87*, also includes the information that a total of \$60.5 billion was spent in this category in 1982, which represents a 65.8 per cent increase from the \$36.5 billion reportedly spent in

1978. That \$24 billion increase included \$15.9 billion spent on the new electronic media, out of which \$9.7 billion was spent on arcade and home video games.

The categories in which the share of consumer dollars declined between 1978 and 1982 included tv and radio sets, records, audio equipment and motion pictures. For these categories the share of consumer media dollars dropped from the 1978 figure of 61 per cent to a 1982 statistic of 41 per cent. During that period, consumer spending grew by nine per cent (\$2.1 billion.)

For 1982-'87, the study projects the following list of winners in the competition for consumer dollars; home computers, which are projected to grow by 411 per cent during the half decade involved; VCRs, which are expected to grow by 104 per cent; cable and pay tv—85 per cent; television sets—55 per cent; newspapers—47 per cent and books, 44 per cent. The study projects that magazines will grow at a rate of 41 per cent in this regard, while motion pictures will grow at a rate of 31 per cent. The study predicts a much dimmer future for records and audio equipment, expected to grow at a rate of 18 per cent and for video games, which it predicts will increase at a pace of only five per cent.

The study also contains 90 statistical charts, 32 company profiles and market forecasts for ten industry segments.

Comparative media history

Comparisons between the status of network television 30 years ago and cable tv today were offered by several of the guests on a recent edition of Public TV's *MacNeil-Lehrer Report* on the state of cable tv in the aftermath of the recent failure of The Entertainment Channel and last fall's folding of the CBS Cable service.

Guests on the panel—which took up the full half-hour of programming on *MacNeil-Lehrer* that night—included Alec Gerster, senior vice president of Grey Advertising, Herb Granath, president of ABC Video Enterprises, Ellen Sachar, vice president and security analyst for Goldman Sachs and Co. and Thomas Wheeler, president of the National Cable TV Association.

The comparison between early network tv and early cable tv was underlined by Granath in comparing the 1982 advertising revenue totals of \$5-billion for network tv and \$215 million for cable tv. According to Granath, "When network



THREE'S COMPANY

WOWT M-F 6:30PM

	RTG	SHR
THREE'S COMPANY	20	34
Mash	18	30
Tic Tac Dough	15	25

Source: ARB/Nov. '82

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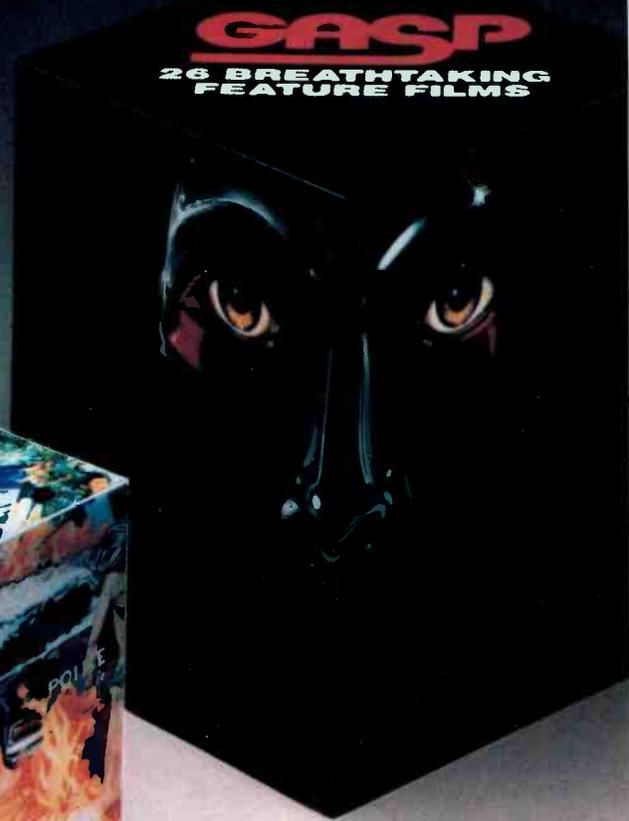
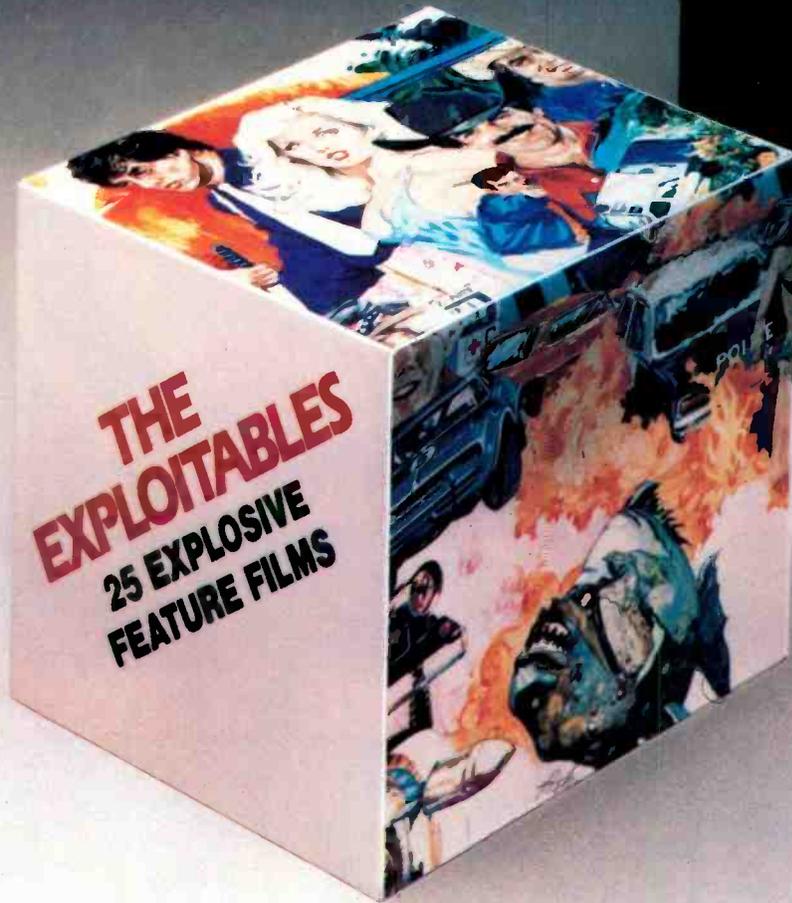


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Source: NSI/CASSANDRA Ranking of
Syndicated Programs, November 1982.
"CHiPs" airs as "CHiPs Patrol" in Syndication.

BLOCKB



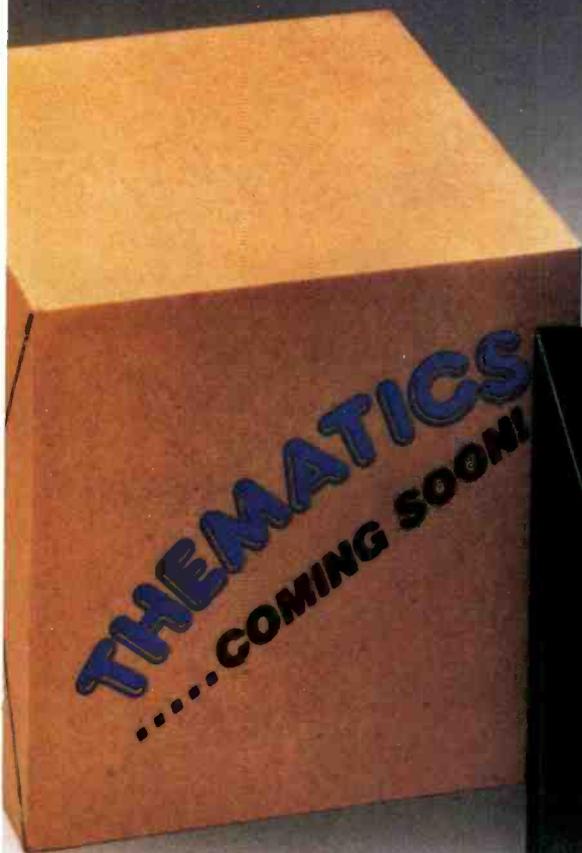
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People



Programs

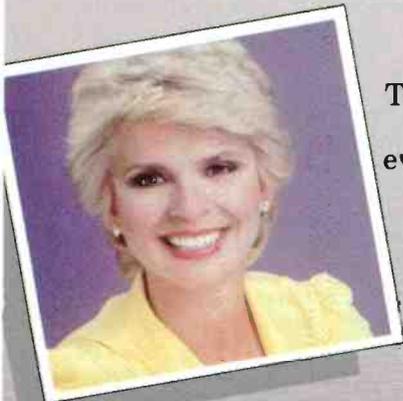
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Sidelights

(continued)

tv first started, it was not a \$5 billion business. So I think what we're looking at is a situation where those who are getting involved have to recognize that it is a beginning operation with the kind of programming that was on in the '50s in television."

Granath added that the so-called



At the roundtable on the "MacNeil-Lehrer Report," being interviewed by Charlayne Hunter-Gault, r., are, from l. to r., Goldman Sachs' Ellen Sacher, ABC's Herb Granath and Grey Advertising's Alec Gerster, discussing the future of cable television.

"Golden Age of Television" was not all that golden in terms of production values, because the shows had considerably less money allocated for production than is the case today. Granath added that the same comparison must be made today about the relative quality of the programming on cable and broadcast tv, stating that "If you're talking about a \$15,000 half-hour in cable, then that's quite different than a \$125,000 half-hour in commercial TV."

Gerster pointed out that, while the failure of two cable cultural services in six months in evidence of grounds for concern, some elements of the cable tv industry have proven profitable. According to Gerster, "Those are the channels that have lost money up front, realized that they had to invest the money and have also been able to pick out formats that have made sense in terms of both the advertiser and the viewer. And you can talk about all-sports programming, all-news programming and you can certainly talk about the WTBS super station concept."

Sacher, commenting on the demise of the two cable services, stated that "I would not exactly say that the goose has laid its last golden egg. I think that what we are seeing is a period of learning and shakeout—trial and error, if you will. I think many companies entered this market expecting instant rewards and are finding that the rewards are not so quick in coming as they would have



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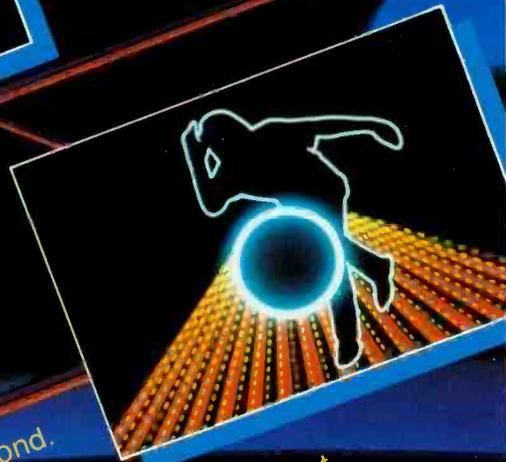
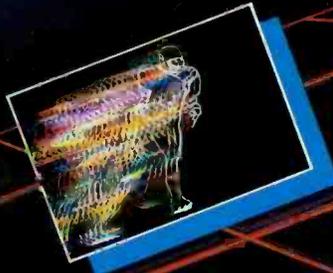
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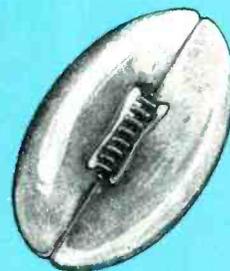
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- April 22-28** MIP TV International, Cannes
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- May 9-11** ABC-TV Affiliates Meeting, Century-Plaza, Los Angeles
TELEVISION/RADIO AGE—May 9th issue.
- May 15-18** NBC-TV Affiliates Meeting, Century-Plaza, Los Angeles
TELEVISION/RADIO AGE—May 9th issue.
- May 22-25** CBS TV-Affiliates Meeting, Century-Plaza, Los Angeles
TELEVISION/RADIO AGE—May 23rd issue.
- June 12-15** National Cable Television Association
CableAge—June 6th issue.
- June 23-27** Broadcasters Promotion Association, Fairmont Hotel, New Orleans.
TELEVISION/RADIO AGE—June 20th issue.
- August 7-10** CTAM '83 Annual Convention—Town & Country, San Diego
CableAge—August 6th issue.
- September 22-24** Radio-Television News Director Association, Las Vegas
TELEVISION/RADIO AGE—September 12th issue.
- October 2-5** National Radio Broadcasters Association, New Orleans, Astro Hall, Houston
TELEVISION/RADIO AGE—September 26th issue.
- November 7-10** American Market for International Programmers, Fontainebleau Hilton, Miami.
TELEVISION/RADIO AGE—November 7th issue.
- November 13-16** Television Bureau of Advertising, Las Vegas
TELEVISION/RADIO AGE—November 7th issue.

* Television/Radio Age will have coverage and bonus distribution at these meetings.

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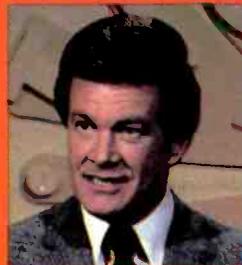


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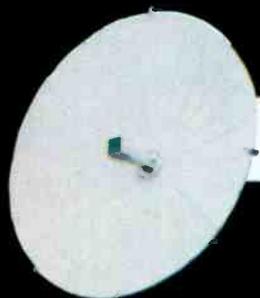
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ON SEPTEMBER 12, 1983,
A REMARKABLE NEW PROGRAM
WILL BE BROADCAST **LIVE** VIA
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IT WILL CHANGE EARLY FRINGE
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THE ED SULLIVAN THEATRE

Breakaway

Breakaway

BECOME PART OF THE

A constantly evolving fast paced format captures women 25 to 54 and leads working women and men into your Early News.

A \$280,000 a week production budget. Other talk shows spend approximately \$125,000. Much of that goes to the hosts!

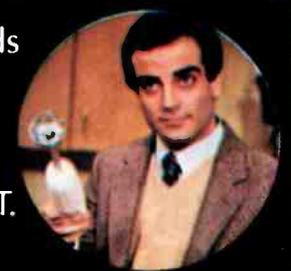
Over 45 contributors a week who are both ENTERTAINING and RELEVANT.

More than a studio show. Over half of BREAKAWAY will be on location!

The most heavily researched new program for Early Fringe. Every contributor and segment have been tested and approved by women 25 to 54 and news viewers.

Co-hosts that people love to watch, Monte Markham and Martha Lambert.

Local integration. Stations have six local windows including two news envelopes. A local set has also been designed.





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Always

EXCITEMENT!

**FIRM,
52 WEEK
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CITY	STATION
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THE EARLY FRINGE FRANCHISE TO NEWS,
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Sidelights

(continued)

liked."

However, Sachar believes that somewhat easier times are ahead in this regard. As she stated, "I think it will just be a question of time before enough target formats are really clear in people's minds and will be accepted."

This does not, unfortunately, mean that Sachar is predicting a permanent upward curve in cable tv economics. "I think a lot of people have made commitments that remain to be seen whether they will work out successfully," Sachar stated, pointing out that, in her opinion, the current totals of "30-plus advertiser-supported networks and 16 pay networks is just too many. I think it's too confusing for the viewer. It's too repetitious. But I think over time you will surely see more than three commercial networks that we have under the old system in existence."

Wheeler used the Orwellian term "newthink" to define what he sees as necessary for the cable industry to respond to the new situation in the aftermath of the collapse of the two cable services. "It takes a whole new rational thought process," he said. "I think the important thing to recognize is that CBS Cable and The Entertainment Channel, despite some of those problems, have not diminished the interest of others in coming into cable. Very soon, we're going to have the launch of the Nashville Network, which will be an all-country-western network. Next month the Disney Channel launches—all family entertainment. We have successes on-going in other services that belie the problems that CBS Cable and The Entertainment Channel may have had."

In terms of what advertisers must do to make their own media buys in cable more cost-effective, Gerster stated that "Our first charge from our clients is to go

out and to purchase audience at a reasonable cost-per-message, if you will. We will do it, if you strip away all the ifs, ands and wheres of our business, as scientifically and carefully as we can."

As for the possibility of The Entertainment Channel succeeding with its announced plans of converting itself to an advertiser-supported cable network, Gerster replied that "I'd have to be somewhat pessimistic." According to Gerster, this is due to the fact that "I've got a feeling that there are enough areas already where we can buy the same type of audience that The Entertainment Channel would be selling." Gerster pointed to cable services such as those owned by ABC and Continental Broadcasting as likely competition for such cable advertising dollars.

Videoconferencing outlook

Manufacturers of satellite earth stations, digital transmission equipment, video compression equipment and video conference room equipment all are positioned to realized substantial opportunities from the growth of videoconferencing (also called teleconferencing) during this decade. This, at least, is the prognosis of Future Systems Inc., Gaithersburg, Md. research firm, which, in conjunction with Mary E. Boone of the University of Texas, has published a special report entitled, *Teleconferencing, an Enhanced Communications Service*.

"Because of the opportunities to provide narrowband teleconferencing on a cost-effective basis immediately," the report says, "equipment manufacturers will increase development and marketing activities. Full motion videoconferencing

will depend largely on cost reductions for video compression equipment, and a few manufacturers of digital equipment will undertake the developments which are necessary."

In order for videoconferencing to become universally accepted, the report says two developments must take place: "Video transmission costs must be reduced substantially, by means of video compression; and conference rooms must be widely available without local travel."

Future Systems Inc. predicts that both of these developments will happen by the end of the '80s. However, "it is clear that even then there will be a large percentage of business people who will dislike videoconferencing and will try to avoid using it. The extensive use of videoconferencing will need changed behavior patterns, which will take time to establish. However, even if only a small percentage of the business community uses videoconferencing, the need for very substantial new transmission facilities will result."

Videoconferencing, in the opinion of FSI, will eventually become a service that "is limited only by the available transmission capacity and cost, rather than by the demand itself, once such conferencing systems are widely available and the business community becomes familiar with their use."

Reaching the agencies

An unusual campaign to reach agency buyers and planners is being undertaken by KPIX(TV), Group W's San Francisco outlet. In the first place, the station is using radio. In the second place, the advertising is not being placed in San Francisco. In the third place, the station is not going to talk about itself.

This will not be the first time that radio has been used by a broadcast station to reach agency people. For example, many years ago WPAT Paterson, N.J.-New York was fashionable for reaching New York buyers, who were apparently taken by the station's easy listening format—at that time, a novelty. However, Art Kern, vice president and general manager of the station, believes that this is the first time a station will be using multiple markets across the country—in this case, New York, Los Angeles and Chicago.

Kern asked the station's agency, D'Arcy-MacManus & Masius to create a campaign "that would reflect the station's innovative broadcasting and its commitment to and involvement with San Francisco and the Bay Area." What



#1 IN FLINT-SAGINAW-BAY CITY!

THREE'S COMPANY

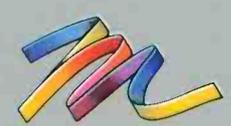
WNEM-TV M-F 7:30 PM

	RTG	SHR
THREE'S COMPANY	24	43
Barney Miller	9	15
You Asked For It	5	8

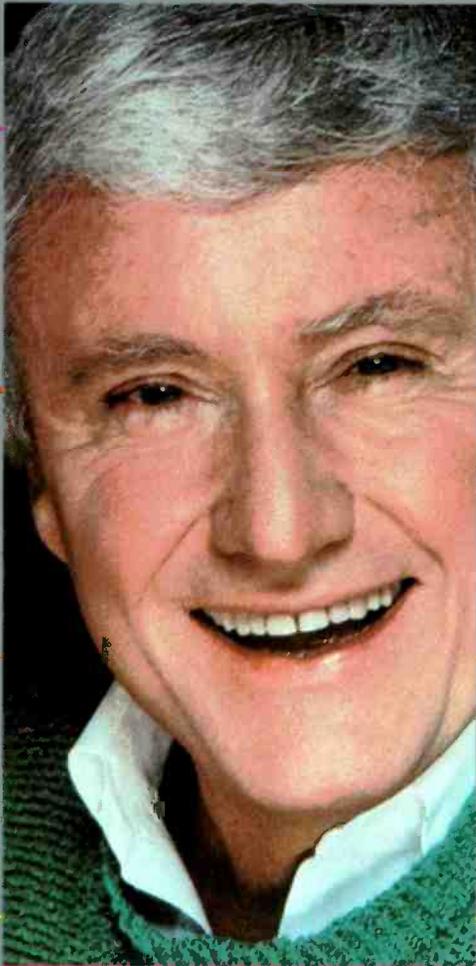
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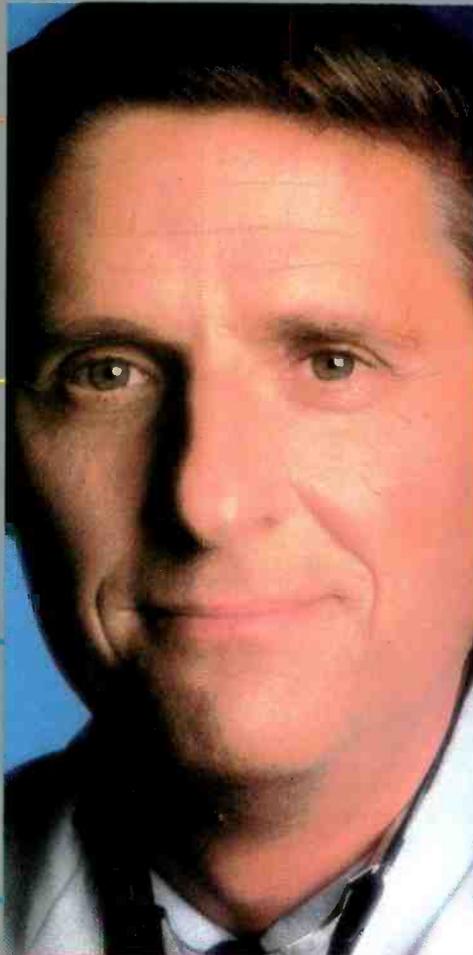
THE
MERV GRIFFIN
SHOW

The Merv Griffin Show

A bright new look and format highlighting the biggest celebrities in the world, controversial issues and informational tips. A virtual monopoly on the all-important 35+ market.

5 One-hours per week

HEALTH STARS



HealthBeat

Hosted by Dr. Timothy Johnson



Tom Cottle
UP CLOSE

The Healthbeat Network

"Healthbeat," a proven hit in syndication now available every week with a complete program package designed to give stations a "health franchise" in their market.

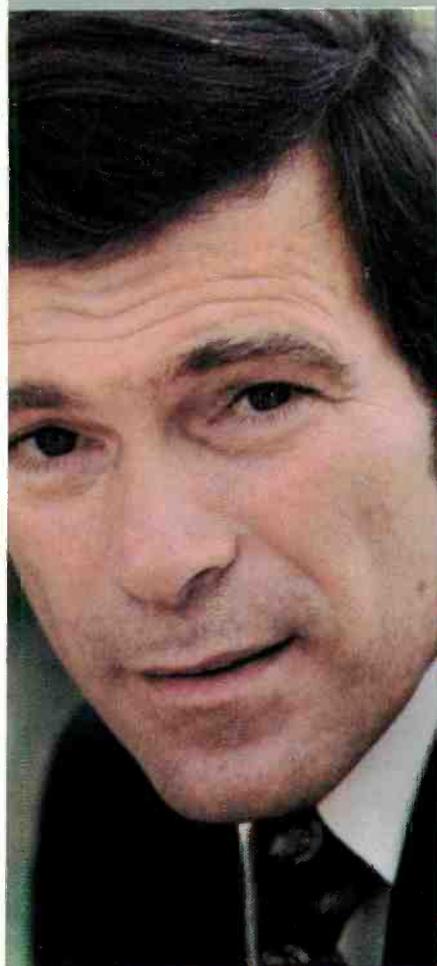
1 half-hour per week + program package

Tom Cottle. Up Close

Newsweek called him "TV's most intimately probing interviewer" and the viewers agree. A major hit in market after market, Cottle has tremendous appeal with women 18-49.

5 half-hours per week

ACTION



Hosted by Christopher George

Survive!
A new anthology series offering compelling dramatizations of ordinary people in extraordinary life-and-death situations. True stories that touch everyone in an unforgettable way. Available Fall '83/1 half-hour per week

MUSIC



Hosted by Nina Blackwood

Radioactive T.V.
An explosion of new music, fantasy and the world's biggest rock acts. The next wave in young-programming from the producers of *Dance Fever*. Available Fall '83
1 half-hour per week

COMEDY



Mike Stokey's

New Pantomime Quiz
"Mike Stokey's Pantomime Quiz" was one of the all-time hits of prime time game shows. Now it's back—only flashier, faster and crammed with more celebrities than ever. Available Fall '83/5 half-hours per week

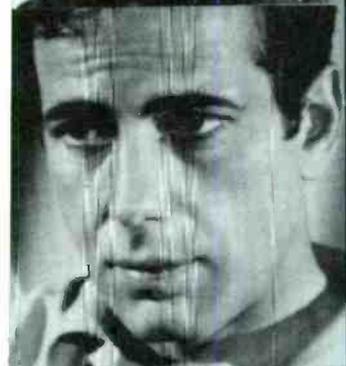


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New for 1983-84

★ **Dance Fever, Year 6**
26 new half hours with the greatest music acts, celebrity judges and the hottest dance styles.†

★ **Century 11** Fox film hits of the 70's and 80's, including *Norma Rae*, 9 to 5, *The Rose*, the *Omen* Trilogy. 23 titles, in color.

★ **Movietone News**
The original newsreels, a fascinating pictorial history of world events from 1928-1963. 260 newsreels, 6-9 minutes each.

★ **Smithsonian Discovery Theater**
Entertaining family specials that bring to life the world-famous Smithsonian museums. Ten 1-hour specials hosted by Michael Young.

★ **The Best of the Midnight Special**
The greatest group of stars on earth. 52 hours designed for prime time and prime access.

Available Fall '84

★ **Trapper John**
Pernell Roberts and Gregory Harrison star in the hit CBS series.

†Available on a National Advertiser Supported Basis.



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Comedy

- ★ **M*A*S*H** Television's highest rated syndicated program. 255 half-hours.
- ★ **The Jackie Gleason Show**
- ★ **The Ghost and Mrs. Muir**
- ★ **Nanny and the Professor**
- ...and more.

Adventure Fantasy

- ★ **Daniel Boone**
- ★ **Planet of the Apes** ★ **Batman**
- ★ **Lost in Space** ★ **Time Tunnel**
- ★ **Voyage to the Bottom of the Sea**
- ★ **Land of the Giants**
- ...and more.

Specials

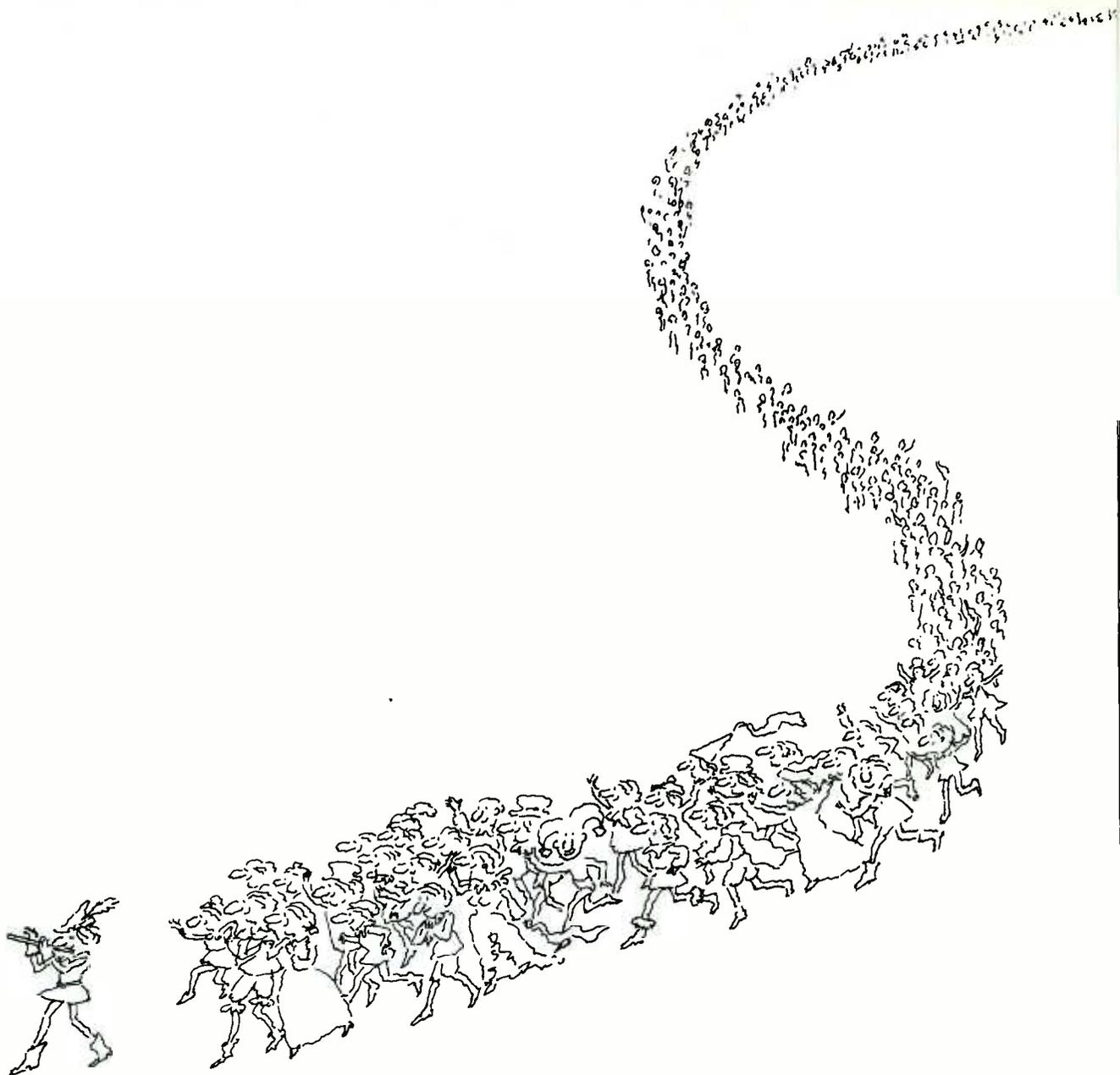
- ★ **Heroes of Rock 'n Roll** A 25-year definitive history of Rock music, hosted by Jeff Bridges. 2 hours.
- ★ **TV: The Fabulous 50's** The golden years revisited in 6 segments hosted by Lucille Ball, Michael Landon, Mary Martin, Dinah Shore, Red Skelton and David Janssen. 90 minutes.

Movies

- ★ **That's Hollywood** The magic of the movies. 74 half-hours.
- ★ **Planet of the Apes** Five 2-hour made-for-TV movies.
- ★ **Time Tunnel** Five 90-minute or 2-hour made-for-TV movies.
- ★ **Feature Films** 40 years of box office hits — over 600 titles in all.
- ...and a lot more!

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HILTON SUITE 473**

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CENTURY
FOX**
TELEVISION



We bring you the music that brings in your audience.

There's a proven way to attract and hold today's demanding and discerning audience — give them the music they want to hear. The music licensed by BMI.

BMI, the world's largest performing rights organization, licenses most of the music that audiences prefer, the majority of the music on last year's charts.



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Wherever there's music, there's BMI.

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COUNTRY'S
LEADERS
IN
NEVADA.**

FIND THEM AT MULTIMEDIA!



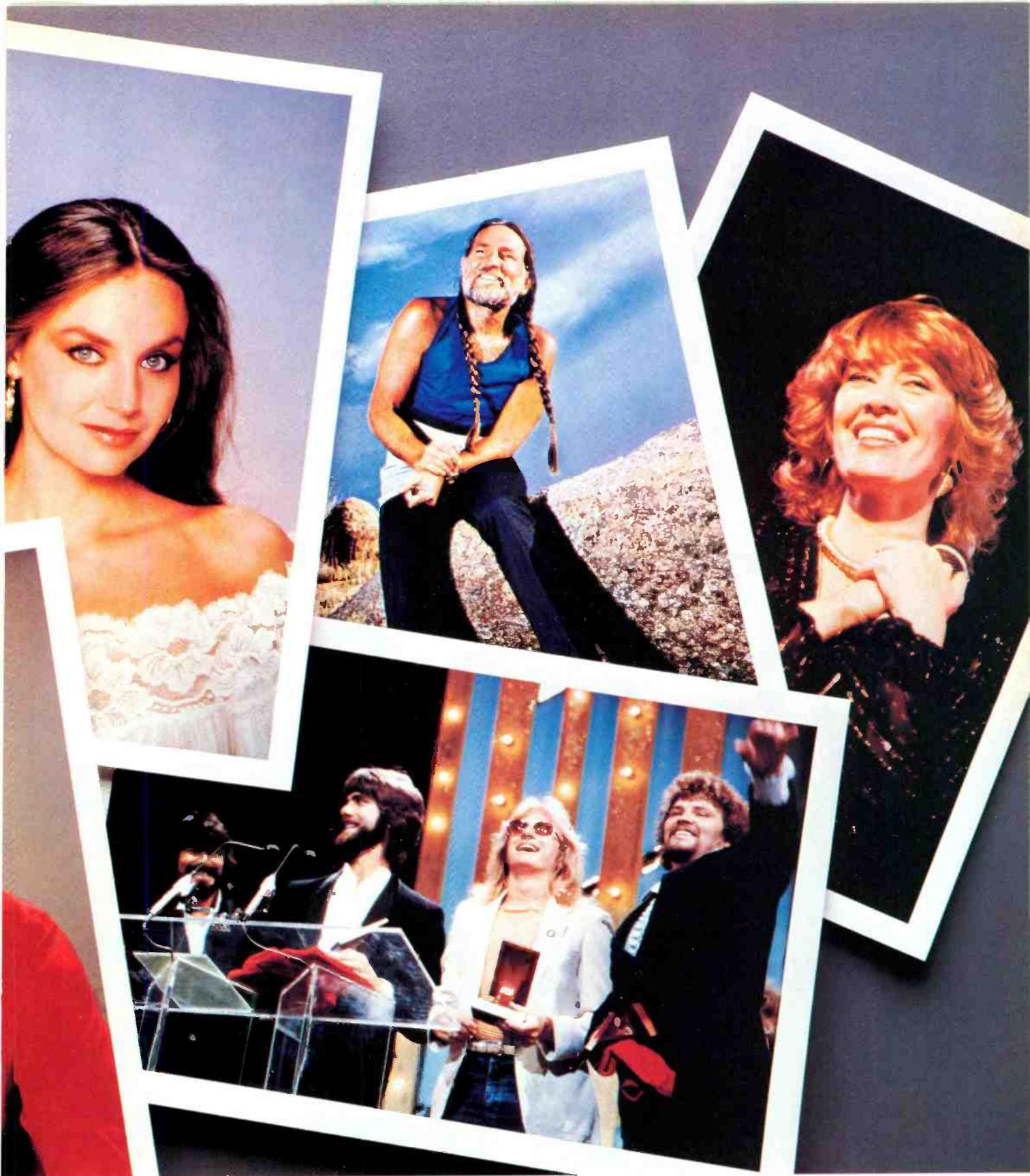
MULTIMEDIA, world's largest distributor of country music programs, offers you four top country music series. Each filled with the best in music. Each filled with the biggest music stars!

Country Comes Alive, Part 3. Nine of the most spectacular shows ever! With country's finest. Crystal Gayle, Louise Mandrell, The

Statler Brothers. Awards shows. All specials. Non-stop country music at its best!

Austin City Limits Encore. A unique show where stars perform in relaxed, informal surroundings. The half-hour specials kick off with Willie Nelson, and go on to include Merle Haggard, Earl Scruggs, The Charlie Daniels

COUNTRY COMES ALIVE, PART 3. AUSTIN CITY LIMITS ENCORE. NASHVILLE ON THE ROAD.



Band and many more. You've got to see it.
Nashville on the Road. Jim Stafford, Rex Allen, Jr. and Sue Powell host this travelin' show as they make their way across the U.S. and pick up some of the most entertaining company around! Mickey Gilley, Donna Fargo and Bobby Bare, just to name a few.

Pop! Goes the Country Club. It's country music's best in this lively half-hour series. With superstars like Johnny Cash, Mel Tillis, and Alabama. And this year, Pop! begins its ninth successful season hosted by Tom T. Hall.



MULTIMEDIA
 Multimedia Program Productions, Inc.

POP! GOES THE COUNTRY CLUB. NATPE, BOOTH 9. THE BEST FLOOR SHOW IN VEGAS.

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**OUR PRIDE.
YOUR JOY.** Our pride is a family of 25 specially-selected, all-color theatrical motion pictures—**MGM FAMILY FAIR.**

Your joy is offering the widest variety of television entertainment that every member of the family will enjoy, any time of the day or night.

MGM FAMILY FAIR highlights scores of MGM's best-known, best-loved stars as some of the most famous characters ever captured on film.

Plus—23 Academy Awards and nominations.

Best of all, **MGM FAMILY FAIR** is available immediately. Contact your MGM Television representative today!

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NEW VARIETY ENTERTAINMENT

from Four Star...

★★ Hollywood Scrapbook★★

Hosted by Gary Owen

The mystique, glamour, trivia of Hollywood, it's here in a fast paced half-hour. Screen the presentation reel in our suite.

★★ Stars and Stardom★★

Presenting the most star-studded guest list in 13 half-hours of profiles. Film clips, bio sketches, backstage action—all hosted by David Sheehan, prominent television, theatre and film critic.

BOOMERANG

FOR THE KIDS...

Miss Marni Nixon
Internationally
famous singing artist,
actress and teacher.



172 half-hours, plus 3 half-hour
Specials

Winner of 27 Emmy Awards and
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TEEN TALK, Emmy Winning

series of 52 half-hours hosted by Joseph Feinstein, teacher and family counselor, plus seven teenage guests, in provocatively candid discussions on topics of concern to teen-agers, their parents and teachers.



FULL CONTACT KARATE
KARATE! **AKIDO!**
KUNG FU! **JUDO!**
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33 Action Packed Half-Hours

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SWING!



NASHVILLE!

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39 Swinging Half-Hours

Flipper and Gentle Ben are back and Four Star has them!



FLIPPER

88 Exciting color half-hours of the adventures of that famous frolicsome, finny friend—Flipper and starring Brian Kelly, Luke Harpin

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56 Eventful color half-hours starring Dennis Weaver in the adventuresome stories of a 650 pound bear called Ben.



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- POPPY IS ALSO A FLOWER
- STACEY
- STRANGER & GUNFIGHTER
- ULTIMATE THRILL
- WHO KILLED MARY...
- WITHOUT WARNING

6 ADVENTURE

- BATTLE OF EL ALAMEIN
- FAST KILL
- HIGH COUNTRY CALLING
- HONEY BABY
- RING OF DEATH
- YOUNG WARLORD

11 SCI-FI HORROR

- BLOOD COUPLE
- BLOOD LEGACY
- DIE SCREAMING, MARIANNE
- DISCIPLE OF DEATH
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WANTED

**BY THE
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WANTED BY THE F.B.I. is an unprecedented program coming to you from Comworld for the new fall season. Comworld takes your audience behind the scenes at the world's most famous crime busting agency for a look at unsolved crimes, famous cases, and fugitives still at large.

The F.B.I. has consented to open its files and permit its special agents to appear in this powerful new television series. A half hour per week available on a barter basis,

WANTED BY THE F.B.I. emphasizes audience impact and viewer participation. Audience assistance in solving crimes will be requested, and substantial rewards will be offered weekly.



Also on target for the upcoming fall season is **AFTERNOON**, a unique one hour daily program that allows individual stations to combine nationally produced feature segments with live local coverage. **AFTERNOON** is designed to give you prime time quality in the late afternoon.

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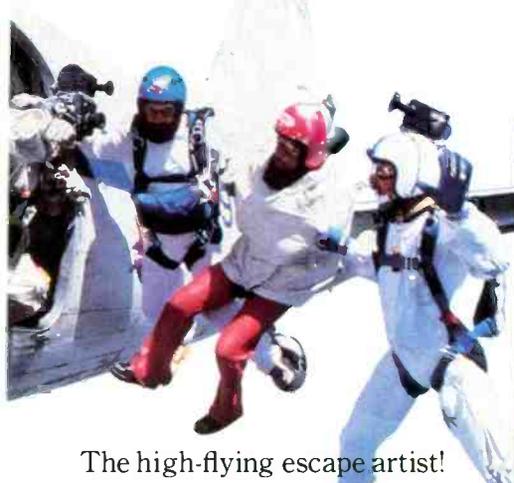
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** These are programmers who advertised in
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THE INCREDIBLE ACTION OF THAT'S INCREDIBLE!



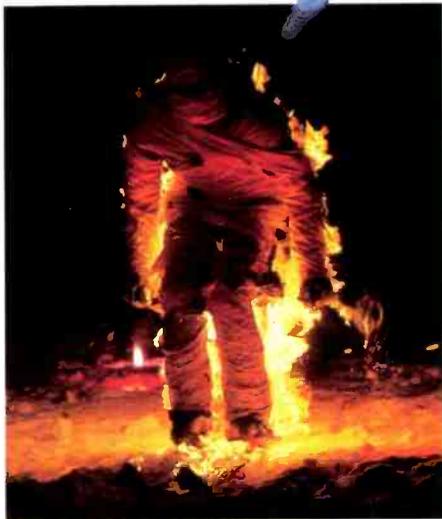
The thrill-seeking cops!



The high-flying escape artist!



The human fly!



The flaming nighttime skier!



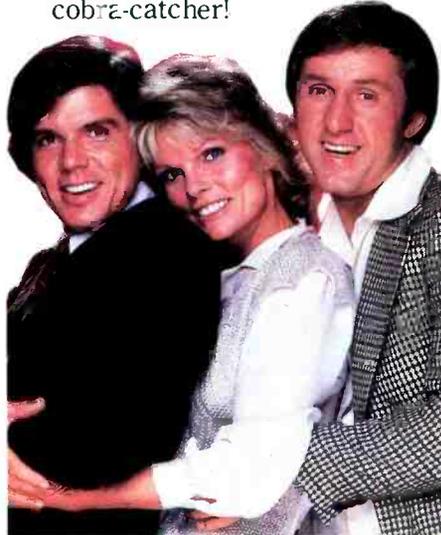
The bare-handed cobra-catcher!



The soaring torpedo!



The leaping motorcyclist!



Hosted by John Davidson, Cathy Lee Crosby and Fran Tarkenton.



The fearless bee-lady!

Plus a bare-footed water-skier... a hang-gliding dog... a wind-surfing cat... and more than 800 astounding feats of *pure action* that syndication audiences love to watch!

THAT'S INCREDIBLE!

The action show that continues to make the Monday 8 to 9pm time period a winning one for ABC-TV! 165 episodes available in a new, half-hour format.



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MIP-TV '83

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Meetings become easier in the New Palais des Festivals - with twice the area, on one floor only - the most modern exhibition environment in the world.

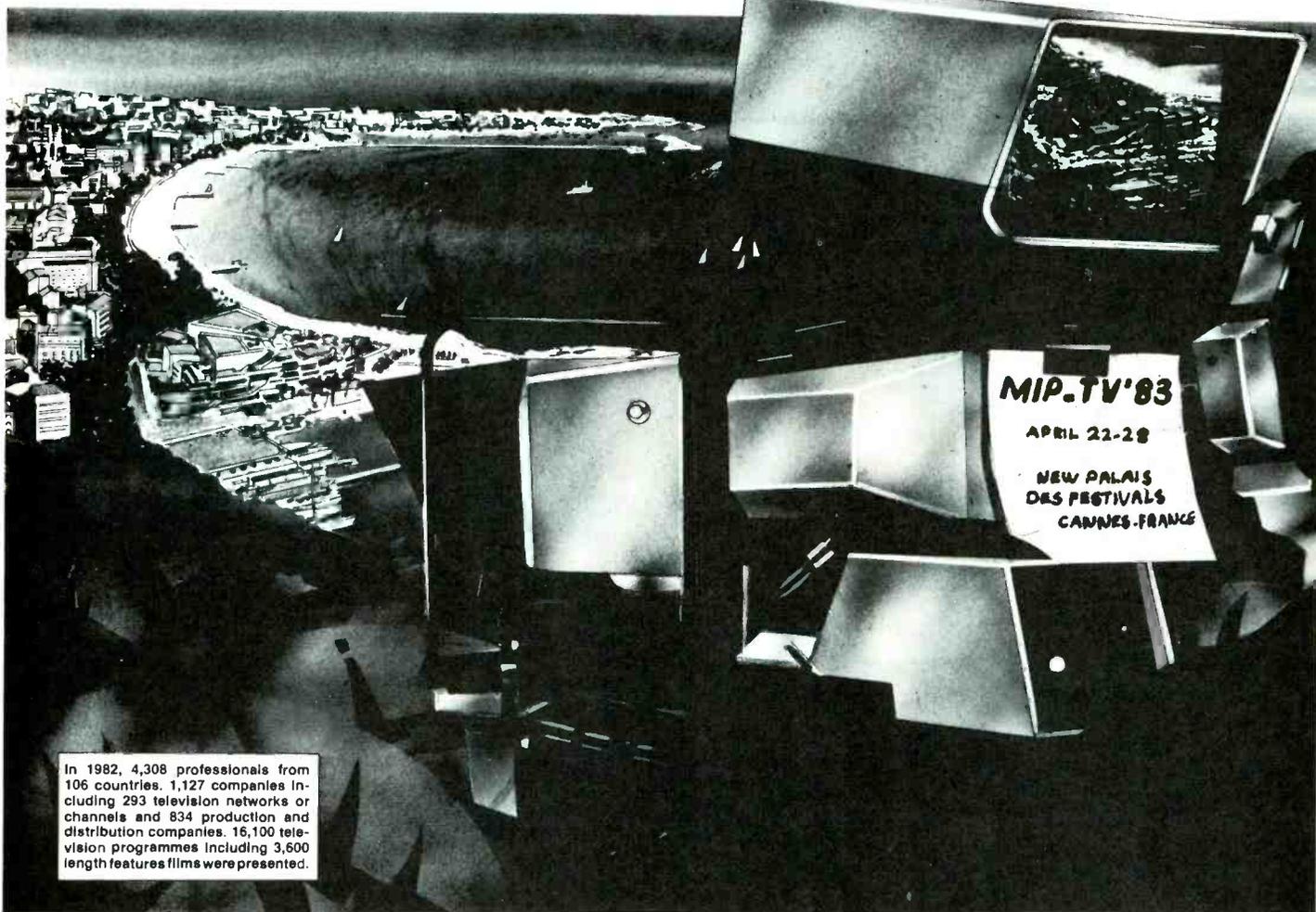
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All necessary services have been provided by MIP-TV to allow you to conduct your business:
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Radio Report

Networks make promotional hay with latest RADAR report covering fall '82

The radio networks are making research and promotional hay out of the latest (fall, '82) RADAR report. It isn't too hard, what with plenty of places to be Number 1 via average and cume audiences; 24-hour, 6 a.m. to midnight and daypart rankings; oodles of demographics and audiences to commercials with-in and without programs plus program audiences.

In the domain of average quarter-hour data—the figures of most significance to advertisers—the leader in 12-plus audiences to all commercials on a 24-hour basis, Monday-through-Sunday, was ABC Information with 1,711,000 persons. Along with this was a skew to older adults: ABC-I is also Number 1 in 18-plus, 25-plus, 35-plus, 50-plus and 55-plus.

Number 2 was The Source, with an average of 1,465,000 persons, which skewed in the opposite direction, being Number 1 in the following demos: 12-54, 12-49, 12-34, 12-24 and 12-17.

NBC was Number 3, with 1,440,000 persons 12-plus and doing well with the older adults. The web was Number 2 in 18-plus, 25-plus and 35-plus, and Number 3 in 50-plus and 55-plus.

The other eight networks reported by RADAR ranked as follows: fourth, ABC Contemporary; fifth, ABC Entertainment; sixth, RKO One; seventh, CBS; eighth, ABC-FM; ninth, MBS; 10th, Sheridan, and 11th, RKO Two.

NBC leads in total cume sweepstakes; CBS second

In the cume sweepstakes (12-plus, Monday-Sunday, 24 hours, via audiences to all commercials—i.e., both within and outside of their originating programs) NBC came out on top with 31,110,000 persons weekly. Second was CBS with 27,828,000 and third was ABC-I with 27,728,000. The remaining webs ranked as follows: fourth, ABC-C; fifth, ABC-E; sixth, RKO One; seventh, MBS; eighth, The Source; ninth, ABC-FM; 10th, RKO Two and 11th, Sheridan.

While not among the leaders, RKO reported leading its competitors in rate of growth. Thomas Burchill, president of the RKO networks, stated: "RKO One led the youth networks in percentage gain of audience, while our adult network, RKO Two, had the largest percentage gain in its category."

The RKO youth network, it was reported, increased its average teen audience by 51 per cent, jumping to Number 2; upped its persons 12-24 by 45 per cent, putting it in third place, and showed a 32 per cent rise in persons 12-34, where it ranks Number 2. As for RKO Two, adults 25-49 rose by 49 per cent, adults 25-54 went up by 37 per cent and men 18-plus rose by 74 per cent, the network said.

Mutual, ABC, CBS also show their numbers

Also reporting growth was Mutual, which enjoyed a rise of 46 per cent in men 18-34 and 28 per cent in men 18-49 from RADAR 24 (fall '81) and RADAR 26 (fall '82) in the 6 a.m. to midnight period. Similar increases showed up for the same demos in the 6 a.m. to 7 p.m. daypart, Monday-through-Friday, according to the web. Both ABC and CBS had program numbers to crow about. The former reported it had the top three programs in network radio (all Paul Harvey programs on ABC-E) and five of the top 10 (four of which were Paul Harvey's news/commentary, according to ABC). CBS noted that it had 11 of the top 20 shows, eight of them being *News on the Hour*. ABC and CBS differed on the ninth-ranked program, ABC calling it Paul Harvey on ABC-E while CBS listed it as news on ABC-I.

Overall network audiences, according to Statistical Research, Inc., which produces the RADAR studies, total 132 million persons weekly, representing 70 per cent of all persons 12-plus. The percentage for the latest RADAR is a little less than the year before. By daypart, the percentage of persons reached weekly comes to 55 per cent in morning drivetime, 53 per cent during midday, 52 per cent in afternoon drivetime, 39 per cent in the late evening daypart and 13 per cent overnight.

Healthy upfront sales help webs in last half of '82

Healthy upfront sales, continuing network activity by youth-oriented products, and some advertisers returning to network radio after extended absences are among the factors contributing to network radio's last half upsurge in 1982

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NEW YORK/LOS ANGELES/CHICAGO/DETROIT/SAN FRANCISCO/DALLAS/ATLANTA

Radio Report

(continued)

and its continuing bright outlook for early 1983. It's all added up to what Tom Burchill, president, RKO Radio Networks, reports as "a firming up of prices all along the line."

Among advertisers coming back to network radio recently have been Gillette and Mars, and Procter & Gamble has been trying out the medium. At the same time, it looks as if one reason that radio's reps are continuing to see the non-stop growth in demand for audiences 25-to-54 may be that so many advertisers looking for younger listeners are putting their ad bucks into network radio.

Mike Eskridge, president, NBC Radio Division, says that The Source "did extremely well last year, following a 1981 in which it had also performed extremely well." And at CBS' RadioRadio Simona McCray, director of sales, reports that the 18-34 targeted network has signed 18 new sponsors for 1983 including two new categories to the web, video games and automobiles. The latter are Lincoln-Mercury and Pennzoil motor oil, and it's Atari promoting the video games.

Other ad categories represented by new-to-RadioRadio advertisers this year include health and beauty aids, paper back book publishers, insurance, motorcycles, foods, confections and other media.

McGavren-Guild issues report on 'Young America'

Consumers in the young, 25 to 34 age bracket make up 27.5 per cent of all adults earning \$20,000 to \$29,999 a year and are 20 per cent more likely to fall into that earnings range than the rest of the adult population, according to *Young America Comes of Age*, from McGavren Guild Radio. Other findings from the 88-page report developed by Andrea Simon, research manager/client services for the rep, include:

- The 25-34 year olds are 67 per cent more likely to have opened a checking account at a commercial bank, 64 per cent more likely to have an automatic 24-hour teller card, and 63 per cent more likely to have acquired a savings account at a commercial bank in the past 12 months than all adults 18 and up.
- They constitute 27.1 per cent of all adults who used credit cards in the last three months.
- They make up 36.7 per cent of all adult decision makers for new imported foreign cars and are 59 per cent more likely than all adults to be the decision makers for this kind of car.
- They are 31 per cent more likely than all adults to be heavy domestic air travellers. They also are 32 per cent more likely to have used a tour package for domestic travel in the last year.
- The 25-34 group is 32 per cent more likely than all adults to be heavy movie goers, and they comprise 27.2 per cent of all adults who have bought six or more paperback books, and are 30 per cent more likely than all adults to have purchased six or more hard cover books during the past year.
- Over half of all 25-34 year old buys furniture within a given year, and over one third of all 25-34 year olds purchase at least one major appliance per year.
- This group also makes up 35.1 per cent of all U.S. college graduates and are 52 per cent more likely than all adults to be college graduates.
- The bracket comprises 37.5 per cent of all adults in professional or technical jobs. And they are 62 per cent more likely than all adults to be employed in a professional/technical position.

To produce the report, McGavren Guild's Simon incorporated data from both Simmons' 1981 *Study of Media and Markets* and from the Radio Advertising Bureau's 1981 *Instant Background: 75 Profiles of Key Local Business Opportunities*.

Bonneville working on easy listening solutions

Bonneville Broadcasting System has been working on some solutions to the problems of easy listening stations described by its chairman, John Patton, in *One Seller's Opinion*, page 307. Among those solutions has been creation of an orchestra and tapping the talents of Hollywood A&R executive and arrang-

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"THE FIRST NIGHT OF PYGMALION"
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**"1981 VIENNA PHILHARMONIC
NEW YEAR'S DAY CONCERT"**
(Austrian Television)

**NATPE
LAS VEGAS HILTON**

Mobil

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Radio Report

(continued)

er Lex DeAzevedo to round up a group of fellow arrangers and artists to record their own versions of current easy listening numbers "that are more modern and more foreground, that feature contemporary instrumentation and fewer stringy instrumentals." And to deliver this music to stations faster, says Patton, Bonneville devised an "Individual Selection Satellite Delivery System" that he says allows the company to program its new instrumental material, combined with contemporary solo vocal tunes "on a real time, cut-by-cut basis that's totally different every day." He adds that the system allows the stations using it to reduce operating overhead. He explains that a station can have a turn-key operation that can be "operated with heavy local input and live personnel—non-automated, and merely substituting the satellite feed for the taped music segments." He also says that such a system can help produce more station revenue. The easy listening format, he reminds, "has always been hampered by a low commercial inventory. And while we have recommended a limitation of eight commercials per hour for some time, as many as 10 can be tolerated in certain controlled situations."

New listeners seem to tolerate more commercials

He notes that as an easy listening format becomes more contemporary, and thus draws more younger listeners, "We find that new people attracted to the format grew up listening to other kinds of radio where commercials were more intrusive, where there were more of them, and where the material in these other formats was nearly all vocal. The result is that these new listeners seem to tolerate more commercials. And since they have been conditioned to more interruptions, they may even perceive 10 spots an hour as a *lower* commercial load than they're accustomed to." He also observes that as more stations leave the easy listening format, and the competitive situation changes in individual markets, "the pressure on the spot load will decrease. Easy listening stations may find that they can safely run more commercials than they have in the past. That's a decided business bonus."

Rev. Wildman says 145 stations want his show

The Moral Majority's Rev. Donald E. Wildmon reports that some 145 radio stations have already expressed an interest in his new *Don Wildmon Report*, a daily three and a half minute, Monday-Friday criticism of television programming. Says Wildmon: "We expect the program to be a little controversial. Truth is often controversial. But the television networks will no longer be the only side to have access to the masses." He promises that his new radio show will deal with television programming, and "with the policy and practice of sponsors, and the lifestyles and attitudes of those who are responsible for network programs." And he adds that he plans to "tell the other side of the issue—the side the networks ignore. We will use our radio program to sidestep their censorship of our viewpoint." Wildmon also has plans for a television show, but says he will wait until the radio program is well established first, before extending his criticism of television to television.

Katz now repping Transtar Network

Katz Radio now represents the Transtar Network, which will be sold together with the Satellite Music Network as the Katz Satellite Network. Both are 24-hour programmed satellite radio networks. Ken Swetz, president of Katz Radio, reports that the new combination adds up to 250 affiliates across the U.S., delivering 80 per cent penetration of the country. Also, he says, 45 of those affiliates are in the top 50 ADIs and 82 are in the top 100 ADIs.

John Chancellor returns to radio with weekly show

News correspondent John Chancellor is back in radio. He returned March 7 when he launched the first of his weekly *Comment on the News* segments for the NBC Radio Network. Chancellor is a veteran of 12 years of news analysis on NBC Radio, as well as of the *NBC Nightly News* on television. Other NBC newsmen contributing to the radio network's *Comment on the News* include Tom Brokaw, Bernard and Marvin Kalb, Edwin Newman, John Palmer and Richard Valeriani.

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International Report

LONDON: TV troubles. Britain's two, new national commercial TV services—Channel Four and TV-AM, the breakfast contractor—are still wallowing in criticism and disappointing ratings. Both services have re-shaped their programming but deny suggestions that re-launches are necessary, or in prospect.

Of the two innovative services the plight of TV-AM, headed by Peter Jay, the former British Ambassador to Washington, is the more serious. Its ratings for the breakfast show launched on February 1 continue to drop against the British Broadcasting Corp.'s less ambitious corn flakes services, introduced a fortnight earlier. The advertising world and the media pundits generally gave a warm welcome to TV-AM and pronounced it a highly professional operation. Unfortunately, the people of Britain do not seem to share their view.

TV-AM began by attracting only half the audience for the BBC's *Breakfast Time*—800,000 viewers at the peak 8 a.m. slot against the Corporation's 1,600,000. Later research gave the BBC 1,800,000 viewers at that time, compared with only 500,000 for TV-AM. Peak time for both services has stabilized between 8 and 8.15 a.m. but the total audience seems to have fallen away slightly since the first week.

Prices for advertising spots on TV-AM have plunged dramatically in consequence of its poor start. Some reports assert that rates have been slashed by as much as 75 per cent to persuade advertisers to keep buying time. Both the Independent Broadcasting Authority and TV-AM have hotly denied press reports that there have been free airtime deals—which is forbidden by the legislation which governs independent broadcasting in Britain.

Jay has just returned from a British television and radio conference in Monte Carlo, where he was a key speaker. He denied that TV-AM's problems stemmed from program content. He declared: "The problem is clearly one of style, of tone, and of presentation." Jay conceded to the largely critical audience in Monte Carlo that a policy of "appropriate, sensible, tactical, adjustments" had been devised but they were "not wholesale, fundamental or panicky." One immediate change has been to put the peak time presentation in the hands of Angela Rippon and Anna Ford, two of Britain's most experienced TV professionals.

Observers of the British television scene, however, see more fundamental problems at TV-AM, whose ownership is partly in the hands of a group of well known personalities, headed by David Frost. The station's dull start has been widely blamed on the alleged boredom of the British public with stars who have dominated the nation's screens since the 1960s and 1970s.

Channel 4 gloom. At Channel Four (the second national commercial channel) the rating story continues to be gloomy. The service hoped to get a 10 per cent rating fairly quickly when it came on the air last November but it is still bumping along around the 4 per cent mark. Jeremy Isaacs, chief executive of Channel

Four, has less reason to be alarmed than Peter Jay because he does not, directly, have to earn his own living. Channel Four is a subsidiary of the Independent Broadcasting Authority, which finances it by levies on the 15 independent television contractors which provide the main commercial service on a regional basis.

The poor advertising support for Channel Four, exacerbated by a long-running dispute over fees with Equity, the actors' union, has, however, aroused strong feelings among the TV contractors footing the bill. They sell time on the new channel and supply it with some programming but, overall, it is proving a heavy drain on their resources.

The IBA has softened the blow a little by deferring for a further year the payment of a \$15 million contribution towards the loan of over \$70 million, which the Authority made available to get Channel Four started. Another concession has been to allow the ITV companies to sell more time in peak viewing hours as partial compensation for their disappointing revenue from Channel Four.

Isaacs remains undaunted and made his now customary "We shall not be moved" speech to TV professionals at Monte Carlo. His case is that his channel has a brief from the IBA and the government to provide experimental and minority programming and he is determined not to budge. There are some signs, however, that Isaacs and his team are moving away from the original policy of giving independent producers an unprecedented share of commissions. Soon after Channel Four came on air, it was learned that contracts had been signed with 250 companies. Isaacs now admits that only about 60 companies will be involved in the next round of commissions.

Videoconferencing debut. The first public international videoconferencing service is now operative between London and New York. A variety of business houses are using the service on an experimental basis. It operates between London's Hotel Intercontinental and its namesake in New York.

Special conference rooms in the two hotels enable groups both to see and to speak to each other while documents and charts can be transmitted instantaneously across the Atlantic. The voice link is scrambled. Since the inauguration of the service on February 15 by Kenneth Baker, Britain's Minister for Information Technology, and Mayor Edward Koch in New York, commercial interest in the innovation is said to be strong. Reuters news agency is reportedly one of the heaviest users, making regular contacts with executives in New York.

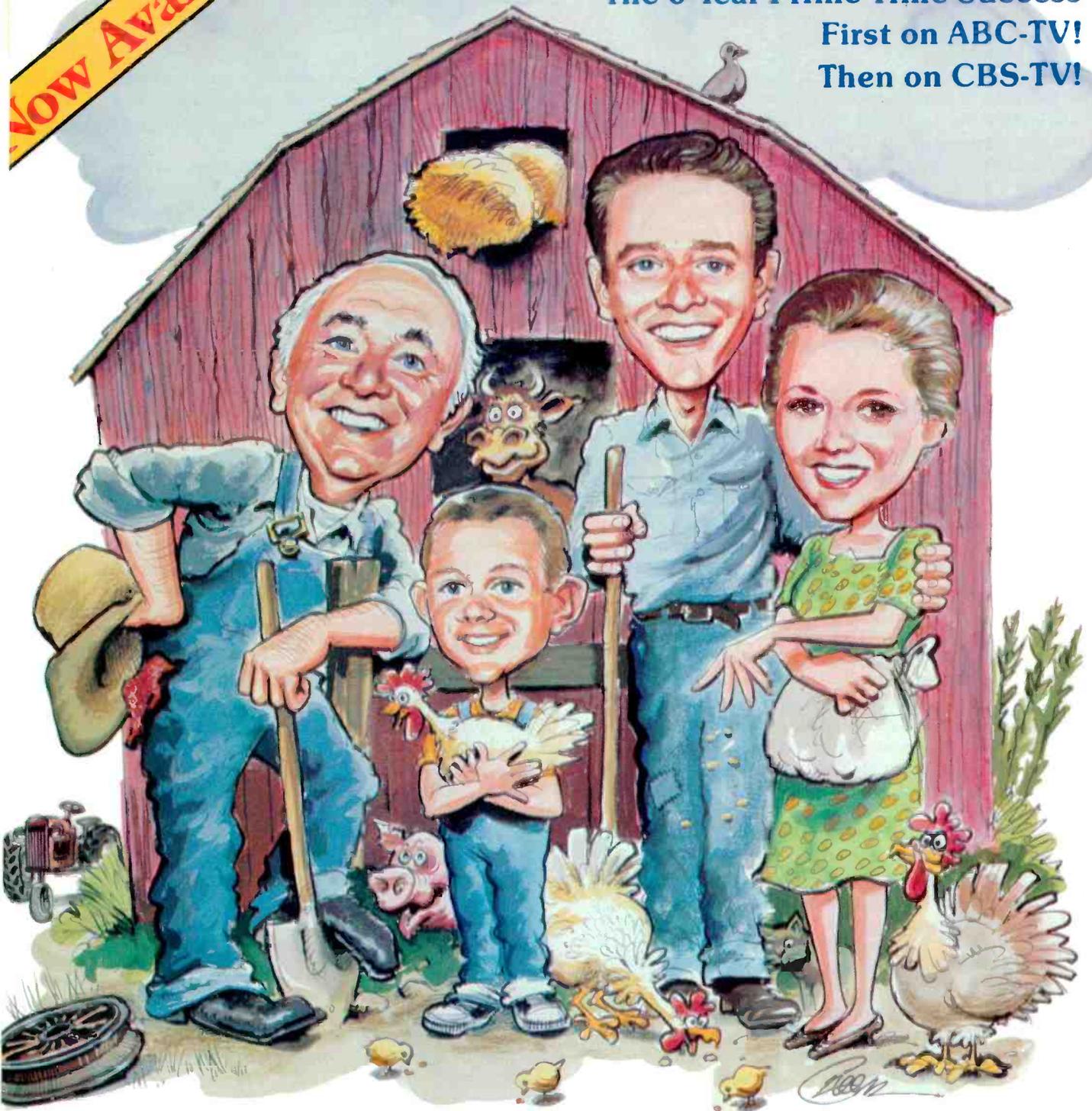
Called the Intelmet Video-Conferencing Services, the facility is designed for two-way executive discussions in privacy but auxiliary links make it possible for many more to be involved. In London, for example, the proceedings can be relayed to the Ballroom where up to 800 people can be accommodated.

LMMM space sold. Organizers of the London Multi-Media Market say they've sold more than

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International Report

(continued)

one-third of the space available at their second event, to be held here September 19 to 23. Overseas participants now include the Australian Film Commission, CBS Broadcast International, Cori and Orient, Daro Film Distributors, Embassy Telecommunications, Film Polski, Lorimar TV, MCA-TV, Multimedia, NBC International, The Ontario Group, Telecip, TV Globo and Worldvision. There will be a predictably strong attendance of British companies.

Market director Karol Kulik, in the fine poaching tradition of conference organizers, is promoting the London show at the American Film Market and NATPE before she flies to Cannes to lobby participants at MIP-TV, her old stamping ground.

War on piracy. The British government has declared war on video piracy in the same week that a research organization has reported that one-tenth of the population are watching video every night. The remarkable growth of video use came in a survey carried out by the British Market Research Bureau for Radio Luxembourg. It showed that, on an average night, about 5 million people watch video. This represents 10.3 per cent of the 48.8 million people in this country aged 10 years or over.

While 5 million were watching video, 38.8 million were calculated to be enjoying broadcast television. Another 4.6 million were drinking in bars or clubs and 400,000 were in cinemas. Video viewers watched for an average of 1.6 hours, compared with 2.6 hours spent before broadcast television. The survey detected a slight bias toward younger people and to females among the video viewers. Peak viewing time was between 9 and 9.30 p.m.

The research announcement gave added point to an announcement in the House of Commons by Iain Sproat, a junior trade minister, who declared that the government was determined to stamp out video piracy before it did "irreparable damage to the film industry." Sproat told Parliament: "We are talking about a criminal parasite which has grown with awesome speed over the last two or three years."

He added that pirate cassettes already account for up to two-thirds of the British Market and draw off perhaps £120 million (\$180 million) "which ought to be going back into the industry to nourish and develop the creative roots on which it depends." Sproat maintained that the center of the world piracy business is in London and, "therefore, what action we take here to counter it should have benefits not just in this country but throughout the world." He believes that piracy has grown so rapidly because of English language links with the U.S. and the rapid growth of video cassette ownership here.

The government is supporting legislation which would apply harsh penalties—limitless fine or imprisonment for two years, or both—for video piracy.

BUENOS AIRES: Piracy thrives. Illicit copies of the videocassette, *Battle for the Falklands*, made by Britain's Independent Television News in association

with Granada Television International are doing a thriving trade here. Nearly 50,000 Argentine homes now have video recorders and about 70 video clubs are in business.

Members of video clubs in Buenos Aires have confirmed that pirate copies of the British War Documentary, and of a similar compilation by the BBC, are circulating widely in this country. Some club managers have been forced to withdraw the tapes because of their political sensitivity but this has only tended to speed the clandestine circulation.

The Argentine State Television Network has shown very little film of fighting in the Falklands, and none of close combat between British and Argentine ground forces. The two-hour ITN cassette covers all the important engagements during the war in the South Atlantic during the summer of 1982. Apart from detailed coverage of the fighting, it tries to put the conflict between Britain and the Argentine over sovereignty of the Falkland Islands into its political and historical context.

The interest in *Battle for the Falklands* is equally strong in neighbouring Uruguay, just across the river from Buenos Aires. At the beach resort of Punta del Este, these tapes have been showing on a vast video screen in the main street, attracting large audiences each day.

BRISTOL: Video on radio. Video images are being produced in thousands of homes in the prosperous Bristol and Bath region of England by signals from Radio West, the local commercial station. Radio West achieved a landmark in British broadcasting on March 7 by sending data transmission to local microcomputer enthusiasts.

The station has a potential audience of around 1 million people and the local ratio of ownership of microcomputers is believed to be one of the highest in the country. Upwards of 20,000 microcomputers are understood to be in operation within the station's transmission area. To reach these enthusiasts, Radio West launched an educational show called *Datarama*. A major feature in the program is the regular transmission of databursts coded for a variety of machines in use locally.

These can be decoded by using a radio set in place of the normal cassette player, after the relevant "load" command has been typed. In this way, data, listings and program results are displayed on the listener's video monitor while presenters in the studio talk about them. Attractive computer graphics and amusing games should make the new radio service popular with computer buffs who will be encouraged to submit their own programs for analysis on the air. Radio West has begun with one night of *Datarama* each week but it is ready to transmit the feature every night if the interest justifies it.

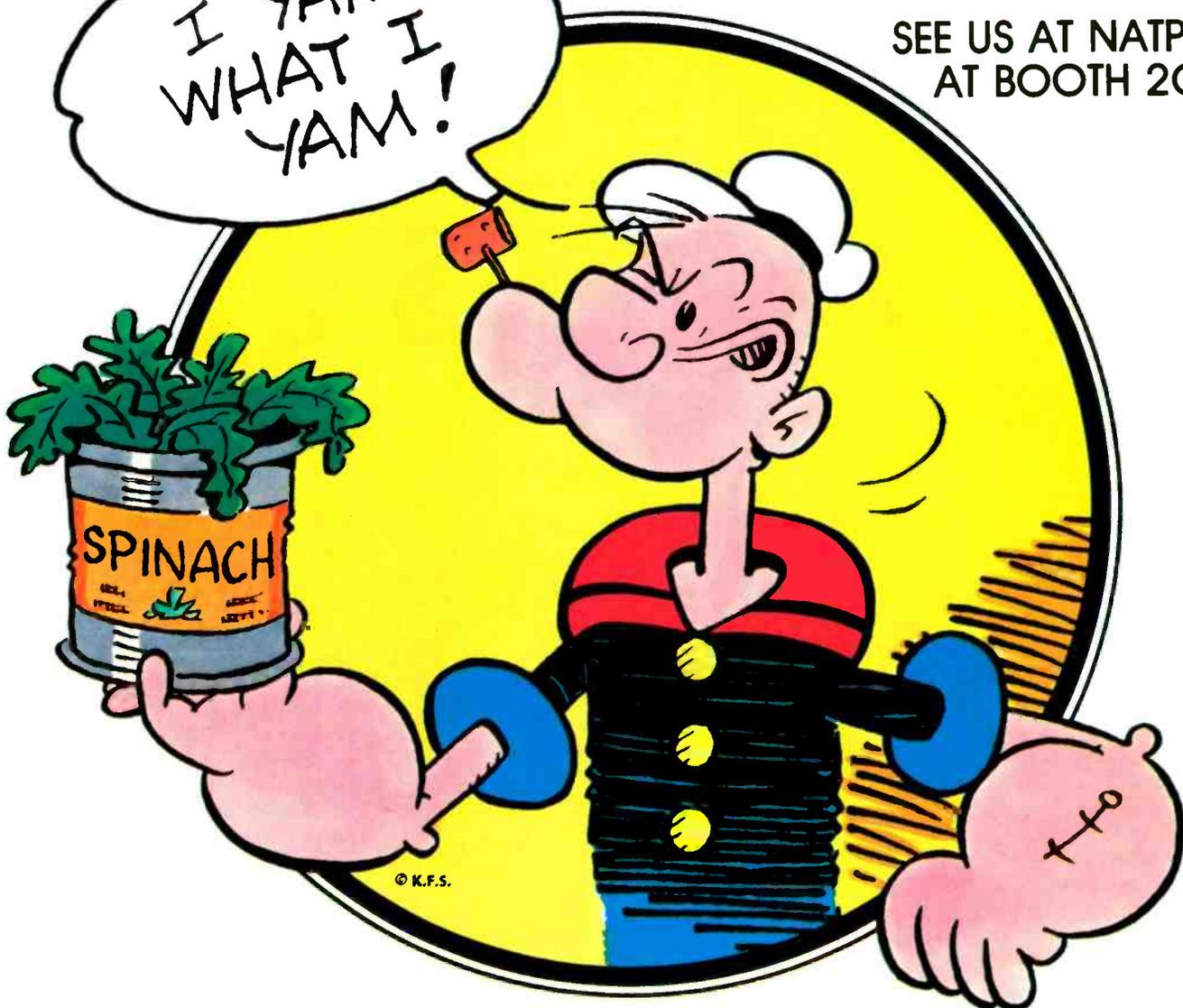
In addition, Radio West is running supplementary databursts on its night announcement tape transmitted after the station's closedown each evening. These databursts, longer than those in the radio show, are being transmitted for possible recording by the most dedicated of the local microcomputer owners. The innovation has

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International Report

(continued)

the support of the IBA, but there is no clue yet as to how the regulatory body will react if Radio West begins to compete with TV by selling video advertising spots.

JOHANNESBURG: Ads increase. According to an in-depth survey by Grey Advertising, 1982 was a buoyant year for South Africa's image-makers. According to Grey Group's chairman, Darryl Phillips, overall ad revenues increased 27 per cent to more than \$600 million. He added that while typical South African advertising budgets decline with lower levels of economic activity, this increase reveals a "growing level of sophistication among advertisers, who are becoming increasingly aware that it pays to advertise during periods of economic recession."

Despite last year's "depressed economic environment," South African television took in more than \$125 million (up 20.8 per cent) with radio earning \$70 million gross (up 11.6 per cent).

JERUSALEM: News in English. For the first time in Israeli TV history, the nightly news will soon be sub-titled in English. However, only the 7:30 p.m. Arabic 30-minute newcast will undergo the experiment, says Joe Bar-El, director of the Israel Broadcasting Authority's Arabic broadcasting service.

While the IBA is responsible for both Hebrew and Arabic services, there are material differences between them. Whereas the Hebrew news service (which airs at 9:00 p.m.) tends to highlight local controversy and "Jewish" politics, the Arabic service takes a regional approach. Explains Bar-El, "We concentrate on what is taking place in the region—that is, the Arab world—as well as international stories. The Hebrew service rarely does either to much extent."

Bar-El added that as a result of his program content mix, together with sub-titles in English, the audience should climb. "Presently 800,000 Arabic-speaking Israelis view the program in addition to those Arabs living in Judes and Samaria. Then there are those Arabs living in neighboring countries, such as Jordan and Egypt. With the addition of English, we will attract not only the English-speaking Israeli, but foreign tourists, and, more importantly, the foreign diplomatic corps based in Tel Aviv, Jerusalem, and nearby Amman, the capital city of Jordan, which can easily receive IBA telecasts."

NEW YORK: UN backs down. While 1983 is officially designated as "World Communication Year," it may also be tagged as the year that the UN General Assembly backed down vis-a-vis the U.S. State Department and the Federal Communications Commission over whether the UN is exempt from the Fairness Doctrine. At issue is the proposed establishment of an FM station operated by the United Nations in New York City.

In what may be termed a "strategic withdrawal" by the UNGA in its diplomatic war of words against the U.S., the issue has been whether the FCC, by reserving

channel 206 (89.1 MHz) to the UN in 1950, gave the world body permission and/or a license to initiate local broadcasting in the New York City area, and, furthermore, if the UN, in its capacity as an international public organization, is diplomatically exempt from U.S. domestic law.

While lawyers at the UN and in Washington maintain that the UN does come under the authority of the FCC, there are some U.N. delegates, primarily from the developing world, that argue to the contrary. Apparently after a position paper by the State Department reiterating the Reagan Administration's stand, a majority of the Assembly delegates decided to postpone the question until the end of 1983. Dr. Eric Valters, chief of UN radio services believes that the UNGA doesn't want to have a showdown with the U.S. government where the prestige of the UN might come up on the losing end. "The issue is much more wide-reaching than establishing an FM radio station," said the international law expert. "A negative judicial result could bring into question other UN bilateral agreements, worldwide."

Whether or not the UN is legally exempt from the Fairness Doctrine, there is serious doubt whether the American authorities could actually enforce such a rule. In fact, communication lawyer, Jerome S. Boros, partner at New York City's Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, believes that Washington is virtually impotent to enforce strict compliance of the 1934 Communications Act in this instance.

NATAL: New service. Radio Lotus, a new South African commercial radio station has been established. It is transmitted on frequencies covering 87 per cent of Natal's Indian community, including the Durban-North area. According to SABC director-general, S. M. de Villiers, plans are underway to expand coverage to the entire province of Natal.

While programming is varied, the bulk of emphasis is placed on music from the sub-continent, including Indian classical works as well as local Indian talent residing in South Africa. In addition, news and regional public affairs are being planned along with a regular "magazine" show designed to give the Indian community a chance to tune into interviews featuring prominent personalities of the community, said deVilliers.

OTTAWA: New Policy. A new broadcasting policy for Canada was announced early this month by Communications Minister Francis Fox "designed to allow the Canadian broadcasting system to respond to technological and programming challenges of the coming decades." This entails, among other things, allowing the introduction of new foreign services, largely from the U.S.

Cable operators will be allowed, for example, to offer satellite-delivered programs from the U.S., except for programs to be carried on pay TV. Also, a fund will be established to help domestic program producers.

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No "give us an order and we'll let you know" —We're in production now and you can be on air March 21, 1983.

Talk to us — we'll make an interesting deal with you!



Available Now! . . . 30 Minutes Daily



THE SILVERBACH-LAZARUS GROUP 9911 West Pico Boulevard · Los Angeles, California 90035 · Tel. 213/552-2660

See us at NATPE — Convention Floor—Booth 51

Business Barometer

January spot TV billings rose 14.5% over '82, despite the big jump last year

January share of spot TV billings is still low

January kicked off the broadcast year with a respectable spot TV showing—perhaps better than respectable, if the blockbuster spot billings of January, 1982, are taken into account. Spot TV time sales this past January were up 14.5 per cent above those of January, '82.

That brought spot billings for the first month of the year to \$271.7 million, as compared with \$237.3 million during the previous January. That latter figure represented one of the biggest monthly, year-to-year percentage increases in recent spot history. It amounted to 25.3 per cent.

The \$189.4 million figure for spot time sales in January, '81, was the only spot TV monthly total under \$200 million in that year. That was not so surprising since January and February have historically been the slowest months for spot TV. That remained true in '82, despite the big hike in January. Last year, the debut month represented 6.2 per cent of the annual spot TV total. (The straight average would be a little over 8.3 per cent.)

Television station advertising revenue, 1981-1982

Spot, local time sales and network compensation (in millions)

	Spot		Local		Compensation	
	1981	1982	1981	1982	1981	1982
January	\$189.4	\$237.3	\$168.7	\$185.7	\$29.5	\$31.2
February	203.6	242.3	168.4	178.5	32.4	33.8
March	275.3	319.1	242.1	267.8	32.0	33.5
1st quarter	668.3	798.7	579.2	632.0	93.9	98.5
April	341.8	403.0	246.7	275.6	34.1	36.3
May	338.3	373.8	244.1	274.6	32.0	33.2
June	265.5	296.6	187.5	202.7	31.3	31.4
2nd quarter	945.6	1,073.4	678.3	752.9	97.4	100.9
1st half	1,613.9	1,872.1	1,257.5	1,384.9	191.3	199.4
July	270.9	328.3	198.5	222.3	33.8	35.2
August	236.9	271.0	221.7	243.4	33.6	34.2
September	284.8	318.4	242.0	275.4	33.1	33.5
3rd quarter	792.6	917.7	662.2	741.1	100.5	102.9
October	281.6	342.7	293.7	366.2	32.3	34.7
November	344.9	390.8	281.9	306.4	31.5	31.9
December	269.3	322.9	271.3	288.9	36.9	36.9
4th quarter	895.8	1,056.4	846.9	961.5	100.7	103.5
2nd half	1,688.4	1,974.1	1,509.1	1,702.6	201.2	206.4
TOTAL	\$3,302.3	\$3,846.2	\$2,776.6	\$3,087.5	\$392.5	\$405.8

Complete monthly figures repeated for NATPE

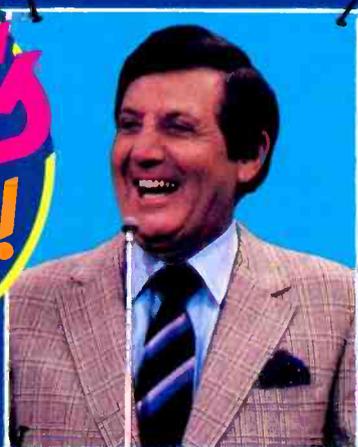
The table above is repeated from the last issue (February 28) as a convenience for the many TV/RADIO AGE readers who hang on to the annual NATPE issue. It represents the complete monthly estimates, plus quarterly, half year and annual totals for TV station time sales from advertising.

This is the only published source of monthly time sales by TV stations. Based on a cross-section of stations, the collected data is projectable to the entire U.S. In the years when the FCC was publishing station financial data, *Business Barometer* estimates, which came out months before the FCC's figures, were for the most part within 1 per cent of the comparable FCC total. The above data show spot was up 16.5 per cent last year.



The Joke's On Us!

Starring
MONTY HALL



It's **THE JOKE'S ON US!** .. a hilarious, laugh-a-second comedy show starring the host of hosts—**MONTY HALL** and featuring some of your favorite top comedians telling the funniest jokes you've ever heard!

25 Brand New Half-Hours and a "Definite Go" for **September 1983.**

A *must* for access or your weekend.



THE SILVERBACH-LAZARUS GROUP

9911 WEST PICO BOULEVARD · LOS ANGELES, CALIFORNIA 90035 · TEL. 213/552-2660

SEE US AT NATPE BOOTH 51

Tele-scope

Restaurants dominate leading local TV clients; category up 15.5% over '81

Fast-food and other restaurant chains dominated the list of the 25 leading local/retail TV advertisers last year, with four companies ranking in the top positions. Released today as part of TvB's annual summary of local TV advertising, the list led off with McDonald's expenditure of \$94.1 million, up 25 per cent from 1981. Next in order were the Pizza Hut and Taco Bell billings out of Pepsico, up 39 per cent to \$34.0 million; General Mills' Red Lobster Inns, up 7 per cent to \$32.9 million and Burger King (Pillsbury), up a hefty 51 per cent to \$32.0 million.

Four other restaurant chains made the top 25: Long John Silvers (Jerrico), up 1 per cent to \$20.8 million and ranking seventh; Wendy's, up 14 per cent to \$18.0 million, ranking 10th; Imasco's Hardees and Burger Chef, which together spent an estimated \$16.2 million, up 10 per cent and ranking 13th, and Kentucky Fried Chicken (R.J. Reynolds Industries), down 1 per cent to \$15.7 million and ranking 14th.

Total expenditures for the restaurant & drive-ins category last year, according to the TvB-reported figures, based on BAR data for 75 monitored markets, came to \$405.9 million, up 15.5 per cent from the previous year. While only a sub-category within TvB's catch-all category of "leisure time stores & services," the restaurant and drive-in billings total represented by far the largest dollar figure for any category or sub-category in TvB's rundown.

Leisure category rose 14% in spending last year

The total for the leisure time, etc., category was \$742.4 million, up 14 per cent from '81. The second and third biggest categories, both just about \$260 million each, were department, discount & variety stores and drug & food stores. Next in rank were household (product) stores, down 1 per cent to \$230.4 million, and the automotive category, up 14 per cent to \$211.4 million.

Total local/retail advertising in the 75 monitored markets last year was up 14 per cent to \$2,578.3 million, according to the TvB/BAR figures. Most co-op activity is not included in this total, but credited to the manufacturer, the bureau pointed out.

The four clients in the top 10 who are not restaurant chains include two department store groups and two supermarket chains. The department store groups, both of which showed sizable increases in 1982 TV advertising were Federated, up 24 per cent to \$24.4 million, and ranking fifth, and the Dayton-Hudson Corp., up 18 per cent to \$19.3 million and ranking eighth. The supermarket chains were American Stores, up 5 per cent to \$20.9 million, ranking sixth, and Safeway Stores, down 4 per cent to \$18.9 million, and ranking ninth. Biggest percentage rise in the top 25 was recorded by BAT Industries, up 99 per cent to \$15.0 million. Biggest percentage drop was that of Montgomery Ward (Mobil Oil), which declined 52 per cent to \$11.2 million.

'Personal services' big percentage gainer in '82

Among the 15 major categories defined by TvB for the local/retail sector, the biggest percentage change was racked up by "personal services" clients, a group that includes beauty shops and supplies, data match services, legal services and photographers and photo studios. This group increased its TV advertising 53 per cent to \$20.4 million. Accounting for this big jump was "legal services," which climbed nearly 80 per cent to \$11.0 million.

Nothing was as dramatic, however, as the hike in political advertising last year. This went up 485 per cent for obvious reasons to \$116.2 million.

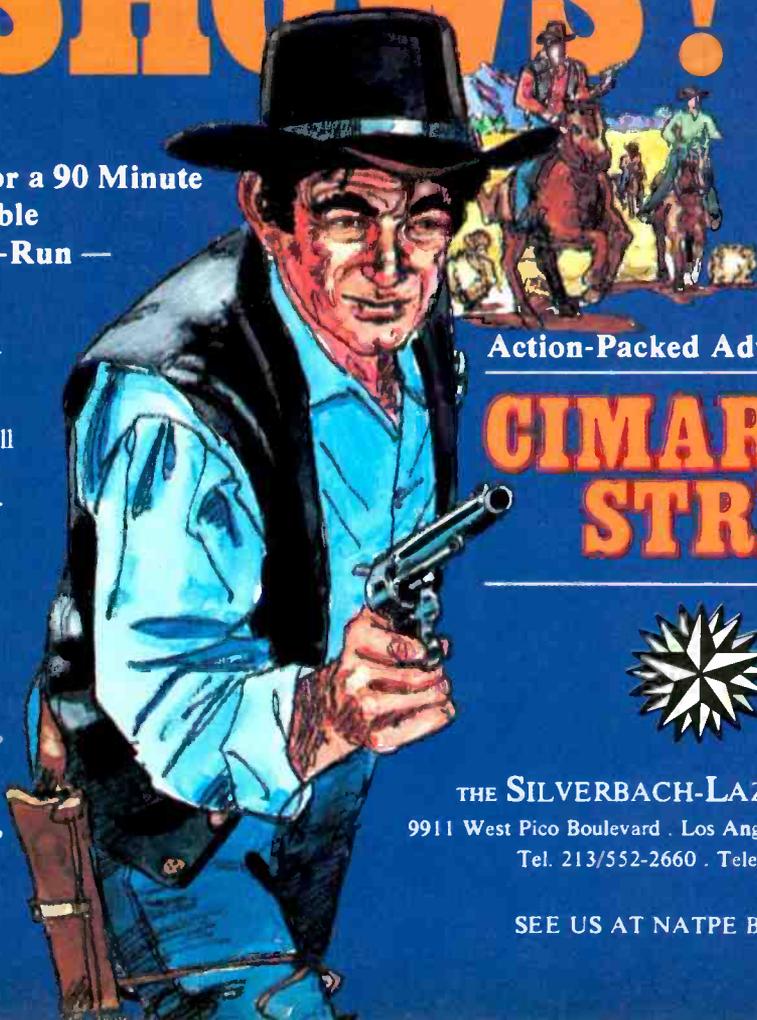
Auto and truck dealer advertising held up well last year, climbing to \$121.1 million from 113.2 million the year before. Another major local client category, banks and savings & loan associations, was off a little to \$155.2 million. Department stores were up very slightly to \$140.8 million. Food stores and supermarkets showed a respectable increase, going from \$175.2 to \$193.0 million. Furniture stores, another major category, slipped in billings last year, dropping from \$118.0 million in '81 to \$112.9 million in '82.

One of the more significant increases was that of radio and cable TV, which TvB lumps together. This category was up more than 20 per cent to \$120.4 million. Another entertainment category was down, however. This was movie advertising, which dropped from \$99.4 to \$90.4 million.

THERE'S GOLD IN THEM THAR SHOWS!

**23 Color Features for a 90 Minute
Time Period. Available
Immediately — First-Run —
Off-Network!**

Each feature is based on a true incident. *Starring:* Stuart Whitman, Randy Boone, Percy Herbert, Jill Townsend... with a Great All-Star Cast! *Including:* Richard Boone, Beau Bridges, David Carradine, Joseph Cotton, Robert Duvall, Broderick Crawford, Mariette Hartley, Robert Lansing, Darren McGavin, Leslie Nielsen, Tuesday Weld, Suzanne Pleshette, Telly Savalas, John Saxon, Henry Silva, Jon Voight and more!



Action-Packed Adventure on the

CIMARRON STRIP



THE SILVERBACH-LAZARUS GROUP
9911 West Pico Boulevard . Los Angeles, California 90035
Tel. 213/552-2660 . Telex 181 284

SEE US AT NATPE BOOTH 51

Tele-scope

(continued)

Research shows consumer likes teletext service

Results of two separate research projects conducted by three of America's major broadcast entities on the subject of consumer attitudes and behavior relating to teletext were disclosed recently and their conclusion was that consumers like the service. The research was conducted jointly by CBS and NBC in Los Angeles and by Group W in San Francisco and both involved detailed probing on samples of 75 homes each (for results of the Group W research, see story on page 30). All three groups had their own teletext services operating.

The research showed, according to both networks, that viewers want rapid updating of both editorial and advertising material. CBS also noted that fears that viewers would turn to teletext only at the beginning of a commercial break turned out to be groundless. CBS research analysis found that in examining the lead-in to teletext viewing that about 80 per cent of this viewing came from programming, not commercial, material. It was also found that 30 per cent of the time viewers used the TV sets specifically to watch one of the three teletext services (KCET) Los Angeles, the public station, also had a teletext service). About one-eighth of all teletext viewing occurred when the viewer, wanting a specific piece of information, turned to teletext and then turned the set off again, according to CBS.

NBC reported that about 30 per cent of all pages of its service that were accessed were news pages. NBC also noted that most of the time viewers who turned to teletext were already watching TV. Advertisers commented, said NBC, that future development of teletext would require more sophisticated graphics than those transmitted via the "alpha-mosaic" display used in all the Los Angeles tests. This was held to confirm the importance of the "alpha-geometric" display possible with the NABTS standard which the networks intend to use in their transmissions.

Most auto firms significantly increased spot in 1982

Despite the tough economy—or maybe because of it—most major automobile manufacturers significantly increased their national and regional spot television advertising dollars in 1982, according to Television Bureau of Advertising figures based on Broadcast Advertisers Reports in 75 monitored markets.

The largest jump in spending among the top 25 spot advertisers was registered by General Motors Corp. whose spot expenditures rose 95 per cent in 1982 to \$27,232,100 from 1981's \$13,940,600, making it Number 21 on the leading advertisers list. Other auto companies and their increases were: Toyota Motors Distributors, Number 9, up 16 per cent to \$44,762,100; Nissan Motor Corp. USA, Number 13, up 76 per cent to \$35,289,100; and Chrysler Corp., Number 23, up 35 per cent to \$25,654,300.

The only auto company among the top 25 with a modest increase was 25th-ranked Ford Motor Corp., whose '82 spot expenditures rose only 1 per cent.

The top five spot TV advertisers for 1982 were: Procter & Gamble, up 40 per cent to \$178,468,100; General Mills, up 43 per cent to \$74,762,400; General Foods, down 16 per cent to \$70,802,500; Dart & Kraft, up 46 per cent to \$64,275,700; and American Telephone & Telegraph, up 10 per cent to \$62,044,200.

The product category showing the largest percentage increase in spot advertising in 1982 was freight and industrial development, up 239 per cent to \$40,732,600. The other significant increase among product categories was registered by office equipment, stationery and writing supplies, up 162 per cent to \$52,136,600.

Warner Communications hiked web dollars 67%

The largest increase among leading network TV advertisers in 1982 was registered by Warner Communications, Number 17, whose web expenditures rose 67 per cent to \$79,177,200 from the previous year's \$47,473,800.

Next highest percentage rise came from Number 25, Eastman Kodak, up 52 per cent to \$63,267,000. Top five network advertisers for '82 were: Procter & Gamble, up 1 per cent to \$397,418,000; General Foods, down 2 per cent to \$232,349,400; General Motors, up 12 per cent to \$164,261,500; American Home Products, up 22 per cent to \$160,767,200; and Ford Motor, up 13 per

**WE CAN'T
SOLVE ALL OF
YOUR PROBLEMS,
BUT WE HAVE BEEN
SOLVING
ONE OF THEM...**

**...MONDAY THRU FRIDAY!
MORNING, NOON AND NIGHT**



**The Highest Rated Longest Running
Show in the "Top-Ten"!**

<u>PROGRAM</u>	<u>RATING</u>
MASH	13.5
Three's Company	9.6
The Jeffersons	9.1
Barney Miller	8.5
WKRP in Cincinnati	7.8
* CAROL BURNETT and FRIENDS	7.0
Laverne and Shirley	6.8
Soap	6.8
Happy Days	6.7
Alice	6.5
One Day At A Time	6.0

* Source: Nov. '82 NSI/NTI

CAROL BURNETT and FRIENDS
150 Half-Hours of Carol's Great Comedy Shows

Tele-scope

(continued)

cent to \$128,885,400. Fastest growing network TV product category in 1982 was publishing and media, with ad expenditures up 103 per cent to \$75,898,200, from \$37,413,700 the previous year. Next best was travel, hotels and resorts, up 92 per cent to \$72,663,700. A significant drop in network spending was registered by gasolines, lubricants and other fuels, down 21 per cent to \$54,863,600. (For more on spot and network expenditures, see pages 320 and 322).

Ads less important to older, richer consumers

The older and richer a consumer is, the less importance he's likely to attribute to advertising. But even among respondents with incomes of \$40,000 or more 78 per cent told R.H. Bruskin Associates in a recent survey that advertising is either very or somewhat important to them. Among the 65-plus respondent segment 77 per cent think advertising is either very or somewhat important as a source of information about the products they consider buying.

But Bruskin's OmniTel survey score was 87 per cent of respondents with incomes under \$15,000 and 85 per cent of young people in the 18-to-34 age bracket.

At the same time, over 76 per cent of all those replying said they think that advertising tends to make products more expensive, 16 per cent felt that it really doesn't affect the cost of advertised products, and 4 per cent thought that advertising makes them cost less. Four per cent expressed no opinion.

The interviews, conducted through Bruskin's Syndicated Omnitel, involved telephone conversations with over 1,000 male and female adults. Overall results indicated that an average of 80 per cent of all people believe advertising is very or somewhat important to them and only 6 per cent say it has no importance for them. Male and female responses were similar for each age and income segment.

NBC restructures duties of five key executives

NBC has restructured the responsibilities of five key executives. Brandon Tartikoff, president, entertainment, takes on the added responsibility of advertising and promotion and continues to report to Raymond J. Timothy, group executive vice president. Steve Sohmer, vice president, advertising and creative services, becomes senior vice president, reporting to Tartikoff. Sohmer will not only continue to be responsible for advertising and promotion but will also have the daytime, children's and special program departments reporting to him. Jeff Sagansky, who had been vice president, series development, will add, as senior vice president series programming, entertainment, the current prime-time programming department to his present duties and will continue to report to Tartikoff.

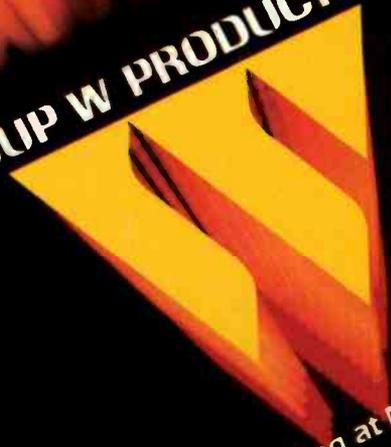
As previously announced, NBC Entertainment's number of movies and miniseries in 1983-84 will be about double the number of the current season, and Perry Lafferty will continue to have responsibility for movies, miniseries and special projects, taking on late-night West Coast programming as well. Lee Currin continues as vice president, East Coast programs and program planning, entertainment, reporting to Tartikoff. Currin is responsible for the long-term planning activities of the department, day-to-day program scheduling, New York originated programs and the development of new series in the East.

A CBS special, *CBS Reports: Guatemala*, an hour report on the political and economic role of the United States in determining the past, present and future of a Central American republic, was the winner in the 35th annual George Polk Awards in Journalism in the network television reporting category. WBAL-TV Baltimore won the local television reporting honor for *Between the Loans*, a series of reports on the victimization of consumer borrowers. *How Much Is Enough: Decision Making in the Nuclear Age*, aired on Public Broadcasting System, won in documentary television. Other awards were given for foreign, national, local, magazine and regional reporting. Presentation of the awards will be made March 23, at a luncheon in New York.

PM MAGAZINE
HOUR MAGAZINE
NEWSFEED

HOTTER THAN EVER!

GROUP W PRODUCTIONS



Introducing at NATPE ...

Tele-scope

(continued)

ABC, CBS get lion's share of sports Emmys

ABC took 11 Emmy sports awards, while CBS won 10 and syndicators took three. Winners of the 1981-82 National Academy of Television Arts and Sciences Emmy sports awards were: live sports special: *NFL Football* (CBS); edited sports series: *The American Sportsman* (ABC); edited sports special: *1982 Indianapolis 500* (ABC); live sports special: *NCAA Basketball Championship Final* (CBS); sports personality (analyst): John Madden (CBS); sports personality-host (play-by-play): Jim McKay (ABC); individual achievement associate director: *1982 Indianapolis 500*, Jeff Cohan, Bob Lanning and Ned Simon; writing: *The Legend of Jackie Robinson* (syndication), Steve Rotfeld; music: *Super Bowl XVI* (CBS); graphics: *NCAA College Football* (ABC).

Also, special classification, outstanding program: *Reggie Jackson* (CBS), *The Baseball Bunch* (Major League Baseball Productions), ABC Sportsbeat (ABC); special classification, individual achievement: *Racecam at the Daytona 500* (CBS); individual achievement, cinematographers: *Sports Illustrated* (syndication); technical/engineering supervisors: *Super Bowl XVI* (CBS). Awards were also given in the category of technical directors, electronic camerapersons and senior video operators. Programs involved the *1982 Daytona 500* (CBS); *Sugar Bowl* (ABC); *New York Marathon* (ABC); and *Indianapolis 500* (ABC).

Libov unit to explore foreign media opportunities

Media opportunities in Canadian and other overseas markets, as well as new opportunities in the cable, direct broadcast satellite, videocassette, disc and ancillary marketplaces, will be among the areas explored by Ed Libov Associates Marketing Resources, the new division just formed by the media service. Named to head the new division is Libov corporate senior vice president Martin Schmidt.

ELA president Ave Butensky says the new division will include the company's recently formed programming and syndication arm, ELA Entertainment Inc., headed by Richard Goldfarb, recently named vice president and general manager of ELA Entertainment and vice president and director of marketing services.

Children have big impact on home computer use

The impact of children on the home computer business is apparent in the preliminary results of a research study on the consumer electronics industry released by Warwick Advertising. Among the findings:

- More than one-third of individuals who use in-home computers as computers are children.
- Computer ownership among families with children using computers in school is almost three times as high as in families whose children do not use computers in schools.
- One out of every four families owns a video game, and of these owners, three-fourths have children under 18 years of age.
- Families who have members involved in some way with computers on the job own four times as many computers as other families.
- Families who own video games are more likely to subscribe to cable TV than non-owners.

These results of the agency's 11,000 household study were released by Marshall Dickman, senior vice president, marketing planning and research. The survey, he said, is being conducted in three phases. These findings are from phase one.

Group W: Teletext no threat to regular TV ads

The household sample testing Group W's teletext service, "DirectVision," generally did not switch to the service during commercial breaks, but "tended to commit to it the way you'd sit down to read a magazine or newspaper or watch television." This was one of the more significant findings reported in the Group W teletext test, conducted over KPIX(TV) San Francisco (see *Tele-scope*, November 1, 1982, issue).

The test, which involved advertising as well as information, also found that

THE TOY OF THE YEAR IS ABOUT TO BECOME THE ANIMATED SHOW OF THE YEAR!

First-run network-quality animated programming for syndication.
65 half-hour adventures for daily stripping beginning in September.
Offered on a barter basis.

Based on the best-selling Mattel action figures that have
captured the imaginations of children — and the industry's
Toy of the Year award!



HE-MAN AND MASTERS OF THE UNIVERSE

The logo features the characters He-Man, She-Ra, and the Beast King on the left, and the Sorcerer and Snakehead on the right. The central text is in a large, blue, 3D blocky font with a purple shadow.

Already Cleared in 38 Markets.

GET IN ON THE ACTION!

TOP-QUALITY,
USA-MADE ANIMATION BY

FILMATION

**HOTTER THAN
EVER!**

NATPE - HILTON
EXHIBITION FLOOR

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

Tele-scope

(continued)

smaller, local advertisers perceived the service as "affordable," where TV itself might not be. Another finding was that nearly half the testers watched Direct-Vision once or more each day. It was also found that testers "appear" to prefer a one-time decoder charge to a monthly rental fee.

Group W's test was conducted in 75 homes between August of last year and this past February. Researchers cycled 25 RCA TV sets with Antiope decoders made by Signatech Corp. through the test homes in three waves of two months each.

While the sample is small, the study represents one of the few tests of pure broadcast teletext on U.S. commercial TV stations. The Westinghouse group pulled off a p.r. coup via a three-page article in *TV Guide* January 15 and while the magazine gathered reactions from test households its research was informal.

Group won't say anything on local station service

Although the thrust of the test results was positive, Group W has thus far announced no decision as to whether its affiliates will transmit local teletext services in conjunction with the network services CBS-TV and NBC-TV are scheduled to debut this spring following the expected final okay on teletext by the FCC. The group has three NBC and two CBS affiliates (KPIX is a CBS outlet). The bulk of U.S. broadcasters are indifferent to teletext, but Arthur Kern, vice president and general manager of Group W's Bay Area station, suggested that the group's silence on the question of a local service was due to competitive caution, i.e., a desire not to give away too much too soon.

The DirectVision service consists of three "magazines: (1) "The Shopper," which offers the day's special buys and bargains in local stores; (2) "Metro Mart," an electronic classified advertising section—produced in partnership with the Sparks Newspaper Group, a Bay Area cluster of six newspapers—which lists merchandise for sale by private parties, and (3) "Newslite," composed of news, sports, business and weather coverage, continuously updated during the day.

Positive attitudes in test homes reported

Other findings of the San Francisco study: About seven out of 10 of the 75 households said after their two-month exposure that the service was a "good" or "excellent" concept. About the same number said they were using the service as much or more after two months as after one month (the latter period being considered the "honeymoon" or getting-used-to period and, hence, not typical of regular behavior). Testers said they liked the "convenience" and "accessibility" of the service. Advertisers "seemed to like the immediacy of the medium—the ability to make quick or late copy changes." The sample also liked the ability to do price-and-item comparisons in "The Shopper" service. And after seeing an advertiser's page on DirectVision testers "seemed to have shopped at that store when they might not have otherwise."

The research involved a number of interviews with the test households—first, when the specially-equipped receiver was installed; then by telephone after one month, to measure usage after the honeymoon period, and then at the end of the two-month survey period via an extensive self-administered questionnaire. Primary users of the service were also asked to join in focus group get-togethers, where their feelings were probed further about the service and its potential. Finally, advertisers who took part in the DirectVision test also joined in focus group discussions.

TvQ to survey popularity of fictitious characters

"Cartoon Q" is the newest annual survey from Marketing Evaluations, Inc. (MEI), the suburban New York firm which each year publishes the *TvQ Performer Popularity* surveys. This year, MEI will be questioning 850 children, 200 adolescents and 700 adults on the degree to which they are both familiar with and fond of 325 cartoon, comic strip, toy, game and book characters, according to Steven Levitt, president of MEI. Levitt adds that his organization will provide subscribers with demographic profiles of each of the 325 characters, along with the characters' popularity rankings among such consumer groups as home computer and video game owners (or intended owners) and subscribers to both basic and pay cable.

Kids and Adults Agree

Red's Red Hot in '83



THE
Red Skelton
COMEDY SHOW

130 COMEDY HALF-HOURS IN COLOR
FIRST TIME IN SYNDICATION

This January ASI Market Research conducted qualitative testing of THE RED SKELTON COMEDY SHOW in three Top-50 markets, in the natural setting of homes — where regular viewing is done. The findings reveal the overwhelming continuing appeal of one of television's all-time top-rated shows.

'83 KIDS LOVE THE RED SKELTON COMEDY SHOW!

	RED	SHOW	HUMOR
"LIKED A LOT"	80%	86%	80%
"WOULD WATCH THE SHOW"			99%

'83 ADULTS LOVE THE RED SKELTON COMEDY SHOW!

	RED	SHOW	HUMOR
"GOOD" "VERY GOOD" OR "EXCELLENT"	93%	86%	87%
"INTERESTED IN IT AS A DAILY SERIES" ...			82%
"WHOLESOME ENTERTAINMENT"			92%
"PROGRAM FOR THE ENTIRE FAMILY"			94%

THE NO. 1 FAMILY PROGRAM FOR FALL



HOTTER THAN EVER!

Details of ASI preview and recall study in cable households available on request.

NATPE
EXHIBITION FLOOR

Tele-scope

(continued)

The data—which are useful in product/character license decisions—will include studies of the popularity of such advertising personae as Tony the Tiger, Speedy Alka Seltzer, Charlie Tuna and the Planter's Peanut Man. The entire study of 325 characters can be purchased for \$5,500 or on an individualized basis, according to Levitt. He adds that MEI will also publish its *TvQ* survey of Performer Popularity on April 25th of this year. The *TvQ* study of 1,050 personalities from such fields as sports announcing, motion pictures and TV acting, fashion design and newscasting will cost \$7,000 in its entirety, according to Levitt, who adds that individualized studies are available in this area as well.

Magazine ad pages increase in January

A 5 per cent increase in pages of magazine advertising sold has been reported for the month of January by the Publishers Information Bureau. The January, 1983 total of 8,643.92 is an increase of 414.79 pages in comparison with the total for the previous January, according to the PIB. The PIB survey, which questioned 121 current PIB members, was conducted by Leading National Advertisers, Inc. This survey also concluded that revenues for January 1983—computed at \$17,869,283—were up by 8 per cent over the rate of last year's 12-month total of \$229,161,981.

More imports, less exports, according to CEG survey

An increase in the rate of imports of videocassette recorders, color television sets and radio receivers into the United States has been reported for calendar 1982 by the Electronic Industries Association's Consumer Electronics Group (EIA/CEG.) Similar research by the EIA's Marketing Services Department (EIA/MSD) shows that calendar 1982 exports of consumer electronics products from America declined in every category except that of video tape equipment.

In regard to the importation of video tape player/recorders (both color and mono) a decline of 1.5 per cent was reported for the fourth quarter of 1982 compared to the fourth quarter of 1981. The drop-off in this quarter (from 716,410 in 1981 to 705,612 in '82) did not prevent the full-year total from showing an increase of 23.1 per cent overall. The comparative import figures of video recorder/players for calendar 1982 were 2,461,804 compared to the 1981 total of 1,999,657.

The importation of color TV sets increased by 27.7 per cent in the fourth quarter, creating a full-year increase of 12.3 per cent, according to EIA/CEG. For monochrome sets, the fourth quarter decrease of 24.1 per cent contributed to an overall 11.6 decrease for the year. For the combined imports of TV sets, the fourth quarter drop-off of 12.5 per cent contributed to a full-year decline of 5.8 per cent.

Radio receiver imports decrease in 4th quarter

Imports of home radio receivers are reported to have declined by 2.6 per cent during the fourth quarter, which contributed to an overall increase of 0.7 per cent. For automobile radios, a fourth quarter decline of 6.7 per cent contributed to a full-year increase of 1.1 per cent. For imports of both auto and home radios, the fourth quarter decrease of 1.8 per cent contributed to an overall 0.7 per cent increase, according to EIA/CEG.

Exports of video tape equipment were reported to have declined by 42.7 per cent during the fourth quarter, in spite of which there was a 49.2 per cent increase in exports of videotape equipment for the full year. The export of color televisions was down by 53.1 per cent during the final quarter and by 41.1 per cent on the year. For monochrome tv, the fourth quarter decline of 81.9 per cent contributed to an overall decline of 47.1 per cent. In the "tv combinations" category, a fourth quarter decline of 8.6 per cent contributed to an overall decline of 13 per cent on the year, according to EIA/MSD. For exports of radios from the U.S., the same study found that a fourth quarter decline of 40.8 per cent in the category of "entertainment band" radios contributed to an overall 26.3 per cent decline, while a fourth quarter decline of 27.4 per cent in auto radio exports led to an '82 decline of 2.1 per cent.

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Football team needs talented, outgoing cheerleader. Looking for attractive girl who can pick up new moves quickly. Salary: \$30 per game plus national exposure.



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Top-quality market is in need of grocery checker. If you ring up with honesty, friendliness and accuracy, come check us out. Starting salary: \$6.54 per hour.

FLIGHT ATTENDANT
Airline is looking for hard-working individual with high-flying personality. Must be able to wing it in some not-so-ideal situations. Starting salary: \$1000 per month, all benefits plus flight privileges.

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Oldest, best known candy chain needs bon bon dipper with the old-fashioned dedication that would make our founder proud. Sweet opportunity for creative candy craftsman. Starting salary: \$7 per hour.

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Pet care center hiring animal-loving groomer to enhance the looks of our four-legged friends. "If you can make them look good, it makes us look great!" Starting salary: \$300 to \$400 weekly.

Qualified applicants compete. Everybody wins — and, right on the air, one wins the biggest prize of all: solid guaranteed employment.
Popular host Michael Young introduces actual employers ready to hire for a variety of jobs — from the conventional to the extraordinary.

It's a unique daily half-hour that entertains, informs and involves viewers.
"HELP WANTED!" is all set to fill vacancies in choice time periods starting in September.
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HOTTER THAN EVER!

CAMS study doesn't come up with 'superior' method

If there was any idea that the Cable Audience Methodology Study (CAMS) would come up with a preferred or superior method for measuring cable audiences, the result must have been disappointing. The study, commissioned by the Research Standards Committee of Cable Advertising Bureau and National Cable Television Association and conducted by the Nielsen Homevideo Index, was released to the press late last month following months of expectation.

It was concluded by the sponsors and the research firm that while each of six methods tested (four diary and two telephone) "performed well in one or more areas, none of these techniques simultaneously measured all four major programming categories adequately." The four categories were network affiliates, broadcast independents, basic cable and pay cable. The accuracy of each method was compared with a "massive" concurrent telephone coincidental survey plus information from one cable system employing QUBE. The similarity between the phone coincidental and QUBE was held to be further proof of the former's value as a validation technique.

Affiliate viewing shows most measurement stability

One conclusion that emerged was that affiliate viewing showed greater measurement stability than the three other program categories. "Cable channels were one of the most difficult categories to measure, almost always being understated," according to the report on the study.

The standard NSI diary showed up well in measuring total household viewing levels, but affiliate viewing was overstated and both basic and pay cable viewing were understated. Also, the degree of difference varied by daypart and system.

In addition, persons-using-television (PUT) data under-reported persons 12-plus, men 18-plus and teens.

Where aided recall and rostering techniques were employed, the under-reporting of basic cable was partially offset. Both telephone recall methods used were deemed accurate for measuring PUT levels, but respondents "were less able to accurately recall which channel they watched."

Two daypart diaries were used, one for individuals and one for households, and designed to report cume data. While it was stated that there is no proven standard to validate personal cume data, the researchers made observations "based upon the results of the average audience comparisons in relation to cume results. These observations indicate that these methods show potential and warrant further investigation."

VIA calls for teletext decision from FCC

FCC inactivity is providing the marketers of telephone- and cable-delivered videotex with an unfair head start over those who are marketing subcarrier-delivered teletext, according to Larry Pfister, vice president of Time Video Information Services and chairman of the Videotex Industry Association (VIA). In that latter capacity, Pfister recently sent the following resolution to FCC chairman Mark Fowler:

"Fifteen months ago the Federal Communications Commission proposed rules to govern broadcast teletext. Unfortunately, the Commission still has not issued the final rules. Until it does so, U.S. broadcasters cannot begin regular teletext services. The FCC's delay already has cost consumers a year of teletext service and puts broadcasters at a competitive disadvantage. The VIA calls on the FCC to cut through the red tape and immediately issue final teletext rules."

Pointing out that—under the current status quo—broadcasters of teletext can only operate experimentally while the competition can market its services on a real-life basis, Pfister adds that "We are just asking the FCC to allow us to broadcast, even if the FCC does not make a final decision on which teletext system to use." According to Pfister, the current delay in getting teletext operational in America, "could lead to a situation like the current AM stereo debacle."

The complaint was set out before the early March meeting the FCC had set for a decision on teletext was delayed until March 31.

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such as MCA TV are going barter with off-network product. In the case of MCA, points out Levinton, the company is offering *Switch* as weekly barter fare. The 70 hours are being sold with MCA withholding five national minutes and the station getting seven for each episode. Levinton adds that last year, such off-network shows as *Those Amazing Animals* and *The Hardy Boys-Nancy Drew Mysteries* were also put on the barter block, "but that was because there weren't enough episodes for stripping."

At presstime, *Family* had cleared more than 50 per cent of the U.S. households; *West* has been cleared in 60 or 70 markets; and *Laugh-In* "has had advertiser interest," although it's still too early for station fourth-quarter budgets to be firmed, says Siegel.

Stations' dilemma

Stations are in a dilemma over barter, reps note. "It's hard for program directors to strike a balance between cutting program costs by acquiring ad-supported shows and the loss of inventory from barter, in addition to the restrictions that



First-run strip offerings are decidedly down this year compared to the 1982 convention. But among those vying for a fall berth are, from top l., clockwise, "The Carole Shaw Show," Polygram; Group W's "Help Wanted"; "Breakaway," Colbert; Viacom's "The People Versus"; "Richard Hogue," Silverbach-Lazarus; and Telepictures "Newscope," a "go" for the fall.

panies such as Lexington Broadcast Services. LBS has recently taken on the chore of clearing and selling time for Columbia Television's *Family* series (86 hours); MGM/UA's *How The West Was Won* (42 hours), an MGM/UA nine-title movie package; and is selling national advertising time for Lorimar Television's *Laugh-In* (130 half-hours). In the case of *Laugh-In*, Lorimar is pitching the show for cash plus barter, keeping one national minute per episode.

Both *Family* and *West* are being sold for fall starts as weekly shows. LBS' Siegel notes that the distributors of the programs see the arrangement as "another avenue of distribution for their product" which is more economical than for them than doing it themselves. Siegel doesn't consider *Family* as being in its

second go-round as syndicated fare. "Columbia didn't really market it strongly previously, and they didn't know where they were going with it," Siegel explains.

The specialty use of off-network shows being put into barter syndication makes much sense to Blair's Levinton. "With *Family* being syndicated as a strip mainly for the daytime and *How the West Was Won* as a weekly venture, the inventory becomes fairly valuable to both the syndicator and the station. Nobody wants to put a barter strip in at the 3:30 or 4:30 time periods for an hour because of the value of the inventory at those times."

The specialty use is not confined to off-network shows being shipped out to barter experts, he notes. Distributors

barter puts on scheduling," according to Blair's Levinton. Other reps also see barter or the combination with cash as a two-edged sword. In some cases, it cuts into a station's inventory but for daytime fare it's an acceptable risk "because you don't know when another *Richard Simmons* will come along," notes Jay Isabella, vice president/programming at TeleRep.

Katz's Oldham says that the barter boom has its advantages but "because there is so much barter, stations are suddenly discovering that, in addition to fighting network incursions on their local commercials time, they now find a lot of product involves syndication encroachment." Ed Aiken, vice president, programming director at Petry Television, says there is no consensus on how stations perceive ad-supported vehicles. "Most stations look at it as a program

decision first and the barter comes later."

New music shows

Most of the new first-run music shows at NATPE are going the barter route, with practically all being offered as weekly fare. Music-based shows are the single dominating genre at this year's conference, totaling more than a dozen, including one or two strips and those

music shows are relatively inexpensive to produce because the record companies do most of the production work from video clips of performances. It doesn't cost a lot of money to have a bunch of kids come in and wiggle."

However, Aiken points out that there are obvious exceptions to the low-budget music fare. *Star Search* (Television Program Enterprises), one-hour weekly talent series, "has very good production values," notes Aiken. A two-hour



The selection of new off-network half-hour strips is getting slimmer each year. Fresh for NATPE this year are, from top r., clockwise, "House Calls," MCA TV; "Benson," Columbia; "The Red Skelton Comedy Show," Group W; "Laugh-In," Lorimar; "The Real McCoys," Muller Media; and Embassy Telecommunications' "Mary Hartman, Mary Hartman," which is getting a second late-night syndication play.



designed with dancing as the center attraction. The burst of new first-run music shows is not all that surprising to most reps, but how many will stick for a "go" for the fall is another matter, they maintain. Oldham at Katz compares the flood of the first-run music shows with the proliferation of soaps and court shows coming into last year's NATPE. "When it was over, only one or two actually turned out on the tube."

TeleRep's Isabella sees the sharp rise in music projects for the fall as a natural bandwagon extension following the success of music-oriented shows such as *Solid Gold* and *Dance Fever*. Both programs, notes Isabella, have attractive demos. Petry's Aiken adds that basically there are two reasons for the surge in music. "From the producers' perspective, there is an appetite for them, based on the success of FM-TV by On the Air, and

primetime variety special of the series will be aired next month on the Cox, Gaylord, Taft and Metromedia stations. FM-TV is being developed for a regular one-hour weekly series to begin in January, 1984. The rock music show is available for its second summer run beginning in July, and has a barter split of seven local and five for national sale.

On the Air also has two other summer music shows new for NATPE, *From the Bitter End*, and *It's Rock and Roll*. Other distributors getting into the music show rhythm include *Rock 'n' Roll Tonight* (Mathis/Gold), 90-minute barter

show, for late-night; *RadioActive TV* (Metromedia), half-hour weekly show of 24 episodes and 24 repeats, for barter; *RPM* (All American Television), half-hours hosted by Toni Tennille, also barter; *Steppin' Out* (Firestone Program Services), 26 half-hours hosted by Smokey Robinson and featuring dancers choreographed to the top chart songs of the week.

Also, there is a one-hour weekly program *Salute* (MCA TV), featuring a musical guest each week and interviews, hosted by Burt Bacharach and Carole Bayer Sager, barter; *Classic Country*

NATPE PREVIEW

(Genesis Entertainment); and an at least one off-network program, *Barbara Mandrell and the Mandrell Sisters* (Syndicast Services). In addition, there is a music-dance strip, *We're Dancin'* (MG Films), which was due to get an on-air test the weeks of March 7 and 14. The lineup for the test, as of presstime, was 59 markets, including nine of the top 10. Stations running the test have an option to pick up the programs for 26 weeks, beginning September 19. Stations keep four minutes and two go to national advertisers, in each of the half-hour

be classified as a game show as well: *Pop-N-Rocker Game*, which actually is termed a game show by its distributor (MCA TV), and features audience members attempting to identify the music of a rock star. Available for the fall, the first-run weekly one-hour show has 24 originals/24 repeats, and is sold via barter.

More game shows

There's also been a substantial increase in new regular game show entries

in abundance. They're more compatible with what affiliates program in the daytime as opposed to indies."

All but one of the proposed game shows are first-run and several others are fresh versions of some tried-and-true former network shows. The single off-network strip is *The Gong Show* (Firestone Program Services), which has 65 originals/65 repeats with two runs available for an immediate start. On the weekly first-run side are *The Joke's On Us* (Silverbach-Lazarus), 25 original half-hours/25 repeats. Monty Hall of



Off-network product is being increasingly "farmed out" for barter syndication to companies with acumen in selling advertiser-supported shows, such as Lexington Broadcast Services. Two examples are MGM/UA's "How The West Was Won"; l.; and Columbia's "Family."

strips. Two one-hour weekend specials are also being produced.

Chances of success

Just how successful the new music programs will be is hard to measure, and Serge Valle, vice president, director of programming at Independent Television Sales, a subsidiary of Katz Communications, takes the view that if they "have quality they will work, but because they will be used for weekend slots, they will not be a substantial staple of station schedules. They do offer some opportunity to add variety to a station's list and to help a station to compete with another in the market which has had success with music." In the end, however, he agrees with Oldham that there will be the usual attrition rate. "One or the other will get sold in certain markets, but not all of them."

Besides *Star Search*, there is at least another first-run music show that could

for this year's NATPE, although hardly in the same volume as music ventures. This year at least nine game shows are seeking a berth for the fall or before, as compared to only one or two from 1982. Of course, game shows have never died although they have faded a bit at various times, the reps point out. Katz's Oldham says game shows will always return or continue to be a part of station schedules for two reasons. "They are the least expensive kind of show to produce, which means you don't need a million clearances; and second, you can put them into access or any different number of time slots."

Katz's Valle conjectures that game series may have gotten a new lease on life this year, following the NBC network's shoring of its morning schedule through low-cost means, namely game strips. "It seems NBC is doing well enough to add impetus to game shows for syndication. But I don't know whether I would encourage an independent to utilize them

Let's Make a Deal is host of the series, for a fall start; and *Let's Get Married* (Ray Possum Productions), which may go strip if the interest is there.

Strips are: *Blockbusters* (Firestone); *Mike Stokey's New Pantomime Quiz* (Metromedia); *Wheel of Fortune* (King World Productions), all new episodes; and *Love Connection* (Telepictures), which is being billed a comedy video-dating show, similar to the old *Dating Game*. The deal for the 170 original half-hours/90 repeats is cash, and Telepictures retains one minute. In the case of *Connection*, Telepictures has come up with an innovative scheme whereby if

Because of the entrenchment of access strips such as *Entertainment Tonight*, *PM Magazine*, *Family Feud*, *People's Court* and *Tic Tac Dough*, syndicators are gun-shy about trying to crack the time slot. *Wheel of Fortune* appears to be the only new first-run offering that is willing to take the access challenge.



First-run weekly series are in abundance this NATPE, as producers dwindle their strip efforts. From top, clockwise, Syndicast Services "Sports Debates," with George Steinbrenner; "Prime of Your Life," Lexington Broadcast; Group W's "Classified"; MPC's "Survive!" and Polygram's "Other Views, other Voices."

Connection, which is due for a fall start, fails to get "go" ratings by November, it will be dumped and replaced at mid-season by a different strip. If *Connection* makes good, the back-up will try for a September launch, with *Connection* stations getting the first option to take the strip. Another unusual entry is Syndicast Services barter Daytime Game Show Block, consisting of three-half hour game shows for a start this month

or the next. The three shows, remakes of *Chain Reaction*, *Eye Guess* and *Jackpot*, have commitments from all the Gaylord stations at from KTTV(TV) Los Angeles. But at presstime, a "go" was still up in the air.

Meanwhile, the access time period remains almost a closed case, as it has for the past few years, while revolving in an orbit consisting basically of two or three longtime game shows, a few first-run

syndicated strips and off-network vehicles, depending on whether the station is an affiliate or independent. *Lie Detector* managed to use its sales wiles in mid-season and penetrated the access curtain, getting cash plus one minute of barter in each show.

Because of the entrenchment of access strips such as *Entertainment Tonight*, *PM Magazine*, *Family Feud*, *People's Court* and *Tic Tac Dough*, syndicators are gun-shy about trying to crack the time slot, the reps point out. *Wheel of Fortune* appears to be the only new first-run offering that is willing to take the access challenge. One of the big pluses going for it is that it is available for 39 original weeks, putting it through

In the daytime arena, women's talk shows are in the forefront. The daytime attention to women viewers is seen stemming from syndicators' desire to grab up the viewing slack from the networks. The number of women watchers, 18-49, has been eroding steadily on the network daytime schedule over the past 10 years, although there were two or three years in between where the women's share went up.

all the sweeps books, when other programs may be in reruns.

While other new strip fare is not being pitched specifically for access, some may find their way into the time slot. These consist mainly of reality and information shows such as *People Versus...* (Viacom Enterprises), 130 half-hours, sold on a cash/barter basis, with Viacom retaining one minute; and Corinthian Broadcasting's *Afternoon* (Comworld), also cash plus barter, an hour/information entertainment program.

Newscope (Telepictures), half-hour satellite-fed news/magazine set for the fall, is also being picked up for access by some stations, although it was devised

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Shorter rental agreements seen forcing affiliates out of features as pay impact hovers over market

By Dan Abramson

Changes in the ground rules for the rental of feature film packages to television stations may have the effect of forcing many network affiliates out of the market, according to several of the buyers and sellers who will be present at this year's NATPE convention. This is the most important development that emerged from a TV/RADIO AGE roundup of new syndicated feature packages and movie programming trends.

In most cases, the "new way" of renting films is based on shorter-term agreements between the distributors and the stations than had previously been commonplace. This, in turn, makes it necessary for the stations that air features to have a number of time periods available for longform programs.

Spokesmen for the reps, indies and affiliates all agree that this will bring about significant changes in the manner in which films are syndicated to the nation's TV markets. These spokesmen express somewhat more conflicting views as to the broadcast syndication value of feature-length programs that were originally for television and of productions that were originally done for cable.

NATPE offerings

At presstime, eight major distributors had announced plans to make new feature film packages available at this year's convention. The companies are: Paramount Television & Video Distribution, Twentieth Century-Fox Television, MGM/UA Television, Warner Bros. Television Distribution, The Samuel Goldwyn Co., MCA TV, Viacom, Worldvision Enterprises and Orion Corp. In addition, a group of new packages is being made available by Almi TV Productions.

Most of the new packages will involve film leases of three years' duration—which is a considerable decrease from the standard terms that existed just a short while ago. The change in leasing terms happened so quickly that one of the exceptions—Orion Pictures—has been advertising its Orion I package in the trade papers as "The traditional film offering." Of the eight distributors listed above, Orion (offering six runs in six years) and MGM/UA (offering four



The list of films being made available for syndication this year at NATPE includes "Grease," from Paramount, top, one of the most financially successful American films of the 1970s, "Diner," bottom l., from MGM/UA, and "Norma Rae," bottom r., from Twentieth Century-Fox. Both of the latter drew critical praise when released theatrically.

runs in four years) are the major exceptions.

Says a spokesman for Orion, explaining the company's strategy: "Our rationale is that—with everyone else offering syndication for three or four years—there is going to be a tremendous oversupply of many good films that will be out of syndication five years from now. So the law of supply and demand will take effect, and we're the only major company offering a six year supply of films." He adds that, "This new practice

may drive many stations out of feature films, costing us a major market.”

In addition, Almi TV Productions—headed by retiring NATPE president Chuck Larsen—will be syndicating five feature packages, including such critically-acclaimed foreign language films as *Cousin Cousine* and *Z*.

Reasons for change

The desire to increase the number of plays on pay television after a feature has appeared in syndication is said to be the main reason for the changes in this year's NATPE feature syndication packages by Ed Aiken, vice president/director of programming for Petry Television.

“The original concept,” he explains, “was to create a window in the middle of the broadcast station syndication package. That window was intended to be anywhere from six months to a year during which the distributor would recapture the rights to the film and sell it back to pay cable.” This idea was dropped, according to Aiken, because of objections from the stations themselves.



“So the plan was revised, and what they came up with was a short-term contract, three or four years, and then the feature could be sold back to pay cable.”

Asked if a film that has appeared in broadcast syndication several times will still have appeal for a pay cable audience, Aiken replies that, “Obviously the pay cable systems think so. Or at least the distributors do.”

Dean McCarthy, vice president of program services at Harrington, Righter & Parsons, agrees with Aiken on the first point. “Basically,” McCarthy says, “I think it was the desire of the distributors to take advantage of the pay cable win-

dows. Obviously, one of the things that they want is to be able to get the films back so they can put them back into cable.”

As for how well such films are likely to do on cable after having been broadcast-syndicated, McCarthy argues that this is largely a matter of quality.

“These are pretty strong packages in terms of the quality and the stars, and, for that reason, I think many of them will play on cable for a long time, the same way that some of the Bogart movies are still playing on many broadcast stations. There is still an audience for them.”

Phil Oldham, director of programming for Katz Television, interprets the wide variety of titles available and the new licensing arrangements in terms of cable television having finally come of age. As he recalls, “Over the last few years the major distributors would offer—on the average—two or maybe three packages. They'd sort of alternate. They did that essentially because it was a period when they were starting to sell to cable, and the product just wasn't getting to the local stations. We have now gone on the networks and to the cable companies and it is now being offered in syndication and (so) most of the top distributors have packages out.”

The new situation

The shorter license terms involved in the syndication of these packages may well price many stations out of the feature film syndication market, according to McCarthy. “Some stations may find

that, in order for them to get maximum returns, or even a breakeven return on a feature film, they need five-six-seven exposures. Most of these packages are providing for three exposures, and they may find that they just can't handle it.”

McCarthy believes this is more likely to rule out affiliates rather than the indies for the simple reason that network affiliates do not play primetime syndicated features.

It is McCarthy's belief that the only way in which affiliates are likely to benefit from these new packages is “if they go into some sort of scheduled network pre-emption in primetime where they can play these things conceivably with good ratings and with good revenues generated from sales.”

High quality

John von Soosten, vice president and program manager of WNEW-TV New York, feels that the effect of the shorter license terms will be somewhat ameliorated by the high quality of the films being made available in this year's packages. However, he adds that “with all the windows now available for the distribution of films—pay cable, home video, etc.—you really have to think twice before buying any new package. I think that most major market indies will buy one or more packages in the near future, but major market affiliates seem to be moving more and more towards the news and information area of programming.”

Network primetime theatrical movies

September 27, 1982 through February 20, 1983

Rank	Title	Network	Date	Rating	Share
1.	Oh God Book II	NBC	12/19	23.0	36
2.	Escape From Alcatraz	ABC	11/21	21.3	34
3.	The Black Stallion	CBS	1/1	21.1	33
4.	Private Benjamin	CBS	11/11	20.6	34
5.	Kramer vs. Kramer	ABC	11/7	20.2	32
6.	Smokey and the Bandit II	ABC	11/7	20.1	31
7.	Hooper	CBS	1/15	19.5	34
8.	Coal Miner's Daughter	ABC	10/4	19.2	30
9.	Superman*	ABC	11/14	18.9	29
10.	Live and Let Die*	ABC	1/2	18.7	29
11.	Every Which Way But Loose	CBS	11/13	18.6	33
12.	The Blues Brothers	ABC	10/7	18.3	30
13.	The Electric Horseman	ABC	11/28	18.3	29
14.	National Lampoon's Animal House	NBC	10/10	18.3	28
15.	Caddyshack*	CBS	2/8	18.1	25

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Oldham agrees with this, commenting that, "I won't say they'll be priced out of the market, but obviously the new marketing concept is drastically different from the old. The old tended to work on the concept that the average film needed at least a year's rest, possibly 18 months, and you bought anywhere from four-to-six runs over a period of generally about six years.

"The new concept," continues Oldham, "says that you get six runs every three years, which means that if you physically run every film for its full number of runs, you're going to have to run them once every six months."

Oldham adds that, in many instances, it may even be run with less of an interval than that, "because after a film runs on the network and/or cable and then becomes immediately available to you, it is not likely that you will immediately put the feature on the air. You're going to have to give it a rest cycle from its previous sale situation to start with."

The new packages, Oldham concludes, "will be much more geared to independent stations than towards affiliates because independents want to run more movies, and they have more dif-

ferent time periods in which to run them. So they can shove the features around better, running one in primetime now and, if they wish, they can run it in the afternoon six months from now. If you have more time periods you can get better mileage out of shorter-duration contracts."

Indie purchasers

The belief that the new ground rules for motion picture syndication will be more beneficial to the indies than to the affiliates is shared by several executives at independent stations.

Paul Krimsier, program manager for WGNO-TV New Orleans, thinks that "A station like WGNO, where we're playing three-to-four movies a day and where we have so many different dayparts that we can go into with a feature, has an advantage over a station that maybe has just one movie time period a day."

Krimsier, whose station recently purchased the newest packages from both Warner Bros. and Paramount, points out that, with so many time slots in which features can be scheduled, "I could play one of these features in

Prices for features are described as "much higher now" by WOR-TV New York's Robert Fennimore.

"You used to have a package for six years and 14 or more runs," he says.

"Now you're looking at packages that are only three years in length with three or four runs.

The cost for the movies in the past two-to-three years has gone up by 50 per cent or more. I think the prices are getting out of hand."

primetime in November and maybe come back the following May with a Sunday afternoon play, then come back the next November with an 11 p.m. play."

In comparing the cost of the most recent packages with the cost of those made available in recent years Krimsier says, "The cost per play has not increased for this station on these packages. But the cost has to be realized now within a shorter period of time."

However, Robert Fennimore, vice president/general manager of WOR-TV New York, which is considering the purchase of several packages, states that, "There's no comparison. Prices for features are much higher now.

"You used to have a package for six years and 14 or more runs," he continues. "Now you're looking at packages that are only three years in length with

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Natalie Wood starred in the made-for-TV feature "The Cracker Factory," top l., from Viacom. Theatricals "All The President's Men," bottom l., from Warner Bros., and "Dressed To Kill," top r., from Orion, are being premiered for broadcasters at NATPE.

Industry changes have dictated NATPE expansion into such areas as international and cable: Corvo

By Phil Corvo

Executive director, National Association of Television Program Executives

Sometime ago several distributors felt that the NATPE convention was getting too large, that it had become a "carnival," that the distributors were being overlooked as important contributors to the conference. And why did NATPE schedule sessions opposite exhibition hours, and why did NATPE go "international"? Because of these feelings several distributors met and formed the Association of Program Distributors.

Contrary to belief, all NATPE discussions with APD and other distributors were held openly, amiably and with frankness. There never was a time during any discussion that both distributors and the NATPE officers were not listening to each other's comments and working towards solutions.

NATPE has grown tremendously because the conference became a marketplace for domestic buyers and sellers of syndicated television programs. It grew because it was the only one-of-its-kind in the United States. But it was more than a market—from the buyer's point of view. There were general sessions and workshops so that the voting members (buyers) from commercial television stations could find out what was happening, from a programming sense, in the television industry.

These sessions were the original base for NATPE. It was logical that program exhibition be added to the conference. As each year went by and more distributors attended, the original concept changed to encompass the distributor attendees. Associate membership was begun and representation from that body was added to the board. As associate membership grew and the marketplace aspect of the conference grew, associate (distributor) representation was increased.

Industry changes

While all of this was going on—the industry changed. It was no longer only commercial television stations who were involved in NATPE, but other folks—those who were programming cable channels, foreign stations and networks

"NATPE will continue to welcome overseas syndicators and broadcasters as members and exhibitors. As far as the cable industry, there is no longer a distinction between broadcast and cable—we are all in video programming."



Phil Corvo
Executive director
NATPE

and cassette and disc operations. At the same time a number of foreign syndication operations and distributors began to ask for "exhibition suites" to display their products. The by-laws were changed to include these new technologies as well as democratically offer association membership to those foreign distributors who had product to sell. The basic premise of NATPE has not changed—NATPE International was established by and for television station program executives to increase their knowledge and skills through a regular exchange of information and ideas.

The organization has expanded to include "member companies, publications, and activities." Our roster of members includes TV stations, networks, video-cassette/disc programming entities, overseas broadcasters and producers, distributors, rep firms, research organizations, advertisers, ad agencies, uni-

versities, and telecommunication service companies.

Our goals remain the same—exchange video program information so that video programmers have the tools and skills to perform their jobs in a professional manner. Some of our domestic distributors did not agree with the expansion. Some do not agree even now. But these decisions have been made and will work themselves out as the industry settles down over the next few years. It is possible that NATPE will have to change again in order to be in step with the video program industry.

If you are a video programmer or sell television programs, you are welcome at NATPE as a member and exhibitor. And that includes overseas programmers and sellers. As program services and outlets increase and competition increases—so will there be an increase in the need for programs. We need more suppliers with more ideas. This belief is a preamble to NATPE's position on the network financial interest and syndication rules.

Strength in numbers

Instead of depleting the number of distributors and syndicators (producers), which would surely take place if some companies no longer could distribute off-network product, we need more companies to invest in more programs to satisfy the enormous appetite of the growing number of program services. Those companies using off-network sales as a base are financially able to experiment in first run product so necessary for those 30, 40 or 50 channels. Therefore, it is our position that retention of the rules is most beneficial to the industry at-large. Since NATPE expanded, its umbrella membership has increased. Total membership is at 1,600. We have not experienced an increase in domestic membership in voting (programmers) and in associate (distributors, reps, related industries) categories.

All of this leads to the 1983 Conference. There are about 250 registered distributor exhibitors, including 57 companies on the floor in the Hilton Pavillion. These "booth" companies are very satisfied with being on the floor.

Wynn Nathan of Lionheart expresses so well the success of the exhibit floor

Sitcoms pace November Nielsen syndie sweeps; informational, variety programs also do well

Situation comedies have maintained their position as the strongest overall category in national syndication, according to the November, 1982, NSI average household ratings based on Nielsen's Cassandra system.

Out of the top 25 syndicated programs, nine were sitcoms. Next best categories were music/variety and information/reality/talk shows with four programs each.

These are some of the highlights emerging from the detailed NSI data on syndicated programs. In addition to the household ratings, the shows are measured by demographic ratings, daypart and program category. The material can be found on 24 pages of tables starting on page 330 of this issue.

Of the nine sitcoms in the top 25, five were returnees from last year. They were: *M*A*S*H*, which retained its Number 1 spot, although its rating slipped slightly from 13.9 to 13.5; *The Jeffersons*, up 11 spots from 17th (7.5 rating) to sixth (9.1); *Barney Miller*, down from eighth (8.7) to 10th (8.5); *Laverne and Shirley*, down from 10th (8.4) to 18th (6.8); and *Happy Days*, down from sixth (8.8) to 21st (6.7).

Newcomers among sitcoms in the top 25 were: *Three's Company*, fourth with a 9.6 rating; *WKRP in Cincinnati*, 13th (7.8); *Soap*, 20th (6.8); and *Alice*, 22nd (6.5).

The four sitcoms making the top 25 in November, 1981, but slipping lower in November, 1982, were: *Good Times*, down from 22nd (6.7) to 45th (5.1); *Welcome Back Kotter*, down from 23rd (6.4) to 30th (5.9); *All in the Family*, down from 24th (6.2) to 42nd (5.2); and *What's Happening*, down from 24th (6.2) to 38th (5.6). *The Jeffersons'* ratings climb is all the more impressive because there was a discernible scheduling shift by stations away from primetime access in favor of early fringe. In November, 1981, some 46 per cent of the 60 stations carrying the series aired it in access, while 51 per cent broadcast it in early fringe. A year later, however, only 37 per cent aired it in access while 58.5 per cent scheduled it in early fringe.

The four music/variety shows in the top 25 last November were also there a year later. Two of them, *Entertainment Tonight* and *Solid Gold* (original—i.e., not repeat—airing) improved their positions, while the other two, *Hee Haw* and *Dance Fever* maintained their posi-

Leading syndicated shares by household ratings

Top 25 programs, ranked by weighted DMA ratings

1. M*A*S*H	13.5
2. Family Feud PM	12.4
3. PM Magazine	12.0
4. Three's Company	9.6
5. Hee Haw	9.3
6. The Jeffersons	9.1
7. People's Court	9.0
8. Entertainment Tonight	8.8
9. Tic Tac Dough	8.6
10. Barney Miller	8.5
11. Solid Gold (original)	7.9
12. Dance Fever	7.8
12. WKRP in Cincinnati	7.8
14. Smiley's People, Part 2	7.4
15. Let's Go to the Races	7.3
16. Fight Back	7.0
17. Bart Starr	6.9
18. Laverne and Shirley	6.8
18. Little House on the Prairie	6.8
18. Soap	6.8
21. Happy Days	6.7
22. Alice	6.5
22. Hayden Fry	6.5
24. Joker's Wild	6.3
25. Phil Donahue Show	6.2

Source: NSI (Cassandra) November, 1982. Syndicated series in five or more markets.

tion but saw their ratings decline slightly. The rundown for November, '82: *Hee Haw*, still in fifth place, but down from 9.7 to 9.3; *Entertainment Tonight*, up from 12th (8.1) to eighth (8.8); *Solid Gold*, up from 21st (7.0) to 11th (7.9); and *Dance Fever*, still in 12th place, but down 8.1 to 7.8.

Three variety shows that were among the syndicated leaders for November, 1981, did not make the top 25 in the November, 1982, Cassandras. They were: *You Asked For It*, down from 10th (8.4) to 57th (4.6); *Lawrence Welk Show*, down from 12th (8.1) to 32nd (5.8); and the *Muppet Show*, down from 15th (7.8) to 32nd (5.8). The four information/reality/talk shows in the top 25 in November '82 were: *PM Magazine*, maintaining '81's third place but dropping slightly from a 12.7 to a 12.0

rating; *People's Court*, a new entry, in seventh place with a 9.0 rating; *Fight Back With David Horowitz*, down from sixth (8.8) to 16th (7.0); and the *Phil Donahue Show*, 25th (6.2). Donahue did not make the top 25 in November, 1981, but that would not normally be expected because it is aired primarily in daytime when viewing is lighter.

The 25 syndicated leaders were rounded out by three game shows, three sports programs, one special and one hour-long drama. The game shows were: *Family Feud PM*, second (12.4); *Tic Tac Dough*, ninth (8.6); and *Joker's Wild*, 24th (6.3). Sports entries were: *Let's Go to the Races*, 15th (7.3); *Bart Starr*, 17th (6.9); and *Hayden Fry*, 23rd (6.5). The special was *Smiley's People*, part 2, 14th (7.4), while the lone dramatic series was *Little House on the Prairie*, in 19th place with a 6.8 rating.

Of the 25 leaders, 12 were carried in more than 100 markets. They were: *Solid Gold*, 180 markets; *M*A*S*H*, 177; *Hee Haw*, 176; *Phil Donahue*, 167; *Happy Days*, 145; *People's Court*, 136; *Barney Miller*, 126; *Family Feud PM*, 124; *Entertainment Tonight* and *Little House on the Prairie*, 121; *Dance Fever*, 114; and *Three's Company*, 104.

Arbitron's analysis

In Arbitron's Syndicated Program Analysis for November, 1982, *PM Magazine*, rather than *M*A*S*H* was Number 1 on a households basis with a 13.1 rating (compared to 12.0 by Nielsen).

*M*A*S*H* was Number 2 with a 12.8 rating (13.5, Nielsen), while *Family Feud*, which had been Number 2 in the Nielsen ratings dropped to Number 3 with Arbitron, showing a 12.7 rating (12.4 with Nielsen).

(continued on page 328)

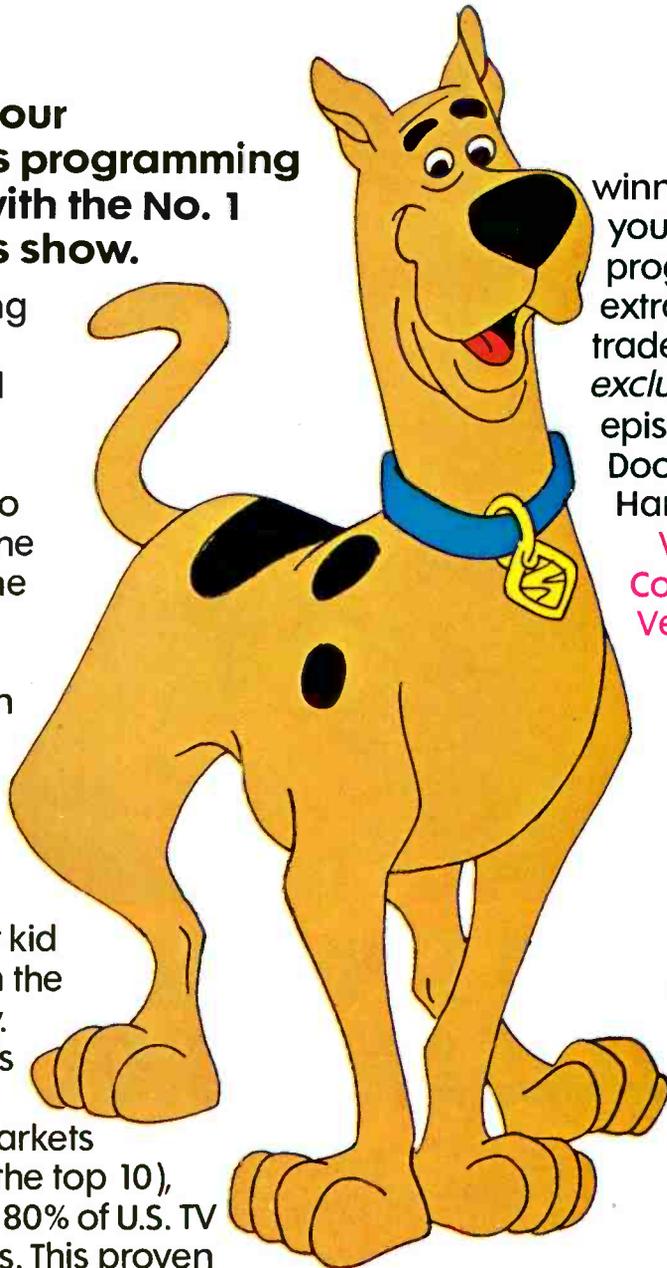
Detailed listings from Nielsen's Cassandra syndicated program rankings, beginning on page 330.

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PROGRAM
EXCHANGE

Programming/Production

Ad execs support 'fourth network' concept, but pose problems

While barter, music, movies and game shows are playing the starring roles at this year's National Association of Television Program Executives International convention, they may wind up being upstaged by other players planning "fourth networks," namely Metromedia Television and a consortium of other station groups consisting of The Tribune Co., Taft Broadcasting, Gaylord Broadcasting and Chris-Craft Industries. And in interviews with the top media executives at the five leading advertising agencies in terms of broadcast billings, the consensus is that the concept of a network or networks as alternatives to ABC, CBS and NBC should be welcomed, but that several requirements are necessary for the projected ventures to be successful. These center on programming, consistency and coverage. The clearance factor is deemed as most important and cannot be accomplished adequately without affiliate defection, it is felt. (See NATPE series story, this issue re reps' comments on a "fourth network.")



Buchanan



Banks

All five advertising agency executives are unanimous that a "fourth network," or ad-hoc network will work as a concept and will continue to work well for such ad-hoc networks as SFM Entertainment's Holiday Network and Operation Prime Time, but they are quick to add there are problems involved in its viability. Robert E. "Buck" Buchanan, executive vice president/US media director at J. Walter Thompson, says the term "fourth network" is a confusing appellation but "we welcome any opportunity to reach near-national or national distribution in the TV media as a competitor to networking because it means there is more product and, hopefully, which will not be as expensive as the product of the three networks."

But, he continues, "it all depends on coverage and I don't think you can expect a 'fourth network' to really deliver the coverage of an established network. However, if it's relatively close in reach then it may provide a viable alternative." To put together a "workable" fourth network, would require the defection of

a number of affiliated stations for a coverage pattern to be acceptable to advertisers, adds Kenneth Caffrey, senior vice president, executive director of media operations at Ogilvy & Mather.



Caffrey



Ostrow

Furthermore, he continues, once this feat is accomplished, it must be achieved consistently. In addition, once the advertising buyer accepts the network as a concept on a continuing basis, "you are hurting yourself in your major network buys, and until you have a broader station base, the downside risk on some of the affiliate defections could be relatively significant and, therefore, could hurt deeply. If you are advertising on both you suddenly find you don't have coverage in certain areas."

Arnie Semsy, executive vice president, director of media and programming services at BBDO, notes that some affiliates will defect to the ad-hoc network only if the programming is "right," but "I don't think they will do it on a consistent basis. They realize the networks are still the best supplier of programs." Also, JWT's Buchanan adds that it's difficult to put a fourth network together because "you don't necessarily have a strong independent in each market, and although the affiliate can become a member of the group, the affiliate is dealing with something that is negative to the network, so he is less likely to carry a fourth-network offering than an independent."

BBDO's Semsy notes that advertiser support will be forthcoming if the distribution and programming measure up to the advertisers' needs. "Most advertisers would be happy with 65-70 per cent of the country, if it was in the areas they believed would be right for their product, and even less in some concentrated areas." All in all, he feels, "the amount of ad dollars going into ad-hoc ventures doesn't have a major impact on the networks anyway."

Allen Banks, executive vice president, media director at Dancer Fitzgerald Sample, says that advertiser support should be judged on a program-by-program basis and on program consistency.

"The whole thing is programming. Is it something that people want to watch? If it is, is it the kind that draws the kind of people we want to reach? I will have to see what's being produced and presented. But I believe in the concept. OPT brings it off. I don't see why others can't do it as well."

Joseph Ostrow, Young & Rubicam's executive vice president, director, communications services, adds that "while we are in business to support media, the question becomes whether these new projected networks will be viable opportunities and that depends on the programming, lineups they clear and the time of day as well as pricing. Whether it comes out of network budgets or spot's depends on how broad-based the lineup is."

Important to O&M's Caffrey, in addition to lineup depth, is the cost factor. "The high cost of programming is not going to change, and I don't believe that a producer of made-for-TV productions or theatrical films will sell for anything less than they sell to the networks. Which means there are no bargains and the price will be relatively as high."



Semsy

Movies are the centerpiece of both the two planned networks, and both can come up with a lot of clearance clout and with big dollars in purchasing films, the agency executives point out. In the case of Metromedia, plans call for eventually expanding to acquiring developing movies in conjunction with getting upfront ad money, once the step of acquiring existing theatricals pays off. Both Metromedia's and the consortium's plans would be to grab the films before the networks, after theatrical release.

While similar movie network efforts have been attempted previously in the industry, most have failed. "But it's a different world today," notes BBDO's Semsy. "You will see the start of a trend this year, with advertisers more willing to take the plunge than a few years ago. Some will fail, of course, but others will succeed. Metromedia and the consortium have a good shot. They know the business and they are the more viable entries. Also, in about two years hence, all the TV stations will have earth stations and will have the choice of picking up whichever programs they need. But I don't see these networks ever becoming networks in the traditional sense."

Oldham strategy talk at NATPE

Citing that today's typical off-network program has roughly 100 episodes, **Phil Oldham**, vice president, programming, **Katz Communications**, will focus on strategy in his NATPE talk to the company's clients on March 18 and advises stations to come up with "an adequate supply of options as a way to better deal with the problem." He says that stockpiling according to a station's needs should be considered when negotiating for programs and to the point where opportunities to delay the start of the program to suit a station's needs should be considered.

He notes that a "good number of stations held back their 1982 off-network premieres, and points to several reasons for his recommendations, including the continued success of current off-network product; unsuccessful shows left on, due to the high cost; unexpected early release created a stockpile situation; and renewal of key, successful, expensive shows.

"Stations today must continue to do a certain amount of stockpiling, in order to guarantee an efficient long-term program strategy," as in the days of low-

priced programming. "If you are a sitcom station, you had best be already negotiating for suitable 1984 programming."

Oldham notes that inventory control to avoid new program purchases might be attained by "merely rescheduling existing inventory, similar to what's being done with plays in more than one time period, with *M*A*S*H* and *Three's Company* and *Soap*. Oldham recommended the strategy of double-stripping in some instances, saying there are two occasions which invite the redundant scheduling strategy: good for hyper-successful shows that appeal to the broadest possible audience; and good short-term replacement. He added that this strategy is virtually exclusive to off-network half-hours. "Hours would constitute a movie and a similar first-run strategy would counter the fresh appeal of first-run programs."

But, he continues, the pickings down the road are lean for double-stripping programs. The theories, however, are useless "if we ignore the basics of audience flow and audience composition unique to the market. Audience flow will dictate program length as well as time

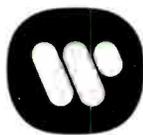
period," and he encourages the attendees to schedule programs based on tune-in, tune-out and lead-ins on their station as well as on the competition's.

Oldham also stresses summertime's problems and opportunities and suggests resting current hot programming for related programming with a similar type. And, he advises, summer is the best way to burn off left-over episodes of some of "the disappointing programs on the shelf." Testing of first-run or off-network is also a summertime possibility, he continues, "Make the switches, generally speaking, if your February book looks good, then hold off until the May sweep.

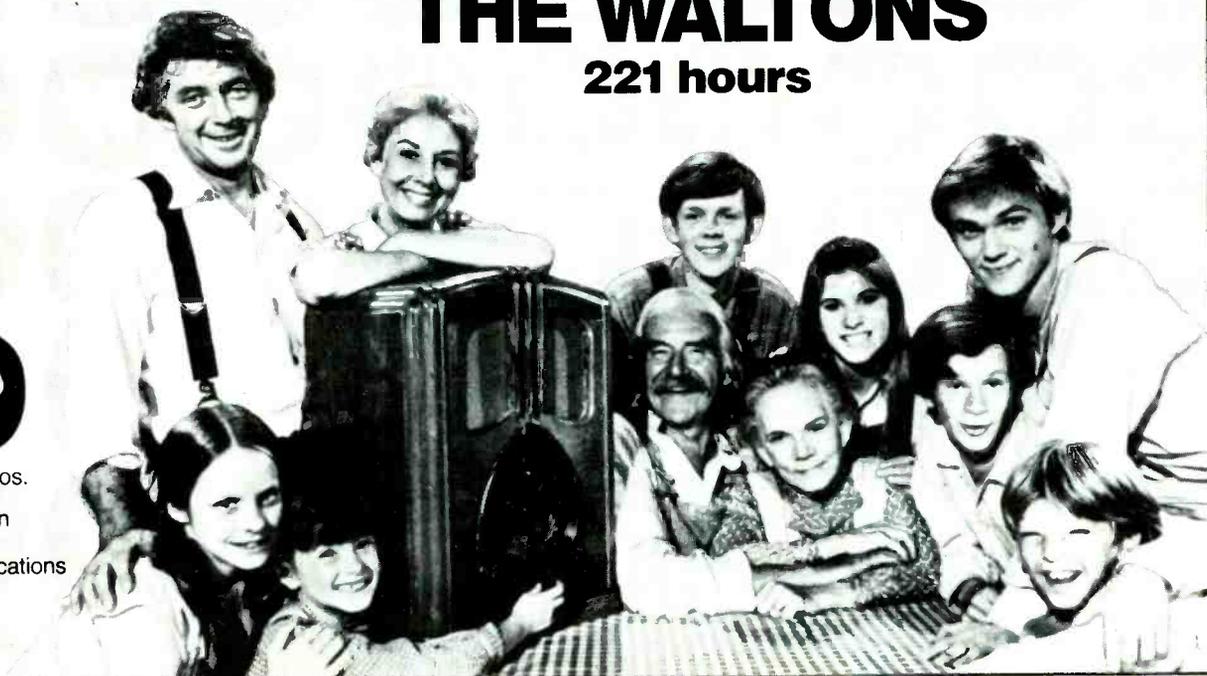
Oldham, in addition, notes advantages in getting in on the ground floor of first run: including cost, and negotiating longterm protection. He also stresses the importance of barter as now a "full-blown reality, saying it no longer represented "cheap stuff, with off-network material joining in as well. Also, he advises stations to look at local program production, emphasizing the importance of local news. He stresses the importance of movies and suggests that Metromedia's "fourth network" idea fuels the fire of new choices for stations.

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Syndication shorts

Firestone Program Syndication has added WABC-TV New York to the list of stations buying *Card Sharks*. Stations besides WABC-TV, include KYW-TV Philadelphia, WBZ-TV Boston, WJBK-TV Detroit and KDKA-TV Pittsburgh. Firestone also is releasing first-run episodes of *Blockbusters* for stripping for an immediate or fall start.

Capital Cities Television Productions will distribute 11 programs for syndication at NATPE. The programs, seven originals and four repeats, include *Trouble With Grandpa*, *Snowbird*, which stars Dick Van Patten, and a one-hour Christmas special, based on the story of *The Juggler of Notre Dame*. All of this year's programs are sponsored by Nabisco and Bristol Myers.

Four Star International has acquired worldwide TV distribution rights to *Pippin*, for airing in early 1984. The show played in June, 1982 on On TV and on the Rockefeller/RCA Entertainment Channel. Pay-TV exclusivity expires at the end of this year.

Western Horizon Television has acquired the rights to 78 episodes of the 1950s network series *Topper*. The series, which is being offered in both its original 25-minute length as well as in newly-edited 22-minute versions, has been ordered by more than 20 stations.

American Television Syndication has sold *An Evening at the Improv* to an additional three stations for a total of 88. New markets are WBZ-TV Boston, WISC-TV Madison and WWBT-TV Richmond. Also, ATS reports new sales of *Lorne Greene's New Wilderness*, bringing the total to 101. KSFN-TV Fresno, WDSU-TV New Orleans, WBLN Peoria, KCRL-TV Reno, KUSI-TV San Diego, K1MA Yakima and KOKI-TV Tulsa are the new stations.

Viacom International has signed a production/distribution pact with **Marjon Entertainment**, a subsidiary of Century Financial Management. First product to be distributed by Viacom Enterprises is *Sports Images*, first-run 13 half-hours focusing on high-action, high-risk competition. Viacom also will distribute internationally *The Pope and His Vatican*, a one-hour special scheduled for Easter Week telecast on ABC. The program focuses on the workings of the central power group inside the Vatican and on the daily life of John Paul II.

The Cosmic Muffin, popular radio series, is getting a syndicated television version from **Cosmic Muffin Inc.** and **Sharp Features**, Cambridge. The daily shows, a series of astrological reports, are

coupled with humor and seriousness. Production began at the beginning of this month.

ITC Entertainment has released a first-run miniseries, *Tycoon: The Story of a Woman*. The five two-hour episodes relate the story of a woman who maneuvers her way into the business world after the death of her husband.

John F. Kennedy is the subject of two separate syndication programs. **Golden West Television** is distributing a two-hour special, *Being With John F. Kennedy*, which features exclusive use of four films shot during Kennedy's years on the campaign trail and in the oval office, two of which have never been shown on TV. The other vehicle, *America Remembers John F. Kennedy*, is a joint venture of **On the Air, Group W Television** and **RKO General Television**. The two-hour special focuses on the legacy of the late president, and has been sold in eight of the top 10 markets. It's available to stations on a cash/barter basis, to be televised twice from October 15 through December 31. *On the Air*, which distributes the special, retains two minutes in each run. The stations get 17 minutes in each broadcast.

The Corner Drugstore, news feature, has gone into its fourth year of production. The series, from **Alcare Communications**, has been renewed by the Times-Mirror Corp. In addition, 12 other stations have been added.

Capital Cities' latest program in its special reports series, *Our Daily Bread*, has a lineup of more than 150 stations representing 90 per cent of the U.S. TV households. Tom Wicker is host, with Fram Corp. as sponsor. Airdates are April 4-17.

Zooming in on people

E. Jamie Schloss has been appointed vice president, business affairs and administration, at **Warner Bros. Television Distribution**. Prior to his appointment, Schloss was vice president, business affairs and finance, at EMI Television Programs Inc., a division of Thorn-EMI in Los Angeles, for two years and before that, he was with MCA Inc., for nine years in various capacities.

Diana Foster has been promoted to director of southwest sales, at **Telepictures** domestic sales division. Prior to her promotion, Foster was a sales executive at Telepictures domestic sales division, specializing in small-market sales west of the Mississippi.

Public Media Inc. has made several appointments. **Allen J. Green** has been promoted to president, Films Inc., entertainment; **Gale Livengood** has been

named president, Films Inc., Education; and **Harry Abramson** has been appointed president at Quartet/Films Inc., marketing. Green, formerly vice president of his division, has been with the company for six years. Livengood, also formerly executive vice president of his division, has been with the company since 1957; and Abramson previously was sales manager at Quartet/Films since April, 1982. Other PMI divisions include Lionheart Television International.

LBS opens Chicago office

Lexington Broadcast Services has opened an office in Chicago and has named **Vivian M. Hunt** as account executive in charge of it. According to Robert L. Turner, president of LBS, the expansion is due to the growing importance of Midwestern agencies in the advertiser-supported business. The new office is located at 2300 Merchandise Mart. Prior to joining LBS, Hunt was president of Hunt Communications and before that, she was vice president/sales and marketing, Glen Lau Productions. LBS' Chicago move represents its second during the past year. Last August it started operations in Los Angeles.

Radio syndication

The United Stations' *The Great Sounds* program, has added WNEW New York. The show, tailored to WNEW's standard-nostalgia format, will be aired on Saturdays in the 2-6 p.m. slot. *Sounds* is a weekly four-hour show which blends music of the 1930s-50s with interviews with actual artists who made the hits. It has been cleared by 40 of the top 50 markets, including KRRZ Los Angeles, WAIT Chicago and KSFO San Francisco.

Creative Factor, Hollywood, has signed KSHE(FM) St. Louis, WTPA(FM) Harrisburg, WSKS(FM) Cincinnati, WRBN-FM Macon and WZXR(FM) Memphis to its *Concert Magazine* lineup. *Magazine* is a bi-weekly 90-minute series highlighting concert appearances of three major headliners in each edition along with brief concert-related features. The show is supported by a four-color magazine also called *Concert Magazine*. The first issue is set for May 15.

Narwood Productions has produced the "Tommy Dorsey Tribute" as part of its *The Music Makers*. The special will be broadcast in two parts. Part one, to be aired the week of March 28, sketches Dorsey's years from 1935 through 1940. Part two, traces the years from 1940 through Dorsey's death in 1956. Stations carrying the series include WRTN(FM)

NATPE 1983

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FIRST-RUN

The People Versus
Family Feud

FEATURE FILMS

Viacom Features I
Viacom Features II
Viacom Features III
Viacom Features IV
Viacom Features V
Viacom Features VI
Viacom Features VII

Viacom Features VIII
Viacom Features Nine
Viacom Movie Greats
The Legend Group
GASP
Special Delivery
The Exploitables
Thematics

OFF-NETWORK

Cannon
Tandem Productions
All in the Family

Hawaii Five-O
The Life and Times of
Grizzly Adams
The Bob Newhart Show
The Mary Tyler Moore Show
The Best of the
Beverly Hillbillies
Clint Eastwood in Rawhide
I Love Lucy
The Honeymooners
The Twilight Zone
Gunsmoke

Gomer Pyle
Hogan's Heroes
The Andy Griffith Show
Wild Wild West
Perry Mason
Marshal Dillon
Family Affair
My Three Sons
The Rookies
The Dick Van Dyke Show
Petticoat Junction
Terrytoons



New Rochelle, N.Y., WHLI, Hempstead, N.Y., KGIL AM-FM Los Angeles, WAIT Chicago, CKJY(FM) Detroit, WPEN Philadelphia and KQUE(FM) Houston.

Westwood One has acquired *Earth News Radio*, nationally sponsored young-adult news and lifestyle features program. *Earth News*, started in August, 1972, initially was carried on 20 California stations; the list presently totals 400.

Kalamusic, easy listening syndicator, has named **John F. Dussling** as national sales manager. Dussling was NAB regional sales manager. He was with NAB since January 1979. Kalamusic, a division of Fairfield Broadcasting, has 35 subscribers in the U.S., Canada and abroad.

Perspective on the Economy, 60-second information feature released and produced by *The Syndicate*, Oakland, Calif., is now heard on more than 150 markets as it enters its third production year. The insert is offered free to stations on an exclusive market basis. The Syndicate's *Byline*, two-minute daily commentary series, began beaming by satellite to the 1,100 affiliates of Associated Press Radio. The series, in its fifth year, has a station lineup of 140 stations and is distributed to non-profit stations nationwide via the NPR satellite.

The United Stations has named **David Landau** director/eastern sales. He comes to US from WKTU(FM) New York, where he was an account executive.

At **Westwood One**, **Thom Ferro** has been promoted to director of sales. He replaces **Judy Gold**, Westwood One's executive vice president, who will step up her corporate activities. Ferro joined Westwood in 1979 and was a regional sales manager and national sales manager.

Viacom record earnings

Viacom International has reported record revenues and earnings for the full year and for the fourth quarter in 1982. Revenues increased to \$274,847 or 31 per cent over the previous year, and revenues for the fourth quarter were up by 28 percent to \$75,656,000, compared to \$59,220,000 in 1981.

Earnings for 1981 include the effect of two non-recurring items. On a pro-forma after-tax basis, excluding the two non-recurring items, 1982 earnings increased 19 per cent over 1981, from \$20,643,000 to \$24,592,000; and fourth quarter earnings increased by 21 per cent, from \$6,330,000 to \$7,666,000. The increased revenues and earnings represent the 12th consecutive year of record results.

ITC in deal with Moonlight

ITC Entertainment will have worldwide distribution rights to all Moonlight Productions' made-for-TV movies. The first production under the deal is *Baby Sister*, telecast March 6 on ABC. Moonlight is currently in production on *Night Partners*, scheduled for CBS later this season. Among Moonlight's made-for-TV's are *The First Time*, *Forbidden Love*, *In the Custody of Strangers*, *Return of the Rebels* and *Portrait of a Stripper*.

NCCT week is set

The week of March 13-19 has been set by Congress and President Reagan as National Children and Television Week. Posters are being distributed to schools across the country, centering on pictures of stars of popular shows, with the slogan, "All Your Time Is Prime Time . . . Think About It." On the back of the posters are suggestions for classroom discussion and activities aimed at encouraging students to look critically at television. According to **Nicholas B. Van Dyck**, president of NCCT, questions will be posed on the back of the posters asking how much time students spend in front of the TV set and why, and which shows are valuable to them. NCTT recently presented a corporate achievement award to the Sears-Roebuck Foundation for "15 years of continuous support for *Mister Rogers' Neighborhood*."

Metromedia Television move

Metromedia Television will move its New Jersey headquarters base to Boston. The move, from Harmon Cove, N.J., to Needham, Mass. the site of WCVB-TV, will take place sometime in the spring. Meanwhile, \$4 million expansion of the WCVB studio will be completed within six to nine months, and Metromedia Television executive staff will be accommodated in temporary quarters at WCVB until the expansion project and permanent Metromedia offices are completed at the site according to Robert M. Bennett, president of Metromedia Television and senior vice president of Metromedia Inc.

UPI adds two awards

United Press International has established two broadcast awards programs—one for Spanish-language TV and radio stations and one for college and university stations. UPI's regular network broadcast awards contest was started in 1979. Awards in both contests

will be given for best spot news, newscast, feature, documentary and sports. The contest covers the period from January 1, 1982 to January 1, 1983. There is a \$5 fee for each entry.

Third World TV Confab

A conference on television programs from Third World countries has been organized through the auspices of the New York chapter of the National Academy of Television Arts and Sciences. The conference, "U.S. Television in Third World Countries: Blessing or Curse?" will be held at the Saint Peter's Lutheran Church on April 12, and will consist of an afternoon screening and an early evening panel discussion.

Some 10 hours of television programs from the Third World countries, including documentaries, educational/scientific programs and some entertainment material will be screened. None of the programs have been shown in the U.S. before. Moderators on the panel, which will discuss whether the export of U.S. TV material to developing countries be limited, include **Michael Solomon**, president, **Telepictures**; Gerard Bolla, assistant director general UNESCO, Paris; and William Salmon, coordinator, international communication, Department of State. Claus Mueller, Media Resource Associates, is organizer of the event.

Network production roundup

Prime Times, an hour special for NBC and a pilot for a projected series, will be produced by **Solt/Lee Productions** in association with **Columbia Pictures Television**. *Prime Times* is an irreverent, humorous and sentimental journey into the last 30 years of television. Show includes film clips and interviews with stars of both past and present.

At **20th Century-Fox**, filming is underway on *Trauma Center*, movie-for-TV, dealing with emergency medicine's approach to saving lives of persons involved in violent accidents. Two-hour pilot for a proposed one-hour TV series on ABC, is under the guidance of Glen Larson and Jerry McNeely.

The life of William Randolph Hearst, based on the book, *Citizen Hearst*, will be developed as a four-hour multi-part drama by **Embassy Television** for CBS. It's being written by James Costigan, whose credits include *Eleanor and Franklin* and *A War of Children*.

Houston M.C., contemporary medical drama, will be filmed as a project for CBS by **UA Television**. The projected hour series will link a small community

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Group W. Productions has acquired the rights to Dr. Joyce Brothers' book, *What Every Woman Should Know About Men*, for a CBS television movie. The two-hour movie concerns two childhood friends who meet again after their marriages end, and fall in love.

Production has begun on *Concrete Beat*, 90-minute pilot being produced by **Picturemaker Productions** in association with **Viacom Productions** for ABC. It focuses on a big-city newspaper columnist and the people he encounters.

Bonneville records 'War' theme

Bonneville Broadcasting System has recorded *The Winds of War* theme, in an agreement reached with publisher Famous Music and Applause Records. Applause will distribute the record via retail record outlets throughout the country.

The Bonneville recording features the 65-piece Bonneville "million-dollar sound" orchestra and five synthesizers. The project was put together with great speed, notes John E. Patton, Bonneville's chairman and chief executive officer. The day after the series ended, rights were cleared, with arrangements written the same day. The Bonneville orchestra recorded the music the next day and less than 24 hours later the theme was broadcast across the country to the company's satellite subscribers.

WCI to market digital discs

Pre-recorded music on digital audio discs will be marketed and distributed by the Warner Communications Inc. Record Group. A broad selection of music will be available on WCI Record Group labels—Warner Bros., Atlantic and Elektra/Asylum—when the compact disc is introduced in Europe this month and in the U.S. later this year. The digital disc is said to produce the purest recorded sound in existence today, and also represents a major advance in design from the standard black, 12-inch 33 1/3-rpm disc.

The single-sided 4 1/2-inch compact disc will contain an entire LP album on its one side.

AP Broadcasters name Formby

Clint Formby, president of nine Texas radio stations, has been named president-elect of the Associated Press Broadcasters. Bob Wells, former member of the FCC and now vice president of Harris Enterprises, Hutchinson, Kan.,

moves up to the APB presidency from president-elect. APB officers are elected by the board of directors of the association from a slate presented by a nominating committee. The other candidate for president-elect was Peter Martin, vice president, news and public affairs, WCAX-TV Burlington—Plattsburgh.

Equipment notes

Harris Broadcast Microwave, San Carlos, will introduce a high-performance 7 GHz solid-state microwave system for television replay at this year's NAB. It's designed to provide superior transmission performance in single-hop STL/TSL systems and in multi-hop intercity systems. The 7FB receiver includes a clamper which stops picture bounce, reduces low-frequency noise and eliminates hum from the video signal, according to Harris.

KCOP-TV Los Angeles is planning to initiate ENG operations with RCA Hawkeye 1/2-inch recording camera and studio systems. To get video footage the station will use two Hawkeye camera/recorder systems and a third field unit composed of an RCA TK-710 portable camera and the portable Hawkeye recorder (HR-1). The Hawkeye system uses 1/2-inch VHS cassettes as recording medium for the chroma track recording format. **Gerald S. Kaplan** has been named manager, technical programs, at **RCA American Communications**. He previously was a principal member of the technical staff in the company's technical operations group.

Intercontinental Televideo has made multi-standard editing available at its New York facility. Low-band U-matic cassettes can be edited on either PAL to PAL, NTSC to PAL or combinations thereof. Inter-standard editing is achieved by the Quantel DSC-4002 standards converter.

Color Systems Technology, Los Angeles, has signed a letter of intent to acquire **BJA Systems**. BJA, a computer graphics company, holds the patented process to color black and white motion pictures and TV shows, notes BJA. The process has been used by both ABC and NBC in movies of the week.

Clay Broadcasting Co., Wilmington, has selected 15 Sony DXC-6000 ENG cameras. The cameras have three mag-type 2/3-inch Saticon tubes, low-noise preamplifier and f1.4 prism optics. It also has better than 55 dB signal-to-noise ratio.

Rank Cintel will introduce a storage system for digital still at the NAB in Las Vegas. The system is a portable, self-contained unit with its own processor and

integral storage and can accept a variety of inputs. A built-in synchronizer allows it to take frames from a slide scanner. It's said to be the first of its type to use portable streaming cartridges. A built-in synchronizer allows the storage system to take frames from studio cameras or video tape recorders.

Crawford Communications has purchased Ampex equipment valued at \$1.2 million for installation in its new post-production facility in Atlanta. Installed will be eight Ampex one-inch helical scan video tape recorders which include the VPR-3, VPR-2B and VPR-80, a VPR-20B portable one-inch VTR, Ampex digital optics system, ACE touchscreen editing system and AVC-31 production switcher. Audio recorders include an ATR-124 and two ATR-800S.

NBN names president

George R. Edwards has been appointed president of the **National Black Network**. Edwards, who joined NBN four years ago as vice president of marketing and sales, was named vice president and general manager in December, 1980. Before joining NBN, he was vice president and director of domestic marketing at Heublein Inc. Spirits Group, Hartford, and held a similar spot before that at the Venture Marketing Co. of Heublein Inc.

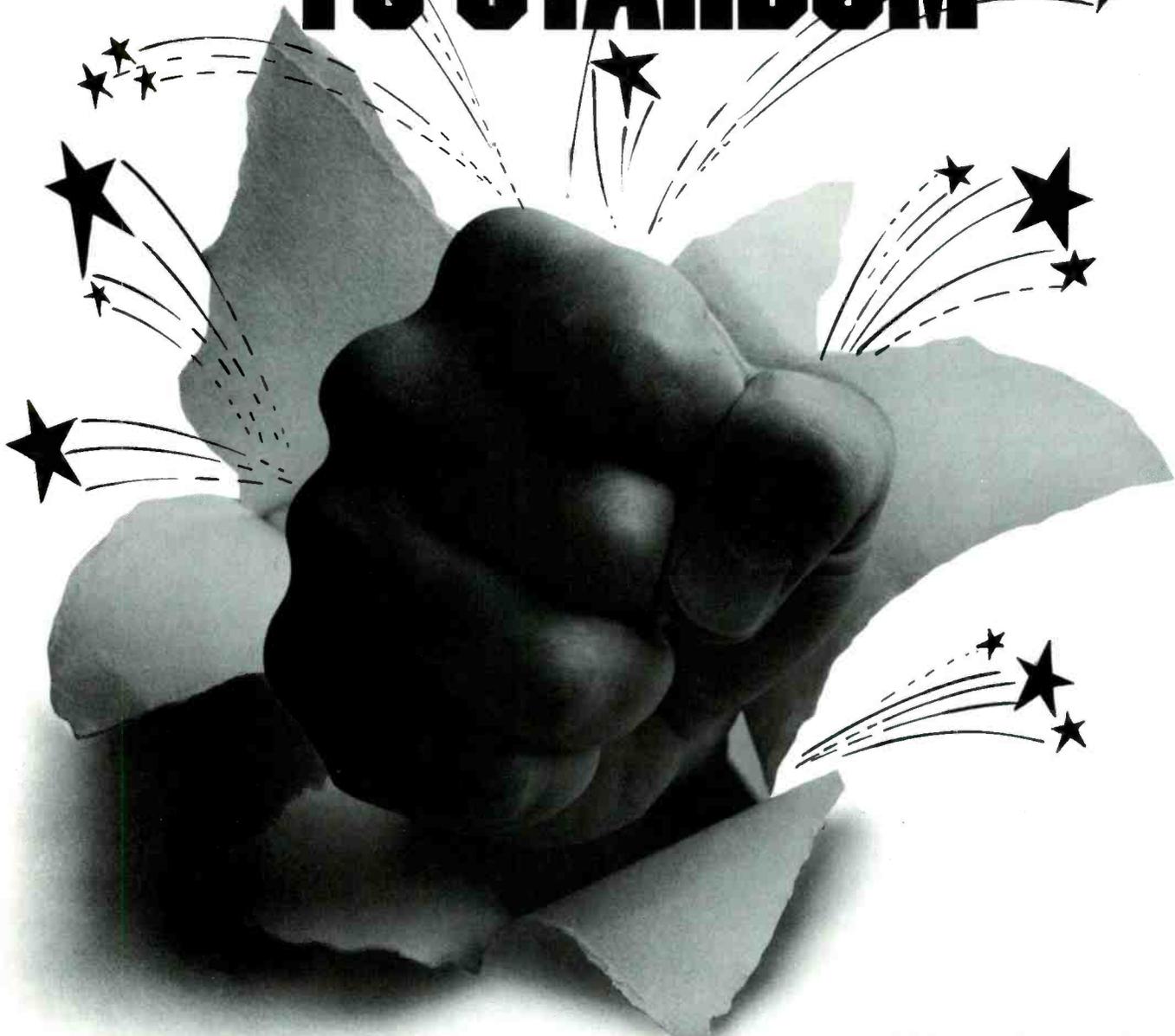
NBN was founded in 1973 and currently has 105 affiliated black radio stations in the U.S. that cover more than 100 markets. The network produces 120 hourly newscasts, including the *Night Talk*, talk show. Services are provided by NBN to affiliates via AT&T longlines and WESTAR 1. The network has 30 professionals and about 250 stringers in every region of the U.S.

Computer data via radio

The first main channel broadcast of computer data on a commercial radio station has been delivered by KMPS AM-FM Seattle. The broadcast, which took place March 6 at 7:30 a.m. on both stations, takes data from a computer, which reduces it to 300 band frequency-shifted keying by means of a modem. On the receive end, the data is translated back to digital form and brought up on the user computer, which records the information on a cassette or reel-to-reel tape machine. The information is translated by the home computer.

Broadcast of the first message took 27 seconds, excluding five to 10 seconds of lead time to allow the user modem to lock on to the station's carrier.

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Commercials

Film-to-tape

"What we have seen is a tremendous swing over to negative-to-tape transfers, as opposed to a few years ago when most commercial work was done on a positive-to-tape basis," says **Ron Sodalter**, executive producer for commercials production at **VCA Teletronics**. Sodalter adds that "This is a major trend to the extent that all those people who invested in positive systems are seeing them used for less than first-choice commercials production work."

The reason why, according to several authorities, is that the use of negative-to-tape transfers is less expensive and results in higher quality than the use of positive-to-tape transfers.

The financial aspect is explained by **Harvey Schlags**, the principal in **Harvey's Place**, in terms of the fact that "When you transfer from negative to tape you don't have to make a print. This saves time and saving time saves money," while, at the same time, you improve quality by having one less generation involved in the transfer.

On this point, Schlags is in agreement with **Joe Glenn**, president of **Aquarius Transfer**, who predicts that "The trend eventually will be to 100 per cent negative-to-tape transfers." Glenn bases this prediction on both cash and quality. "The savings are mainly in time," he says. "Plus you don't have the printing costs of the dailies that you have working in positive. So, for a typical commercial, which might be from five to eight thousand feet of 35 mm film on which the printing costs 20-25 cents per foot, you save maybe \$1,000."

Glenn also points to what he sees as an improvement in quality, due to "the difference in the color rendition on the tape in terms of the grain. The differences in terms of sharpness are to me incomparable to what you get with a positive transfer."

Another plus for the negative transfer is in a wider contrast ratio, according to **Bob Johanson**, a principal in the **JSL Video** facility. "A properly exposed negative has a very broad spectrum," Johanson adds. "This is not true of positive films, due to the stock being more contrasty and to the added number of generations involved."

Johanson offers the example of a "gray scale" with 50 different gradations that go from pure black to pure white. "If you were to take the negative and put it into a video scanner, you would probably be able to discern, on the monitor, perhaps 45 out of the 50 gradations. If you were to take the same negative and make a print out of it and you then put

the print into the same scanner, you would probably see no more than 35 of the gradations," he states.

Johanson also says that "With negative-to-tape, you have no registration error and you have the advantage of the negative itself giving you a great deal more low light information, which is usually lost in positive transfers. Another advantage is that you have no field glare or image retention when you use the negative."

Joel Katz, vice president of post-production and chief editor for the **Tape Power** facility, agrees that negative-to-tape is usually the better course of action. However, Katz adds that "Occasionally, because of the quality of the negative, you can get a better transfer off of the positive. That happens very rarely, however," says Katz, who estimates that the use of positive transfers is probably a better idea in one case out of a thousand. "It usually involves a very thin negative and the color corrections that you do then come out better on the positive."

Katz also estimates that the use of negative transfer and the manner in which this saves time in film processing can amount to anywhere from three to seven days on any given commercial depending on several variables.

"In addition," says Katz, "if there are any optical problems involved you don't see that on a positive until the print comes out and you may then have to go back and re-shoot. With negative-to-tape, you know instantaneously if there are any such problems."

The belief that certain commercials should still be done on a positive transfer is shared by **Mike Carney**, also a principal in **JSL Video**. According to Carney, "There are some spots where the color black—in terms of shades and richnesses—still comes out better on positive. There are not that many of these cases anymore, but it is still sometimes better to use positive."

"Of course," adds Johanson, "it all depends on everything being photographed properly."

Schlags agrees with the idea that, in certain cases, the use of a positive transfer is better than the transfer from negative.

As he puts it, "Some exposures warrant the use of positive transfers, especially in cases of certain film density and quality." Schlags adds, however, that he believes in the use of positive transfers only in such cases and "only if the contrast of the scene requires it. You can get more contrast if you print first rather than transferring directly from negative to tape."

Man vs. computer

The "Everyman" qualities inherent in Charlie Chaplin's "Little Tramp" character were the main point of appeal for the creative team at **Lord, Geller, Federico and Einstein, Inc.** when that agency was seeking the new business of introducing the IBM personal computers to the American public. IBM, which acquired the license rights to the Little Tramp from the Chaplin estate for one year, has an option for one-to-three more years of using Chaplin as its neo-celeb-



Billy Scudder as Chaplin.

ity spokesman. "Actually, the idea for the commercial came first," recalls **Tom Mabley**, creative director for the agency. Mabley, who was working with art director **Bob Tore** on a concept for the new personal computers, says that "We envisioned this huge box which had a door in it that opened and this mime character was attracted to it. So the character tried to walk in the door, which slammed in his face and he reeled back. To us, that sort of represented the relationship between man and computer for a lot of years—from the earliest days of computers and the way people reacted to the idea." The point of that concept—which became the first commercial in the campaign—was that "now there was a computer with human scale, which the individual person could relate to, that a person could afford and learn to use easily as a tool for his own enterprise, whatever that might be," Mabley states.

The idea of a mime character led to considerations of the logical role models and "the idea of Charlie Chaplin or the Little Tramp character came to mind and it seemed very appropriate, because Chaplin always represented the individual, the Everyman and that dovetailed nicely with the 'Everyperson' that this computer is designed for," adds Mabley.

Casting the role was comparatively easy, according to Mabley, since "There are several people who earn all or part of their living doing that kind of character.

Through a more or less traditional casting approach, we found what we felt was the best one available to us—a young man who lives in California, named Billy Scudder.”

The item on Scudder's resume that had the most to do with getting him this job was his work as a Chaplin impersonator at Knott's Berry Farm in Southern California. As Mabley explains, “Billy sort of worked the crowds and entertained people there on a kind of extemporaneous basis. He was not always on a stage, very often he would mix in with the crowds.”

This resulted in Scudder's being signed for that first commercial, which, according to Mabley, “was successful enough for our client for us to pursue a longer-term contractual arrangement with Billy.”

Success in these matters is difficult to measure, but, according to the agency's vice president and account supervisor **John Steinle**, “In its first full year in the personal computers category—1982—the IBM personal computer achieved a leading position in the category. IBM achieved its sales goals and became a very important factor in that market.”

The campaign has won awards from “the Art Director's Club, the International Broadcasting Awards group and the International Film and Television of NY group,” according to Steinle. The reported 1983 budget of \$13 million for television time buys authorized by IBM is probably the best indication of the faith that the corporation has in the commercials.

One interesting sidelight to all this is that Billy Scudder, without the derby, moustache and cane, does not look very much like Charlie Chaplin, according to Mabley, who adds that “As a matter of fact, he looks much more like James Dean.”

Cost efficiency

Comparisons to Jack Benny would be an exaggeration, but **Carl Carbone**, president of the **CPF Group**, feels quite strongly about the amount of money that is being spent on test commercials these days.

“The idea of a test is to give agency creatives the opportunity to see what their ideas will look like on film or tape and if it doesn't work out it will only cost them \$10-to-\$15,000. That is peanuts in this business, especially when it's compared with the agencies that tell their clients that they are going to produce a

test commercial and then go out and spend \$60-to-\$70,000, have it go down the drain and say, ‘Well, it was only a test.’”



Carbone, r., at work.

As Carbone sees it, that kind of expenditure puts this sort of effort out of the range of being validly described as a test commercial. “That's not a test,” he says. “That's a full-production commercial on which they are spending first-class dollars and keeping their fingers crossed that it will test well.”

He believes that this is a bad practice because, “I would guess that five out of every six test commercials do not test well.” This, in Carbone's opinion, in no way reflects on the people doing the test spots, but rather on the difficulty of coming up with the sort of creative ideas that will effectively sell the product being advertised. “Even if you are working with the top people,” he adds, “you can't turn a bad idea into a good one no matter what you do. Even if you're a genius, you can't do that.”

Carbone, whose show business career dates back to studies at The American Theatre Wing in the late 1940s, has been directing test commercials for his own company for the last seven years. In that time, he has developed a number of guidelines for cost-effectiveness in such production. “We try to avoid expensive sets,” he says, adding that “we also try to avoid going too far away on location. Of course, if the client insists that we build a set or go to expensive locations, we do that, but that is something we try to avoid.”

By Carbone's reasoning, “If a test commercial set costs more than \$2,500 then you should go out and look for a location. The location may cost as much as \$1,500, but that's still a significant savings.” Carbone is also a strong believer in creating visual effects with the camera, rather than through the use of expensive optical devices.

One area in which Carbone does not believe in cutting expenses is in the employment of the necessary crew mem-



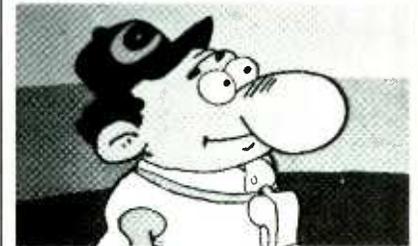
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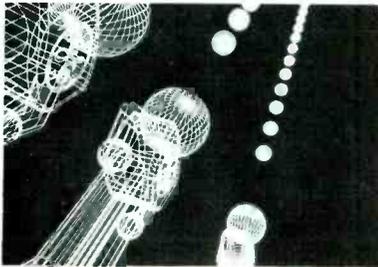
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KIM & GIFFORD PRODUCTIONS, New York

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Datsun • Wm. Esty



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Sears Roebuck • Foote Cone & Belding



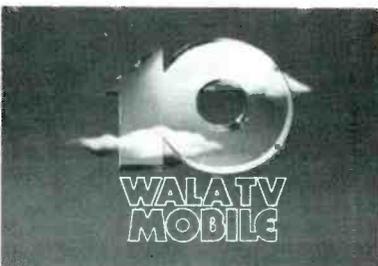
COAST PRODUCTIONS, Hollywood

Dow Bathroom Cleanser • Della Femina



KCMP PRODUCTIONS, LTD., New York

WALA-TV/Mobile, Alabama



I-F STUDIOS, INC., New York

bers. "These are the people that can make it all happen," he says. "We try to get the most talented people we can find who don't ask for enormous sums to work for a day. Most of the people we hire work for slightly over scale or even scale, at times."

Carbone adds that though it is an unfortunate fact, such crew people are a lot easier to find in the current economic state of affairs than was the case a few years ago. "Lately there are all kinds of people calling who haven't worked in weeks, who a short while ago would never have thought of working for less than \$750-to-\$1,000 a day but who at this point call up and say 'Look, whatever you have will be fine.'"

"It's unfortunate that people who have gotten to the point in life where they feel they can command money like that have to look for work on those terms," says Carbone. "But we have ruined the commercial economy ourselves by saddling clients with unnecessary and enormous expenditures."

Pointing to the dizzyingly high cost of air time on this year's Super Bowl and the final episode of *M*A*S*H*, Carbone contends "That is really why the test commercial concept was developed. If you are going to spend that kind of money on air time, you'd better be sure you have a good idea to present."

Transition

"Self-defense" is the explanation offered by **Ken Lorber**, a principal in **VideoWorks**, for why that corporate entity has gone from being a production company specializing in test commercials to being a fully-equipped video tape production facility inside of a year. He also uses the phrase "supply and demand" in explaining why he and his partners originally stopped renting space at other facilities and decided instead to invest sizeable amounts in production equipment.

"A year ago," he says, "VideoWorks consisted of myself and my partner, **Elliott Tuckerman**, doing primarily test commercials and working at various facilities around town. Our demand grew so great that—almost in self-defense—we opened our first editing room. That led us to the conclusion that we needed to have somebody working that room other than just some run-of-the-mill editor. So we approached **Frank Herold** who had been vice president of post-production at Unitel and the three of us joined together and started to expand."

At the time, the three partners had six employees. A year later, they have 20.

"And by the end of this year, we should have at least 25 full-time employees," Lorber adds.

The original room now employs a day shift and an evening shift, with an extremely wide range of video technology, and VideoWorks now has a construction crew building two more editing suites into the company's permanent facility overlooking New York's scenic Bryant Park.

Lorber believes in the near future owner-operated boutiques such as his own will begin to gain "on the bigger facilities in town."

The rise of VideoWorks and other boutiques—which Lorber says has partly been brought on by the supply and demand factor of cable production companies—has created one negative trend that Lorber wishes could be avoided. "This has become a very competitive industry," he states. "People are dropping prices in some cases very drastically, and I find it very upsetting—not because I find it difficult to be competitive, but because I hate to see the production business suddenly become the bargain basement of the communications industry."

Commercials circuit

Sid Myers of **Sid Myers Films** has directed a new 30 for the **John Gielgud-Paul Masson Wines** campaign created by **Doyle, Dane, Bernbach/LA**. The spot features Gielgud at an embassy party, serving Masson wine to both American and French diplomats. Agency executive producer was **Mel Kane**, with **John Johnson** as art director, **Tom Dunsmuir** as copywriter and **David Watkins** as director of photography. For Myers Films, **Richard Fink** was executive producer and **Jill Friedman** was the producer.



Sid Myers and Sir John Gielgud, discussing the current state of affairs in the ad industry, during the course of a new Paul Masson commercial production.

Fred Levinson has directed the **Debbie Reynolds Woman of the Year** spot to attract business for that Broadway show. **Frank Basile** produced for **Ash-LeDonne**, with **Michael Starobin** of **Tapepower-Filmpower** as editor.

Sid Avery of **The Avery Film Group** has directed a new 10 for **Beringer Wines' chenin blanc**, under the aegis of the **Keye/Donna/Pearlstein** agency of Beverly Hills. Avery's cameraman was **Bill Bennett**, with **John Jorda** as executive producer. Agency producer was **Barbara Gangi**, creative director was **Mario Donna**, **Len Zimmelman** art directed, **Rick Colby** wrote the copy and **Gary Senser** was account supervisor.

Peter Richardson of **Lofaro and Associates** has directed a 30 that introduces a new **Revlon** product called **Flex Appeal** mascara. Richardson's cameraman was **Stephen Goldblatt**, with **Laurie Kay** as producer. Creative director for **Grey Advertising** was **David Leddick**, with **John Ansado** as art director, **Maryellen Flynn** as copywriter and **John Greene** producing.



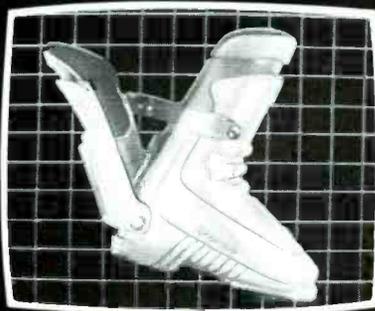
Jamie Farr, star of "**M*A*S*H**" and next year's proposed "aftermath," on the set of a commercial shoot for **After Six** formal wear. At l., **Ken Hall**, director of communications for **After Six**. At r., is makeup assistant **Brian Hamilton** and **Bernice Slosburg**, senior vice president of **Spiro and Associates**, the Philadelphia-based agency that created the campaign.

Kent Wakeford of **Kent Wakeford and Associates** has served as director/cameraman for **General Electric's** latest **Home Sentry** smoke alarms commercial done through **Mars Advertising/LA**. Agency producers were **Larry Peters** and **Paul Grenadier**.

Ross McCause of **McCause/Newby** has directed his 13th commercial in the last year for **Tomy Toys** and its agency, **Sachs Advertising**. Agency supervisor was vice president/creative director **Bob Finley**. For the production company, **Francine Weiner** produced and **Jerry Hartleban** was director of photography. **Jerry Garcia** edited for **Film Core**.

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Belinda Cusack of NBE Productions has directed a new 30 for Bullock's department stores, Los Angeles, and the chain's agency, **Grey Advertising**. Supervising for Grey was senior vice president/production supervisor **Catherine Land**, accompanied by art director **Heather Harms**, copywriter **Missy Powell**, vice president/management supervisor **Judie Owens** and vice president/creative supervisor **Judy Frisch**.

Sam Alexander, designer/director for **Zeplin Productions**, has created the graphic image choreography for two Timex Healthcheck spots for **J. Walter Thompson**. Zeplin's producer was **Irwin Sheftel**, who was accompanied by **John Edmark**, **Dick Lothrop**, **Susan Woodward**, **Jules Trammel** and **Carol Tumolo**. Agency producer was **Shelley Hillman**, with **Frank Niccolo** as creative director, **Bob Donnellan** as art director.

Greg Hoey, director/cameraman for **Hoey/Silverman Productions**, has completed 13 60s for the Armed Forces Radio and TV Service, designed to encourage voting by absentee ballot. Executive producer was **Donald Silverman**. Agency creative director for the Washington-based **Adworks** was **Mark Greenspun**, with **Linda Schloss** as agency producer.



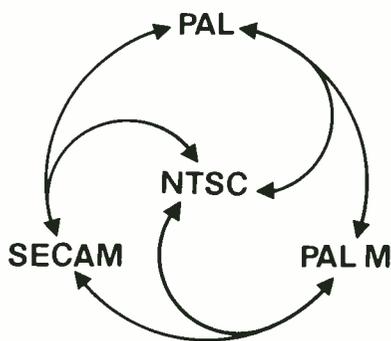
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From **Hoey/Silverman Productions**, advertising the **Armed Forces Radio and Television Service**.

Stew Birbrower has directed eight pre-schoolers in a new spot for **Child Guidance** done through **Nadler & Larimer**. The two spots are entitled *Wonder Horse Farm* and *Our Gang*. Agency associate creative directors were **Marvin Mitchneck** and **Jack Keane**, who doubled as art director and copywriter, respectively. **JoAnn Harvard** was the producer.

Abby Dix of **Dix and Associates/KC** has directed two 30s for **Richman-Gordman Stores, Inc.**, through **Barickman Advertising**. Dix's cameraman **Michael Dolly** and assistant director **Wendy Gray** also worked with director **Dick Willis** on the remaining two spots in the campaign. Abby Dix produced all four. Agency account executive was **Bill Guthrie**, with senior art director **Nick Brocker**.

Bob Emery has completed a package of thirty 30-second spots for **Kash N' Karry** discount supermarkets. Emery, directing for **Image Communications, Inc.**, (ICI) did all 30 in two days worth of candid interviews with shoppers. **Mike Russell** produced for **Kash N' Karry** and **Bill Lebach** produced for ICI.

Jeff Newby, director/cameraman for **McCanse/Newby Productions**, has completed a tabletop 30 for **Carrow's** restaurants, under the supervision of that chain's in-house agency. Producer for **McCanse/Newby** was vice president **Robert Celecia**. Agency director of marketing was **Jim Le Compte**, with director of advertising **Dallas Meyers**.

DEVILIN
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Editing

Jay Gold of Jay Gold Films has completed editorial work on a package of spots for Beech-Nut baby foods. In a 60 and 30 entitled *Home Movies*, a combination of live-action and animated material is used to show progressive growth during early childhood. **Peter Yahr** was agency producer for **Sherwood and Schneider**. **Gennaro Andreozzi** directed.

Gary Wachter of Gary Wachter Editorial, Inc. reports an excellent first quarter, including six spots for Kitchen Aid Dishwasher. Three of the spots were 30s for network and the other three were 25s for local dealers. Wachter recently added a Convergence Systems JVC 3/4-inch videocassette time-code off-line editing system called the VE 90.

David Dee of Even Time has provided a further example of his "forward movement" editing concept in the current McDonald's "100 per cent" campaign that intercuts live-action vignettes with product shots of the various McDonald's fast foods. **Danni Carpenter** produced for **Rosenfeld, Sirowitz & Lawson**.

Admakers

Geer, DuBois has named **Steve Olderman** as creative director. Olderman, who joined the agency as a copywriter in 1972, already held the title of senior vice president. His 11-year career with the agency has included responsibility for such campaigns as Peek Freans cookies, *Life Magazine* and the Barnes & Noble bookstores.

Della Femina, Travisano & Partners has appointed **Jonathan Olken** senior vice president/management director of that agency's media and entertainment group. Olken, who most recently was vice president, creative services for the ABC-Owned Television Stations. His responsibilities with Della Femina, Travisano will include supervision of the campaigns for WABC-TV New York, the Six Flags Great Adventure Corp. and the New York Mets.

Needham, Harper & Steers/USA has named **Carolyn Roughsedge** as vice president, director of broadcast production for the New York office of the agency. Roughsedge had most recently been with NH&S/LA with the same job title, having joined the agency as a TV producer in 1978.

Advertising To Women, Inc. has hired **Ron Walter** as account supervisor on the National Coffee Association account. Walter was previously with his own

company—Walter and Associates—doing consultant work in the selection, analysis and financing of properties for the broadcast industry.

Tatham-Laird & Kudner has hired **Ed Suffrin** as senior writer in the Chicago agency's creative department. Suffrin spent the last six years at Ogilvy & Mather as vice president/creative director. Before that, he was with Leo Burnett and Tracy-Locke—BBDO in Dallas.

Tatham-Laird & Kudner has also hired **Larry Walters** as an executive art director. Walters was an executive art director at Ad Com and prior stints with J. Walter Thompson/Chicago and NH&S/Chicago.

New campaigns

Foote, Cone & Belding has developed a combined TV print campaign for the new extension of the Miss Clairol Ultra Blonde line of hair coloring. The TVC, a 30 called "Penthouse" relies heavily on visuals to show the transformation of a dark-haired wallflower into an "Ultra Blonde." Agency producers were **Michael Pollock** and **Maeve Carr**. Co-creative directors for copy and art were **Mara Connolly** and **David Renning**, respectively. **Nick Roeg** directed for **James Garrett and Associates**.

Advertising To Women has updated its campaign for Toni Silkwave hairstyling products. The previous commercial in this campaign dealt with the wide range of formulations of the product. The current spot emphasizes the glamour that a Toni perm can provide. Creative director **Lois Geraci Ernst** was accompanied by copywriter **Carolyn Goldhush**, executive art director **Ray Seide**, art director **Cathy O'Connor**, producer **Phil Messina**, vice president/management supervisor **Jeff Lehmann** and group account supervisor **Melinda Schmitz**. For the Gillette Co., marketing manager **Robert Leger** was joined by product manager **Robert Salmon** an vice president of marketing and advertising **Robert Forman**.

Needham, Harper & Steers/USA has developed a new print and TV campaign for the **American Cancer Society's** 1983 Crusade, with the theme of "How You Live May Save Your Life." The creative credits at NH&S go to **Bob Cox**, executive vice president, executive creative director; **David Cantor**, vice president, associate creative director (copy); and **Neil Leinwohl**, vice president, associate creative director (art). **Larry Osborne** was the director for **KCMP Productions**.

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Studio appointments

Coast Productions has hired **Tony Richmond**, the well-known commercials director and motion picture cinematographer. Most recently with **James Garrett & Partners** in London, Collins' recent commercial campaigns have included work for British Airways, Watney's beer, Burlington House, Arco and Cadbury's chocolates. In feature film work, Richmond won a British Academy Award as director of photography on *Don't Look Now*, directed by Nicholas Roeg. Richmond has also worked on such films as The Beatles' *Let It Be*, Jean Luc Godard's *One Plus One* and Roeg's *Walkabout* and *The Man Who Fell To Earth*.

Lofaro and Associates has signed **Brian Gibson** to direct commercials on an exclusive basis. The English-born Gibson had been with **N. Lee Lacy & Associates** since coming to America in 1980. Gibson, who started his career with the BBC, won the Critics Award in 1972 and 1974 for his documentary work as producer of segments of the British series *Horizon*, which replayed in America as *Nova*. In 1980 he directed the feature film *Breaking Glass*.

Music makers

John Hill of **John Hill Music** has composed, arranged and produced a new jingle for the American Motors "Eagle," "Snow Eagle" and "SX-4" models. The music has electronic overtones to match the computer-animated and split screen pneumatic effects used in the eight commercial package. **Lynn Harrison** produced for **Compton Advertising**, with **Lyle Greenfield** as associate creative director and **Chuck Sabatino** as executive producer.

Don Elliott of **Don Elliott Productions** has written and scored two new radio 60s for Medaglia D'Oro espresso and that product's agency, **Smith/Greenland**. One spot is MOR and the other is pop/rock in orientation. Creative director for the agency was **Murray Klein**, with **Marcia Birnbaum** as producer.

Spencer Michlin, chairman and creative director for **Michlin and Co.**, has produced a Hispanic version of the theme he created for Today's Girl panty hose from Hanes. Michlin's vice president, **Ford Kinder** wrote and arranged the original 60, which has been translated by **Marco** and **Sylvia Rosales** of **The Latin Sound**. Producer for **Ketchum Advertising/NY** was **Steve Hunter**, who is vice president as well as creative director.

Directory of TV Programmers,
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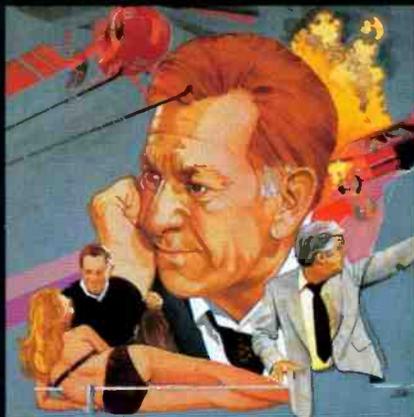
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NATPE Convention agenda A91

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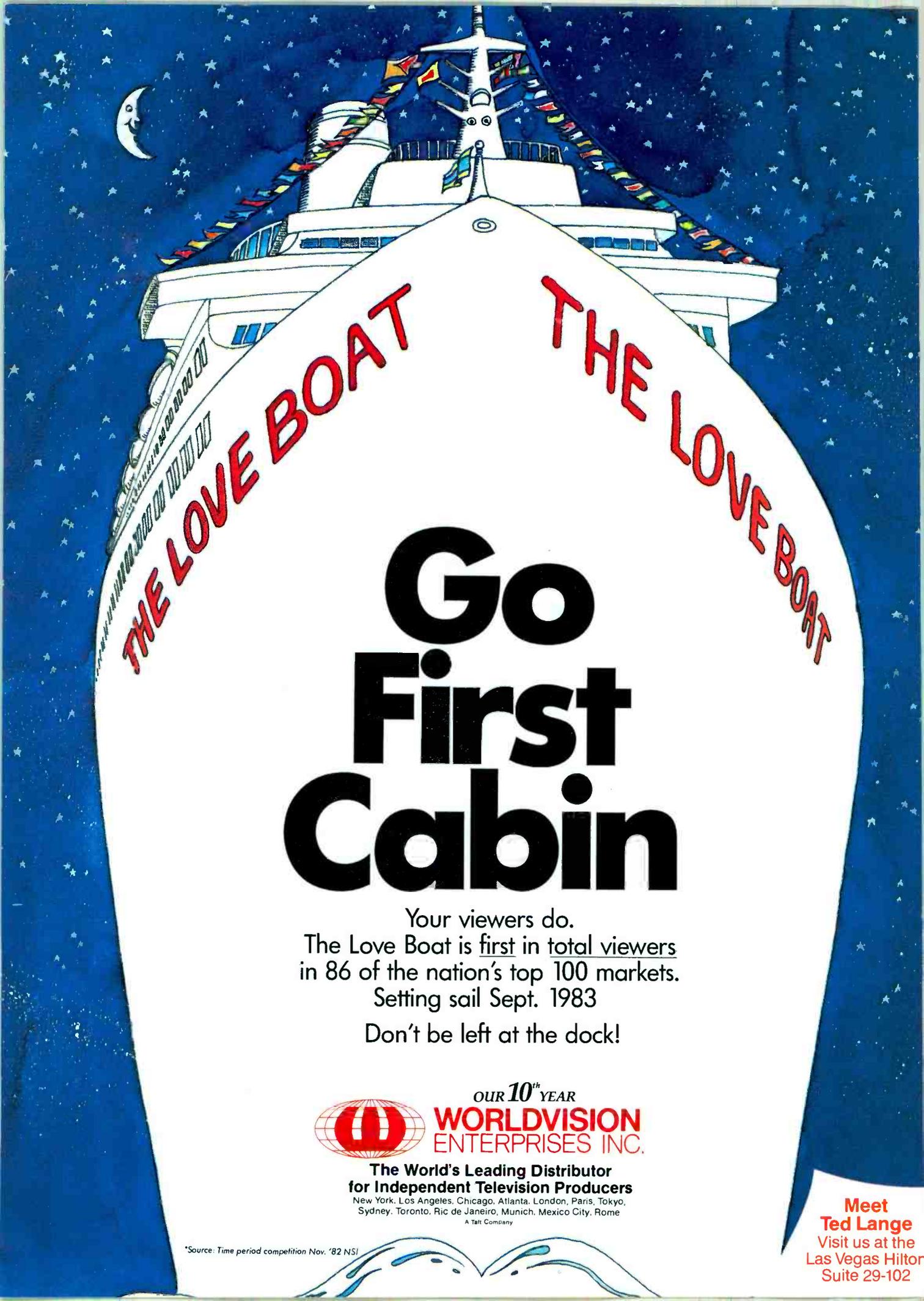


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Music, game and reality/talk shows to receive emphasis at NATPE; barter to play dominant role

With barter as orchestrator, this year's National Association of Television Program Executives International convention will be accented with music, making the confab sound like Tin Pan Alley. On the upswing, too, are game and reality/talk shows. As to the agenda, after company and rep meetings on Thursday, March 17, there is an opening breakfast at the Sahara on Friday, from 8:45-10:30, hosted by Charles W. Larson, Almi Television Productions and NATPE president. Steve Allen, introduced by Joel Chaseman, president, Post-Newsweek Stations, will give the keynote address, and at 11, the exhibit hall/hospitality suites open at the Hilton. On Saturday, the exhibit hall/suites open from 9 a.m.-5 p.m., with the Iris awards ceremonies from 7-9:30 p.m. It's not until Sunday, March 20, that the first session gets underway in the form of "The New FCC," 9-10:30 a.m., with Lionel Van Deerlin as moderator. Among the participants are FCC commissioners James Quello, Anne Jones, Henry Rivera and Stephen Sharp and Frank Fogarty and NAB president Edward Fritts.

On Monday, things start off early, with an 8-9:30 a.m. general session at the Sahara, where all sessions are held, "Innovative Local Programming Ideas," hosted by A. R. Van Cantfort, WSB-TV Atlanta. Participants are Chuck Gingold, KYW-TV Philadelphia; Jack Murray, WOKR(TV) Rockingham; Jeff Schiffman, WNEV-TV Boston; Sue Schwartz, WTVN(TV) Columbus; and Gary Stark, WEWS(TV) Cleveland. From 9:45-11 a.m., there are three simultaneous workshops. Workshop A: "Successful Negotiating Strategies . . . on the Dotted Line," with George Heinemann, Showmakers Inc., as moderator, with participants including Lucie Salhany, Taft Broadcasting, and Dean McCarthy, Harrington, Righter & Parsons; Workshop B: "Portrait of a Legend: Six Stations' Success Stories," with David Simon, KTLA(TV) Los Angeles, host. Panelists are Barry Barth, WJXT(TV) Jacksonville; John von Soosten, WNEW-TV New York; Kurt Eichasteadt, KCRA-TV Sacramento; Neil Kuvin, WRAL-TV Raleigh and John Serrao, KTRV(TV) Boise, as participants. The "C" workshop, "Cable: Speak Software and Carry a Big Shtick," will be moderated by Derk Zimmerman, Group W Cable, and panelists will be Mary Alice Dwyer, Hearst/ABC Video; Patrick McDougal, Direct Broadcast Satellite Corp.; Bruce Paisner, King Features Entertainment; and Jeffrey Reiss, Cable Health Network.

Shortly after, from 11:15 a.m.-12:30 p.m., three more simultaneous sessions are planned. Workshop A, "Living Together: Working With Special Interest Groups," will be headed by Farrell Meisel, WDCA-TV Washington, with panelists Ed Jones, WDVM(TV) Washington; Gene Mater, CBS; Abby Kenigsberg, Long Island Coalition for Fair Media; and Stew Park, KNTV(TV) San Jose. "Looking Good," the title of workshop B, will be moderated by Deb Kneip McDermott, KOLN-TV Lincoln; while workshop C, "New Distribution Techniques," is hosted by Neil Hoffman, KRIV-TV Houston, with Robert Wold, The Wold Co.;

Diane Hinte, NAMSCO; Stan S. Hubbard, Hubbard Broadcasting; John Raines, National State Cable Association; and John Reilly, NILP Television, as participants. Exhibits and suites are open 2:30-6 p.m. that day, Monday. A general session/luncheon, "Yesterday, Today and Tomorrow," hosted by Dick Clark, is set from 12:30-2:15 p.m.

On Tuesday, the agenda starts off with a big general session "Update, Financial Interest and Syndication Rules," from 8:30-9:45. The moderator, surprisingly, will be Gene Rayburn, and panelists are Don Taffner, D. L. Taffner; Michael Gardner, Akin, Gump, Strauss, Hauer, Field; and Dean Burch, Pierson, Ball & Dowd. After that, from 10-11:15 a.m. are three simultaneous workshops. Workshop A: "International: Will it Play in Peoria?" subtitled the case for and against overseas product as U.S. Station fare. Jim Major, Petry Television, will host, and Norman Horowitz, Polygram; Peggy Green, Dancer Fitzgerald Sample; and Roger Ottenbach, KMTV(TV) Omaha, are among the participants. "High Tech and Programming," the title of workshop B, will be moderated by Warren Allgyer, NBC, and panelists include Donald Carlson, Ampex, and William A. Koch, Eastman Kodak. Workshop C, "Open All Night Long," will have as its moderator Stan Marinoff, WISN-TV Milwaukee, and those on the panel are Paul Klein, Playboy Channel; Gary Lieberthal, Embassy Telecommunications; and Don Tillman, KTTV(TV) Los Angeles. The session focuses on the 24-hour schedule, as highlighted by news, movies and pornography.

The network and independent meetings follow from 11:30 a.m.-1 p.m. The ABC session will be moderated by Don Wilburn, WVUE(TV) New Orleans; CBS' by Steve Currie, KOIN-TV Portland. At NBC's meeting, Ron Klayman, WMC-TV Memphis, will do the host duties. As for the independents, John von Soosten, WNEW-TV New York, will be the moderator. Participants will be Don Menchel, MCA TV; and Stan Moger, SFM Media; PBS: Joe Sands, KCET(TV) Los Angeles is moderator. Panelists are Jay Rayvid, WQED(TV) Pittsburgh; David Davis, *American Playhouse*; and Suzanne Weil, PBS.

Also scheduled simultaneously are cable and international meetings. In cable, USA Network's David Kenin will serve as moderator. Fred Walker, Broad Street Communications; Norm Potter, Financial News Network; and Char Beales, NCTA, will be on the panel. On the international end, Jim Fitzmeurice, Australian Broadcasting Commission, will lead the discussion. Participants are Luiz Borgerth, Globo Network of Brazil; Aubrey Singer, BBC; Special guest is Bernard Chevry, MIP.

From 1-1:45 p.m.: "Conference '84, A Taste of San Francisco," a preview of NATPE's 1984 confab, accompanied by some snacks. Host will be Stan Marinoff, WISN-TV Milwaukee, the 1984 NATPE president. Elections and an annual business meeting, plus a joint 1983 and 1984 conference committee meeting and dinner, set from 5-7 p.m., wind up the festivities for this year.

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Ms. Busalacki

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That Nashville Music—26 first-run videotape color half-hour country music shows featuring a different star M.C. each week, such as Janie Fricke or Mel Tillis with guest entertainers.

The 1983 Golden Eagle Awards—OTO one-hour special; presented annually by NOSOTROS, Awards honor top Hispanic entertainers and performers for outstanding achievement in the arts. Top named talent emcees this entertaining musical/variety program specifically targeted toward the Hispanic community.

Fishing With Roland Martin—20 half-hour first-run color videotape fishing series, hosted by seven-time "Bass Angler of the Year" Roland Martin and shot on various locations; includes educational and guest segments.

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Properties:

Vietnam; The Ten Thousand Day War—available as thirteen hours or twenty-five half-hour programs with an introductory one-hour program.

Alan Enterprises Feature Library—130 motion pictures.

The Abbott and Costello Show—52 half-hours.

Speed Racer—52 half-hours.

Felix the Cat—260 color cartoons.

The Mighty Hercules—130 color cartoons.

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EH 25



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Properties:

The Natural Cat—whether you're a cat owner or not, you'll find Anitra Frazier a captivating personality. 52 90-second delightful pieces on cat care.

Pet Man—the best friend a puppy dog ever had. that's Dr. Marty Marx. Fascinating, useful information on your lovable pets. 156 90-second features.

Joy of Litigation—the most fascinating lawyer in America today, with consumer tips that will save your viewers headaches and hardships. 117 90-second features/year.

Plant Man—gardening is now a survival technique for much of your audience. The world's top gardener, Ralph Snodsmith, tells all about plants and planting. 144 90-second features.

Photo Tips—learn more about this incredibly popular hobby of millions of Americans. There are 25 20-second tips and you can insert a 10-second

client ad following the tip to make for a quick moving 30-second spot.

Classic Features—170 of the most memorable movie titles and stars. Many of these full-length movies you're heard about but never had the chance to see.

The Fred Waring Show—52 hours or half-hours. The original black and white Fred Waring shows that every American family loved when television was a baby. Lots of stars and the greatest music.

Great American Men—three half-hour portrayals of Teddy Kennedy, Babe Ruth, and Capt. John Smith.

Insert Programming:

Making Ends Meet—90-second features with food expert Jon McClure showing viewers how to save hundreds of dollars a year on their food bill. There are also 25- and 17-second features described under the Sales Building Mini-series category.

Corner-Drugstore—90 seconds with Max Leber, pharmacist, on how to save money and guard against the pitfalls in buying non-prescription and prescription drugs. There are also 25-second features available.

Buyer-Beware—60- to 90-second consumer features, showing viewers pros and cons of products and services; can be narrated by station's own talent or by consumer expert Gene Crane.

Mr. Wizard's Science Report—80-second features brought to you on an exclusive, no charge, basis in conjunction with the National Science Foundation and General Motors.

Maintenance Ms.—90-second features with Jane Norman on how to handle home maintenance problems.

National Television Sports Quiz—a news promotion done by station's own talent.

Medical Report with Dr. Lynne Kitei—viewers learn everything from how to treat a burn victim to when to take medicine. There are 117 60- to 90-second features.

Senior Report with Maggie Kuhn—comments on everything from mandatory retirement to sex after 60. 60 to 90 seconds.

Networks Graphics—Chromakey slide service with news assignment desk direction, sent weekly.

Sales promotions:

Making Ends Meet—with Jon McClure—25-second features to be used within a 60-second commercial; 17-second version for use in a 30-second commercial.

Corner Drugstore—with Max Leber, pharmacist. 25-second features to be used within a 60-second commercial.

Great-Ideas—new series of 25-second helpful and unusual ideas to make life easier. Each feature has a 5-second billboard open over which you can super your sponsor's logo.

ALL AMERICAN TELEVISION

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EH 48

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Los Angeles, CA 90036
213-937-1250

Representatives: George Back, *p*; Joseph E. Kovacs, *exec vp*; Joel Gallen, *d of prog develop*; Conrad Roth, *adv sls cons*; Susan Zimmer, *d of oper*; Gail Spolan, *contract admin*; Debbie Back, *mgr of adv, sls prom*; Bill Finkeldey, *sls rep*; Helen Schansinger, *admin coord*; Joan Marcus, *gen sls mgr, west coast*; Alexy Kuncar, *dist coord, west coast*; Marilu Lenns, *admin coord, west coast*

Properties:

America's Top 10—weekly half-hour series, first run.

We're Dancin'—half-hour strip series, first run.

Tomorrow's Music Today—weekly half-hour series, first run.

American Video Awards—one hour special.

An America's Top 10 Christmas—one hour special.

An America's Top 10 Book of Love—one hour special.

Rock N' Roll: The Early Years—one hour special.

ALLIED ENTERTAINMENT CORP.

525 East 80th Street
New York, NY 10021
212-772-3131
Suite 409

Representatives: Daniel Antonelli, B. Michael Klein, Barrie Morrison

Properties:

Bill Burrud's Wildlife Adventure—78 half-hour episodes.

Bill Burrud's Animals Action Adventure—65 half-hour episodes.

Bill Burrud's Safari to Adventure—40 half-hour episodes.

Documentaries:—"Kon-Tiki," "Aku-Aku," "Conquest of Everest," "Sharks of a Different Color."

Movie Packages—British stars, Allied Love Package, Allied Adventure Package, Allied Mystery Package, Allied Action Package.

ALMI TELEVISION PRODUCTIONS

1585 Broadway
New York, NY 10036
212-307-7410
Suite 2904

Representatives: Chuck Larsen, *p*; John Berentson, *vp, sls*

Properties:

Absolution—95 minutes, color.

Cesar & Rosalie—110 minutes, color.

Cousin, Cousine—95 minutes, color.

Dear Inspector—105 minutes, color.

Final Assignment—97 minutes, color.

Horrorplanet—95 minutes, color.

I Am The Cheese—96 hours, color.

Jabberwocky—100 minutes, color.

Loophole—104 minutes, color.

Man On The Roof—110 minutes, color.

Monty Python and The Holy Grail—90 minutes, color.

One Down, Two To Go—88 minutes, color.

Return of the Secaucus Seven—106 minutes, color.

Rome Express—82 minutes, B&W.

Run Stranger, Run—110 minutes, color.

Seven Beauties—116 minutes, color.

Silver Dream Racer—110 minutes, color.

Spaceship—80 minutes, color.

A Special Day—110 minutes, color.

Stolen Kisses—90 minutes, color.

Swept Away—116 minutes, color.

The Thirty Nine Steps—93 minutes, color.

A Time To Die—88 minutes, color.

The Wicked Lady—103 minutes, B&W.

"Z"—128 minutes, color.

The Atomic Cafe—88 minutes, color.

Pumping Iron—90 minutes, color.

On Any Sunday—89 minutes, color.

Harlan County, USA—103 minutes, color.

Marjoe—88 minutes, color.

Oklahoma!—143 minutes, color.
South Pacific—167 minutes, color.
Jennifer's Journey—seven half-hours, color.

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Mr. Coalson



Mr. Muller

Representatives: Raeburn Van Coalson, *p*; Robert Muller, *sls*; Mark Webb, *sls*; Rosanna Simanaitis, *customer svce*

Properties:

Rainbow Family Theatre—12 first-run, 92+ minutes, G-rated family features, titles include: Mountain Charlie; The Rogue and Grizzly; Skateboard Madness; Smoke in the Wind; 2 Catch 2; Didn't Your Hear?; You and Me; Blue Fire Lady; The Kid From Not So Big.

Premier Showcase—10 92+ minutes, first-run theatrical features, titles include: The Hound of the Baskervilles; Little Moon & Jud McGraw; Medusa; Escape From Angola.

The American Diary—6 one-hour episodes (America—The Formative Years 1895-1933). Hosted and narrated by E. G. Marshall.

Eaglet 1—10 15-30 minutes, first-run featurettes. Titles include: Bigfoot—Man or Beast; Mysteries of the Mind; Windjammer Lost; UFO—Fact or Fiction.

Alice's Adventures in Wonderland—101-minute special feature, starring: Peter Sellers, Dudley Moore, Sir Ralph Richardson and Dame Flora Robson.

**AMERICAN PACIFIC
PRODUCTIONS**

29169 Heathercliff
Suite 216
Malibu, CA 90265
213-456-5063
714-337-2456
Suite 5-117

Properties:

California Dreamers—half-hour series run daily from the beaches of Southern California.

Lifeguard—first-run half-hour series run weekly. Lifeguard's summer loves.

Pacific Coast Highway—half-hour weekly. 1957 in Southern California.

Malibu—half-hour weekly. The wealthy elite of world-famous beach colony.

Catalina Honeymoon—half-hour game shows run daily. Honeymoon couples flown to Catalina Island.

**AMERICAN TELEVISION
SYNDICATION, INC.**

24 West 57th Street
New York, NY 10019
212-974-5333
Suite 5-112

Representatives: Lawrence P. O'Daly, *p*; Daniel E. Mulholland, *exec vp*; Jim O'Daly, *synd clearance mgr*; Lee Nash, *sls*

Properties:

An Evening At The Improv—26 original hours—Year III—a hilarious hour of comedy and musical entertainment. Each episode of "An Evening At The Improv" has famous celebrity guest hosts, up-and-coming professional stand-up comedians as well as top of the charts musical guests. "Evening At The Improv" delivers prime late night adult 18-34 demos. 78 hours available as of Sept. '83.

Grand Prix All Star Show—26 original half hours—Year III. The "Grand Prix All Star Show" is an exciting fun-filled action show that's full of surprises featuring Michael Young and co-host Teri Ann Linn. Each week teenage athletes compete with top Hollywood celebrities for valuable

prizes. 52 half hours available as of Sept. '83.

Lorne Green's New Wilderness—26 original half hours—Year II. A unique new 26 half hour television series which provides a fresh and positive point of view for our continuing concern for nature. "New Wilderness" is universal in its scope and appeal. 52 half hours available as of Sept. '83.

Razzle Dazzle—26 original half hours—Year I. Adult couples compete against one another for fabulous prizes. If they lose, they remove an article of their clothing. 26 half hours available as of July '83. Available for cable only.

**AMERICAN VIDEO
PROGRAMMING PRODUCER**

21 Charles Street
Westport, CT 06880
203-226-7487

Representatives: John E. Clarke, *p*

Properties:

Dr. Heimlich On Health—130 ninety second tv program inserts. Dr. Henry Heimlich of "The Heimlich Man Ever For Choking" demonstrates medical advice for 130 common medical problems and illnesses, timely, dramatic and homey.

Sports Quiz Show "Rookie Quarterback"—two rookies with pros in a new, exciting pre game show.

Mystery Ball Player—100 sixty second program breaks.

ANDREWS & ASSOCIATES

1270 Avenue of the Americas
Suite 1914
New York, NY 10020
212-977-4545
Suite 2869

14724 Ventura Blvd.
Suite 611
Sherman Oaks, CA 91403
213-788-7877



Mr. Andrews

Representatives: George Mitchell, Williams P. Andrews, *p*; Donald Toye, John T. Carson, Kathleen L. Sichler, Warren Tomassene

Properties:

Features—"Alligator," starring Robert Forster, Robin Riker, Michael Gasso, Jack Carter, Dean Jagger, Sue Lyon; "Clonus Horror," starring Timothy Donnelly, Dick Sargent, Keenan Wynn, Peter Graves, Paulett Breen, available September 1, 1982; "Crash," starring Jose Ferrer, Sue Lyon, John Ericson, Leslie Parrish, John Carradine, available September 1, 1982; "Giant Spider Invasion," starring Steve Brodie, Barbara Hale, Leslie Parrish, Alan Hare, Robert Easton; "Just Tell Me You Love Me," starring Robert Hegyes (Epstein of Welcome Back Kotter), Lisa Hartman, June Lockhart; "Last Four Days," starring Rod Steiger, Henry Fonda, Franco Nero; "Plague," starring Daniel Pilon, Kate Reid, Celine Lomez, Michael J. Reynolds, available September 1, 1982; "Psychic," starring Jennifer O'Neill, March Porel, Evelyn Stewart, Jenny Tamburi, available Septemember 1, 1982; "UFO's Are For Real," what President Jimmy Carter, Senator Barry Goldwater, the FBI, Army, Navy and Airforce have to say about UFO's; "Lady Vanishes," starring Elliott Gould, Cybill Shepherd, Angela Lansbury, Herbert Lom.

This Is Your Life—39 new first-run half hours broadcast via satellite and, from the original series, 130 first-run off-network half hours with episode updates.

Talk About Pictures—98 half hours. Celebrated professional photographers and celebrities who also take pictures in spirited, candid talk about their work and their famous subjects.

Track News Service—365 half hours (adaptable as inserts). Daily television news service devoted exclusively to horse racing.

Off-Network

The Phil Silvers Show, 80 half hours.
Our Miss Brooks, 127 half hours.
The Millionaire, 128 half hours.
Have Gun, Will Travel, 156 half hours.
Trackdown, 71 half hours.
Whirlybirds, 111 half hours.
The Brothers Brannagan, 39 half hours.
Air Power, 26 half hours.
Rendezvous, 39 half hours.
Navy Log, 102 half hours.

**APA INTERNATIONAL FILMS
DISTRIBUTORS, INC.**

1735 N.W. 7th St.
Miami, FL 33125
305-643-0250

Branch: Calle Huerfanos 1373
Dpto. 705
Santiago de Chile, Chile
Phone: 87517
Suite 3-118

Representatives: Louis J. Boeri, *p*;
Rafael Fusaro, *vp*; Abilio Felipe, *sls*
mgr; Jose M. Palacz, *sls*, *South
America*

Properties:

Novelas (Soap Opera)—over 1,500
hours in color, in Spanish.

Children's Programs—in Spanish.

Features—in Spanish.

Musicals—in Spanish.

APOLLO TELEVISION INT'L

46 King Constantine Avenue
Athens, Greece 516
7224-243, 7234-896

Representatives: Mr. Panos Spyro-
poulos, *gen mgr*

ARBITRON RATINGS COMPANY

1350 Avenue of the Americas
New York, NY 10019
212-887-1300
Suite 5-118

Representatives: Pete Megroz, *vp sls
& mktg for TV*; Mark Young, *vp TV
sta sls*; Bill Shafer, *vp western TV sta
sls*; Kathy Baske, *div mgr eastern TV
sta sls*; Jim Mocariski, *div mgr mid-
west TV sta sls*; Jon Currie, *acct exec,
TV stat sls*; Randy Briggs, *mgr west-
ern advertiser/agency TV sls*; Jan
West, *acct exec, adv/agency TV sls*

**ARC TELEVISION SERVICES
INC.**

79 NW Lakeside Dr.
Medford, NJ 08055
609-654-1361

Representatives: Carlo Anneke, *p*

Properties:

ARC Television Services is an assis-
tance-management company special-
izing in sales and program supply for
limited operation (STV affiliated)
television stations.

ARP FILMS, INC.

342 Madison Avenue
New York, NY 10173
212-867-1700
EH-8



Mr. Hill

Representatives: Claude S. Hill, *p*;
Anne B. Cody, *vp*; Joanne Melton, *sls*;
Richard Blayney, *European rep*

Properties:

The New Incredible Hulk—13 ani-
mated half hours, in color. Interna-
tional only.

Grimms Fairytales—6 animated
shorts, in color.

Spider-Man—91 animated half-hours,
in color. 26 new for 1982. 52 available
in segments, with bridges. 13 news
network half-hours available only
outside U.S.

Spider-Woman—16 animated off-
network half-hours in color.

Marvel Super Heroes—65 animated
half-hours (195 segments) in color. 13
half-hours (39 segments) for each of
five comic book Super Heroes: The
Incredible Hulk; The Mighty Thor;
The Invincible Iron Man; Captain
America; Sub-Mariner.

The New Fantastic Four—Off
NBC-TV network. 13 animated half-
hours in color. More Marvel Comics
characters: Mister Fantastic; The In-
visible Girl; The Thing; Herbie The
Robot.

Rocket Robin Hood—52 animated
half-hours (156 segments) in color.

Max, The 2000 Year Old Mouse—104
animated five minute educational ep-
isodes in color.

Halas & Batchelor—104 animated
programs, in color. Package includes
15 hours of 2 to 10 minute programs.

Strange Paradise—195 half-hour ep-
isodes, in color. Gothic soap opera with
occult theme. Live action.

Star Blazers—77 animated half-hours
in color.

Gentle Ben—26 half-hours in produc-
tion. Animated. In color. Based on
live-action network series.

ARTEL HOME VIDEO BV

5, Noolseweg
P.O. Box 58
Blaricum, Netherlands 1261 EA
0-2153-89643
Telex nr.: 43271 artel nl



Bertil Voller

Representatives: Bertil Voller, *p*

ASI MARKET RESEARCH, INC.

7655 Sunset Boulevard
Los Angeles, CA 90046
213-876-6600
Suite 344

Representatives: Paul S. Lenburg, *sr vp*

Services:

Total market research services for entertainment products.

THE ASSOCIATED PRESS

50 Rockefeller Plaza
New York, NY 10020
212-621-1511/1516

Representatives: Glenn Serafin, *deputy d, AP bdcst svcs, NY*; Bill Cook, *gen bdcst exec, Dallas*; Mark Thayer, *genl bdcst exec, Washington, D.C.* Brent Kallestad, *genl bdcst exec, Kansas City*; Robert Dalton, *genl bdcst ed, New York*

Services:

Useful to production staff of PM magazine and other non-news shows as well as television news staff.

Properties:

Products include APTV—the only high-speed, television-only news and information wire; PhotoColor-slides for news, sports, and general programming; LaserPhoto still pictures of news, sports and regional origination and APRadio Network—the largest single radio network in the country.

AUDIENCE RESEARCH & DEVELOPMENT

8220 Elmbrook Dr., Suite 126
Dallas, TX 45247
214-630-5097



Mr. Taylor

Representatives: William W. Taylor, *sr pt*

Services:

Research and consultation in local television programming. Specializing in news. Specific Services: audience

research, personnel search, performance coaching, promotion and strategic planning.

AUDIO PLUS VIDEO

INTERNATIONAL
100 Stonehurst Court
Northvale, NJ 07647
201-767-3800

Representatives: Shellie Yaseen, *Audio Plus Video Int'l, 1438 N Gower St., Hollywood, CA 90028* Kathy Demerit, *natl sls d, 100 Stonehurst Court, Northvale, N.J. 07647*; John Francke, *gen mgr*

Services:

Standards conversion using 3 dice converters—PAL SECAM NTSC PALM 2", 1", 3/4" and 1/2" formats. Rank Cintel 16 and 35mm to PAL and SECAM.

AURORA FILM CORPORATION

4601 Sheridan Street
Suite 220
Hollywood, FL 33021
305-963-3600
305-620-5566
EH 46

Representatives: Marvin J. Rappaport, Frank Reddish, Dottie Pike, Alfred Sacks, Lloyd Moriber

Properties:

Judy Garland Specials

The Littlest Angel

The Raggedy Ann and Andy Specials

Action Adventure Theatre—26 titles.
Sword and Sandal Theatre—12 titles.

Kung Fu Package—10 titles.

Baker's Dozen Feature Package—13 titles.

AVC PRODUCTIONS, INC.

1424 West 28th Street
Miami Beach, FL 33140
305-672-5588

Representatives: Alma Walker, *p*; Marylou Ingegneri, *vp*; Robert Pinson, *exec prod*

Properties:

RX for Living—180 half hours—36 original weeks/16 repeat weeks. Daytime/early fringe strip, magazine format; features two witty and charming doctors answering viewer

questions and talking with guests on a wide variety of topics; other features: on-location reporter; female chef; male exercise teacher and "smashing" gal veterinarian.

BANDERA ENTERPRISES

Box 1107
Studio City, CA 91604
213-985-5050
Suite 2815



Mr. Flagg

Representatives: Don Flagg, *p*; Helen Mazeika, *vp*; Ethel Taylor, *off mgr/distrib supr*; Victor Sitkowski, *prod/d*

Properties:

Thrillmaker Sports Specials—half hours, some available on barbers. Shows, aviation shows, racing shows, competition-action, adventure.

Feature Motion Pictures—package of five action-adventure color features (72-100 minutes). Available in 35mm, 16mm, two-inch tape or 3/4 inch-cassette.

Pursuit of Victory—the behind the scenes stories of auto racing. A half-hour series (13-26) available Fall 1983.

BARDON & ASSOCIATES

4421 Via Pavion
Palos Verdes Estates, CA 90274
213-378-3633



Mr. Chelew



Ms. Herlocker

Representatives: Donald Chelew, *chf exec off*; Barbara Herlocker, *p*; Debra Foster, *research d*; Charlotte Parker, *mtkg mgr*

Properties:

The Picture of Health—65 half hours. Magazine variety format, covering full range of health and wellness. Includes location shooting, Health Bulletins, interviews, consumer tips, editorials, Q & A, and features.

BARON ENTERPRISES INC.
522 South Sepulveda Blvd., Suite
104
Los Angeles, CA 90049
213-476-0638
Suite 29-105



Mr. Bergsman

Representatives: Barry Bergsman, *p*

Properties:

From Me to You—65 30-second messages. Live action in color. Subject matter includes health, safety, nutrition and other subjects involving children's lives. Words are those of children, delivered by children and directed to children. Peer group spokespersons make this package unique and effective way to disseminate important information to young viewers and parents alike.

On This Day—365 30-second features. Each program consists of a selection of history-making events that have been a part of the past of every weekday of the year. Fascinating graphic chronicles of the past with narration and appropriate music and effects for each event.

Women of Achievement—10 half-hour specials. Each special provides a fascinating insight, through on-location interviews, into the life and career of a contemporary woman who, by virtue of her outstanding accomplishments, has distinguished herself as a woman of extraordinary achievement.

Nature's Window—130 4-minute color films on nature, wildlife, environment, ecology, etc. Entertaining and informative inserts. Ideal for children's programming.

The World's Best—series of specials filmed throughout the world that document the "best" in a vast range of categories. Real persons, places and things combined with fantasy and dreams.

CHUCK BARRIS PRODUCTIONS
Barris Industries
9100 Wilshire Blvd., Suite 411E
Beverly Hills, CA 90212
213-278-9550

B/C ENTERPRISES, INC.
The Production Center
8489 West 3rd St., Suite #14
Los Angeles, CA 90048
213-651-0936

Representatives: Burt Rosen, *p*;
Clancy Grass, Tani Cohen, *asst to*
pres; Debbie Rosen

Properties:

The Tom Jones Show—half-hour musical with such guest stars as Marie Osmond, Donny Osmond, Dionne Warwick, Brooke Shields, Paul Anka, Hal Linden . . .

Paul Anka Show—half-hour musical-variety with such guest stars as Elton John, Anne Murray, Cheryl Ladd . . .

A Celebration—two one-hour specials, one hosted by Glen Campbell and one by Tanya Tucker starring Kris Kristofferson.

THE BEHRENS COMPANY INC.
170 S.E. 14th Street
Miami, FL 33131
305-371-6077
Booth 38



Mrs. & Mr. Behrens

Representatives: Robert A. Behrens, *p*; Betsy Behrens, *sec*; Bill Behrens, *sls rep*

Properties:

Kidsworld—weekly half-hour news program for children, hosted by children.

DAVE BELL ASSOCIATES, INC.
3211 Cahuenga Blvd., W.
Hollywood, CA 90068
213-851-7801



Mr. Bell

Representatives: Dave Bell, *p*

Properties:
Sweet Sixteen and Pregnant
Shoot/Don't Shoot
Going Straight

BENTLEY SYNDICATION
SERVICES, INC.
122 East 42nd Street
New York, NY 10017
212-986-6429

32 Fairway Place
Cold Spring Harbor, NY 11724



Mr. Bentley

Representatives: Ray Bentley, *p*;
Barbara Bentley, *vp*

Properties:

The Bear Who Slept Through Christmas—animated.

The Great Bear Scare—animated first run.

Ted E. Bear Goes Back To School—animated first run.

Going Strong—weekly magazine show for the older audience.

Soul Train—weekly music show.

Concert of the World—90 minute musical special, first run, Pasetta Productions.

World Music Festival Part I & II—two 90-minute music specials, first run Pasetta Productions.

The Beatles—three one-hour musicals on the Beatles.

Pigskin Preview—1983—one hour live at the 1983-4 NCAA Season.

The NFL Draft Review—1983—one hour look at the 1983 NFL Draft.

Winning Ways—30 episodes on Viewing of Olympic Competition.

Alabama and Friends—two-hour music special.

BEST FILM & VIDEO
CORPORATION
98 Cuttermill Road
Great Neck, NY 11021
516-487-4515
Suite 2801

Representatives: Roy Winnick, *p*;
Richard Salzburg, *treas*; Ellen Cantor,
d of sls; Mel Maron, *consul*

Properties:

Eighteen Weapons of Kung-Fu—90 minutes, rated PG. The story deals with the adventures and destruction of tyranny exemplified by the 18 Weapons of Kung Fu.

Golgo Thirteen—90 minutes, rated R. Action adventure story dealing with the hiring of an assassin whose trade name is Golgo 13.

The Lost Secrets of Kung Fu—90 minutes, rate PG. A period piece movie which deals with the revenge of a countess for the slaying of her husband. The countess employs the services of Duke Shan and his army to attack and destroy the Chin Government army.

Kung Fu of the Eight Drunkards—90 minutes, rated PG. Eight immortals have perfected various movement of Kung Fu. The main power is in the fingers and the subtleness of the body. Moving swiftly and continually moving from side to side making the man look like he's drunk.

Death Dimensions—90 minutes, rated R. Action adventure story with martial arts experts. Introducing Myron Bruce Lee—he's mean, tough and deadly. Cast: Jim Kelly, George Lasenby, Aldo Ray, Harold "Odd Job" Sakata.

Mule Madness—30 minutes or 60 minutes. Available immediately. Slim Pickens veteran actor and Western star hosts this high intensity, slightly comical Mule Rodeo and Fair.

The Colorado 500—30 minutes or 60 minutes. Available immediately. Here's your opportunity to join thirty of the most competitive men in the world in the Colorado high country.

The Rabbit Who Wanted Red Wings—12 minutes. Available immediately. Cartoons. Orville is a little rabbit who goes in search of a different self.

Smokey and the Judge—90 minutes, rated PG. Available 4/1/82. Three girls (a singing trio "HOT") released from a correctional institution are headed to a small Southwest town called Pitts.

Shame of the Jungle—75 minutes, rated R or X. Available immediately. An animated feature parody.

Forced Entry—90 minutes, rated R. Available immediately. A psychotic gasoline attendant terrorizes the women of a small town.

Keoma—90 minutes, rated R. Available immediately. Embittered by war Keoma returns home hoping to find serenity and peace.

Cocaine Cowboys—87 minutes, rated R. Available immediately. The story of a rock and roll band who smuggle cocaine to help pay their expenses.

Disc Jockey—96 minutes, rated PG. Available immediately. A southern radio disc jockey encounters beings from outer space.

Country Music Series—each program 30 minutes, rated G. Available immediately. Stan Hitchcock presents Country Music at its best.

The Sensuous Caterer—show #1 58-minutes. Available immediately. The series deals with the fantasy parties of celebrities.

Food World #1—60 minutes. Available immediately. Food World takes you to the New York Hotel/Motel and Restaurant Exposition.

Food World #2—30 minutes. Available immediately. Food World visits the Health and Diet Fair at the Doral Inn in New York City.

American Gems: Our Native Treasure—60 minutes. Available immediately. American Gems will reveal the past and present-day lives of people.

Achievements in American Black History—each segment 25 minutes. Available immediately. Do you know the achievements of black men and women in the fields of literature and poetry, cinema, religion, medicine and science.

Hotel Balderdash—130 30-minute episodes, available immediately. Childrens comedy-variety series, a cross between Sesame Street and Saturday Night Live.

Journey To Adventure—300 30-minute programs. Available immediately. Here is built-in appeal for the viewing public whose active interest in global travel is at new peaks.

Metric Man Series—36 animated cartoons starring Metric Man.

Enter the Game of Death—85-95 minute film. Bruce Le defeats the Japanese Army and retrieves secret papers.

My Name Called Bruce—85-95 minute film. Bruce Le is hired to recover priceless vase.

Treasure of Bruce Le—85-95 minute film. Bruce Le destroys evil forces.

Bruce Vs. Bill—85-95 minute film. Two highly skilled kung fu experts are pitted against each other in search of a hidden treasure.

Return of Bruce—85-95 minute film. After killing a notorious gangster in a fight, Bruce flees to Manila where he is drawn into a deadly confrontation with white slave traders.

Return of Red Tiger—85-95 minute film. Bruce Le is hired to find valuable film, which he does after a vicious struggle.

Return of Fist of Fury—85-95 minute film. Bruce Le kills the brother of the Japanese Commander-In-Chief in Korea. He battles the Japanese, who want revenge, and wins.

Bruce & Shoa Lin Kung Fu—85-95 minute film. Bruce Le's Kung Fu teacher is killed by the Japanese and he revenges the brutal murder.

Bruce the Superhero—85-95 minute film. Bruce learns of the mysterious death of his father. He sets out with hatred and burning anger to revenge the brutal murder committed by the Black Dragon Society.

Bruce & Dragon Fist—85-95 minute film. Battle between two martial arts schools in North Manchuria.

Frightful Flicks—"Axe," "Child," "Hitch Hike to Hell," "Frankenstein's Castle of Freaks," "Kidnapped Coed," "The Mad Butcher," "I Dismember Mama," "Scream in the Streets," "Sweet Young Things," "Behind Locked Doors."

Sportsview—the world of sports has no boundries. Sportsview will bring the events into the home of the viewers.

The New Muriel Stevens Celebrity Cooking Show—"If you cook with love, they'll love your cooking." Celebrity Cooking is a culinary program featuring personalities from the fields of entertainment, sports, politics, arts and the professional chefs from the world-renown hotels and gourmet restaurants in Las Vegas.

John Gnagy: "Learn to Draw"—the most remembered, the most recognized and the most admired painting teacher is the one and only John Gnagy and his "Learn to Draw" TV series.

Mahoney's Restaurant—(for kids only, no adults admitted!!)

BETA FILM GMBH & COMPANY
c/o International Television Trading
Corporation
Box 365
South Egremont, MA 01258
413-528-9010

Beta Strasse 1
D-8043 Munich-Unterfoehring
West Germany

Representatives: Yves Pasquier, *Munich*; Klaus Hallig, *p, USA*; Fritz Diekmann, *sr vp, USA*

Properties:

How The Beatles Changed The World—55-minutes; David Frost hosts this entertainment special featuring David Clayton-Thomas and Blood, Sweat and Tears, Richie Havens, Frankie Valli, Melanie, Melissa Manchester.

Liza Minelli stars in Hello, Here is Berlin—55-minutes with special guests Wayne Newton, Ben Vereen, The Harlem Globe-trotters, Lola Falana, The Muppet Monsters, The Anita Mann Dancers and Children of Berlin; special tribute to UNICEF.

Lionel Hampton: One Night Stand—53 minutes.

Jazz Circle—27 minutes.

Bernstein: Beethoven—(12 hours) Leonard Bernstein conducts and comments on outstanding performances of the 9 Symphonies, Missa Solemnis, Opus 131, recorded live by the Vienna Philharmonic Orchestra.

Mark Twain—A series of dramatic specials: "Life on the Mississippi," "The Private History of A Campaign That Failed," "Mysterious Stranger," "Innocents Abroad" and others.

Buddenbrooks—11 hours; based on the Nobel prize-winning novel by Thomas Mann.

Thomas Mann's The Magic Mountain—5 hours; in production; starring Rod Steiger, Marie France Pisier, Charles Azanavour.

Wallenstein—4 90-minute; based on the biography by Golo Mann.

Simplicius Simplicissimus—7 hours; The life of a unique vagrant based on a story by Christoffel von Grimmelshausen.

The Drums of Winter—6 hours; A 3-part historical play based on the book by Sandra Parette.

New Newcomers—7 hours; drama about seven different periods in the development of Canada as experienced by its emigrants.

Wagner's Ring (The Ring of the Nibelung)—18 hours including a one-hour documentary.

Live From the Met—distributed via live satellite or tape delayed.

Zeffirelli's La Boheme—and 16 other full-length operas, stereo available; 1982.

Maya The Bee—104 half-hours; animated cartoon based on the stories by Waldemar Bonsels.

Vic The Viking—78 half-hours animated adventure on the high seas.

Pinocchio—52 half-hours.

Heidi—52 half-hours.

Dog Of Flanders—52 half-hours.

Pippi Longstocking—52 half-hours; Children's classics animated for television—21 half-hours.

Nils Holgerson—52 half-hours.

Sinbad The Sailor—42 half-hours.

Marco—52 half-hours; as well as feature films for children.

Comprehensive catalogue includes first fun features and over 400 programs of opera, operetta, ballet and concerts.

BIAS (DATA COMMUNICATIONS CORP.)

3000 Directors Row
Memphis, TN 38131
901-345-3544
Suite 2750

Representatives: Norfleet R. Turner, *bd chmn*; Jamie McMahan, *mktg d*; Doug Domergue, *acct exec*; Skip Sawyer, *d prod devel*; Nancy Jeffries, *sls mgr*; Greg Calhoun, *asst sls mgr*; Thomas Goode, *acct exec*; Roy West, *acct exec*; Jim Leighton, *acct exec*; Sarah Turnipseed, *acct exec*; Cindi Acree, *acct exec*; Michael Hunter, *acct exec*; Diana Summerville, *acct exec*; Linda Threet, *acct exec*

Services:

BIAS (Broadcast Industry Automation System) products include automation and services for: Newsroom, Feature Film Amortization, Sales, Traffic, Accounting, Word Processing, Master Control Automation, and a National Information Network. BIAS systems can function independently or as an integrated information processing system for stations, reps, corporate groups, and other offices.

BIGGERS, PATTERSON & PARKE ADVERTISING

88 Park Lake Street
Orlando, FL 32803
305-422-2481
Suite 3-114



Ms. Boyle

Representatives: Mary Lou Boyle, *vp*; Frank Ragsdale, *rep*

Properties:

"the everyday gourmet"—half-hour strip, 39 original weeks, 13 repeat weeks, 195 half hours. Instructional, yet amusing for gourmet or occasional cook, direct, adult, female appeal.

Burt Bertram, Media Psychologist—75 second segments, 260 original. Popular psychotherapist and media psychologist takes psychology out of text books and makes it available for viewer to experience.

Dr. Harry Rein, Medical-Legal Expert—70 second segments, 260 original. Attorney and medical doctor who address controversial, informative, topical subjects with a "you have a right to know" approach.

BLAIR TELEVISION

717 Fifth Avenue
New York, NY 10022
212-752-0400

Representatives: Harry B. Smart, *chmn/ceo*; Walter A. Schwartz, *p/chf oper off*; Patrick J. Devlin, *exec vp*; James R. Kelly, *sr vp/gen sls mgr*; William E. Breda, Jr., *vp/natl sls mgr*; John B. Poor, Jr., *sr vp/sls*; Mike Levinton, *vp/d of prog*; John Rohr, *research d/audience prom*; Charles Hitchins, *vp (Chicago)*; Robert Billingsley, *vp/sls mgr (LA)*; John Ryan, *vp (San Francisco)*; Robert Manown, *vp/sls mgr (LA)*; Marc McKinney, *sls mgr (LA)*; John Thackaberry, *vp/sls mgr (LA)*; Ed Youngmark, *vp/sls mgr (LA)*

BLAIR VIDEO ENTERPRISES

(A division of John Blair & Co.)
717 Fifth Avenue
New York, NY 10022
212-752-0400
Suite 2919

645 N. Michigan Avenue
Chicago, IL 60611
312-787-2300

RPR Productions
511 Old Lancaster Pike
Berwyn, PA 19312
215-296-7834

Representatives: Richard C. Coveny, *p*; William G. Rhodes, *exec vp, prog sls*; Warren A. Bahr, *sr vp, d of mktg*; Phil Kent, *vp, prog develop*; Alan I.

Berkowitz, *d of sls*; Susan Davis, *act exec*; Bruce Roberts, *act exec* (*Chicago Office*); Pete Retzlaff, *p* (*Pennsylvania Office*); Andy Rogin, *exec vp* (*Pennsylvania Office*); Walter A. Rolph, *exec vp* (*Pennsylvania Office*)

Properties:

Wake Up the Echoes—A History of Notre Dame Football—one hour special.

NFL Great Moments—50 program inserts for each NFL team, narrated by John Facenda, "the voice of the NFL."

Great Plays of the Glory Days—50 program inserts of NFL Super Bowls and World Championships, narrated by John Facenda, "the voice of the NFL."

Legends of College Basketball—90 program inserts.

College Football Scrapbook—400 program inserts of regional and specific team vignettes.

You Make the Call—program inserts—ABC network.

NFL Classics—program inserts—ABC network.

Fantastic Finishes—program inserts—NBC network.

NFL Most Valuable Player—program inserts—CBS network.

Songs of Christmas—one hour music special starring Joyce Bulifant, depicting the warmth of the holiday season.

The News That Rocked '81—one hour recap of Rock 'n Roll events with major concert footage and exclusive interviews with the stars.

The News That Rocked '82—one hour special.

The Rock 'n Roll Show—one hour series. Once a week rock magazine shows highlighting the news and music of the hottest stars, old and new.

THE BLOOM FILM GROUP

1680 Vine Street
Hollywood, CA 90028
Suite 530



Mr. Bloom

Representatives: David Bloom, *p*; Ida R. Bloom, Bill Bloom, *ups*; Derrick Sherwin, Ray Myles, Al McKaye, *sls reps*, AZ Productions, Ltd., Lorrimer House, 47 Dean St., London W1, England, 01-437-7359 Wendy Brierly, Martin Hall, *offs & reps*; Claire Rawcliffe

Properties:

Soul Hustler—new American feature.

The Second Gun—new American feature.

A Time For Love—new American feature.

How Come Nobody's On Our Side?—new American feature.

Panama Red—new American feature.

Miss Melody Jones—new American feature.

Moonchild—new American feature.

The Prisoners—new American feature.

Hollywood 90028—new American feature.

Everyday—new American feature.

The Adulteress—new American feature.

The New Funny Company—animated half-hours, 260 five minute episodes also available.

Roger Ramjet & The American Eagles—half-hours, also 156 animated five minute episodes. Roger Ramjet with Gary Owens' voice is a hilarious super-hero.

The Big World of Little Adam—five minute animated episodes. A look into the fantastic future, seen through eyes of Little Adam and his big brother Wilbur.

Four Winds to Adventure—half-hours. A true action, adventure, wildlife exploration series.

It's A Small World—half-hours. A true, action, adventure, wildlife exploration series.

Journey—half-hours. Real adventures by real people around the world.

DAVID BLUMENTHAL

ASSOCIATES, INC.

30 East 37th Street
New York, NY 10016
212-686-8550

Representatives: David Blumenthal, *p & west coast rep*; Paul Blumenthal, *sr prod & east coast rep*; Seth Greenberg, *prod*; Robin Kormos, *prog coord*, *d prog serv*; Len Roberts, *prod*

mgr; Phil Kearney, *d*; Mara Rubinton, *assoc prod*

Properties:

Road to the White House—39 one-minute segments depicting the lives and campaigns of each of our Presidents with celebrity hosts.

Spirit of Christmas—17 thirty-second celebrity vignettes high-lighting the rich traditions of Christmas.

Robott—half-hour children's cartoon series depicting the adventures of a mechanical boy.

Flipside—half-hour music, narration, interview show featuring the world's top rock stars.

Don't Say Yes—65 three-and-a-half minute inserts teaching assertive behavior with Dr. Herbert Fensterheim.

Growing Young—26 episode series of half-hour programs presenting celebrities and professionals who offer advice and methods to recapture the joy of living.

Career—half-hour series devoted to enlightening high school age youths as to various career opportunities. Features celebrities and prominent business/industry spokespersons.

BONDED SERVICES

(A Div. of Novo Communications)

2050 Center Ave.
Fort Lee, NJ 07024
201-592-7868
212-695-2034

Representatives: Harold J. Eady, *p*; Emanuel Kandel, *vp*; Donald F. Breidt, *vp*

Services:

Bonded provides worldwide distribution and other services to industry and government; specialized services for communications and entertainment companies include film and tape program booking and scheduling; program fulfillment and physical distribution to theatrical, television and other exhibitors; film and tape maintenance; computerized print library management; engineered, safe-environment archival storage, film rejuvenation and photogard process.

BONNEVILLE PRODUCTIONS

130 Social Hall Avenue
Salt Lake City, UT 84111
801-237-2372
Suite 410

Representatives: Armando Martin, Craig Hulet, Steve Swanson, Walter Canals, Dick Alsop

Properties:

Specials, Sports, Documentaries, children's shows, family programs, series, other.

BONNEVILLE SATELLITE CORPORATION

130 Social Hall Avenue
Salt Lake City, UT 84111
801-237-2450
Suite 410

Representatives: Bruce R. Hough, vp/gen mgr

BOZELL & JACOBS, INC.

10250 Regency Circle
Omaha, NE 68114
402-397-8660
Suite 564

Representatives: John H. Bull, vp/acct supv; Hal Davis, vp/acct exec

Properties:

Mutual of Omaha's Wild Kingdom—30-minutes in record-breaking 22nd year.

BRISTOL-MYERS COMPANY

345 Park Avenue
New York, NY 10154
212-546-4000
Suite 5-121

Representatives: Marvin H. Koslow, sr vp, mktg servs; James McGinn, prog d; Peter J. Spengler, vp adv servs; Peter Fredas, mgr brdest

Properties:

In Search Of ...—half-hour syndicated series hosted by Leonard Nimoy. Series probes mysteries of lost civilizations, special phenomena, extraterrestrials, magic, witchcraft and missing persons.

BROADCAST FACILITIES INTERNATIONAL

Visnews Limited
Cumberland Avenue
London, NW10 7EH
01-965-7733
22678 VISLDN G

Representatives: Paul Binsted, mktg mgr, *Broadcast Facilities International*; Ed Helfer, vp, mktg, *Viscom International*

Services:

Video and film facilities house. Standards conversion-digital (ACE) & optical. VT dubbing and editing in 1" C format, 1" B format, 2" quad, 3 machine editing with time code, BVH 2000. BVU 200 broadcast U-matic editing facilities 625/525, secam transcoding, flying spot telecines 16/35mm with topsy, X-Y zoom, single and double-head sound. All major cassette formats including stereo, pal VHS. British telecom lines in and out. Two camera interview studio. Tape to film transfer. 16mm colour negative and reversal film laboratory.

Also specialising in both international & domestic video-conferences, special satellite links, colour video projection, broadcast programme operations and consultancy services.

BILL BURRUD PRODUCTIONS, INC.

110 South LaBrea Avenue
Los Angeles, CA 90019
213-937-0300
Suite 354



Mr. Burrud

Representatives: Bill Burrud, John Burrud, exec vp; Gerald Dhesse, vp

Properties:

The Amazing World—four one-hour specials.

Animal World—147 half-hours.

Wildlife/Adventure—78 half-hours.

World of the Sea—26 half-hours.

Safari to Adventure—160 half-hours.

The Secret World of Reptiles—two-hour feature.

Vanishing Africa—two-hour feature.

The Great American Wilderness—two-hour feature.

The Amazing Apes—two-hour feature.

Predators of the Sea—two-hour feature.

Creatures of the Amazon—two-hour feature.

Devils Mountain—two-hour feature.

Treasure Chase—two-hour feature.

Man Against the Sea—two-hour feature.

The Carnivores—two-hour feature.

Mysterious Miniature World—two-hour feature.

The Last Ark—two-hour feature.

CABLE FILMS

Country Club Station
Kansas City, MO 64113
913-362-2804
913-362-8375



Mr. Miller

Representatives: Herbert Miller, p

Properties:

Cable Classics—250 motion pictures from the 1930's and 1940's, classic and vintage. Aside from 16mm prints, CF distributes all features on 1" videotape, 3/4" U-Matic formats and PAL/SECAM overseas.

Farewell to Arms—starring Gary Cooper & Helen Hayes.

Meet John Doe—starring Gary Cooper & Barbara Stanwyck.

It's a Wonderful Life—starring James Stewart, Lionel Barrymore.

This is the Army—starring Ronald Reagan, George Murphy.

Santa Fe Trail—starring Ronald Reagan, Errol Flynn.

Our Town—starring William Holden, Martha Scott, Thomas Mitchell.

Cyrano De Bergerac—starring Jose Ferrer.

Private Life of Henry VIII—starring Charles Laughton.

The Little Princess—starring Shirley Temple, Cesar Romero.

A Star is Born—starring Janet Gaynor, Frederick March, Adolph Menjou.

Of Human Bondage—starring Bette Davis, Leslie Howard.

Little Lord Fauntleroy—starring Mickey Rooney, Freddie Bartholomew.

Birth of a Nation—starring Lillian Gish, Donald Crisp, Mae Marsh.

Sidewalks of London—starring Charles Laughton, Vivien Leigh, Rex Harrison.

Pepe Le Moko—starring Jean Gabin.

Yojimbo—starring Toshiro Mifune.

The General—starring Buster Keaton.

As You Like It—starring Laurence Olivier.

My Man Godfrey—starring Carole Lombard, William Powell.

His Girl Friday—starring Cary Grant, Rosalind Russell.

Inspector General—starring Danny Kaye, Elsa Lanchester, Walter Slezak.

The Man Who Knew Too Much—starring Peter Lorre.

Gulliver's Travels—1939, animated feature.

Tarzan the Fearless—starring Buster Crabbe, Jacqueline Wells.

Phantom of the Opera—starring Lon Chaney, Sr.

Night of the Living Dead

Hunchback of Notre Dame—1923, starring Lon Chaney.

The Outlaw—starring Jane Russell, Walter Huston.

CANADIAN BROADCASTING CORPORATION

P.O. Box 500, Station A
Toronto, Ontario M5W 1E6
416-925-3311
EH 33

Representatives: Dennis O'Neill, *hd/prog sls*; Guy Mazzeo, *d/CBC Enterprises*; Rob Straight, *hd/US sls*; Sam Jephcott, *mgr/distrib*; Peter Lord, *hd European affairs*; Susan Fraser, *prom & pub*

Properties:

Drama Empire—six 60 minutes, a rich period drama (1920's-1960's) of a ruthless business tycoon's pursuit of power.

I Married The Klondike—three 60-minute dramatizations in Canada's Yukon of a young woman's true life adventure in the 1900's.

Best Of Both Worlds—one 90 minutes, comic confusion as a young man decides between the wife of his traditionally arranged marriage and the girl of his choice.

Seeing Things—nineteen 60 minutes, 'second sight' lands a bumbling crime reporter into trouble, funny adventure and mysterious crimes.

Land of the Mt. Elephant—one 60 minutes, filmed in Thailand's jungles, the training of elephants and the mystic ritual relationship binding them to their trainers, documentary.

Nature Of Things—sixty-two 30-

minute, fifty-two 60-minute health documentaries.

Portraits—six sixty-minute, one 90-minute, jazz pianist Oscar Peterson and soprano star Teresa Stratas are among international celebrities from music, art and literature revealed in rare and candid interviews.

The Tommy Hunter Show—26 sixty minutes, in his 18th television season, Canada's 'Country Gentleman' presents international country and western performers.

CAPITAL CITIES TELEVISION PRODUCTIONS

4100 City Line Avenue
Philadelphia, PA 19131
215-878-9700
Suite 2911

Representatives: Charles Keller, *vp, gen mgr*; William Mulvey, *d of mktg*; John Toutkaldjian, *d of stat svcs*

Properties:

Act—6 half hour series of original dramas dealing with contemporary problems of teenagers and their parents.

Our Daily Bread—one hour documentary on the nation's grain farmers facing bankruptcy as their crops bring only half the cost to raise them. The push for higher yields has led to top soil erosion and drying up of underground aquifers threatening our most abundant natural resources—and, our daily bread.

Can't Read . . . Can't Write—one hour documentary that labels more than a million Americans—the functionally or completely illiterate. The consequences affect us all—illiterates tend to be unemployed, on welfare, more prone to crime. Tom Wicker reports.

The Juggler of Notre Dame—one hour drama. Classic Christmas story with Merlin Olsen, Milenda Dillon, Patrick Collins and starring Carl Carlsson as the juggler.

CAPRICORN ENTERTAINMENT

11350 Ventura Blvd.
Studio City, CA 91604
213-760-7874

Representatives: Don Azars, Andy Belling

Properties:

Concerts From Paradise

True Mysteries of the Twentieth Century

Country Goes Hawaiian

Good Night Company

Computer Warehouse

Crisis Counselor—85 half hour episodes.

GEORGE CARLSON AND ASSOCIATES

113 Battery St.
Seattle, WA 98121
206-623-8045



Mr. Carlson

Representatives: George Carlson

Properties:

The Traveler/Northwest Traveler—184 half-hour true-life travel-adventures featuring journeys to all countries and island groups of the world.

SANDRA CARTER PRODUCTIONS INC.

250 West 57th Street
New York, NY 10019
212-246-1870



Ms. Carter

Properties:

Women of the World—13 one hour series on women.

20th Century Playhouse—one hour dramatic series.

Gallup Report—156 news updates on what America is thinking.

Make it Easy in Your Kitchen—52 twenty-second cooking features starring Laurie Burrows Grad.

Going Strong—one hour weekly program aimed at the 50 plus market.

Bridal Moments—20 thirty-second programs.

CASH PLUS INC.
700 Midland Square
Minneapolis, MN 55401
612-338-2274

Representatives: Dale Applequist, *ptn*;
Chuck Percival, *ptn*; Julie Golden, *prg*
opers dir

Properties:
Music, variety and all family specials
for trade and barter.

CASSANDRA
1290 Avenue of the Americas
New York, NY 10104
212-708-7500

Representatives: Ann Rosenberg,
Dave Traylor

CB DISTRIBUTION COMPANY
9911 West Pico Boulevard
Los Angeles, CA 90035
213-552-2660
EH-51



Mr. O'Leary



Mr. Silverbach

Representatives: Alan Silverbach, *p*;
Gerald Feifer, Tom O'Leary

Properties:
Carol Burnett & Friends—150 half-
hours.

CBN SYNDICATION, INC.
CBN Center
Virginia Beach, VA 23463
804-424-7777, ext. 2300
Suite 380



Dr. Clark



Mr. Newton

Representatives: Dr. David Clark, *vp*
mktg; Norman C. Mintle, *prom mgr*;
Steve Newton, *syndication mgr (West*
Coast); John McEntee, *Central &*
East; Ed Nashatka, *South & East*

Properties:

Another Life—The continuing drama
with an exciting difference. With five
half hour episodes available each week,
the show features a top-notch cast. The
compelling story line gives positive
viewpoints on today's problems.

XPOSE—The candid, new mini-series
which explores the pornography in-
dustry like never before. The five
one-hour episodes are narrated by
celebrities such as Efrem Zimbalist, Jr.
See features on child porn and actual
footage inside sado-masochistic torture
chambers. Incisive interviews with
actors, dancers, victims, and busi-
nessmen involved in the industry.
Available as a series or in one-hour
special features.

Superbook!—This animated special
children's series appeals to audiences
of all ages. Dubbed in English, 26
half-hour episodes are available. Pro-
duced by one of the largest animators
in Japan.

Update News—Up-to-the-minute
news breaks, seven times a day. Find
out the latest news in 90-second breaks
with a 30-second commercial mid-
break.

The 700 Club—90-minute daily mag-
azine-style show hosted by Pat Rob-
ertson continues to practice its unique
blend of investigative reporting and
compassionate programming.

The Flying House!—the latest ani-
mated masterpiece of family enter-
tainment. Three lively children and a
rollicking robot soar through 52 half-
hour episodes into the past to witness
some of the most inspiring times the
world has ever known.

**CBS BROADCAST
INTERNATIONAL**

51 West 52 Street
New York, NY 10019
212-975-8585
Telex: CBINY 662101
EH-23



Mr. Kane



Mr. Bellon

Representatives: Art Kane, *vp & mng*
d, intl sls; Jim Landis, *d, intl sls*;
Maria Daniolos, *mng intl sls*; Joe Di-
Certo, *d comm*; Ann Hansen, *comm*;
Tom Leahy, *exec vp, CBS Broadcast*
Group; Paul Isacson, *sr vp, Cable/*

CBS Broadcast Group Enterprises;
John Eger, *vp & gen mgr*; Joe Bellon,
vp & mng d, mktg & dev; Sherm
Wildman, *d prog & sls dev*; Charles
Walsh, *d ad sls*

Properties:

Signature—114 thirty minute epi-
sodes. Interview program focusing
entirely on guests like Raquel Welch,
Zandra Rhodes, Jack Lemmon and
Dyan Cannon.

NBA on CBS—30 two hour and 30
minute games. Professional basketball
including exclusive coverage of the
NBA World Championship Series.

CBS Sports Spectacular—30 minutes.
Continuing series. Sports Anthology
series featuring boxing, tennis and
professional wrestling.

60 Minutes—60 minutes. Continuing
series. Widely acclaimed news maga-
zine has been among the networks
top-rated programs since 1976.

CBS Reports—60 minutes, as sched-
uled. Highly regarded documentary
series, past programs include the
"American-Israeli Connection" and
"Don't Touch that Dial," a behind the
scenes look at television entertainment
production.

Orphans, Waifs and Wards—60 min-
utes. Dramatic fantasy. Charles
Dickens' famous pickpocket, Fagin,
becomes a storyteller, but his stories
are all about orphans.

Help Wanted—60 minutes. Starring
Kevin Dobson, Dee Wallace and K.C.
Martel. A young boy must come to
grips with his father's unemploy-
ment.

**The Policeman and the TV Report-
er**—60 minutes. Starring Erik Estrada
and Linda Kelsey. A young boy and
girl learn how a reporter covers a story
and what it's like to be a policeman.

**A House Without a Christmas
Tree**—90 minutes. Starring Jason
Robards, Mildred Natwick and Lisa
Lucas as Addie.

Thanksgiving Treasure—90 minutes.
Starring Jason Robards, Mildred
Natwick and Lisa Lucas as Addie.

Easter Promise—90 minutes. Starring
Jason Robards, Mildred Natwick and
Lisa Lucas as Addie.

Addie & The King of Hearts—60
minutes. Starring Jason Robards,
Mildred Natwick and Lisa Lucas as
Addie.

Paris, I Love You—60 minutes. Dance
special featuring Zizi Jeanmaire,
Gregg Burge and the Ballet National
de Marseille.

Funny Faces—60 minutes. Comedy special starring Red Skeleton and special guest artist Marcel Marceau.

American Parade—seven 60 minute programs. Dramatic series, researched and documented, each program centers on an individual or an event of historical significance. Richard Kiley, Henry Fonda, Paul Winfield and John Randolph are among the many who lent their talents to American Parade.

Games Mother Never Taught You—two hours. Movie starring Loretta Swit and Sam Waterston. What can happen when a female invades a previously all-male executive boardroom.

Country Gold—two hours. Movie starring Loni Anderson as a popular country entertainer who befriends an aspiring singer with surprising results.

Listen to Your Heart—two hours. Movie starring Kate Jackson and Tim Matheson as romantically involved co-workers.

White Water Rebels—two hours. Movie starring Catherine Bach and James Brolin in a dramatic adventure tale about two people trying to save a wild river.

Another Woman's Child—two hours. Linda Lavin and Tony LoBianco star in this touching story about a childless couple facing the trauma and changes when his illegitimate child moves in.

Running Out—two hours. Starring Deborah Raffin and Tony Bill. A young woman returns to the family she abandoned 12 years ago.

Illusions—two hours. High tension drama starring Karen Valentine as a young wife searching for clues to her husband's mysterious death.

The Other Woman—two hours. Starring Anna Meara and Hal Linden. The Battle of the Sexes becomes the battle of the ages in this comedy about an older man who marries a younger woman but has second thoughts when he meets an older woman.

Hobson's Choice—two hours. Movie based on Harold Brighouse's classic play about a stubborn businessman who refuses to give his daughters their dowries. Starring Sharon Gless.

Early Days—two hours. Play starring Sir Ralph Richardson as a once-powerful man living out his later days in the only way he knows—cantankerous and outrageous, he keeps his neighbors on their toes.

World War I—26 thirty minute episodes. CBS News documentary series

chronicling the era of the first World War, its causes, events and aftereffects.

CBS TELEVISION NETWORK

(Division of CBS Inc.)
51 West 52nd Street
New York, NY 10019
212-975-4321
Suite 28-121

CENTRAL CITY MARKETING

1716 D. Michigan
Chicago, IL 60016
312-922-8241
Suite 407

CHILDREN'S MEDIA PRODUCTIONS

1530 E. Elizabeth St.
Pasadena, CA 91104
213-797-5462

Representatives: C. Ray Carlson, *exec prod*; Joy Carlson, *sls*; James Jett, *vp intl*

Properties:

Humpty Dumpty—half-hour animated show, color.

Peter and The Magic Seeds—half-hour animated show, color.

The Last Out!—half-hour show, color.

CHILDREN'S TELEVISION WORKSHOP

One Lincoln Plaza
New York, NY 10023
212-595-3456

Representatives: David Champtaloup, *vp, Int'l Television Group*; Dr. Lu Horne, *vp & exec prod, Int'l Tel. Group*; Anne Kreamer, *assoc d, Int'l Tel. Group*

Properties:

Educational Children's Programming

Sesame Street—14 seasons.

The Electric Company—6 seasons.

3-2-1 Contact—2 season of series on science and technology.

Big Bird in China—90-min. U.S. network primetime special.

The Lion, the Witch & the Wardrobe—2-hr. animated version of C. S. Lewis' classic.

Christmas Eve on Sesame St.—60-minute special.

CINACO

9056 Santa Monica Boulevard
Los Angeles, CA 90069
213-278-3072

Representatives: Fred Briskin, Tenny Chonin, Rick Zimmerman

Properties:

Variety—50 independently produced features, comedy, drama, action, documentaries, series.

CINEMA NOVA LTD.

1230 Grant Avenue
San Francisco, CA 94133
415-927-1779

Representatives: Julian Richards, *p*

Properties:

The Memory Wheel—90 minutes—Western action drama.

CINEMA SHARES INTERNATIONAL TELEVISION, LTD

450 Park Avenue
Suite 2803
New York, NY 10022
212-421-3161
Suite 2935

Representatives: Beverly Partridge, *exec vp*; Dick Ostrander, *eastern div mgr*; Hank Guzik, *western div mgr*; E. Melvin Pinsel, *midwest sls div*

Properties:

Martial Arts Feature Film Package—starring Bruce Li, Sonny Chiba and other top Kung Fu masters. Titles include "Soul Brothers of Kung Fu," "Fists of Bruce Lee," "Dynasty," "Bruce Lee/The Man, The Myth," "Tiger Force," "Killing Machine," "Kung Fu Gold," etc.

Features 5—First run movie titles include "To Kill the King" (Patrick O'Neal, Susan Tyrrell), "Operation Thunderbolt" (Academy Award Nominee), "Texas Detour" (Patrick Wayne, Priscilla Barnes, Cameron Mitchell), "Elmer" (Film Advisory Board Award), "Jacob Two-Two Meets the Hooded Fang" (Gold Medal International Film Festival), "The Alpha Incident," "Legacy of Horror," and others.

Features 4—Fifteen color features including "Aces High," "Christina," "The Companion," "Dracula's Great Love," "Godzilla on Monster Island,"

"Journey Into Fear," "The Night of the Assassin," "Poco," "Roseland," "Shriek of the Mutilated," "Till Death," "Track of the Moon Beast," etc.

Features 3—"Godzilla vs Megalon"; "Mad Dog Morgan"; "Against a Crooked Sky"; "The Four Deuces"; "Ali the Man"; "Creature From Black Lake"; "Brotherhood of Death"; "Flatfoot"; "Kidnap Syndicate"; "Godzilla vs The Cosmic Monster"; "Survival"; "Recommendation for Mercy."

Features 2—Eleven color features including "Blood, Sweat and Fear"; "Beyond the Law"; "Legend of Boggy Creek"; "Where the Red Fern Grows"; "Ripped Off"; "Crime Boss"; "Kingfisher Caper"; "Web of the Spider"; "Scenes From a Murder"; "Speed Merchants"; etc.

Features 1—Twelve color features including "Seven Alone"; "Ali the Fighter"; "No Way Out"; "Bootleggers"; "Wipe Out"; "The Grand Duel"; "Cry of the Penguins"; "Diary of a Murderess"; "It Can Be Done Amigo"; "Student Connection." Stars include: Telly Savalas, Jaelyn Smith, Burt Lancaster, Muhammad Ali, Jack Palance, Yvette Mimieux, Hayley Mills, Geraldine Chaplin, Robert Blake, Lee Van Cleef, Carol Lynley, Jack Elam, James Mason, Ray Milland, Christopher Plummer, Vincent Price, Zero Mostel, Richard Boone, Anne Francis, Sheree North and more.

CINEWORLD CORPORATION

P.O. Box 61-276
N. Miami, FL 33161
305-891-1181

Representatives: Maurice Krowitz, *sls mgr*

Properties:

Theatrical features—24.

Talk show—Love and marriage.

Children show—Clarabell and Krystal.

CLUSTER TELEVISION PRODUCTIONS

200 East Joppa Road
Towson, MD 21204
301-825-4576
Suite 2932



Mr. Claster

Representatives: John Claster, *p*; Sally Claster Bell, *exec vp*; Janice Carter, *vp sls*; Terri Akman, *d of prog*

Properties:

The Great Space Coaster—190 half-hours of children's comedy-music-variety series with animation and well-known guests.

Romper Room—100 half-hour video tapes.

Bowling for Dollars—half-hour combination game show-sport show featuring local contestants and at-home participation.

CMC BROADCAST SERVICES, INC.

270 Madison Ave., Suite 602
New York, NY 10016
212-686-6474
Telex: 710-581-5118



Mr. Meyers

Representatives: Carl Meyers, *p*; Richard Kopley, *vp*; Yvonne Spellman, *sta rels/sls exec*; Maryann Sun, *admin asst*

Properties:

Outdoor Life—Weekly Times Mirror Magazine series produced by Landmark Productions; 26-week series of high-action fishing/hunting half-hours with celebrity guests and hosted by William Conrad. February thru July '83.

A View of Soviet Sport—2 original one-hour specials tracking the Soviet athlete's development for the Olympics. Produced by Trans World International. Available 4th Qtr '83 thru 2nd Qtr '84.

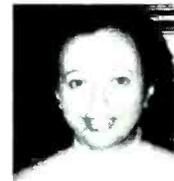
Sports 82: The George Plimpton Scrapbook—annual year-end sports montage. Available week of Dec. 26 '83 thru Super bowl Saturday '84.

Champagne to Fireworks: The George Plimpton Midyear Report—60-minute sports special. Available for airing late July and August '83.

Annual American Black Achievement Awards—90-minute star-filled entertainment special honoring American Black achievers. Produced by Johnson Publishing Company. Available 4th Qtr '83/1st Qtr '84.

COE FILM ASSOCIATES INC.

65 East 96th Street
New York, NY 10028
212-831-5355



Ms. Coe

Representatives: Bernice Coe, *p*; Mignon Levey, *opns mgr*

Properties:

The Shorts Collection—Over 2,000 shorts for use in family viewing hours; for magazine formats; pre- and post-specials' time slots.

The Children's Package—More than 4,000 titles covering extensive subjects, multi-age level appeal; story films, live and animated; nature, science, how-to, etc.

Children's Half-hour and Hour Specials—26 half-hours including King Arthur's Yankee, Paddington Goes to the Movies, Voice of the Fugitive, Hat Act, The Snow Children, Lightning, The Day the Derby Almost Died, etc.

10 hours including The Cruz Brothers and Miss Malloy, Little Friend, The Goalkeeper Lives on our Block, Tatters, Captain Korda, Rumpelstiltskin, etc.

Children's Series—Bunny With the Checkered Ears—26.

Simon in the Land of Chalk Drawings—26.

Paddington Bear—56.

Hattytown Tales—26.

Captain Nemo—78.

The Perishers—39.

By Hook or By Crook—13.

Emilie—78.

Daily Fable—130.

The Kids Next Door—11.

Specials—300 films including A Paris, Leonardo Da Vinci, A Winter Soldier, Arctic IV, Grierson, The Last Great Race on Earth, Otto: Zoo Gorilla, The Quiet One, Before the Mountain Was Moved, Manifestations of Shiva, Paris 1900, Contact, Journey of Lyndon Johnson, In Spring One Plants Alone, The Nuer, etc.

Children's Features—The Eyes of the Amaryllis, The Little Mermaid, Six Bears and a Clown, Tuck Everlasting.

Hour-And-A-Half Specials—Devil At My Heels, A Matter of Fat, Olympiad XXI, Going the Distance, etc.

Half-Hour Specials—Toller, Sven Nyquist, 28° Above Below, Vincent Van Gogh, Exodus, Birds' Paradise, Great, From Canaries to Clydesdales, The Shared Experience, Spitfire Pilot, Leave 'em Laughing, etc.

Performing Arts Specials—Half-hours and hours in classical (The Mind of Music, Paul Horn in China, Opus One, The Fifth Facade, etc.), jazz (Music to Our Ears, It's All Jazz, etc.), dance (The Making of a Ballet, Dutch National Ballet, Dance Class, Dance Space, etc.).

Sports Specials—Over 50 titles including The Contender, The Sword of the Lord, Nellie Kim, Thunderbirds in China, Freedom, Olympiad XXI, King of the Hill, Going the Distance, Good Night Miss Ann, The Way of the Sword, Coaches, etc.

Features—Shinbone Alley, Tuck Everlasting, The Case of Barbara Parsons, The Sand Castle, Albert Schweitzer, Anathan, Cold Journey, Le Grand Amour, State of Siege, Nose Job, Martin Luther, etc.

Half-hour Sci-Fi Stories—8 thrillers including Panic, The Man and the Snake, The Anna Contract, etc.

Dramatic Short Stories—26 half-hours of dramatic films based on short stories or original plots.

Series—Wonders of the Sea, Sports Whirl, Wide World of Women, The New Explorers, American Indians, The Child, Organizational Development, Famous Americans, The Persian Royal Road, Ski Boy, etc.

Educational—Over 50 series including 19th Century Literary Biography, 19th Century Literature, Save Your Energy, American History, When You Grow Up, Family Life Around the World, Black Studies, Legends and Folk Tales, Fairy Tales and Tales of Magic, Starting to Read, Developmental Psychology, etc.

Services—Special footage supplied.

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Mr. Colbert

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Soap World—Daily half-hour strip and weekend hour with host John Gabriel and New York and Los Angeles anchorpersons. Available via satellite or on tape. 195 half-hours, 65 updated repeats, 52 weekend hours. News, views, features of daytime and prime time soap operas. A Barry & Enright Productions in association with King World Productions. New series for September, 1982.

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Jack Anderson Confidential—Satellite-fed weekly half-hour with Pulitzer Prize-winning investigative reporter and columnist Jack Anderson. In-depth discussions, reports, predictions of timely national and international issues and events by the practitioner of "inductive journalism." 26 half-hours, produced by Barry & Enright.

90-Seconds—Ninety-second program inserts via satellite or on tape.

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"The Question Man with Jack Barry"—five per week.

The Joker's Wild—Sixth year as daily strip. 195 half-hours, 65 repeats per season. Jack Barry hosts the Barry & Enright production.

Tic Tac Dough—Fifth year as a daily strip. 195 half-hours, 65 repeats per season. Wink Martindale hosts the Barry & Enright production.

Celebrity Bullseye—Third year as a daily strip. 195 half-hours, 65 repeats per season. Celebrities contribute winnings to favorite charities. Jim Lange hosts the Barry & Enright production.

Lassie—192 off-network half-hours, over 160 of which are in color; 15 full-length movies in color.

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Teachers Only—21 half hour episodes. Comedy series about an idealistic guidance counsellor and her relationships with other faculty members.

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I, Desire—two hour movie. Suspense-chilling story about a modern day female vampire.

The Shadow Riders—two hour movie starring Tom Selleck. A Texas cowboy just returned from the Civil War finds his family kidnapped by a marauding bank of Rebel soldiers.

Life of the Party: The Story of Beatrice—two hour movie starring Carol Burnett. True story of Bea Jorgensen who opened the first home for alcoholic women.

Honeyboy—two hour movie starring Erik Estrada and Morgain Fairchild. Story of a Puerto Rican boxer who is packaged and merchandised into title-contention, and how the success process affects his personal and professional life.

Money on the Side—two hour movie starring Karen Valentine, Jamie Lee Curtis and Linda Paul. Three young housewives caught in the web of prostitution.

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Wildrose Julie—13 half-hours. Cartoon animation.

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Nuggets—26 half-hours. Live with puppets.

Anita in Jumbleland—26 half-hours. Live.

Fatty & George—10 half-hours. Live-action kids series.

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Images of Ireland—one-hour gambol through the Land of Leprechauns, from ballads to blarney (documentary).

Summer Solstice—one-hour ABC network special starring Henry Fonda and Myrna Loy. A moving glimpse into the joys and sorrows of fifty years of marriage (drama).

Peter Gunn—114 half-hours of the classic, definitive "private eye" series, starring Craig Stevens, Lola Albright, and Herschel Bernard; with a mesmerizing score by Henry Mancini (series/mini series).

Biography—65 half-hours, narrated by Mike Wallace, focusing on the true stories of men and women who helped shape the 20th century (series/mini series).

Mr. Lucky—34 half-hours, starring John Vivyan, dealing with a gambler's involvement in excitement, romance, drama and thrills aboard a luxury yacht (series/mini series).

Yancy Derringer—34 half-hours of excitement and adventure in the New Orleans of the late 1860's, starring Jock Mahoney (series/mini series).

Star Performance—156 half-hours, starring Dick Powell, Charles Boyer, David Niven and Ida Lupino in a dramatic anthology series of superb entertainment (series/mini series).

The Sinister Queen (working title)—8 hours mini-series bristling with the intrigues and romances of Catharine de Medici (series/mini series).

Almanac—377 3½ minute shorts in a remarkable compilation of momentous events in contemporary history, one for each day of the year, with extras for "special" days (program inserts).

The Best of Sullivan—13 half-hours culled from the magic of 23 years of television's longest and most successful variety show (variety).

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Marilyn Monroe—half hour special, narrated by Mike Wallace. The touching story of the star's turbulent life and career, the depth of her loneliness and tragedy.

Legends of the Screen—one hour special, narrated by Nancy Collins, focuses on frank discussions of Hollywood "then" and "now" with film clips/live interviews with Ginger Rogers, Rhoda Fleming, Dorothy Lamour and Myrna Loy.

Miss Olympia 1982—one hour; from Atlantic City's Playboy Club come the finals of the Miss Olympia International competition—a women's body building event.

Woman in Rock and Roll—one hour. Joan Jett, Grace Slick, Ann and Nancy Wilson join other top women performers in interviews and intimate conversations with Nancy Collins.

The Masculine Mystique—one hour. Nancy Collins interviews a new breed of male sex symbols. Ron Duguay, Dudley Moore, Joe Namath, Teddy Pendergrass and Tom Selleck reveal the way they look at women and women look at them.

Heavenly Bodies—Phyllis Diller hosts this one hour look at Hollywood's beautiful people. Paul Anka, Britt Ekland, Zsa Zsa Gabor, Paul Michael Glaser, Tanya Roberts and others share their secrets.

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When Every Day Was The Fourth of July—starring Dean Jones, Geoffrey Lewis, Harris Yulin, Louise Sorel.

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The Turn of the Screw—(two parts) starring Lynn Redgrave.

The Picture of Dorian Gray—(two parts), starring Nigel Davenport, Fionnuala Flanagan, Shane Briant.

Come Die With Me—starring Eileen Brennan, George Maharis.

Shadow of Fear—starring Claude Akins, Jason Evers.

Nightmare at 43 Hillcrest—starring Mariette Hartley, James Hutton.

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Superstar Profile—25 half-hour episodes profiling the world's current leading motion picture superstars. Produced by the FR3 French Television Network, this unique series is hosted by Catherine Laporte, movie editor of France's top weekly news magazine, L'Express and directed by France's leading TV director, Michel Minaud. (Also available in Spanish language version.)

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Korg—70,000 B.C.—Live-action series depicting the adventures of a Neanderthal family. Narrated by Burgess Meredith, 16 half-hours.

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Space Kidettes—Adventures of four space-age youngsters in their space-capsule club house, 20 half-hours.

Tennessee Tuxedo and His Tales—Misadventures of two escapees from the zoo, as they are saved from the outside world by Prof. Whoopic, 56 half-hours.

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Secret's Out—pre-teen panel tries to guess unusual hobbies of contemporary challengers within time limit. 26 half-hours.

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Athens 516, Greece
Telephone: 724-243, 734-896
Telex: 221880 APOL GR

Ennovision
13 Kleizuwe
3633 AE Vreeland, Holland
Telephone: 2943-4540
Telex: 73242

Danna Murray Ltd.
159 Bay Street
Toronto M5J 1J7, Ontario, Canada
Telephone: (416) 361-1428

Telex: 065-23-008

Eureka Productions
8, Rue de la Bienfaisance
75009 Paris, France
Telephone: 522-2377
Telex: 270 105 F TXFRA, Ext 313

Japan Intl TV Film Exchange, Inc.
Akabishi Building, 1-29 Akasaka
4-Chome, Minato-ku
Tokyo 107, Japan
Telephone: 583-4243
Telex: J26689 JITV

Sunnyland Film International
Post Office Box 113-5045
Beirut, Lebanon
Telephone: 351-900, 351-901
Telex: 22617 FILM

Sidney Telecasters Pty. Ltd.
Suite 401
127 York St.
Sydney 2000 NSW, Australia
Telephone: 290-1011
Telex: AA74069 SYDTEL

Tristar Film GmbH
Tonndorfer Hauptstrasse, 90
D-2000 Hamburg 70, Germany
Telephone: 66-88-5350
66-88-5454
Telex: 2174105 STAR D



Mr. Lieberthal

Mr. Brown

Representatives: Gary Lieberthal, *p*; Ron V. Brown, *sr vp, intl sls*; Hal Gaba, *p, pay-tv*; Marty Ozer, *vp, Embassy Media*; Leslie Tobin, *d, reg sls*; Corey Bender, Meade Camp, *act execs*; Christopher Egolf, *d, intl sls*; Michael Mellon, *d research*; Stephen Morley-Mower, *d, sls serv*; Deborah Willard, *d, contracts*; Robert Oswaks, *d, adv & prom*; Panos Spyropoulos, *sls (Greece)*; Enno L.P. Rijpma, *sls (Holland)*; Dana S. Murray, *sls (Canada)*; Joel Nuffer, *sls (France)*; Banjiro Uemura, *p (Japan)*; Mohamed Yassine, *sls (Lebanon)*; Stephen Carey, *sls (Australia)*; Wolfgang Fisher, *sls (Germany)*

Properties:

Diff'rent Strokes—144 off-network half-hours.
One Day at a Time—163 off-network half-hours.
The Jeffersons—183 off-network half-hours.
Sanford & Son—136 off-network half-hours.
Good Times—133 off-network half-hours.
Maude—141 off-network half-hours.
The Professionals—52 first-run one-hours.
Mary Hartman, Mary Hartman—260 half-hours.
John McEnroe . . . The Rites of Passage
Entertainer of the Year—1981 release. 15 titles, including: "The Fog," "The Lion in Winter," "The Onion Field," "The Baltimore Bullet" and "Phantasm."
The New Ones II—1979 release. 16 titles, including: "The Manitou," "Stingray," "Sidewinder One," "Diamonds," "Bittersweet Love" and "Scalpel."
The New Ones—1977 release. 18 titles, including: "Farewell My Lovely," "Russian Roulette," "Man Friday," "The Tamarind Seed" and "Day of the Dolphin."
V.I.P. Group—1974 release. 18 titles, including: "The Graduate," "Generation," "The People Next Door," "They Call Me Trinity" and "C. C. and Company."
Plus Twelve—"The Producers," "Robbery," "Tiger and the Pussycat," "Catch As Catch Can," etc.
28 for '68—"Nevada Smith," "The Oscar," "Hellbenders," "Sands of Kalahari," etc.
Top Time—"Marriage Italian Style," "Darling," "Yesterday, Today and Tomorrow," "Boccaccio '70," etc.
Nightmare Theatre—13 horror films, including: "Fury of the Wolfman," "Murder Mansion," "Dear Dead Delilah," "Doomwatch" and "Marta."
Pete 'N Gladys—72 half-hour episodes.
Silver Spoons—series.
Gloria—series.
Square Pegs—series.
Diff'rent Strokes—series.
The Facts of Life—series.
One Day At a Time—series.
The Jeffersons—series.
Archie Bunker's Place—series.
Andy Williams Christmas Special—special.

The Wave—special.
Please Don't Hit Me, Mom—special.
Stepping Out: The Debolts Grow Up—special.
Upon This Rock—special.
The Rock Show—entertainment.
The Sultans of Soul—entertainment.
The Grace Kelly Story—feature.
Eleanor, First Lady Of The World—feature.
Invasion of Privacy—feature.
Norman Lear & Alex Haley's Palmerstown—feature.
But It's Not My Fault—feature.
Band On The Run—feature.
Crystal Eyes—feature.
Maude—series.
Good Times—series.
Sanford—series.
Sanford And Son—series.
All that Glitters—series.
All's Fair—series.
Highcliffe Manor—series.
In The Beginning—series.
Joe's World—series.
Mary Hartman, Mary Hartman—series.

ENERGY PRODUCTIONS

846 N. Cahuenga Blvd.
Hollywood, CA 90038
213-462-3310
Suite 322

ENOKI FILMS CO., LTD.

Suite 11, Castle House
Castlereagh Street
London W1H 5YR, England
01 258-3999, Telex 296033
Suite 3-124

01 258-3999, 402-4600

Representatives: Yoshinori Enoki, *p*; Yoshiaki Enoki, *vp, worldwide distrib*

Properties:

"Star Fleet"—24 half-hour sci-fi adventure series puppet animation.
Tom Sawyer—49 half-hour animation series classic.
"Family of the Wild"—26 half-hour animation series animal drama.
Belfy and Lillibit—26 half-hour pre-school.
Don Dracula—8 half-hours or 2 75-minute special comedy classics.

ENTER-TEL, INC.
25200 Chagrin Blvd,
Beachwood, OH 44122
216-831-6940
Suite 4-100

Representatives: Jan D. Steinmann, *p*;
James M. McNamara, *vp*; Drew A.
Levin, *vp*; Eve Joffee

Properties:

America's Best—26 half-hours profiles
Americans who are recognized by their
peers as being the best at their profes-
sion. Presents individuals who have
overcome obstacles through determi-
nation, hard work and a drive for per-
fection in their search for excellence.
Hosted by Anne Mulligan.

**George Schaefer's Showcase The-
ater**—90 minutes. Ten of George
Schaefer's Hallmark Hall of Fame
Shows are being released under the
title "Showcase Theater". Cast in-
cludes: Richard Burton, Charlton
Heston, Julie Harris, Peter Ustinov,
and Hugh O'Brien.

Rock "N" Roll, Then and Now—one
hour variety, music special, starring
MCA's hot recording star, Joe Ely.
Featuring special guest performances
by "Mr. Blue Suede Shoes", Carl
Perkins, the king of rockabilly
music.

Quincy Jones - "Reflections"—one
hour variety, music special starring
Quincy Jones, Patti Austin, James
Ingram, and a 56 piece orchestra. Shot
on location in Japan, featuring
grammy songs, "Just Once", "Raz-
zamatazz", and "Ay No Corrida".

**EUE/SCREEN GEMS VIDEO
SERVICES**

222 East 44th Street
New York, NY 10017
212-867-4030

Representatives: Dan Rosen, *exec vp*
& *gen mgr*; Shirley Danko, *vp sls*;
Mary Gibney, *d of client rels*; Ann
Tedeschi, *d of post-prodn servs*; Joan
Weade, *vp ops admin*; Richard
Smith, *vp syndication servs*

Properties:

Video tape services of syndicated
programs, complete video tape pro-
duction facility; video tape remote
equipment, video tape-post production;
video tape film-to-tape transfer and
video tape tape-to-film transfer;
Rank/Cintel Flying spot scanner
(original film negative transferred to
video tape).

EUREKA PRODUCTIONS
8, Rue de la Bienfaisance
Paris, France 75008
33.1-522.23.77

Representatives: Joel Nuffer, *d*

Properties:

And Hope to Die—90 minute color
film.

Such a Lovely Village—90 minute
color film.

Rock 'N Roll Wolf—90 minute color
musical film.

Other People's Money—110 minute
color film.

L'Etat Sauvage—115 minute color
film.

The Girl in Blue Velvet—107 minute
color film.

One Two Two—feature film, drama.

EUROPEAN TELEVISION, INC.

316 West 75th Street
New York, NY 10023
212-877-0442



Mr. McInerney

Representatives: Timothy McInerney,
p

Properties:

Europe Tonight—a magazine format
program featuring conversation, in-
terviews, entertainment, news and
special features from Europe.

Open Programs—a large and diverse
number of the best in European tele-
vision: drama, special features, most
popular series from Italy, France,
Spain, England, Switzerland, Austria
and Germany.

**EUROTEL PROGRAMME
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London W1M 9HD, England
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Telex: 299509



Mr. Blayney

Representatives: Richard Blayney,
mng d

**EXCEL VIDEO
INTERNATIONAL
CORPORATION**

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New York, NY 10022
212-371-7333
Suite 510

875 Michigan Avenue
Suite 3119
Chicago, IL 60611



Mr. Israel

Representatives: Ken Israel, *p*; Dick
Ostrander, *eastern div mgr*; Hank
Guzik, *western div mgr*; E. Mel Pinsel

Properties:

Series: Pathfinders—A new action-
adventure series based on the wartime
exploits of a daring special squadron of
Lancaster pilots. First run. 13 one-
hour episodized on color film.

Follow That Rainbow—90 minutes on
color film. A musical drama of a
child's search for her father with new
child star Memory Jane. Family en-
tertainment.

Rollermania—60 and 90 minutes on
color film, and others. Portrait of
champion roller skaters, plus the music
of top rock groups.

Feature Film Package—"Dirty
Knight's Work," starring David Bir-
ney, John Mills, Barbara Hershey;
"Hostages," Stuart Whitman; "Edge
of Fury," Bruce Li; "The Ragpicker";
"Night of the Seagull"; "Night of the
Demon"; "Knocking at Heaven's
Door"; "Combat Killers" and
others.

Hemdale Collection—"The Triple
Echo" (new) starring Glenda Jackson
and Oliver Reed; "The Blockhouse,"
Peter Sellers, Charles Aznavour and
Peter Vaughn; "The Legend of Fren-
chie King," Brigitte Bardot, Michael
J. Pollard, Claudia Cardinale;
"Nightmare," David Hemmings and
Gayle Hunnicutt; "Girl/Boy"; "The
Amazing Mr. Blunden"; "Carry On
Emmannelle"; "Tiffany Jones";
"Universal Soldier"; and others.

Excel Features One—"Ransom," Oliver Reed, Stuart Whitman, Jim Mithum, John Ireland, Deborah Raffin; "Violent Protection," John Saxon, Barry Sullivan; "A Woman For All Men," Keenan Wynn; "The Gypsy," Alain Delon; "Cody"; "The Psychotronic Man"; "Bonnie's Kids"; "Skeleton Key"; "Angry Joe Bass"; "Chance-Trail of the Apaches"; "Marie Anne" and more.

FANFARE TELEVISION INTERNATIONAL, LTD.

P.O. Box 3404
Manila, Philippines
521-81-21
Telex: 41133 MECO PM
Suite 3-105

Representatives: Salvador C. Tan, *p*

Services:

We buy features, series and specials for Phillipine Free TV, Cable and STV.

DON FEDDERSON PRODUCTIONS

12735 Ventura Blvd.
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(American Film Repair Institute)TM

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Suite 342



Mr. Bernard

Representatives: Marvin A. Bernard, *p/ceo*; Sheila N. Bernard, *exec vp*; John Natali, *bd chmn*; Milton Miller, *v chmn*; Robert Lang, *chf fin off*

Services:

Restoration, protection and preservation of damaged motion picture film including scratch removal, rehumidification of brittle film, removal of abrasions, cinch marks, curls, dirt, shrinkage, oil stains, etc. Television and theatrical storage, shipping and distribution worldwide. Close inspec-

tion and repair of television syndication prints prior to each station's screening. Complete "backroom" control of your TV syndication and library prints including storage and inspection, distribution, booking, shipping and rejuvenation. You sell/buy. We do the rest!

FILMPARTNERS

7613 De Longpre Avenue
Los Angeles, CA 90046
213-876-2981
Suite 3-116

Representatives: Ron Merk, *p*; Ridge Blackwell, *vp & mktg d*; Chris Holter, *exec vp*

Properties:

Hercules Goes Bananas—stars Arnold Schwarzenegger, 91 or 75 minutes. Follows the adventures of Hercules bored with life on Mt. Olympus who seeks excitement in the modern world.

Pinocchio—80 minutes, classic story in color, live action.

Rumpelstiltskin—80 minutes, classic story in color, live action.

The Adventures of Curley & His Gang—54 minutes. A Hal Roach "Our Gang" remake in color, live action featurette.

Curley & His Gang in the Haunted Mansion—54 minute featurette.

Here Comes Trouble—54 minutes. A Hal Roach comedy starring Walter Abel in color, live action.

The Fabulous Joe—54 minutes. A Hal Roach comedy starring Bill Tracy and Joe Sawyer. In color, live action.

The Wild Swan—54 minutes. Wildlife adventure in color, live action.

Sleeping Beauty—half-hour special. The classic story, animated, in color.

A Very Special Christmas—half-hour special. A warm Christmas story, animated, in color.

Sir Alfred Goes to the Zoo—half-hour special. Wildlife adventure in color, live action.

FILM SERVICE CORPORATION

3487 West 2100 South
Salt Lake City, UT 84119
801-973-3227

Representatives: Dick Thiriot, Harvey Seslowsky, Terry Lynch

FILMTEL, INC.

4800 South Sepulveda Blvd.
Culver City, CA 90230
213-391-7175
Suite 323

Representatives: Andrzej Krakowski, *p*; Ruth Feldman, *foreign sls*; Loretta Fury, *domestic sls*; Conya Moseley, *vp, admin*; Janet Snow, *pub rels & mktg consult*

Properties:

Magic-Magic—a series.

Women Speak—a series.

Richard Simmons—a series.

Couples—a series.

IMERO FIORENTINO ASSOCIATES

44 West 63rd Street
New York, NY 10023
212-246-0600

Representatives: Robert Kuretsky, *d of prog*; George Honchar, *exec vp/prodn/chf corp off*; Rosemary Kalikow, *mktg d*

FIRESTONE PROGRAM SYNDICATION CO.

1200 West Broadway
Hewlett, NY 11557
516-569-6900
Suite 2810



Mr. Firestone

Representatives: Len Firestone, Brian Firestone, Ginny Wood

Properties:

Steppin' Out—52 half hours, 1-a-week, music show starring Smokey Robinson & featuring the "Steppin' Out Dancers" & live marquee guests, available Fall '83.

Card Sharks—260 half-hours, strip, Goodson-Todman Production, Host Jim Perry.

Best Of Night Time Gong Shows—first run off access, 130 half hours, strip, available for Prime Access, Chuck Barris Production, hosted by Gary Owens and Chuck Barris.

Blockbusters—260 half hours, strip, Goodson-Todman Production, hosted by Bill Cullen.

Prisoner: Cell Block H—dramatic serial, all first-run, 520 half hours or 260 hours available, Reg Grundy Productions.

FOUR STAR ENTERTAINMENT CORP.

19770 Bahama Street
Northridge, CA 91324
213-709-1122
Suite 5-109

Representatives: David B. Charnay, *chmn of the bd*, *Four Star International*; Henry H. Kyle, *p*; Joseph J. Doyle, *vp*, *oper*; David LaFollette, *up-foreign sls*; *Domestic Sales Staff:* Robert Neece, *Mid-west southern div*; Dan Lutgen, *Northeast div*

Properties:

Big Valley—112 one-hours in color.
Wanted Dead or Alive—94 half-hours.
Zane Grey Theatre—145 half-hours.
The Wonderful World of Magic—12 one-hour or 26 half-hour color tapes with Bill Bixby.
Thrillseekers—52 half-hours color.
Target the Impossible—26 half-hours color.
Toward the Year 2000—26 half-hours color.
Ensign O'Toole—32 half-hours.
McKeever and The Colonel—45 half-hours.
Tom Ewell Show—32 half-hours.
Law and Mr. Jones—45 half-hours.
The Lohman and Barkley—26 one-hour color tape.
Here Come the Stars—26 one-hour color tape.
The Rogues—29 one-hours.
Dick Powell Theatre—59 one-hours.
Burke's Law—81 one-hours.
The Detectives—30 one-hours or 67 half-hours.
Honey West—30 half-hours.
Richard Diamond—26 half-hours.
Monty Nash—14 half-hours color.
Target The Corruptors—35 one hours.
3 one-hour musicals—20 Years Rock & Roll, Sound Factor, San Francisco Special
6 children's features
Music Box—half-hour special
Full Contact Karate—33 half hours
5 adventure-action features
2 showcase hour specials
Boomerang—172 half-hours children's shows.

FOX TELEVISION ENTERPRISES

5711 Ravenspur
Suite 74-PH
Palos Verdes, CA 90274
213-541-5281



Ms. Fox

Representatives: Jeff Fox, *p*; Eva Fox, *vp*; Robert Phelps, *vp*

Properties:

The Unknown—39 half-hours, first run series.
Star's Insight—13 half-hours, first run series.
Cooking with Marty—13 half-hours, first run series.
Bestsellers—13 half-hours first run series. Entertainment and interviews with fascinating top stars and celebrities.
The Eye of the Storm—two hours or two one hour. It is a powerful and stimulating television documentary about the real untold story behind modern technology.
Who Stole My Childhood—two hours or two one hour. This documentary focuses on the female child who from birth into adolescence is often the victim of exploitation, neglect and betrayal by parents, relatives and friends.

FRANCISCAN COMMUNICATIONS

1229 South Santee Street
Los Angeles, CA 90015
213-746-2916

Representatives: Joanne McPortland, *prod of Audiospots and Telespots*

Properties:

TV and radio Public Service Spots—twice a year to all stations "With Love From The Franciscans."
Station "Signoffs" and "Signons"—segments-2-minutes in length.
Family Matters—13-week series including 12-minute film segments to be locally produced with local host, panel, and audience participation a la "The Baxters." Series develops family values.
Special TV Spots—"Feelings Just

Are" on children and developing feelings. Preschool-30 and 60 seconds. Mental Health.

SANDY FRANK FILM SYNDICATION, INC.

645 Madison Avenue
New York, NY 10022
212-628-2770
EH 12



Mr. Frank

Representatives: Sandy Frank, *chf exec off*; Nancy Schecter, *vp*; Richard Bompane, *sls exec*; Philip Besser, *sls exec*; Steven Weiser, *d of intl mktg*

Properties:

Lie Detector—34 weeks (170-half hours). One of the most controversial subjects in today's legal system, the polygraph test, will be the key element in a compelling new half-hour syndicated TV series, "Lie Detector," to be hosted by famed trial lawyer F. Lee Bailey and produced by Ralph Andrews Productions in association with Ferrine Corp.
You Asked For It-Year II—150 half-hours. Answers viewer requests for fascinating people, exotic places and unusual things from around the world. Universal in its scope and appeal. Hosted by Jack Smith. (With Year I, 150 half-hours) hosted by Rich Little.

FREMANTLE INTERNATIONAL, INC.

660 Madison Avenue
New York, NY 10021
212-421-4530
EH 42

Talbot Television Ltd.
21-22 Poland St.

London W1V BDD, England
Tel 437-2673
Tony Gruner, Chief Executive

Fremantle International Prod. Pty. Ltd.

12A Waters Rd., Neutral Bay
N.S.W. 2089, Australia
Tel. 908-2600
Russ Becker, Chief Executive

Fremantle of Canada
1650 Avenue Road

Rita Lee Corpo E Alma—50 minute musical.

Roberto Carlos 82—50 minute musical.

Fabio Junior—50 minute musical.

Morais Moreira, Coisa Acesa—50 minute musical.

Elba Ramalho/Alceu Valenca—50 minute musical.

Marilia Gabriela—50 minute musical.

Milton Nascimento Travessia—50 minute musical.

Julio Iglesias In Rio—50 minute musical.

THE GOLD GROUP, INC.

3750 Amesbury Rd.
Los Angeles, CA 90027
213-669-1914
Suite 313

Representatives: Joseph Goldfarb, *p*;
Barbara Goldfarb, *vp*

GOLD KEY ENTERTAINMENT

(A Division of The Vidronics Co.,
Inc.)

Tower 53, 159 West 53rd Street
New York, NY 10019
212-486-9116
EH-47

Corporate Office
931 N. Cole Avenue
Hollywood, CA 90038
213-469-2102

696 Yonge Street, Suite 900
Toronto, Ont.
Canada M-4Y2A7
Booth 47

Representatives: Rod Sterling, *vp/natl sls mgr, domestic synd*; Steve Rosenberg, *northeast rep*; Mike Newsom, *southern rep*; Reid Davis, *midwest rep*; Jim Phillips, *d of pay TV sls*; Ben Barry, *p, Gold Key International/Gold Key Entertainment*; William F. Cooke, *Canadian sls mgr*; Offices in Toronto, London, Paris, Tokyo and San Juan

Properties:

Krofft Super Stars—202 live-action half-hour children's shows in color for Monday-Friday programming, all off network. Includes "Land of the Lost," "Lost Saucer," "Dr. Shrinker," "Bigfoot and Wildboy" and "Magic Mongo."

Abbott & Costello Cartoons—156 color cartoons 5½ minutes each, by Hanna-Barbera.

Main Events II—15 first-run theatrical features for prime time. 90 minutes each in color. Titles include: "Shoot the Sun Down" with Margot Kidder and Christopher Walken; "Silent Victory: The Kitty O'Neill Story" with Stockard Channing and Colleen Dewhurst; "Who Says I Can't Ride a Rainbow!" with Jack Klugman; "Purple Taxi" with Fred Astaire and Peter Ustinov.

Poseidon Files—15 first-run undersea adventure films, geared for all-family viewing. 90 minutes each in color. Titles include "Quest of Courage," "Killers of the Great Barrier Reef," "Killer Whale!" "Scuba," "Passage to Peril."

Galaxy One—15 theatrical sci-fi features in color. Includes "Dark Star," "Star Pilot," "The Alien Factor," and "Invasion from Inner Earth."

Galaxy Two—15 first-run science fiction theatrical features for prime time. 90+ minutes each in color. Titles include: "The War in Space," "Foes," "Supersonic Man," "Star Odyssey" and "Latitude Zero."

Good Vibrations—15 first-run dramatic theatrical features for prime time. 90+ minutes each in color. Titles include: "The Pom Pom Girls," "Malibu Beach," "Goodbye Franklin High" and "Starhops."

The Main Events I—15 dramatic theatricals for prime time. 90 minutes each in color. Titles include "The Swiss Conspiracy," "The Family," "Oil," and "The Devil's Rain." Stars include Charles Bronson, Peter Strauss, David Janssen, Elke Sommer.

The Gamma Chronicles—15 first-run features on mysteries, monsters and legends of the universe and the beyond. 90 minutes each in color. Titles include "Target—Earth?," "UFO's: It Has Begun," "Death—The Ultimate Mystery" and "Aliens From Spaceship Earth."

The Neptune Journals—12 first-run, color features on mysteries and monsters of the deep. Titles include: "Voyage to the Edge of the World," "Fate of the Andrea Doria," and "Of Sharks and Men."

The Beta Chronicles—12 first-run features in color. Titles include: "The Alien Encounters," "UFO Journals," and "Lost City of Atlantis."

The Alpha Chronicles—10 first-run features in color. Titles include:

"Mysteries From Beyond Earth," "Sasquatch," "Legend of Loch Ness."

Bill Burrud Features—6 first-run action/wildlife/adventure features in color; including "The Secret World of Reptiles," "Vanishing Africa," "The Great American Wilderness," "Predators of the Sea," "The Amazing Apes," "Creatures of the Amazon," all narrated by Marvin Miller.

Rainbow IV Outdoor Adventures—10 first-run feature films in color including "Starbird and Sweet William" and "Adventures in Ventana."

Rainbow III Outdoor Adventures—15 first-run feature films in color including "The Life and Times of Grizzly Adams" and "Chariots of the Gods."

Rainbow II Outdoor Adventures—10 first-run feature films in color including "The Bengal Tiger" and "Deadly Fathoms."

Rainbow I Outdoor Adventures—10 first-run feature films in color, including "North Country" and "Cougar Country."

Thirteen Television Premieres—13 feature films in color.

Scream Theater—32 first-run shock features.

Awards Theater—50 features.

Action Theater I—20 first-run color feature films.

Action Theater II—20 first-run color feature films.

Astor Classic Features—10 feature films.

Astor Sci-Fi Features—6 feature films.

The Late Show—30 features.

Cisco Kid Features—13 features.

Dick Tracy Features—4 classic features.

The Palace—13 first-run, one hour specials in color. Hosted by Jack Jones. Guest stars include Ben Vereen, Diahann Carroll, David Brenner, Connie Stevens, Pearl Bailey and others.

The Two Kennedys—A View From Europe—2-hour special.

Dick Tracy Serials—4 classic serials of 15 episodes each.

Signs of the Zodiac—in production. 12 full-length feature films, each an individual story evolving around the signs of the zodiac. Available September.

Odyssey—14 science fiction features for prime time, theatrical and made for TV. 90 minutes each and color. Titles include: "The Starlost Quintology", five full-length features that may be

played independently or as a mini-series. Visual effects by Douglas Trumbull ("Close Encounters of the Third Kind", "Alien", "Blade Runner").

Bill Burrud's Quest—a compelling series of 4 first-run real life adventure films for the entire family. 92 minutes each and color. Titles include: "Carnivores", "Dangerous Creatures", "The Last Ark", "Mysterious Miniature World". Each motion picture takes your audience on a trip around the globe—on a quest to shed light on an animal world few people have ever seen.

The Renown Pictures—27 classic feature films. Titles include: "The Glass Mountain", "The Pickwick Papers", "Svengali", "Tom Brown's School Days".

IPI-TOMBI—1 hour special. The musical stage hit that is a feast of song and dance of the African spirit captured on film by academy award winning producer Paul Kemp.

GOLD KEY INTERNATIONAL

(A Division of The Vidtronics Company, Inc.)

Tower 53, 159 West 53rd Street
New York, NY 10021
212-246-4447
Booth 11

Representatives: Ben Barry, *p*; Katia Yaksic, *d, intl sls*; Bill Cooke, *Canadian sls mgr*; Stephen Lovell, *rep, U.K.* Betty Griffiths, *rep, Puerto Rico*; Kenzo Kurada, Ted Shibatta, *reps, Japan*; *Offices:* New York, NY; Hollywood, CA; Toronto, Ontario, Canada; Tokyo, Japan; London, England; Paris, France; San Juan, P.R.

GOLDEN WEST TELEVISION

P.O. Box 500
Los Angeles, CA 90028
Suite 2905
EH-28



Mr. Johansen

Representatives: William A. Schickler, *vp/gen mgr*; Jack Wartlieb, *vp/prodn & opers*; Don Patton, *vp/gen mgr, Golden West Videotape*; Bruce Johansen, *d, tv distrib*; Bette Alofsin,

East Coast sls rep, 212-953-0610; Jim Francis, *West Coast sls rep, 213-460-5740*; Carla Hammerstein, *sls rep, 213-460-5832*; Jocelyn Chan, *res coord*; John Garofolo, *creat svcs admin*; Robin Silverman, *synd coord*

Properties:

Woman to Woman—one-hour strip hosted by Pat Mitchell. An intimate conversation with women discussing topics relevant to the daytime female viewer. Available Fall '83.

Being with John F. Kennedy—two-hour special presenting new view of John F. Kennedy made possible by recovery of intimate, candid film of him on campaign trial and in oval office. Produced by Nancy Dickerson and Robert Drew. Available November '83.

The Richard Simmons Show—half-hour strip. Fun and fitness for the whole family. Produced by Fraser-Simmons Productions in association with GWB Productions.

Gene Autry Movie Classics—two packages featuring Gene Autry in exciting, wholesome family entertainment. Includes 32 features never seen on TV.

The Annual Hollywood Christmas Parade—two-hour special featuring glamorous celebrities, marching bands and beautiful floats. Hosted by Bob Eubanks and Lee Meriwether.

Couples—half-hour strip with Dr. Water Brackelmanns. A compelling, innovative approach to media psychology. A real psychiatrist talks to real couples about real problems. Produced by Arnold Shapiro.

Scared Straight!—a powerful television masterpiece filmed in Rahway Prison (New Jersey). Hosted by Peter Falk. Produced by Arnold Shapiro.

THE SAMUEL GOLDWYN COMPANY

10203 Santa Monica Blvd.
Los Angeles, CA 90067
213-552-2255
Suite 2879

10 East 53rd Street
33rd Floor
New York, NY 10022
212-407-0811



Mr. Seehof

Representatives: Thomas Seehof, *vp, sls*; Mort Marcus, *d of Los Angeles tv sls off*; Jack Masters, *sls rep*; Ed Russell, *vp mktg*; Larry Jackson, *vp acquisitions*; Frankie Slater, *d of pub*

Properties:

Power Pack—13 features. Action, romance and comedy.

Terrorpix I—10 features.

Goldwyn Family Six-Pack—6 family features.

Burt Reynolds/Dan August—7 features starring Burt Reynolds.

Snippets—66 one-minute instructional children programs.

MARVIN GOODMAN ASSOCIATES, INC.

40 East 62nd St.
New York, NY 10021
212-688-3344



Mr. Goodman

Representatives: Marvin Goodman, *p*

Properties:

International TV Rights only

TV's Censored Bloopers—5 specials, NBC Network/Dick Clark Productions.

Highlights of Ringling Bros. Barnum & Bailey Specials—12 hours.

Diana Ross In Concert Special—90 minutes.

Eubie—90 minutes, the original Broadway cast.

Tony Bennett In Concert—1 hour.

Linda Ronstadt In Concert—90 minutes.

Barry Manilow Specials—5 specials totaling 6 hours.

Mark Wilson's "Magic of China" and "The Children of China"—2 hours.

The Grateful Dead In Concert—90 minutes.

Doug Henning's World of Magic—7 hours. Including "Doug Henning's Magic on Broadway".

Siegfried & Roy Specials—2 hours.

50 Feature Films—Felix the Cat—260 episodes 5 minutes each.

Hollywood's Private Home Movies—1 hour. ABC network special.

Middletown—6 programs (9 hours). Produced by Peter Davis for PBS.

A Harmony in Music—1 hour. Cleo Laine and James Galway.

Earth, Wind & Fire in Concert—1 hour special produced and directed by Michael Schultz.

**GOODSON-TODMAN
PRODUCTIONS**

375 Park Avenue
New York, NY 10152
212-751-0600

Representatives: Jerry Chester

Properties:
Family Feud

**GOULD ENTERTAINMENT
CORP.**

101 West 57th Street
New York, NY 10019
212-586-5760



Mr. Gould

Representatives: Michael J. Gould, *p*,
*Gould Entertainment Corp. and an
International Broadcast Consultant*

Properties:

The Paul Hogan Show—26 first-run half-hours. Comedy series from RPTA.

The Two Ronnies—40 half hour comedy series starring Ronnie Barker and Ronnie Corbett from BBC.

Two's Company—29 first-run half-hours starring Elaine Stritch, sit-com from London Weekend Intl.

Mind Your Language—29 first-run half-hours starring Barry Evans. Sit-com from London Weekend Intl.

The Death of Adolph Hitler—two-hour drama starring Frank Finlay from London Weekend Intl.

Bouquet of Barbed Wire—14-hour first-run contemporary drama starring Frank Finlay from London Weekend Intl.

The Presidents 1974-1984—All new production in development as five half-hours and/or two hours.

The Presidents: 80 Years on Camera—4 one-hour color specials starring James Garner produced by Corporation for Entertainment & Learning.

The First Ladies—in development. Six, new one-hour specials in a per-

sonal look at the six living first ladies covering the last twenty years in the White House.

The American Documents—series of 13 first-run one-hour color specials on America, produced by Post-Newsweek Stations, Inc., and narrated by Jean Stapleton, Gloria Swanson, Lowell Thomas, Ossie Davis, Alexander Scourby, Theodore Bikel and others.

A Man Named Lombardi—one-hour color special narrated by George C. Scott.

Violence in Sports, The Will to Win—3 new prime time one-hour specials currently in development.

Black Squadron—program in development based on the Black Air Force units of World War II.

**GRANADA TELEVISION
INTERNATIONAL LTD.**

1221 Avenue of the Americas
Suite 3468
New York, NY 10020
212-869-8480
Suite 2850

Representatives: Barrie Heads, *mng d*;
Leila Maw, *US mgr*; Adrienne Spar-
tan, *sls asst*; Bill Allan, *sls exec*; Ed-
ward E. Finch Co., *syndicators*.

Properties:

Knife Edge—3 one-hour plays.

Strangers—nineteen one-hour epi-
sodes—crime thrillers.

Strike—2-hour color film docu-drama.
Solidarity/Poland.

Living in Styal—4-hour documentary.
Life in a women's prison.

Carnaval—52 minute special. Carna-
val of Bahia (San Salvador).

Disappearing World—series of one-
hour anthropological films.

Surrender—53-minute documentary.
1942 British surrender to the Japanese
in Singapore.

Dear Enemy—7 half hours. Childrens
drama serial.

Dance Crazy—7 half hours. Seventy
years of popular dance crazes are re-
lived.

Young Sherlock—an hour and seven
half hours. Young Sherlock adventure
serials.

Kid Creole—51 minute song and dance
spectacular.

A Christmas Carol—Newly recorded
Thea Musgrave opera.

SHERRY GRANT ENTERPRISES

(Carter-Grant Productions)
17915 Ventura Blvd.
Suite 208
Encino, CA 91316
213-705-2535
Suite 29-107



Ms. Grant

Representatives: Sherry Grant, *p*;
Marianne Catalano, *d of sls*

Properties:

Greeting Cards for Television—six
animated 30-second features for the
consumer holidays (Christmas, Val-
entine's Day, Mother's Day, Father's
Day, Independence Day & Thanks-
giving).

Top Celebrity Packages—60 and
90-second programs. "Holiday Mo-
ments", "Eight Days of Chanukah",
"Chapters In Black American Histo-
ry", "21 Days of America", "Tradi-
tions of Easter".

Quality of Life—90-second interviews
with top celebrities and experts.

Women of Russia—two hour special or
five part half-hour mini-series of an
intimate, never-before-seen look at the
lifestyles of today's Russian women.

Backstage Hollywood—26 original
half-hour interviews with top celebri-
ties.

**GRAY-SCHWARTZ
ENTERPRISES, INC.**

(Teleflex Division)
21777 Ventura Blvd.
Woodland Hills, CA 91364
213-702-9888

Representatives: Marv Gray, *p &*
treas; Beverly J. Bastedo, *admin asst*;
Dick Ostrander, *eastern rep*, *Ozma
Broadcast Sales*

Properties:

Jeff's Collie—103 black and white
half-hours, original CBS Lassies.

Timmy & Lassie—156 black and white
half-hours, second set of CBS
Lassies.

Lone Ranger—182 black and white
half-hours.

Lone Ranger—13 color feature-
lengths.

Sergeant Preston of the Yukon—78 half-hours, 72 color, 6 black and white.

Treasure Unlimited—13 color half-hours.

Greatest Headlines of the Century—260 episodes.

Sportfolio—260 episodes.

Funny World—130 episodes.

Quicky Quiz—260 episodes.

America's Sweetheart (The Mary Pickford Story)—90-minute special.

Paramount Newsreels—(1940-1957) 104 episodes of each year of release.

Bogart—1-hour special.

Hollywood: The Selznick Years—1-hour special.

Wally's Workshop—half-hour weekly barter show.

Cheryl TV Features—13. 3 in color, 10 in b/w.

MERV GRIFFIN PRODUCTIONS
1541 North Vine St.
Hollywood, CA 90028

Representatives: Murray Schwartz, *p*; Bob Murphy, *exec vp*; Peter Barsocchini, *prod*; Kim Penny, *d of prom & develop*

Properties:

Dance Fever—dance show.

Wheel of Fortune—game show.

Radio Active TV—music show.

The Merv Griffin Show—variety/informational show.

JACK F. GRIMM PRODUCTIONS
P.O. Box 35
Abilene, TX 79604
915-677-9881

Representatives: B. J. Billing, *prod/d*

SHERMAN GRINBERG FILM LIBRARIES, INC.
1040 North McCadden Place
Hollywood, CA 90038
213-464-7491

630 Ninth Ave.
New York, NY 10036
212-765-5170

Representatives: Bernard Chertok, *p*, *New York*; Linda Grinberg, *vp*, *Hollywood*; Nancy Casey, *treas*, *New York*

Services:

Newsreel and stock footage film library.

Properties:

Paramount News "The Eyes and Ears of the World"—covering a period from June '40 through June '57, 104 issues per year about 8-1/4 minutes each.

"Life and Death"—6 half-hour documentaries dealing with major catastrophes.

"Bogart"—a one-hour documentary which highlights the career of this legendary figure.

"Selznick"—a one-hour documentary which compiles spectacular moments from his greatest motion pictures.

GROUP VISIONARY PRODUCTIONS

10850 Riverside Dr.
Suite 203
North Hollywood, CA 91602
213-760-3464

Representatives: Larry Y. Higgs, *p*

Properties:

Hollywood Scrapbook—half hour weekly magazine on entertainment trivia, people, events and behind-the-scene developments.

Wine Merchants—12 half-hours and 90-second inserts on wine making, testing, and appreciation.

GROUP W PRODUCTIONS

70 Universal City Plaza
Universal City, CA 91608
213-760-8800
EH 3

90 Park Avenue
New York, NY 10016
212-983-5343

Television Syndication Center
(TVSC)
310 Parkway View Drive
Pittsburgh, PA 15205
412-928-4700

PM Magazine
825 Battery Street
San Francisco, CA 94111
415-765-8855

625 North Michigan Avenue
Chicago, IL 60611
312-454-6975

Bushnell II
Apt. 801
100 Wells Street
Hartford, CT 06103
203-247-6996

4644 Eleanor Drive
Carpenteria, CA 93013
805-684-6232

119 Darcy Lane
Slidell, LA 70458
504-649-6161



Mr. Vane



Mr. Giarraputo

Representatives: Edwin T. Vane, *p & chf exec off (LA)*; George E. Resing, Jr., *sr vp (LA)*; Leonard T. Giarraputo, *vp, sls (NY)*; Frank R. Miller, *vp, mktg (LA)*; Owen S. Simon, *vp, creat servs (LA)*; Christine Foster, *vp, prog develop (LA)*; Robert H. Rubin, *vp, prog for cable (NY)*; Jeffrey Snetiker, *controller*; Nancy Hamilton, *d of opns (LA)*; Carol J. Stroud, *d of research*; Donald P. Spagnolia, *d of opers (LA)*; Daniel Cosgrove, *vp, med sls (NY)*; Andy Spitzer, *vp natl sls (NY)*; Jack Swindell, *southern div mgr (Slidell, LA)*; Jack Foley, *western div mgr (Carpenteria, CA)*; James McCann, *Midwestern div mgr (Chicago)*; Catherine Considine, *acct exec (Chicago)*; Judith Bernat, *Eastern div mgr (NY)*; Nancy Hartwell, *acct exec (Hartford, CT)*; Clark Morehouse, *acct exec, med sls, NY*; Linda McMann, *Northwestern div mgr (LA)*; Hour Magazine, *5800 Sunset Blvd., Los Angeles, CA 90058, 213-460-5256* Martin Berman, *exec prod*; Steve Clements, *prod*; Paul Nichols, *creative svcs mgr*; Newsfeed, *90 Park Avenue, New York, NY 90016, 212-983-6513*; Rich Sabreen, *vp & gen mgr*; PM Magazine, *825 Battery St., San Francisco, CA 94111, 415-765-8855* Richard Crew, *exec prod (S.F.)* Richard Newton, *creat serv mgr (S.F.)* Television Syndication Center (TVSC), *310 Parkway View Drive, Pittsburgh, PA 15205, 412-928-4700*; George A. Sperry, Jr., *vp & gen mgr*; Eugene Bormann, *gen sls mgr*; James Moldow, *eastern reg sls rep*; Jim Tuverson, Jr., *western reg sls rep*; Filmmation, *18107 Sherman Way, Res-*

eda, CA 91335, 213-345-7414; Lou Scheimer, p/ceo; Alice Donenfeld, exec vp; Synsat, A service of Group W Productions and Bonded Services, 5746 Sunset Boulevard, Wilton Building, 4th Floor, Los Angeles, CA 90058, 213-460-4044; 535 West 46th Street, New York, NY 10036, 212-695-2034; International Sales Representatives; Western World Television, 10490 Santa Monica Boulevard, Los Angeles, CA 90025. (213) 475-5500; The Dolmatch Group Ltd., 120 East 36th Street, New York, NY 10016, 212-684-0770

Properties:

PM Magazine—programming cooperative for prime access scheduling, mixing local hosts and features with segments provided by PM Magazine's national office from member stations. Five days a week, for half-hour formats.

Hour Magazine—daytime magazine featuring information presented by host Gary Collins, guest experts on such topics as relationships, medical matters, coping, cooking, fashion and beauty. Five days a week, 60 minutes.

Newsfeed—daily cooperative satellite news feed for television stations. Two separate feeds—hour in afternoon, half-hour at night.

He-Man and Masters of the Universe—first-run children's animated adventure series produced by Filmation and based on the best-selling line of toys. 65 half-hours for daily striping.

The Red Skelton Comedy Show—the company portions of one of the all-time top-rated network series starring Red Skelton and top name guest stars. Never before available to local stations. 130 half-hours.

Help Wanted!—audience involving entertainment as employers interview, audition and hire—on the air—leading candidates for fascinating jobs. Five days a week, 30 minutes.

Classified—Dawson Mays, Heather McNair and Howard Stevens go on location to investigate the most intriguing classified ads in newspapers and magazines. Weekly half-hour.

Dr. William Rader—the noted psychiatrist in a magazine format presents new insights, developments in psychology, psychiatry and medicine and helps individuals work out personal problems. Five days a week, 30 minutes.

GRUNDY ORGANIZATION

9911 West Pico Blvd.
Los Angeles, CA 90035
213-557-3571
Telex: 194823
Suite 571



Mr. Grundy

Representatives: Reg Grundy, chmn; Tom McManus, prod's rep, 425 E. 63rd St., New York, NY 10021, 212-888-7456 Bob Crystal, vp, prodn (USA)

Properties:

Prisoner-Cell Block H—364 one-hour dramatic episodes dealing with the conflicts of women behind bars and the emotional cages that remain after their release. Also available as half-hour.

The Restless Years—781 half-hour dramatic episodes telling the stories of young people from the day they leave school and enter a whole new world. Also available as one-hour.

The Young Medics—1396 half-hour dramatic episodes examining the lives and loves of the doctors and nurses and their relationships with the patients in a big city hospital.

Punishment—26 one-hour dramatic episodes on crime and punishment.

Bellamy—26 one-hour dramatic self-contained police series.

Taurus Rising—one two-hour and 19 one-hour dramatic episodes of love, lust and hate between two wealthy and influential families.

SERIES

Sons and Daughters—312 half-hour dramatic stories of two young people who fall in love unaware they are twins (now in production).

Runaway Island—seven two-hour family adventure movies set in Australia in the 1830's (now in production).

Waterloo Station—52 one-hour dramatic episodes about the experiences of young people and the effect their joining the police force has on them and their families. (Now in production).

Starting Out—130 half-hour dramatic episodes about students from all walks of life who embark on five years inside one of the most hallowed of society's institutions—the medical school. (Now in production).

All at Sea—75-minute feature starring Stuart Wagstaff and Noel Ferrier.

The Alternative—74 minute feature starring Wendy Hughes and Tony Bonner.

The Death Train—95-minute feature starring Hugh Keays-Byrne and Ingrid Mason.

Demolition—90 minute feature starring John Waters and Belinda Giblin.

Gone To Ground—75-minute feature starring Charles Tingwell and Eric Oldfield.

Image of Death—75-minute feature starring Cathey Paine and Cheryl Waters.

Mama's Gone A-Hunting—75-minute feature, emotional thriller, starring Gerald Kennedy and Judy Morris.

The Newman Shame—95-minute feature starring George Lazenby and Diane Craig.

The Night Nurse—75-minute feature starring Kate Fitzpatrick and Davina Whitehouse.

Plunge Into Darkness—75-minute feature starring Olivia Hamnett and Bruce Barry.

Roses Bloom Twice—90-minute feature starring Glynis McNicholl and Michael Craig.

The Scalp Merchant—90-minute feature starring John Waters and Elizabeth Alexander, with guest star Cameron Mitchell.

Poor Fella Me—60-minute dramatization of the tragic history of the Australian aborigine telling of the dispossession and extermination of more than half of the aborigine population under 190 years of white domination.

The Seven Million Dollar Fugitive—48- or 59-minute documentary about the world's most wanted man.

LEO A. GUTMAN, INC.

230 Park Avenue
New York, NY 10017
212-682-5652
EH 19

3160 Damon Way
Burbank, CA 91505
213-841-3144



Mr. Gutman

Representatives: Leo A. Gutman, *p*;
Esther Balenzano, *vp*

Properties:

Louvre: Treasures of Western Civilization—13 hour specials, color. Five celebrated international acting teams serve as hosts and narrators in a series of cinematographic explorations of the treasures and masterpieces of the Louvre Museum for the first time in history. Each hour produced in the English language, on location, both inside the museum and in the thirteen original countries where these great works of the Louvre were created. The Host Teams: Yoko Shimada with Raymond Gerome, Audrey Hepburn with Louis Jourdan, Charlotte Rampling with Dirk Bogarde, Isabelle Adjani with Vittorio Gassman, Oja Kodar with Orson Welles.

The New Fitzpatrick Travel Adventures—13 hour specials, color now in production, starring Kelly J. Fitzpatrick as host, narrator. Travel adventures in 13 different countries of the world including India, China, Turkey, Greece, South Africa, Egypt, Iceland, Finland, Holland, Italy and New Zealand. Kelly J. FitzPatrick follows the footsteps of his famous father, James A. FitzPatrick, who produced over 300 travel pictures for Metro-Goldwyn-Mayer.

Sherlock Holmes, 14 movie classics—“The Hound of the Baskervilles”, starring Basil Rathbone, Nigel Bruce, Lionel Atwill and Richard Greene; “The Adventures of Sherlock Holmes”, starring Basil Rathbone, Nigel Bruce, Ida Lupino and George Zucco, plus 12 other classics all starring Basil Rathbone and Nigel Bruce with Gale Sondergaard, Thomas Gomez and others.

Charlie Chan—11 movies starring Sidney Toler, Roland Winters, Keye Luke, Benson Fong and Phillip Ahn.

Mr. Moto—nine movies starring Peter Lorre, George Sanders, Rochelle Hudson, John Carradine, Henry Silva and Jean Hersholt.

The East Side Kids—13 movies starring Leo Gorcey and Huntz Hall and featuring Bela Lugosi and Ava Gardner.

The Spectacular Five—5 movies, 4 in color. “Joan of Arc”, starring Ingrid Bergman, Jose Ferrer, Ward Bond and John Ireland; “Under Capricorn”, starring Ingrid Bergman, Joseph Cotton and Michael Wilding; “Anna Karenina”, starring Vivien Leigh, Sir Ralph Richardson, Kiernon Moore,

and Sally Ann Howes; “The Road Hustlers”, starring Jim Davis, Scott Brady and Andy Devine; “Uncle Was A Vampire”, starring Christopher Lee, Sylvia Koscina and Renato Rascel.

Chuck Connors Two—two color westerns. “Ride to Glory”, starring Chuck Connors, Robert Lansing, Lee Van Cleef, Burt Reynolds and Greg Morris; “The Broken Sabre”, starring Chuck Connors, Kamala Devi, John Carradine, Caesar Romero and Wendell Corey.

The International Three—three-color movies. “David and Goliath”, starring Orson Welles and Ivo Payer; “Constantine and the Cross”, starring Cornel Wilde and Belinda Lee, “Night In Paradise”, starring Merle Oberon and Turhan Bey.

The Hollywood Seven—seven Hollywood movies. “The Reckless Moment”, starring James Mason and Joan Bennett; “Ladies Courageous”, starring Loretta Young and Diana Barrymore; “Smash-up”, starring Susan Hayward and Eddie Albert; “The Capture”, starring Lew Ayers and Teresa Wright; “We’ve Never Been Licked”, starring Robert Mitchum and Noah Beery, Jr; “Journey Into Light”, starring Sterling Hayden and Viveca Lindfors; “Japanese War Bride”, starring Don Taylor and Shirley Yamaguchi.

Chuck Connors’ Great Western Theatre—can be programmed 3 different ways: as 39 one hours, as twenty-six 90-minutes, 78 half hours, color. Chuck Connors is host and co-stars with Walter Brennan and Dack Rambo. More than 100 guest stars.

Branded—48 color half hours starring Chuck Connors with over 50 Hollywood guest stars.

The Guns of Will Sonnett—50 color half hours starring Walter Brennan and Dack Rambo with over 40 Hollywood guest stars.

Gutman’s Action Heroes—5 motion picture serials, each 12 episodes “Jungle Jim”, starring Grant Withers and Betty Jane Rhodes; “Adventures of Smilin’ Jack”, starring Cliff Smith and Alex Raymond, “Secret Agent X-(I)” starring Scott Kolk and Jean Rogers. “Secret Agent X-(II)”, starring Lloyd Bridges, Keye Luke and Benson Fong, “The Lost Special”, starring Frank Albertson and Ernie Nevers.

ALFRED HABER, INC.
321 Commercial Avenue
Palisades Park, NJ 07650
201-224-8000
Suite 2901/2902

Representatives: Alfred Haber, *p*;
Martha Strauss, *vp*

Properties:

Barbara Mandrell and the Mandrell Sisters—35 one hours.

Tom Jones—24 brand new half-hours, guest stars include Brooke Shields, Paul Anka, Marie Osmond, Hal Linden, Dionne Warwick, Gladys Knight and Donny Osmond.

The Forum Presents—18 one-hour concerts, guest stars include Roberta Flack, Sarah Vaughan, Jan & Dean, Judy Collins and Don McLean.

Dottie West: Special Delivery—one-hour, guest star Kenny Rogers (SHO).

New Country from the Old Country—one-hour, stars Larry Gatlin and The Oak Ridge Boys.

Las Vegas Jubilee—one-hour, stars Tony Orlando and Liberace.

Disco Magic—27 half hours.

Bing Crosby: His Life and Legend—two hours, guest stars Fred MacMurray, Danny Kaye, Fred Astaire, Grace Kelly and Dinah Shore.

Mississippi Days & Southern Nights—one hour, guest stars Glen Campbell, Rita Coolidge & Tanya Tucker.

International only:

All-Star Party for Carol Burnett—one-hour special.

Baryshnikov on Broadway—one-hour special.

Cheryl Ladd Fascinated—one-hour special.

Sheena Easton Live at the Palace—one-hour special.

Ashford & Simpson—one-hour special.

Tina Turner Rough & Ready—one-hour special.

Perry Como’s Christmas in Paris—one-hour special.

Shirley Maclaine . . . Illusions—one-hour special.

The Buddy Holly Story—feature film starring Gary Busey.

**LARRY HARMON PICTURES
CORP**

650 N. Bronson Avenue
Hollywood, CA 90004
213-463-2331
Suite 344

Representatives: Larry Harmon, *p*;
Voltaire Falquez

Properties:

Bozo the Clown—children's entertainment cartoons and films.

Laurel & Hardy—156 cartoon films.

CON HARTSOCK & COMPANY

1100 Glendon Avenue, Suite 941
Los Angeles, CA 90024
213-208-6091
EH-30

Representatives: Con Hartsock, *owner*; Hank Profenius, *southeastern div mgr*; Bill Cox, *Western div mgr*

Properties:

Jerry Lewis Movies—16mm. "The Bellboy," b/w; "The Errand Boy," b/w; "Cinderella," color.

The Jerry Lewis Show—52 comedy-variety hours from 1967-69. First off-net on 2" tape.

The Very Best of Groucho—130 celebrity-plus episodes selected from the 1954-1960 seasons. Black & white 16mm film.

The Liberace Show—117 episodes from the 1953-1956 seasons. Black & white half-hours on 16mm film.

Elvira's Movie Macabre Theatre—a movie series of 26 two-hour programs in color on tape with "Elvira, Mistress of the Dark."

Lemon Popsicle Movies—10 adult comedies in color on tape, including "The Happy Hooker", "Gas Pump Girls", and "Seed of Innocence".

HEATHERTON/SIMON PRODUCTIONS

333 East 45th Street
New York, NY 10017
212-599-2464
800-233-4777
717-675-8605

Representatives: Richard Simon, *chf exec off*; Dick Heatherton, *p*; Carolyn Evanchick, *prod*; Stan Cohen, *sls*; Sandy Kahn, *sls*; Alan Osofsky, *sls*

Properties:

New Day Dawning—half-hour variety, informational strip. 52 original weeks aimed at the mature audience.

An Evening With—one hour jazz specials.

HILLIER PRODUCTIONS INC.

425 Buena Vista
Mill Valley, CA 94941
415-388-1977

Representatives: Bill Hillier

Properties:

What's Hot! What's Not?—half-hour newsy strip on lifestyle trends.

T.I.P.S. (The Information People Show)—half-hour daytime strip presenting tips for living better.

The World of People—half-hour strip (200 programs) presenting the events in people's lives.

BAR HODGSON PRODUCTIONS, INC.

1948 Queen Street East
Toronto, Ontario, Canada M4L 1H6
416-690-0566



Mr. Hodgson

Representatives: Bar Hodgson, *p*

Properties:

Bar Hodgson's World of Motorcycles—24 half-hours. Kathy K'Corbit, The First Lady of Motorcycling, hosts this new weekly TV news magazine about the worldwide sport, fun and colorful celebrities of motorcycling from "The Grandmother's Cross-Continent Classic" and "Drag Racing a 24-Karat Gold Plated Turbo Kawasaki" to close-ups on 6-year-old Lee Hindle; Larry "Hurricane" McLean, Canada's #1 motorcycle stuntman; and Hollywood stars Hal Holbrook and Peter Fonda.

RICHARD HOGUE WEEKDAYS

5400 LBJ Freeway
Dallas, TX 75240
214-661-9930
Suite 333

HOLLYWOOD NATIONAL STUDIOS

6605 Eleanore Avenue
Hollywood, CA 90038
213-467-6272

Representatives: Ricky Stoutland, *vp sls*

Services:

Design and construct news settings and talk show sets for local stations or show syndication.

RAYMOND HORN SYNDICATIONS

8925 Hunting Trail
Raleigh, NC 27612
919-848-3811
Suite 3-103

Representatives: Raymond Horn, *p*; Gloria Horn, *vp*

Properties:

Dance Connection—Weekly dance show available in hour and half-hour formats. Barter.

New Zoo Revue—Strip barter show for kids.

Jan & Dean Special—One-hour off-network musical/variety special OTO, barter or cash.

Where In The World—13 first-run game shows on travel. Host Art James. Barter or cash.

To Your Health—Hour, weekly show on breakthroughs in medicine. Consumer-oriented. Barter.

Kids, Games, Puzzles—Five-minute inserts showing kids how to entertain themselves and others. Cash.

For Adults Only—Show for older Americans starring Arthur Godfrey and Ellie Gugenheimer. Hour, weekly magazine format.

Moneyworks—30 minute weekly show on finances for everyday people as well as experts.

THOMAS HORTON ASSOCIATES

114 Sierra Road
Ojai, CA 93023
805-646-7866

New York Office c/o:
John Williams
President, Program Development Co.
720 Fifth Ave., Ste. 705
New York, NY 10019
212-246-9602

Representatives: Thomas F. Horton, *p*; Ann L. Horton, *mng d*

Properties:

Childrens Programs—various one-hour and half-hour musical, animation and dramatic series (children's specials) including "Under the Mountain," "Tubby the Tuba," "Peter and the Wolf," "Gumphlumph," "God Boy," "Mad Dog Gang," "The Sorcerer's Apprentice," "Come Over To My Place," "Carnival of the Animals," "The Little Match Girl."

The Governor—dramatic, sweeping 8-hour mini-series on the romance, intrigue, and battles that marked the birth of New Zealand. Features Corin Redgrave of the famed British theatrical family (docu-drama).

Ring of Fire—13 one-hour or 26 one-half hour documentaries on the people, customs and unique ceremonies and events on Asian and South Pacific cultures (documentary).

The Wild South—26 one-half hour specials on the fascinating and exotic wildlife of the Southern Hemisphere (documentary).

Country Life—250+ fifteen-minute specials on joys and practicalities of rural life, geared to both country and city dwellers. Includes pieces on old-time crafts, raising animals, farming. Available for syndication of hosted half-hour series or as strip (series).

Landmarks—10 one-hour hosted specials concerning the geologic, cultural, economic and political evolutionary history of New Zealand (mini-series).

The Big Ice—5 one-half hour specials about the exploration of the Antarctic, including rare stock footage of dangerous and sometimes fatal early expeditions (special).

The Challengers—13 to 26 one-hour adventure/entertainment specials including pilot, "Hillary's Challenge: Race to the Sky" (special).

Gossamer Albatross Flight of Imagination—1980 Emmy award-winning documentary special of human-powered aircraft crossing of the English Channel (special).

Family Specials, Shorts and Fillers—hundreds of hours of family dramas, musicals, sports programs, shorts and fillers plus historical library (other).

REX HUMBARD MINISTRY

(H.I.S. Marketing & Advertising)
2609 State Road
Cuyahoga Falls, OH 44223
216-923-0434



Rev. Humbard

Representatives: Rex Humbard, Jr., *exec prod*; Denise M. Kraft, *gen mgr*, *H.I.S. Advertising*; Bob Anderson, *prod & d*

Properties:

Rex Humbard Program—half-hour weekly, color, syndicated religious television program distributed worldwide. Voice synchronized in seven different languages and originating from different locations around the world. Interdenominational.

**IMAGE NETWORK/IMAGE
FACTORY, INC.**

18 East 53rd Street
New York, NY 10022
212-877-1734

Representatives: George McGinnis, *p*;
Marvin Trull

Properties:

Programming and Broadcast Packages—movie openings, news openings, promos, architectural and set design, etc.

IMAGE WEST, LIMITED

11846 Ventura Blvd.
Studio City, CA 91604
213-506-5577
Suite 377

Representatives: Brian K. Ross, Ed Marzola, Peter Ross, Thomas Heyes, Viri Osmond

Properties:

Sports animated special effects: including football, baseball, soccer, racing, golf, tennis, and Winter Olympics.

**INDEPENDENT NETWORK
NEWS**

11 WPIX Plaza
New York, NY 10017
212-949-1100
Suite 2861

Representatives: John Corporon, *sr vp*, *gen mgr*; Nicki Goldstein, *d bus aff*; Dick Moran, *sls synd*

Properties:

INN Evening News—half-hour daily news service of international and national news, business reports, sports and weather.

INN Midday Edition—half-hour

Monday-Friday; news program offered during the middle of the day, including business reports, sports, weather and features.

INN's The Wall Street Journal Report—weekly 30-minute program containing business news and features.

INN's From The Editor's Desk—30-minute public affairs interview program.

**INFORMATION & ANALYSIS,
INC.**

81 North Broadway
Hicksville, NY 11801
516-822-7878

Representatives: Norman Hecht, *p*; Terry McNiff, *mktg mgr*; Dr. Philip Jursek, *sr consult*; Andrew Morris, *d of cable svcs*

Services:

Broadcast, cable and new electronic media specialists. Full service communications marketing and media research: personal and telephone interviewing, focus groups, behavioral studies, questionnaire design; program concept and pilot testing; economic feasibility studies; newscast critiques; PRIZM lifestyle segmentation services for TV and radio.

INTERAMA

301 West 53rd St.
Suite 19E
New York, NY 10019
212-977-4830

Representatives: Nicole Jouve

Properties:

Mordillo—153 spots for a total of 95 minutes of animated children's shorts.

Just So Stories—nine 10 minute, one 15 minute animated children's shorts.

Sheila Graber Shorts—various lengths, animated children's shorts.

The Line—52 two and one half minute, animated children's shorts.

Emily—six 13 minute animated children's shorts.

Tales From Here and Elsewhere—13 eight minute animated children's shorts.

Magic Carousel—125 five minute animated children's shorts.

Silas Marnar—30 minutes of animated children's shorts, in production.

Pets—10 three minute animated children's shorts.

The Blossoming Age—90 minute children's feature.

Dougal And The Blue Cat—90 minute children's feature.

Woodplum—90 minute children's feature.

Simone De Beauvoir—105 minute feature documentary.

Io Sonno Anna Magnani—105 minute feature documentary.

Le Japon Insolite—90 minute feature documentary.

Cria Cuervos—feature film starring Carlos Saura.

Elisa Vida Mia—feature film starring Carlos Saura.

L'Espoir—feature film starring Andre Malraux.

Prix De Beaute—feature film starring Augusto Genina.

Lower Depths—feature film starring Jean Renoir.

Tranes—feature film starring Ahmed El Maanouni.

Alyam Alyam—feature film starring Ahmed El Maanouni.

L'Affaire Est Dans Le Sac—feature film starring Pierre Prevert.

Voyage Surprise—feature film starring Pierre Prevert.

Lumiere Des Justes for TFI—fourteen 55 minute series.

Jackson Route For SFP—three 90 minute series.

Another Winter—15 minute short starring Francoise Sagan.

Last Winters—13 minute short starring Tatchella.

Un Chien Andalou—classic short starring Louis Buñuel.

Dream Of The Wild Horses—nine minute classic short, Denys Colomb de Daunant.

Little Match Girl—29 minute classic short starring Jean Renoir.

Occurrence At Owl Creek Bridge—27 minute classic short starring Robert Enrico.

Sports films of various lengths.

INTERAUDIOVISUEL

34 Avenue Marceau
75008 Paris, France
EH-15

Representatives: Soune Wade, *d*;
Jean-Louis Bironne, *asst d*

INTERCOMMUNICATIONS

(JAPAN)

Eiraku Bldg. 1-13-9
Ginza, Chuo-ku
Tokyo, Japan
Suite 29-111

INTERCONTINENTAL TELEVIDEO INC.

13 West 36th St.
New York, NY 10018
212-947-9097

Representatives: Gerald Citron, *p*;
Nigel Toovey, *vp*

Services:

Multi-national video services and facilities, NTSC/PAL/SECAM equipment sales and rental, duplication, editing, standards conversion, and screening; film-to-tape transfers, mobile video units N.Y. and Europe—Pal and NTSC; industrial consultants on international video networks, inset studio.

Pal editing low band & high band.

INTERNATIONAL TELE-FILM ENTERPRISES LTD.

47 Densley Avenue
Toronto, Ontario M6M 5A8
Canada
416-241-4483/243-3511
Telex: 06-969590

Representatives: Murray L. Sweigman, *p*; Terry Guiry, *tv sls mgr*; Stephen Sweigman, *mktg*

Properties:

Wide World—13 half-hours presenting rich and varied panorama of life across five continents.

The Seventies—6 half-hours. Review of the biggest trends of the past decade.

Roving Report—half-hour weekly news backgrounder from the countries and people making immediate headlines. UPI footage shot worldwide.

Outdoor Sports Package—16 information-packed half-hours—everything from rock climbing to canoeing skills.

Young Chefs—13 half-hours (Canadian). Cooking show for kids and young adults featuring Madame Jehanne Benoit.

Recettes de Juliette—283 half-hours (Canadian—French only)—Cooking show with a unique and wonderful French-Canadian flavour.

Wishing Well—26 live action compilations of children's adventures. Canadian produced.

World's Children—13 quarter-hours looking at lives of children in the Third World as seen through their own eyes.

Psychic Surgery in the Philippines—hour-long special on faith healing. Is it real or fake?

Rene Simard in Japan—90 mins. (Canadian—French only). Musical special shot at the Japan International Folk Festival.

Ivory Tower—half hour. Critical look at the university education process. Are colleges just factories?

Krieghoff—one-hour drama on world famous Canadian artist.

Clare's Wish—half-hour emotional drama on realities of old age.

Portage—one hour. Hard-hitting documentary on drug rehabilitation.

Run, River Run—half-hour documentary on the perils of chemical pollution of Niagara Falls area.

They Fish the Great Slave—half-hour documentary.

Imagine the Sound—Critically-acclaimed 90-minute music special with four of jazz' most influential musicians in performance.

Maypole Carving—The experience of carvers who transform a seven hundred year old cedar tree into a totemic sculpture (1/2 hr.).

Tales From a Toyshop—With Peter Ustinov. UNICEF's Rights of Children books are brought to the screen with imaginative puppetry (3 films; 23 minutes each).

Amanda—A comedy about a 10-year-old genius with an insatiable curiosity about the contradictions of adult society, especially the existence of Santa Claus and the meaning of Christmas (58 minutes).

Flowers in the Sand—Touching drama about a mentally retarded young adult and his inner struggle for independence (28 minutes).

Moreland-Latchford Library—An extensive library of over 300 titles. Subjects emphasize how-things-work and home improvement. Ideal as series with your own host.

INTERNATIONAL TELEVISION ENTERPRISES, LTD.

420 Lexington Avenue
New York, NY 10017
212-210-8995

Representatives: Timothy Buxton, *d*;
Victor Simpkins, *vp*

Properties:

Harry's Game/The Glory Boys—action adventure feature, first run.

The Bounder—comedy series.

Strange Powers—a new series of real life mysteries and scientific curiosities.

Number Ten—historical costume drama; "behind-the-scenes" at Ten Downing Street, home of British Prime Ministers.

ITALTOONS CORP.

32 West 40th Street, Suite 2-L
New York, NY 10018
212-730-0280

Representatives: Guiliana Nicodemi, *p*;
Robert Leverone

Properties:

Wagner and Venice—new cultural special narrated by Orson Welles.

Passione D'Amore—new international feature film starring Laura Antonelli.

Portrait of a Woman, Nude—new international feature film starring Nino Manfredi and Eleonora Giorgi.

Honey—new international film starring Clio Goldsmith.

In the Name of the Pope King—new international feature film starring Nino Manfredi.

Peacetime in Paris—new international feature film starring Mona Schneider.

Bellissima—classic Italian feature film starring Anna Magnani, directed by Luchino Visconti.

The Lady Without Camelias—classic Italian feature film directed by Michelangelo Antonioni.

Teresa Venerdi—classic Italian feature film directed by Vittorio de Sica.

A Lusty Night in Rome—classic Italian feature film directed by Mauro Bolognini.

The Long Night in '43—classic Italian feature film directed by Florestano Vancini.

The Animated Vision of Bruno Bozzetto—starring Bruno Bozzetto.

Mr. Hiccup—animation, Guido Manuli.

Inspector Nasy—rever animation.

Italian Short Stories—Giannini and Luzzati.

ITC ENTERTAINMENT, INC.

The Galleria
115 E. 57th St.
New York, NY 10022
212-371-6660
Suite 2976



Mr. Mandell

Representatives: Abe Mandell, *p*;
Leonard Kornblum, *sr exec vp, corp admin, fin & bus affairs*; Pierre Weiss, *exec vp, sls, domestic distrib*; Joseph Ceslik, *vp/sls mgr, domestic distrib*; Jim Stern, *vp, eastern div sls*; S. Allen Ash, *vp, midwestern div sls*; Al Lanken, *vp, southern div sls*; Charlie Keys, *vp western div sls*; *International Distribution:* Armando Nunez, *exec vp, foreign sls*; Doralea Rosenberg, *gen mgr, ITC of Canada*; *Creative & Production Services:* Murray Horowitz, *exec vp, adv-pr*; Robert Mandell, *exec vp, creat servs*; Nat Leipzig, *exec vp, prgm & prod*

Properties:

Entertainment Volume Four—16 extraordinary motion pictures in color, including "On Golden Pond," winner of three Academy Awards for Best Actor, Henry Fonda, Best Actress, Katharine Hepburn, and for Best Screenplay (Soon To Be Released).

Entertainment Volume Three—16 outstanding motion pictures in color, including "The Muppet Movie," "The Mirror Crack'd," "The Jazz Singer" and "All Quiet on the Western Front."

Entertainment Volume Two—16 extraordinary motion pictures in color, including "The Boys from Brazil," "Capricorn One," "The Big Sleep" and "Les Miserables."

Entertainment Volume One—15 outstanding motion pictures in color, including "The Return of the Pink Panther," "Cassandra Crossing," "The Eagle Has Landed" and "Voyage of the Damned."

Cinema 12—12 exciting action-adventure motion pictures with major stars, including "Madame Sin," "Hawk The Slayer," "Man Friday" and "Mister Jerico."

Super Space Theatre—13 full-length motion pictures in color, featuring some of the most lavish and exciting

special effects ever filmed, executed by world renowned Academy Award winners Derek Meddings and Brian Johnson.

Hammer House of Horror—Six spine-tingling double features in color, produced by Hammer Films, the world famous film makers of horror motion pictures.

The Thrillers—43 off-network, exceptional made-for-television movies, in color, all compelling mysteries and "whodunits."

Tycoon: The Story of a Woman—an exciting, brand-new, first-run miniseries about a young, beautiful contemporary woman and her passionate pursuit of love, power and wealth (10 hours, five episodes of two hours each).

Thunderbirds: 2086—24 brand-new space-age adventures for the entire family, utilizing the latest techniques in computer animation. (Soon to be released).

Return of the Saint—22 hours first-run off-network, in color, starring Ian Ogilvy in the title role, in TV's all-time favorite adventure series.

The Saint—114 hours, 43 in color off-network, starring Roger Moore in the title role in TV's all-time favorite adventure series.

The Muppet Show—120 incomparable half-hours of comedy-music-variety in color, starring Jim Henson's Muppets and featuring 120 top entertainers as guests in the Emmy Award-winning series.

Edward the King—13 award-winning one-hours in color, tracing the life of Edward VII from 1841-1910.

When Havoc Struck—12 dramatic actuality half-hours of major disasters in the world, hosted by Glenn Ford, in color.

Let's Rock—24 first-run half-hours in color, non-stop excitement, music and great entertainment, starring the world's most talented rock'n'roll entertainers performing music in the style of legendary rock'n'roll stars.

The Very Special Seven—first-run off-network musical-variety hour special in color include:

The Julie Andrews Christmas Special—starring Julie Andrews, Peggy Lee, Peter Ustinov, Dougie Squires, Second Generation and the Treorchy Male Voice Choir.

Julie & Dick in Covent Garden—starring Julie Andrews, Dick Van Dyke, Carl Reiner.

Julie, My Favorite Things—starring

Julie Andrews, Peter Sellers, the Muppets.

Our Love Is Here To Stay—starring Steve Lawrence, Eydie Gorme, Gene Kelly.

James Paul McCartney—the former Beatles' TV special.

Tony and Lena—starring Tony Bennett and Lena Horne.

Sammy—starring Sammy Davis, Jr., and special guest star Sammy Davis, Sr.

Superlative Seven—first-run off-network musical-variety hour specials in color include:

Julie & Sammy—starring Julie Andrews and Sammy Davis, Jr.

The Beatles Forever—starring Di-ahann Carroll, Ray Charles, Bernadette Peters, Paul Williams, Anthony Newley, Mel Tillis.

The Entertainers—starring Rita Moreno and Bruce Forsyth.

Merry Christmas...With Love, Julie—starring Julie Andrews, James Stewart, Dan Dailey, Steve Lawrence, Joel Grey, Sergio Franchi, Carl Reiner.

Come Hear the Music Play—starring Julie Andrews, Robert Goulet, Joel Grey.

Heart and Soul—starring Ray Charles and Cleo Laine.

Crimes of Passion—30 first-run hours of drama in color, starring Anthony Newlands, Daniel Moynihan and John Phillips.

The Protectors—52 action-adventure half-hours in color, starring Robert Vaughn, Nyree Dawn Porter and Tony Anholt.

My Partner The Ghost—26 action-adventure hours in color, starring Mike Pratt, Kenneth Cope and Annette Andre.

Department S—28 action-adventure hours in color, starring Peter Wyngarde, Joe Fabiani, Rosemary Nicols.

The Persuaders—22 action-adventure hours in color, starring Tony Curtis and Roger Moore.

The Adventurer—26 action-adventure half-hours in color, starring Gene Barry and Barry Morse.

The Baron—26 action-adventure hours in color, starring Steve Forrest.

Man in a Suitcase—28 action-adventure hours in color, starring Richard Bradford.

Secret Agent—45 spy-adventure hours, starring Patrick McGoohan.

Dangerman—39 action-adventure

half-hours, starring Patrick McGoohan.

The Gale Storm Show—125 comedy half-hours, starring Gale Storm and Zazu Pitts.

Fury—114 family-adventure half-hours, starring Peter Graves.

BRIAN JACKSON FILMS LIMITED

Hampden Gurney Studios
Hampden Gurney St.
London W1H 5AL
01-402-6255

Representatives: Brian Jackson, *chrmn*

Properties:

A Story of Tutankhamun—56 minutes 35mm film.

Island In The Snow—85 minutes 35mm color film.

The Princess And The Pea—90 minutes 35mm film.

The Princess And Seven Brothers (Autumn Bells)—76 minutes 35mm color film.

The Snow Maiden—93 minutes 35mm color film.

Arrows of Robin Hood—80 minutes 35mm color film.

Figure Circus—two 90 minute films.

Polsih Tale—30 minutes 16mm ballet.

Raymonda—story of a girl in love with an image on a tapestry, ballet.

Chopiniana—30 minutes 35mm ballet.

La Fille Mal Gardee—two hour SECAM 625 ballet.

Duet Of The Young—40 minutes 35mm ballet.

Classical Pas De Deux—50 minutes 35mm ballet.

Swan Lake—two hours 26 minutes SECAM 625 two inch tape ballet.

The Old Tango—one hour 35mm ballet.

Dvorak's Slavonic Cancos Op. 47 & 72—one hour 30-minutes 35mm folk dancing.

Faust and Margaret—one hour 43 minutes 35mm opera.

La Boheme—one hour 46 minutes VTR opera.

Boris Godunov—three hours SECAM opera.

Dvorak's Symphony From The New World—52 minutes 35mm music.

J.S. Bach—Six Brandenburg Concertos—one hour 45-minutes VTR music.

Mozart For Prague—39 minutes VTR music.

Music At the Castles and Chateaux—series of 12, about 35 minutes each, music.

The Story of Perseus—20 minutes 35mm color (English dialogue) cartoon.

Robbery With Style—Cartoon.

JANUS TELEVISION
119 W. 57th St.
New York, NY 10019
212-753-7100

Representatives: Robert Allen Cohen, *cp, tv*; Jonathan Turell, *d of tv*

Properties:

Laurel and Hardy—11 feature films and 60 half-hours.

Doctor in the House—150 half-hour sitcom series.

Teenage Films—the greatest collection of features, serials, and shorts made for young adults from around the world.

The Ultimate Classics—classic motion pictures including "Pygmalion," "Hamlet," "The Red Shoes," "Great Expectations," "The Devil and Daniel Webster," "The 49th Parallel," "The Seventh Veil." Also Katharine Hepburn in "Summertime," Cary Grant in "Topper," Alec Guinness films, "Brief Encounter," "Stairway to Heaven," "A Night To Remember."

J. E. D. PRODUCTIONS CORP.

140 East 56th Street
New York, NY 10022
212-751-5758

Representatives: Jackson E. Dube, *p*

Properties:

Children's Package—18 CBS Children's Film Festival and England's Children's Film Foundation.

Documentary Feature Films—"The Kennedys," "The Finest Hours," (Winston Churchill); "The Black Fox," (Adolf Hitler); "A King's Story," (Duke of Windsor).

RKO Short Library—600 one and two-reelers including Edgar Kennedy, Leon Errol, Laugh Classics, Flicker Flashbacks, etc.

Cable Teleplays of Broadway Shows—"Are You Now or Have You Ever Been . . ." "Eubie"

"The Drunkard"

Movies of the Week—"See China and Die"

JK PRODUCTIONS

102 Town Hall Building
Junction City, Peoria, IL 61614
309-691-7092

Representatives: Marvin E. Jay, *p*;
Robert Kirshenbaum

Properties:

Jimmy Ballard Golf Connection—Jimmy is one of America's best known teaching professionals. 13 half-hours including instruction with 2 PGA pros and everyday golfers of every ability.

HARDY JONES PRODUCTIONS

PO Box 855
Sausalito, CA 94966
415-332-5410

Representatives: Hardy Jones

Properties:

Undersea Shorts

A 12-Part Marine Mammal Series

A Year With the Dolphins—a one-hour action/adventure film about mankind's first prolonged encounter with friendly dolphins. Film is shot around the world, particularly in Bahamas.

Island at the Edge—story of the Iki, Japan dolphin massacre.

Sea of Cortez—diving with hundreds of sharks, a ride on a manta—magnificent underwater footage.

Return Of The Great Whales—heart-warming story of the Humpback Whales reappearing in California waters after near destruction by whalers.

JPD ENTERTAINMENT, INC.

642 Silver Spur Road
Rolling Hills Estates, CA 90274
213-377-5686
Telex: 664 426 JPD ROHE
Suite 347



Mr. Devaney

Representatives: James Patrick Devaney, *p*; Susan Devaney, *exec vp*; Steven Finch, *acct exec*; Donald W. Meek, *acct exec*; Eglantina Maron, *vp*; Daphne Peel, *prom & pub*; Amy R. Weissbrod, *Esq.*, *vp of creat affs*

Properties:

Fourth Dimension—7 one-hour documentaries exploring the realm of the unknown.

Bright China—educational special, produced in the People's Republic of China, narrated by Steve Allen.

Kung Fu Movie Package

A View of the White House by H. R. Haldeman—6 one-hour specials/mini-series revealing the Nixon presidency as filmed from behind the scenes by Mr. Haldeman.

American Adventure—26 half-hours of outdoor adventure; shooting the rapids, ice climbing, chopper skiing, ballooning and more.

Grapevine Opry—26 half-hours of American music at its best.

Bright China—1 hour special, produced in the People's Republic of China exposing decades of social struggle, integrated with explicit archive footage.

Galaxy 1—one-hour special of rock music and special effect splendor.

World Kickboxing—26 half-hours of this thrilling spectator sport, combining the kick from Karate, the punch from boxing and the throw from judo.

If I Should Die Before I Wake—produced and hosted by Sally Baker, this documentary is a timely, engaging in-depth study of the children of Northern Ireland. Filmed on location.

KAMAN SCIENCES/KAMAN BROADCASTING SYSTEMS

(Service of Kaman Sciences)
P.O. Box 7463
Colorado Springs, CO 80933
303-599-1450

Representatives: Ray Durrance, *mgr*
KBS; George Beattie, *mgr*, KBS
mktg

Services:

Completely in-house computerized programs for radio and television stations including traffic, accounting, film amortization, film library management, tape cassette and news inventories and demographic sales avail submission programs. Available on the IBM System 38 in-house computer.

KATZ

1 Dag Hammarskjold Plaza
New York, NY 10017
212-572-5500
Suite 27-121

Representatives: Dave Abbey, *sr vp of Television*; Jim Beloyianis, *vp/gen mgr, American Television*; Richard Golden, *programming assoc*; Dick Goldstein, *p of American Television*; Peter Goulazian, *p of TV Continental*; Vic Ferrante, *sr vp of TV*; Jim Greenwald, *bd chmn*; Gordon Hastings, *sr vp, d of new bus*; Gary Lico, *programming assoc*; Frank McCann, *p of Television*; Dick Mendelson, *p*; Alison Moore, *prog assoc*; Phil Oldham, *vp prog*; Don Robinson, *p KATZ Independent TV sls*; Serge Valle, *vp and programming res, d of Independent TV sls*; Barry Lewis, *vp, corp develop*; Dick Weinstein, *vp client svcs*; Tom Olson, *vp, gen sls mgr, continental tv*; Dick Brown, *vp, gen mgr*

M.A. KEMPNER, INC.

4699 N. Federal Highway
Suite 102
Pompano Beach, FL 33064
305-946-7660
800-327-4994
EH-11



Mr. Kempner

Representatives: Marvin A. Kempner, *p*; Dan Kempner, *E. reg sls mgr*; Alan Schwartz, *W. reg sls mgr*; Bob Buchanan, *acct exec*

Properties:

"TV POWWW!"—Local live game show, 30-minute and 60 or 90-second insert.

Telephone Poll—Totally automated "instant survey" with 360 telephone responses per hour per telephone. On-air read out in numbers or percentages with six different responses.

Jockey—one and two-hour versions, award-winning special.

KING FEATURES ENTERTAINMENT, INC.

(Division of The Hearst Corporation)
235 East 45 Street
New York, NY 10017
212-682-5600
EH-20



Mr. Paisner



Mr. Miller

Representatives: J. F. D'Angelo, *chmn*; Bruce L. Paisner, *p*; William E. Miller, *vp*; Samuel Gang, *intl sls mgr*; Chips Barrabee, *sls mgr*; Toby Rogers, *sls mgr* (*E. Div.*) Marie Gentile, *prom co-ord*; Steve Elsky, *mgr mktg/fin admin*; Adrian Caddy, *1 of Eur. sls*

Properties:

Zoom—animated children's show.
Popeye—220 5½-minute episodes.
Cool McCool—20 half-hour programs.
Beatles—30 half-hour programs.
Hearst Reports—271 various programs.
Hints From Heloise—130 60 second inserts.
Barney Google and Snuffy Smith—50 5½-minute episodes.
Krazy Kat—50 5½-minute episodes.
Linehan & Company—130 30-minute programs.
The Genesis Project—11 hours of the Bible on film. (Intl.)
Perspective On Greatness—26 documentaries.
Nova—66 documentaries. (Intl.)
World—6 documentaries. (Intl.)
Blondie—75 28-minute features.
Flash Gordon—4 90-minute features.
TV Time Capsules—2000 50-second program inserts.
The Butcher—90-second program insert.
Flash Gordon—40 18-minute episodes.
Julia Child & Company/Julia Child & More Company (Intl.)—26 programs.
Vic Braden For The Future (Intl.)—13 episodes.
Evening At Pops—26 entertainment/variety shows. (International only)
Bonaventure Travel Show—25 1/2-hour programs. (Intl.)
Boston's Marathon Man—hour-long program. (Intl.)
Camera Three—four 1/2-hour programs. (Intl.)
The Double Dutch Show—1/2-hour program. (Intl.)
Dying—97-minute program. (Intl.)
Enterprise—13 1/2-hour programs. (Intl.)
Erica—24 15-minute; 13 1/2-hour programs (Intl.)
Frank: A Vietnam Veteran—1-hour program. (Intl.)
Geraldine Fitzgerald at Reno Sweeney's—1-hour program. (Intl.)

Great American Fourth of July—1-hour program. (Intl.)
Hard Choices—6 1-hour programs. (Intl.)
How About . . .—104 80-second programs. (Intl.)
Jim Fixx on Running—1-hour program. (Intl.)
Jubilos—1-hour program. (Intl.)
Midsummer Night's Dream—2-hour programs. (Intl.)
New Voice—24 1/2-hour programs. (Intl.)
Off Your Duff—1-hour program. (Intl.)
Peter and the Wolf and Other Ice Dances—1-hour program. (Intl.)
Pygmies of the Rain Forest—1-hour program. (Intl.)
Roaring Through the Twenties—1-hour program. (Intl.)
The Scarlet Letter—4-hour program. (Intl.)
Showin' Off Series—90-minute program. (Intl.)
Television Playhouse—17 programs, various lengths. (Intl.)
Video, the New Wave—1-hour program. (Intl.)

KING WORLD PRODUCTIONS

480 Morris Avenue
 Summit, NJ 07901
 201-522-0100
 EH-26

Representatives: Robert A. King, *p*; Michael G. King, *vp sls*; Roger M. King, *vp*; Brian Davidson, *sls rep*; Jim Farah, *sls reps*

Properties:

The Little Rascals Series
The Little Rascals Inserts
Rascal Dazzle—feature., Narrated by Jerry Lewis.
The Paul Strassels Tax Report—75 first run—90 second titles.
The Soap Spot—260 2-minute interview/profiles on location of soap opera stars in two and four-minute versions, hosted by John Gabriel.
Mr. Food—260 60- to 90-second titles.
Wheel of Fortune—daily half-hour strip for access. 39 weeks 1st run, 13 weeks repeats. Host: Pat Sajak, Hostess: Vanna White.

KLEIN &

1111 So. Robertson Blvd.
 Los Angeles, CA 90035
 213-278-5600



Mr. Klein

Representatives: Bob Klein, *p*; Barbara Abels, *vp, mktg*; Jim Collier, *vp, creat affs*; Bruce Littlejohn, *vp, prodn*; Karen Sen, *vp, bus affs*; Roxanne Yamaguchi, *asst d, mktg*; Jeannie MacLaughlin, *prod asst*

Properties:

Promotion packages & other:
One Good Thing Leads to Another—Syndicated animation/music promo campaign.
Animation Now!—Syndicated animation titles (various).
Music Now!—Syndicated music package.
The Movies—Syndicated animated movie opens with music.
Customs Station Image Campaigns
Custom Station News Campaigns

KRISTOFFERSON PRODUCTIONS

(Kristofferson Inc.)
 1800 North Vine Street
 Hollywood, CA 90028
 213-467-5216



Mr. Kristofferson

Mr. Shelton

Representatives: Daniel Kristofferson, *chf exec*; Christopher Shelton, *d*

Properties:

13 weekly half-hour shows on the great ski resorts of America with a celebrity guest star each week.

LaBUICK & ASSOCIATES MEDIA, INC.

777 N. Palm Canyon Drive
 Palm Springs, CA 92262
 714-320-7305

Representatives: Edward P. LaBuick, *p*; Faye LaBuick, *vp*; Andy Raschid, *vp*; Donna Brelant, *med d*

Properties:

The Best of the Celebrity Concert Series—barter basis.
Country Music Celebration—barter basis.
The Irish Rovers—"Wasn't That a Party"—barter basis.

LAFF-A-BIT FILMS, INC.

34 Kramer Drive
Paramus, NJ 07652
201-652-6037



Miss Arnold

Representatives: Kay Arnold, *p*; William L. Cooper, *vp*

Properties:

The-Laff-a-Bits—132 five-minute comedy shorts with original music scores and sound effects—all action in pantomime, color tinted.

100+ Package of Silent Comedy Classics—125 films from 5 minutes to 30 minutes long. A package of famous silent film comedies featuring Ben Turpin, Buster Keaton, Mack Sennett Comedies, Snub Pollard, Monty Banks, Harry Langdon, Oliver Hardy.

Three Drama Classics—"The Black Pirate," 79 minutes 16 seconds, "Blood and Sand," 60 minutes 22 seconds, "The Great Train Robbery," 8 minutes 5 seconds.

Ms. Fixer Upper—(now in production), 150 90-second versions of a "how to" series featuring Kay Arnold repairing things around the house or apartment.

Jangadeiro—One-hour study of the fisherman of Brazil up against powerful fleets depleting their fishing grounds. Winner of Cine-Golden Eagle Award.

Kay's Crazy Komics—13 one-hour comedy shows for television, cable and home video.

Play Bach—a half hour jazz special. (for U.S. and Canada)

Portrait Of A Conductor—an hour music documentary.

Available Worldwide Except United States (all media)

Beartooth—starring Dub Taylor, Buck (Gunsmoke) Taylor.

Brightly of the Grand Canyon—Joseph Cotton, Dick Foran.

Death Trip—Tony Kendall, Brad Harris.

Doc's Hooker's Bunch—Dub Taylor, Buck (Gunsmoke) Taylor.

Legend of the Juggler—Joey Ross.

Kill the Hostages—outstanding cast.

The Fabulous Story Book Lady—13

half hours for children. (worldwide except U.S.)

ALAN LANDSBURG PRODUCTIONS

11811 W. Olympic Blvd.
Los Angeles, CA 90064
213-208-2111



Mr. Landsburg

Representatives: Alan Landsburg, *chmn of the bd*; Howard Lipstone, *p*; Kay Hoffman, *vp/prodn*; Stan Golden, *vp/intl synd*; Mark Pedowitz, *d/bus affs*; Jane Lipstone, *vp pr*

Properties:

The Jayne Mansfield Story—Starring Loni Anderson and Arnold Schwarzenegger.

Baby Comes Home—starring Colleen Dewhurst and Warren Oates.

Marathon—starring Bob Newhart.

Mysterious Two—John Forsythe and Priscilla Pointer.

Mysterious Island of Beautiful Women—Jaime Lyn Bauer and Peter Lawford.

And Baby Makes Six—Colleen Dewhurst and Warren Oates.

Torn Between Two Lovers—Lee Remick, George Peppard and Joe Bologna.

Terror Out of the Sky—Efram Zimbalist, Jr., Tovah Feldshuh, and Dan Haggerty.

The Triangle Factory Fire—Tom Bosley, Stephanie Zimbalist, Tovah Feldshuh.

Ruby and Oswald—Michael Lerner, Frederic Forrest.

Tarantulas: The Deadly Cargo—Claude Atkins, Pat Hingle.

Ants: It Happened at Lakewood Manor—Robert Foxworth, Lynda Day George, Suzanne Somers, Myrna Loy.

The Savage Bees—Ben Johnson.

The Chisholms—16 one-hour episodes, starring Robert Preston, Rosemary Harris, Ben Murphy, Jimmy Van Patten, Mitchell Ryan, Susan Swift.

In Search Of—144 half-hours episodes, hosted by Leonard Nimoy.

Between the Wars—16 half-hour episodes, hosted by Eric Sevareid.

To Laughter With Love: 30 Years of

TV Comedy's Greatest Hits—starring Beatrice Arthur, Jane Curtin, Dick van Dyke, Howard Hesseman, Carl Reiner.

It Only Hurts When You Laugh—1-hour comedy special hosted by Robert Guillaume.

Search—hour-long special.

Sex: Teenage Suicide—hour-long documentary hosted by Gregory Harrison.

Children of Divorce—hour-long documentary.

The Cancer Confrontation—hour-long documentary hosted by Daniel J. Travanti.

Catastrophe! No Safe Place—3 one-hour specials, narrated by Charles Bronson and Jill Ireland.

The World's Most Spectacular Stuntman—starring Dar Robinson, special guest star Cathy Lee Crosby.

No Holds Barred—starring Kelly Monteith.

Fawn Story

The Starlets: Making It In Hollywood.

In Search of Ancient Mysteries Conquista

In Search of Ancient Astronauts

The Coming—starring Susan Swift, Tisha Sterling, Beverly Ross.

The White Lions—starring Michael York, Glynnis O'Connor.

Manbeast! Myth or Monster

The Outer Space Connection Oh Baby, Baby, Baby . . . etc.

Song of the Succubus

Rock-A-Die Baby

Murder in the First Person Singular Death in Space

Murder Impossible

Alaska Wilderness Lake

Bill—Mickey Rooney and Dennis Quaid.

A Long Way Home—Timothy Hutton and Brenda Vaccaro.

Teenage Suicide: Don't Try It!—one-hour special narrated by Timothy Hutton.

Sharkhunters—half-hour special hosted by Burgess Meredith.

L.A.V.A. PRODUCTIONS INC.

240 West 60th Street
New York, NY 10023
212-977-9070

Representatives: Vincent Tilotta, *p*; Jim Tilotta, *vp/mktg*; Karl Kraft, *vp, mktg*

Properties:

Kids Sport Quiz—live animation for TV stations.

Who Do You Like?—live animation for TV stations.

Owl and Pussy Cat Show—live animation for TV stations.

LEXINGTON BROADCAST SERVICES CO., INC.

777 Third Avenue
New York, NY 10017
212-838-1185
EH-35



Mr. Siegel

Representatives: Henry Siegel, *chmn*; Robert L. Turner, *p*; Roger Lefkon, *exec vp, prog*; John C. Ranck, *exec vp, sls*; Michael Weiden, *vp, d of adv sls*; Ethan Pödell, *vp, d of bus affairs*; Louise Granelli, *vp, fin admin*; Wendy Phillips, *mgr, stat sls*. Bobbie Marcus, *mgr, LBS West sls*; Therese Kiely, *stat sls*; Rand Stoll, *stat sls*; Alan Strumwasser, *stat sls*; Joe Weinflash, *stat sls*; Gary Perchick, *stat sls*; Jim Weyhenmeyer, *adv sls*; Lisa Merians, *mgr of prom & pub*; Beth Mulnick, *ass't. prom mgr*.

Properties:

Family—off-network series dealing with the difficulties of raising a family in contemporary times. 86 hrs. available for stripping to start September '83.

How The West Was Won—a highly successful network series; This 60-minute weekly epic western stars such prominent actors and James Arness, Lloyd Bridges, and Brian Keith. 42 original hours available for Fall '83.

Superfriends—popular Saturday morning off-network animated comedy/adventure series dealing with the exploits of such renowned cartoon characters as "Superman," "Batman and Robin," and "Wonder Woman." Fully sponsored by General Foods. 110 half-hours available for stripping beginning April '83.

Battle Of The Beat—half-hour contemporary music series targeted to prime access time periods beginning Fall '83. Hosted by Peter Boone, it features new upcoming bands, a resident dance troupe, and a major chart act each week.

MGM Showcase Theatre—a series of nine off-network monthly movies beginning April '83. The two hour movies range from musical comedy to western drama; from "Viva Las Vegas" starring Elvis Presley to "On The Town" with Frank Sinatra and Gene Kelly.

Glen Campbell Music Show—Glen hosts this half-hour music series beginning its second year of production, featuring a special guest star each week. 24 original half-hours.

Laugh Trax—a music oriented hour series with an emphasis on comedy. Hosted by Jim Staahl and featuring Howie Mandel and Gail Matthias.

The LBS Children's Theatre—new weekly series of half-hour animated specials, hosted by Chuck McCann to start September '83.

Inspector Gadget—a first-run half-hour animated series consisting of 65 half-hours available for stripping Fall '83. Don Adams is the voice of Inspector Gadget.

The LBS Music Network—a first-run monthly series featuring hour-long live performances by top rock and pop musicians.

Sarajevo '84—a series of first one-hour programs previewing the 1984 winter olympics in Sarajevo, Yugoslavia hosted by Jean Claude Killy.

Sha Na Na—available on a one-per-week barter basis as well as a strip cash basis, 97 hour programs are available for stripping.

Hee Haw—a weekly 60-minute country music series in collaboration with Gaylord Program Services.

Prime of Your Life—weekly half-hour public affairs series dealing with issues of interest to senior citizens. Hosted by Arlene Francis and Joe Michaels. Available April '83.

Peter And The Magic Egg—half-hour animated children's Easter Special.

Doctor Snuggles—a weekly half-hour, animated, first-run children's series sponsored by General Foods.

Strawberry Shortcake Housewarming Surprise—the newest in a continuing series of half-hour animated musical/fantasy children's specials.

Perfectly Frank—a 90-minute musical revue of the songs of Frank Loesser starring Cloris Leachman.

Health Field—a half hour public affairs strip focusing on health-related topics.

Our Town—Thornton Wilder's play about a small New Hampshire town and it's people at the turn of the century; starring Hal Holbrook as the stage manager.

LIONHEART TELEVISION INTERNATIONAL, INC.

40 West 57th Street
New York, NY 10019
212-541-7342
EH 45



Mr. Nathan



Mr. Miller

Representatives: Wynn Nathan, *p*; Frank Miller, *exec vp*; Robert Greenstein, *vp & mktg d/Atlanta*; Nelsa Gidney, *vp, prog*; Clare Alter, *exec asst to the p*; Harvey Reinstein, *vp, eastern sls*; Jack Donahue, *vp, western sls/LA*; Jack Firestone, *sls sup eastern/Mt. Vernon*; Randy Brooks, *midwest & southern sls sup/Atlanta*; Charles Benton, *chmn, Public Media Inc*. Morton H. Broffman, *p & ch exec off, Public Media Inc*.

Properties:

Lionheart is the exclusive U.S. Distributor of over 500 hours of BBC-TV programming for both commercial and public television—in addition to being the exclusive distributor for Pay TV, Cable, STV and Syndication in the U.S., Canada and South America for all of the Australian Broadcasting Commission's television programming.

The Two Ronnies—new first run; 32 half-hours.

The Dick Emery Show—new first run; 40 half-hours.

Not the Nine O'Clock News—first run; 16 half-hours.

Up Pompeii!—first run; 13 half-hours.

Morecambe and Wise—65 half-hours plus 2 one-hour specials.

Dave Allen at Large—51 half-hours.

Ripping Yarns—9 half-hours.

To the Manor Born—13 half-hours.

Good Neighbors—29 half-hours.

Dad's Army—26 half-hours.

Butterflies—20 half-hours.

Fall and Rise of Reginald Perrin—21 half-hours.

The Goodies—26 half-hours.

Poldark—first-run; 29 one-hours.

Jane Eyre—first-run; 4 one-hours.

America—13 hours, or 26 half-hours.

The Ascent of Man—13 hours.

The Duchess of Duke Street—31 hours.

Europe The Mighty Continent—13 hours.

Fall of Eagles—13 hours.

The Fight Against Slavery—6 hours.

A Horseman Riding By—13 hours.

Casanova—first-run; 6 one-hours.

The Onedin Line—42 one-hours.

Pride and Prejudice—first-run; 5 one-hours.

Madame Bovary—4 hours.

Marie Curie—5 hours.

Microbes and Men—6 hours.

The Search For The Nile—6 hours.

Ten Who Dared—10 hours.

War and Peace—19 hours.

Anna Karenina—10 one-hours.

Running Blind—3 one-hours.

Wildlife Safari—new first-run; 43 half-hours.

Training Dogs the Woodhouse Way—first-run; 10 half-hours.

Ireland: A Television History—first-run; 13 one-hours.

Civilisation—14 one-hours.

Billy Smarts' Circus—4 one-hours, or 4 half-hours.

Six Wives of Henry VIII—6 90-minute programs.

Elizabeth R—6 90-minute programs.

Vision On—74 half-hours.

Great Railway Journeys of the World—first-run; 7 one-hours.

Great Zoos of the World and Great Parks of the World—8 half-hours and six half-hours.

The Shirley Bassey Show—new first-run; 12 one-hours.

Music Shows—"Sight and Sound in Concert", "Rock Goes to College", "Old Grey Whistle Test".

Doctor Who—172 half-hours (also available as 41 two-hour movies)

The Hitch Hiker's Guide to the Galaxy—6 half-hours.

Window on the World—9 one-hour TV specials narrated by Burgess Meredith including Rose Kennedy: the Best of Times, the Worst of Times; Edward R. Murrow: Goodnight and Good Luck; KGB: The Soviet Secret Police; The Rise of the Red Navy; The Raid on St. Nazaire; The Face of Famine; Everest the Hard Way; The Bronx Is Burning; The Saboteurs of Telemach.

The Family Classics—"Black Tulip," "Ivanhoe," "Last of the Mohicans," "Little Women," "Rebecca of Sunnybrook Farm," "Tom Brown's School Days," "Robin Hood," "The Legend of King Arthur," "Ballet Shoes", "The Prince and the Pauper."

30 One-Hour BBC-TV Documentaries

including—Airport; The Bomb Disposal Men; The Bull's Eye War; The Battle of the Atlantic; Blind Eye to Murder?; The Deep Cold War; The Energy Crunch (3 one-hour programs); Juan Carlos, King of Spain; Kenya Runner; Mother Teresa of Calcutta; My Kingdom for Love: Abduction; Missing Hero; Orders from Above (90 minutes); The Passion of Pernambuco (Easter Special); Portrait of a Terrorist; Surgery of Violence; San Francisco: The City That Waits to Die; A Traffic in Babies; The White Tribe of Africa (4 one-hours); Yellow Cab; The Zoo.

The Commanders—7 one-hour documentaries.

LLOYD ENTERPRISES

15910 Ventura Blvd.

Suite 800

Encino, CA 91436

213-788-4880

EH-49

Representatives: Robert D. Lloyd

Properties:

My Favorite Martian—107 half-hours. Situation comedy starring Bill Bixby and Ray Walston. In this timeless comedy Ray Walston displays his special Martian powers.

Witch's Night Out—half-hour animated Halloween special, featuring the voice of Gilda Radner.

LORIMAR TV DISTRIBUTION

3970 Overland Avenue

Culver City, CA 90230

213-202-2080

EH-32



Mr. Page

Representatives: Ken Page, *p*; Antony Brown, *vp natl sls mgr*; Chuck Atkins, *vp reg sls*; Maury Lanken, *vp reg sls*; Bruce Genter, *vp reg sls*; Dennis Gresham, *vp reg sls*; Jeff Kinney, *vp reg sls*; Marty Mills, *vp res/mktg*; Bill Trotter, *sls/res*; Victoria Laughlin, *dir of sls admin*; Ralene Levy, *d of film svcs*; Mike Zucker, *vp spec projects*; Dorothy Hamilton, *sls svcs mgr*; Bob Webb, *vp reg sls*; Barry Roberts, *vp reg sls*

Properties:

Dallas—150 hours of the phenomenal hit series of the Ewing family and the city they manipulate and control.

Eight is Enough—112 hours of family fun and entertainment with the Bradfords.

Lorimar Features—Film packages of fabulous hits from Lorimar's film library.

Rowan & Martin's Laugh-In—130 outrageous unforgettable half hours.

LOUTRON PRODUCTIONS

815 East Shore Drive

East Troy, WI 53120

414-642-7159

Suite 2854

Representatives: Fremont Lounsbury, Jennifer Lounsbury

Properties:

Apple II, Commodore 64, Kaypro movies plus software, technicolor video showcase.

LUTHERAN TELEVISION

2185 Hampton Avenue

St. Louis, MO 63139

314-647-4900

EH-4



Mrs. Naji

Representatives: Janet R. Naji, *mgr, media mktg & prom*; Mrs. Anita V. Schmidt, *mktg asst, International Lutheran Laymen's League*

Properties:

Miles To Go—60-minute dramatic special starring Joe Campanella, Dan Shor and Deborah Winters. Subject: epilepsy and one young man's struggle with the prejudices that surround it.

Easter Is—half-hour animated special with Benji and Waldo, Leslie Uggams.

The Stableboy's Christmas—delightful half-hour dramatic special starring Danielle Brisebois and Sparky Marcus.

The City That Forgot About Christmas—half-hour animated special.

This Is the Life—Half-hour dramatic program for public service, broadcast in color.

Tension Point—10-14 minute open-ended dramatic films that portray a human problem: abuse, aging, death, etc. 18 films available.

**MADISON SQUARE GARDEN
NETWORK/HUGHES
TELEVISION NETWORK**

4 Penn Plaza
New York, NY 10121
212-563-8950
EH-18

Representatives: Joseph M. Cohen, *p*, *MSC network*; Allan Rubinstein, *exec vp/coe*, *MSGN*; Jim Wergeles, *vp, pr*; John Tagliaferro, *gen mgr MSG TV and p Hughes Television Network*; Cheryl Brown, *opns & res*; Peter Rudge, *p*, *WMSG*

Properties:

1982 NIT (live)

National Invitation Tournament Basketball

The Andy Warhol Show

Leningrad Ice Ballet

**MAJOR LEAGUE BASEBALL
PRODUCTIONS**

1212 Ave. of the Americas, 20th Fl.
New York, NY 10036
212-921-8100
EH-31

Representatives: Joseph Podesta, *p*; Lawrence Parker, *exec prod*; Geoff Belinfante, *sr prod*; Terry Kassel, *d med servs*; Jay Moran, *d station clearance*

Properties:

Baseball 1983: A Look Ahead—pre-season one-hour special. Late March, early April.

This Week in Baseball—29 weeks of a half-hour show covering baseball highlights, hosted by Hall of Famer Mel Allen.

The Baseball Bunch—24 weeks of half-hour children's how-to shows featuring Johnny Bench and other baseball stars.

Baseball Bloopers Package—29 weeks of baseball follies.

**MARK VIDEO ENTERPRISES
INC**

2715 Packard Road
Ann Arbor, MI 48104
313-971-0031

Representatives: George Marketos, *p*; Peter Polakowski, *vp*; Diane Rydzewski, *ae*; Larry Phipps, *vp*

Services:

Videotape production, post-production, duplication and distribution facility featuring remote units, high-speed duplication and CDL computerized editing.

MATHIS GOLD ASSOC. INC.

600 North Sepulveda Blvd.
Los Angeles, CA 90049
213-471-2707
Suite 2844

Representatives: Stephen P. Mathis, *p*; Richard Gold, *exec vp*

Properties:

In the Mid-Nite Hour—90 minute weekly rock show. Starts in March '83 for 26 weeks. Top talent presented in contrast format. Delivered in stereo. 13 originals—13 repeats.

MCA TV

445 Park Avenue
New York, NY 10022
212-759-7500
Suite 29-118



Mr. Menchel

Representatives: Al Rush, *p*, *MCA TV Group*; Lou Friedland, *chmn*; Don Menchel, *p*; Carl A. Russell, *sr vp, sls*; Shelly Schwab, *sr vp, mktg*; Mort Slakoff, *vp, creat servs*; Chuck Gerber, *vp, MCA TV Enterprises*; Bob Davis, *vp, research & sls develop*; Bert Herbert, *vp, mgr of research*; Gerri Paré, *d, prom & pub*; Phil Conway, *vp, mid-central area*; Marc Grayson, *vp western area*; Paul Hoffman, *vp, upper midwest area*; Tom Maples, *vp, southwest area*; Carl Runge, *vp, southeast area*; Jim Kraus, *sls exec, northeast area*; Richard Nailling, *sls exec, southeast area*; David Brenner, *d, adv sls*; Bobbi Fisher, *d, stat clearances*; Stephanie Beatty, *sls exec*; Jeffrey Hatcher, *acct exec*; Charlotte Sweet, *sls asst*; Ernie Goodman, *vp*; Fran Toll, *vp, tv dist*

Properties:

House Calls—57 half hours, comedy.

That's Incredible—165 weekly action/reality half hours or 101 hours.

BJ/Lobo Show—86 half-hour or 86 hours, comedy.

Brand New Woody Woodpecker & Friends—175 five and a half to eight minute cartoons.

Quest For Gold—50 thrill-packed pre-Olympic sports vignettes.

Olivia Newton-John, Let's Get Physical—one-hour music special.

Switch—35 weekly action suspense hours starring Robert Wagner, Eddie Albert, Sharon Gless.

Burt Bacharach & Carole Bayer Sager's Salute!—weekly hour honoring a music superstar, plus guest performers (24 original/24 repeats).

The Larry King Show—90-minute live weekly talk show.

The Pop 'N' Rocker Game—26/26 weekly hour game show with rock concerts.

Memories with Lawrence Welk Year II—52 hours, color.

The Road to Los Angeles Year II—30 hours. First-run. Advertiser-supported pre-Olympic series, profiling America's top athletes.

Buck Rogers—37 one-hour series or 25 one-hours and six two-hour movies. This fantastic science-fiction adventure series finds Buck, America's first space hero, defending the Earth in a futuristic galaxy populated by incredible human and inhuman characters. Stars Gil Gerard, Erin Gray, Pamela Hensley.

Quincy—148 hour suspense dramas, starring Jack Klugman.

The Incredible Hulk—85 action adventure hours.

Hardy Boys, Nancy Drew Mysteries—46 mystery hours starring Shaun Cassidy, Parker Stevenson, Pamela Sue Martin.

Baretta—82 hours starring Robert Blake.

The Rockford Files—125 hours, stars James Garner.

Kojak—118 hours, stars Telly Savalas.

Alfred Hitchcock Presents—268 half-hours.

The Bionic Woman—58 hours starring Lindsay Wagner.

The Six Million Dollar Man—108 hours starring Lee Majors.

Marcus Welby, M.D.—172 hours, starring Robert Young & James Brolin.

Rich Man, Poor Man Book I—12 hours in one-hour, two-hour or 90-minute form, mini-series.

Novels I—30 hours consisting of "Captains and the Kings," "Once An Eagle," "Seventh Avenue," "The Rhinemann Exchange."

Novels II—33 hours consisting of "79 Park Avenue," "Aspen," "Dark Secret of Harvest Home," "Loose Change," "Wheels."

Operation Prime Time I—six hours. "Testimony of Two Men" by Taylor Caldwell.

Operation Prime Time II—"The Bastard" by John Jakes; Irwin Shaw's "Evening in Byzantium," Howard Fast's "The Immigrants." All are four hours in two parts.

Operation Prime Time III—"The Rebels" by John Jakes, "The Seekers" by John Jakes. Each four hours in two parts.

Operation Prime Time IV—"The Gossip Columnist" two hours or six half hours, "Condominium" John D. MacDonald's best seller, four hours in two parts.

The Hit List—36 movies—"Jaws," "Coal Miners Daughter," "National Lampoon's Animal House," "Yanks," etc.

Universal Network Movies 85—52 two-hour movies and 33 ninety-minute movies direct from network play.

Battlestar Galactica—12 two hour movies, also as 24 one-hours, space adventure.

Champagne Movies 34—34 features "The Sting," "American Graffiti," "MacArthur," "House Calls," etc.

Ninety Minute Movies—49 made-for-tv features.

Universal Grand 50—"Earthquake," "Hindenburg," "Midway," "Alfred Hitchcock's Family Plot," "Two Minute Warning," etc.

Universal Star Spangled 33—"Airport 1975," "The Day of the Jackal," "The Great Waldo Pepper," "Frenzy," "The Front Page," etc.

Universal World Premiere—35 two-hour movies.

Comedy Festival I—26 features with W.C. Fields, Mae West, Marx Brothers.

Comedy Festival II—26 features with W.C. Fields, Olsen & Johnson, The Ritz Brothers, Hugh Herbert, Leon Errol.

Universal 53—52 features including "Psycho."

77 Horror Greats—77 horror features including "Frankenstein," "Dracula," etc.

MCA TV INTERNATIONAL

100 Universal City Plaza
Universal City, CA 91608
213-508-2564
Suite 29-121



Mr. Davis



Mr. Bramson

Representatives: Bob Bramson, *p*; Colin Davis, *exec vp*; Marion Gorton, *sls admin*; Iris Gelt, *pub & prom*; Peter Hughes, *vp sls, Canada*; Charles Falzon, *sls rep, Canada*; Francisco Padilla, *vp sls, Mexico*; Wanderley Fucciolo, *vp sls, Brazil*

Properties:

Book Adventures—10 hours animated for children.

Mystery At Fire Island—one hour animated for children.

Woody Woodpecker And Friends—113 half-hours, cartoon.

World Premieres—over 175 films.

Movies-For-Television—over 100 films.

Super Cine I & II—26 films Spanish dubbed feature package.

Premier Mundial—156 films, Spanish dubbed feature package.

Vaquero—60 films, Spanish dubbed feature package.

Musicomedia—24 films, Spanish dubbed feature package.

Adventurama—26 films, Spanish dubbed feature package.

Lo Mejor De Las Series—12 films, Spanish dubbed feature package.

Best Seller—91 hours, mini-series.

Centennial—26 hours, mini-series.

Peter & Paul—four hours, mini-series.

Masada—eight hours, mini-series.

The A-Team—eight hour series, first-run.

Battlestar Galactica—35 hours, first-run series.

BJ And The Bear—47 hours, first-run series.

Buck Rogers In the 25th Century—37 hours, first-run series.

The Gangster Chronicles—13 hours, first run series.

Gimme A Break—41 half-hours, first run mini-series.

The Incredible Hulk—85 hours, first-run series.

Knight Rider—22 hours, first-run series.

Magnum—64 hours, first-run series.

Memories With Lawrence Welk—52 hours, first-run series.

Quincy—150 hours, first-run series.

The Rockford Files—124 hours, first-run series.

Simon And Simon—26 hours, first run series.

Tales Of The Gold Monkey—16 hours & two hour pilot, first-run series.

Voyagers—20 hours, first-run series.

Salute—12 hours, off-network series.

E.T. And Friends: Magical Movie Visitors—one hour special.

Crosby, Stills, Nash & Young Concert—one hour special.

Rick Springfield Alive & Kicking—one hour special.

World's Greatest Circus—two hour special.

The Road To Los Angeles 1984—40 hours, sports.

Sugar Ray Leonard's Golden Gloves—26 hours, sports.

McHUGH & HOFFMAN

3970 Chain Bridge Road
Fairfax, VA 22030
202-691-0700

Representatives: Peter S. Hoffman, *p*; John E. Bowen, III, *vp*

McMANUS & COMPANY INTERNATIONAL REPRESENTATIVES LTD.

425 E. 63rd St.
New York, NY 10021
212-888-7456
Telex: 220425



Mr. McManus

Representatives: Tom McManus, Jan McManus

Services:

Representing, at N.A.T.P.E., The Grundy Organization and T.A.P.E. (Consultancy), Ltd.

MEDALLION TV ENTERPRISES INC.

8831 Sunset Blvd.
Suite 100
West Hollywood, CA 90069
213-652-8100

Telex 910-490-1139
Suite 480

Representatives: John Ettlinger, *p*;
Edward Simmel, *vp, intl*; Eric Conrad,
Far East sls mgr; Roger Hooker,
Middle East sls mgr; Dennis Livson,
European sls mgr

Properties:

Judy Garland—6 1-hour shows. Special.
Something Else—34 1/2-hour musical special shows.
Kingdom Of The Sea—41 shows. Half hours.
Star Route USA—26 half-hour shows.
110 other feature films.
The Man Who Skied Down Everest—one hour special.
Wrestling Spectacular—twenty six one hours.
Roller Derby—twenty six one hours.
Celebrity Billiards—thirty half hours.

**MEDIA AMERICA
ENTERTAINMENT INC.**

3 White Pine Road
P.O. Box 126
New Hartford, NY 13413
315-724-1666
Suite 3-118

P.O. Box 1662
Orem, UT 84057

Representatives: Steve Farnworth, *p*;
Dallas Jones, *exec vp, mktg*

Properties:

Harvey & Raymond's Fun Time Show—children's show, continuous series.
Mystical Chest—children's show with magic, cartoon wrap-around, continuous series.
Hymn Time With Similing Ed—folksy show for the South including music and poems, brand new, continuous series.
Fitness Factory—fitness show, continuous series.
Guitar's Edge—six half-hours on learning guitar.
Piano is for Playing—six half-hours on new concept of piano playing.
Learn Through Psycho-Cybernetics—7 half-hours.
Family Life Workshop—5 half-hours focusing on the family.

Better Health Through Chiropractic—10 half-hours.

Overweight & Looking Great—8 half-hours on how to look great while overweight.

Miracle of America—13 half-hours on the U.S. Constitution.

Acupuncture in the Modern World—six half-hours on the history of acupuncture.

Trophy—90-minute documentary, brand new.

The Great African Safari—90-minute movie, brand new.

**MEDIA COMMUNICATIONS
INC.**

660 Madison Avenue
New York, NY 10021
212-832-6500

Representatives: Michael A. Nichter, *p*; John Gaskell, *vp, media d*; Marquerite Troll, *asst vp/asst med d*; Tina Snitzer, *vp/tv/rad planning*; Michael Lynch, *med sup*

**MEDIAFARE ENTERTAINMENT
CORPORATION**

Metcom Productions, Inc.
Mediafare Distribution
608 Ferry Boulevard
Statford, CT 06497
203-378-4705
EH 36

190 North Canon Drive
Fourth Floor
Beverly Hills, CA 90210
213-275-1000

Representatives: Ralph Smith, *chmn of the bd, p*; Donald E. Smith, *exec vp, entertainment*; Robert Giaimo, *d*; Francis M. White, *d*; R. Randy Reich, *d*; Deanne Bauer, *prod coord*; Susan M. Donovan, *admin coord*

Properties:

The American Times—13 half hour docu-dramas profile courageous and innovative American entrepreneurs.
Just For Laughs—26 half hours. Impressionist Fred Travalena joins a cast of comic regulars in this fast paced comedy series.
What Have You Got To Lose?—13 half hours. TV's zaniest new game where contestants start off with their prizes and try to keep them while playing the game.
Ars Nova—26 half hours. Series fea-

tures great artists well known in the world of music, dance or drama.

The Fabulous Follies—36 half hours. Variety star Julie Miller leads a talent cast in this all new sitcom.

Up For Grabs—39 half hours. This hilarious half-hour comedy features three of the funniest performers in Hollywood in an irreverent satire of the "Good Morning/Am America" variety show.

Success—104 half hours. Interview format with the idea of success in America and how different people feel they have attained it.

The Melting Pot—130 half hours. Great International cuisine prepared and shared in an informal setting and a highly entertaining fashion.

Country Serenade—26 half hours. Contemporary performances of traditional and new folk/country tunes in a cabaret setting.

The Sam Diego Show—65 half hours. Wildly funny series features a "put-on/put-down" game show within a sitcom.

America Sings—54 half hours. Top chorale performances highlighting the music, melodies and times that have made America sing.

Down Home U.S.A.—52 half hours. Lots of Bluegrass and country-folk music, real foot tapping entertainment.

Sky's The Limit—27 half hours. Fast-paced pieces of comedy, films, music, skits and gags performed by a talented showcase of up and coming stars.

Masters of the Martial Arts—26 half hours. Actor John Saxon joins four martial arts masters in this exciting series which explores the philosophies and disciplines of the martial arts.

Sports Scrapbook—78 half hours. A dramatic and entertaining look into the world of sports.

Teamwork—explore that special relationship between coaches, managers and players.

Whatever Happened To—260 5-minute segments. Informative program look at people, great and near-great, all from the past.

Butcher, Baker—260 one-minute segments. Helpful hints for home-makers, cooks, do-it-yourselfers and others.

Dear Toni—130 one-minute segments. Features Toni Holt offering entertaining and timely, informative tips on fashion, health, beauty, sex and diet.

Sew What's New—78 half hours. Tips

and quips for the American home sewing market from the needle expert George W. Trippon.

Master Bridge—26 half hours. Celebrities Arte Johnson, Carol Lawrence, Jayne Meadows, Jim Backus, Lee Merriweather and others, explain the card game.

Just Between Us—65 half hours. Couples in conflict.

Sacred Space—39 half hours. In-depth discussions exploring the philosophies of the world's great religions.

America Still—52 half hours. Still photos, sculpture, paintings, music and interviews create vivid portraits of what it means to live in America.

Remarkable—26 half hours. On location interviews with remarkable "real people" from extraordinary walks of life.

Coping—91 half hours. A pop psychology series, using a revolving panel format, that explores many of the problem areas of today's living.

Eat Yourself Healthy—78 half hours. Nutritional guidance and discussion from a revolving panel of experts.

Romper Room—52 half hours. Familiarizes kids with immediate environment and encourages "doing" not just viewing.

Imagine That—26 half hours. Contemporary, realistic, fantasy starring Don Lewis as "Figgy".

Kidoozle—26 half hours. Hosted by Phil Leeds. A look at kids issues concerning relationships, energy, history, daydreaming, health, learning processes, odd-ballism, honesty vs. dishonesty and other topics.

Funny Man—26 half hours. Offers the young audience a potpourri of showbiz instruction and advice.

Mondo Fax—90 minutes. A hilarious song filled romp thru life via the satire and wit of "L.A.'s Hottest Underground Sensation".

MEDIA FIVE

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312-291-9610
EH 22

Representatives: Linda Sheldon, *vp/gen mgr*; Rac Brooks, *d of ops*; Cindy Rossman, *acct exec*

Properties:

Not the Same Old Story—one-hour special on aging hosted by Danny Thomas.

Rich, Thin & Beautiful—one-hour special on the obsession to be rich, beautiful and thin.

Mother Dear—one-hour special on the changing roles of parents.

Two Against Cancer—one-hour special. The story of a doctor, patient relationship.

Ort...As In Sport—half-hour special.
Epidemic! Why Your Kid Is On Drugs—one-hour special, mini-series, on-air promos.

American Dreams—new half-hour weekly series. The famous and not-so-famous turn their piece of the American Dream into reality.

Off The Record—half-hour weekly series featuring a rock star performance/profile, new talent and Rock & Roll Never Forgets. Based on the national syndicated radio series which airs on over 500 stations.

Semi-Pro—half-hour weekly series takes a humorous look at the colorful, anonymous jocks who travel the backroads of sports. A more personal look at semi-pro sports.

Sweet 16 and Pregnant—one-hour documentary hosted by Sally Kellerman on teenage pregnancy.

Shoot, Don't Shoot—one-hour documentary hosted by Peter Falk on the police use of deadly force.

Going Straight—one-hour documentary hosted by George Kennedy on the alternatives to prison.

Say Goodbye Again—one-hour hosted by Mike Farrell on divorce from the children's perspective.

Hard Time—one-hour hosted by George Kennedy, on our prison system.

Combat In the Classroom—one-hour hosted by Ed Asner on violence in our schools.

Whatever Happened to Lori Jean Lloyd?—one-hour hosted by Marcia Mason on runaways.

Mom, I Want To Come Home Now—one-hour hosted by Beau Bridges on the lives of teens who end up on the streets.

Angel Death—one hour hosted by Paul Newman and Joanne Woodward on the effects of PCP on our youth.

Just Kidding—70 first-run half hours, magazine format, focusing on kids' interests, needs, and imaginations.

Buster & Me—30 first-run half hours, easy to follow live action storylines of topics of special interest for young children.

MEDIA 4 INCORPORATED

2641 Dawn Road
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Red Fisher—Episodes with Ted Williams, Merlin Olsen, Roger Maris.

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The Littlest Hobo—30-minute tv series. The adventures of a German Shepherd; a dynamic, incorruptible, fiercely loyal character, an independent spirit who "rides the rails" and enters each episode ready to tackle a problem, help a new friend or track down the bad guys. "Hobo" is family fun and family viewing.

Kicking Around—30-minute tv series. Family adventures with a soccer setting.

The Waterville Gang—30-minute tv series. Colorful underwater series for young children.

Fast Forward—30-minute tv series. Fast-paced series devoted to technological advances in electronics and related fields.

Science International—30-minute tv series. Slick and fast-paced, each episode consists of 15 to 20 unusual items. Amazing new discoveries, ingenious inventions, new developments in today's world.

Les Amis De Mes Amis (Friends of My Friends)—30-minute tv series. In these 13 films, children from 8 to 14 years old share their lives with us. They are Libyans, Pakistani, Venezuelans, Greeks, Chileans or Cypriots.

Planet of Man—30-minute tv series. Twelve half-hour programs dealing with the world's geography and the study of geology in different areas. Most appropriate for young and adult audiences.

Al Oeming; Man of the North—30-minute tv series. This wildlife series is unlike any other you have seen. It will delight children and adults alike.

Cities—60-minute tv series. An appealing blend of storyteller and story told, as some of the world's most stimulating personalities guide viewers through the city of their choice.

Portraits of Power—30-minute tv series. These personal film essays will carry the by-line of the world's most respected journalist backed by the resources and experience of a great newspaper, The New York Times. Narrated by Henry Fonda.

The Greatest Journey—One 90-minute special telling the dramatic story of man's exploration of the universe, written by Isaac Asimov, hosted by William Shatner.

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Tom Cottle: Up Close—five half hours, celebrity interviews.

The Merv Griffin Show—five hours weekly, talk variety; hosted by Merv Griffin.

Pantomime Quiz—five half hours weekly; hosted by Mike Stokey, quiz game.

Cosmic Code—five animated children's half hour specials featuring Captain Universe; co-produced with Marvel comics.

Survive—half hour weekly action adventure. Dramatic recreation of real life and death events.

Radioactive TV—half hour weekly, co-produced with Merv Griffin productions; new music/dance hosted by Bruce Penhall.

Miller's Court—half hour weekly featuring famous attorneys recreating courtroom controversy, hosted by Arthur Miller.

Healthbeat—half hour weekly featuring special reports, updates and tips on current health information hosted by Dr. Timothy Johnson.

Dynasty—weekly hours starring John Forsythe, Linda Evans and Joan Collins.

Vegas—68 hours, action drama, first run off-network, starring Robert Urich and Bart Braverman.

That Girl—136 half hours, starring Marlo Thomas.

The New Avengers—26 hours of action/drama.

The Untamed World—156 half hours of action/drama.

Presidential Command Performance—two-hour special performed in Washington for President and Mrs. Ronald Reagan starring Liza Minelli and Ben Vereen.

Assassins Among Us—one-hour spe-

cial on political assassination in the United States.

The Cancer Confrontation—one-hour special hosted by Daniel J. Travanti.

Sex, Teenage Style—one-hour special hosted by Gregory Harrison.

A Question of Personal Privacy—one-hour special.

Teenage Suicide: Don't Try It!—one-hour special narrated by Timothy Hutton.

Angel Death—one hour angel dust documentary hosted by Paul Newman and Joanne Woodward.

The Undersea World of Jacques Cousteau—36 one hour specials narrated by Rod Serling and Joseph Campanella.

Jane Goodall and the World of Animal Behavior—four one hour specials narrated by Jane Goodall.

Little Gloria...Happy at Last—4-hour drama starring Angela Lansbury, Christopher Plummer, Maureen Stapleton, Lucy Gutteridge and Bette Davis as Alice Gwynne Vanderbilt.

Naked Under Capricorn—6 hour drama. Co-produced with South Australian Film Commission.

I, Claudias—13 one-hour historical drama taped in color. Hosted by Anne Bancroft, starring Derek Jacobi and John Hurt.

Wild Times—4-hour features starring Sam Elliott and Ben Johnson.

Roughnecks—4-hour features starring Harry Morgan, Sam Melville and Cathy Lee Crosby.

Premium I—8 features about 90 minutes in length. Includes: "Murder Once Removed"; "Heat of Anger"; "The People"; "Second Chance"; "She Waits"; "A Tattered Web"; "Thief"; "To All My Friends on Shore."

Premium II—12 features about 90 minutes in length. Includes: "Class of '63"; "The Connection"; "Firehouse" (pilot); "Footsteps"; "Get Christie Love"; "Go Ask Alice"; "A Great American Tragedy"; "Mr. Inside, Mr. Outside"; "The Norliss Tapes"; "Sandcastles"; "Soul Soldier"; "Your Money or Your Wife?"

Premium Plus—28 features, from 90 minutes to 2 hours in length. Includes: "The Affair"; "Betrayal"; "Cry Panic"; "Daughters of Joshua Cabe Return"; "Death Cruise"; "Death Sentence"; "Death Squad"; "Girl Who Came Gift Wrapped"; "Hijack"; "Hit Lady"; "Honor Thy Father"; "Hurricane"; "In Tandem"; "It's Good To Be Alive"; "Letter from Three Lovers"; "Message to My Daughter";

"Only With Married Men"; "Murder on Flight 502"; "One of My Wives is Missing"; "Punch & Jody"; "Satan's School for Girls"; "Savates"; "Scream of the Wolf"; "Secret Night Caller"; "Starsky & Hutch" (pilot); "Terror on the 40th Floor"; "Where Have All the People Gone?"; "Legend of Valentino."

MPC 20—20 features from one hour to 2½ hours in length. Some available now. Includes: "Lady of the House"; "San Pedro Bums" (pilot); "Little Ladies of the Night"; "New Daughters of Joshua Cabe"; "Charlie's Angels" (pilot); "Death at Love House"; "Kate Bliss and the Ticker Tape Kid"; "The Users"; "Cruise into Terror"; "Wild & Woolly"; "Love's Savage Fury", available Fall '82 run-in; "The Power Within" (pilot); "Master Touch"; "Casino" (pilot); "Murder Can Hurt You"; "Vegas" (pilot); "New Love Boat III" (pilot); "Return to Fantasy Island"; "Fantasy Island" (pilot); "To Catch a Spy."

Carry On—11 features, about 90 minutes in length. All in color, all comedies, all Television premieres. Includes: "Carry On Abroad"; "Carry On Again Doctor"; "Carry On Round the Bend"; "Carry On Behind"; "Carry On Dick"; "Carry On Loving"; "Carry On Matron"; "Carry On Up the Jungle"; "Carry On the Kyber."

Sara Dane—8 one-hour historical drama taped in color. Stars Juliet Jordan. Produced by South Australian Film Corp.

The Groovy Ghoules and Friends—104 half hours in color. Includes: "The Groovy Ghoules," "The Secret Lives of Waldo Kitty," "M.U.S.H.," "Friday Cat," "Wacky & Packy," "Lassie," "The New Adventures of Gilligan," "My Favorite Martians."

Crusader Rabbit—13-hour features in color; 260 4-minute episodes in color; 195 4-minute episodes in black and white.

Cousteau Odyssey—12 one-hour specials, narrated by Jacques Cousteau.

Movies of the Week—"Massarati and the Brain," "Lady of the House," "S.S. Casino," "The Power Within," "Users II," "Love's Savage Fury," "Best Little Girls in the World," "No Place to Hide," "Sizzle," "Of Mice and Men," "... Plus All Others."

International Series—"Dynasty", 37 hours; "Fantasy Island," 111 hours; "Vegas," 68 hours; "Charlie's Angels," 115 hours; "Starsky and Hutch," 92 hours; "Family," 86 hours; "Strike Force," 19 hours; "S.W.A.T.," 37

hours, one and two hour episodes; "Movin' On," one hour; "Dusty's Trail," 26 half hours; "Chopper One," 13 half hours; "Firehouse," 13 half hours; "Here We Go Again," 13 half hours; "Primus," 26 half hours.

Dynasty—37 hours in color, international.

Fantasy Island—111 hours filmed in color, international.

Charlie's Angels—115 hours filmed in color, international.

Starsky and Hutch—93 hours filmed in color, international.

Family—93 hours filmed in color, international.

Strike Force—19 hours filmed in color, international.

S.W.A.T.—37 hours, one and two episodes filmed in color, international.

Movin' On—44 one hour episodes filmed in color, international.

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We're Dancin—half-hour first-run strip.

The Winning Moment—50 thirty-second football program inserts.

Feature packages—"The Gathering Storm," "The Finest Hours," "Churchill and the Generals," "A King's Story," "Black Fox."

Cicero, The Queen's Drum Horse—one-hour program special.

The Other World of Winston Churchill—one-hour special.

The Amazing Voyage of Daffodil and Daisy—one-hour special.

Flames Over the Sahara—half-hour special.

Where the Lotus Fell—one-hour program.

Children of the Lotus—half-hour program.

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Mr. Gershman

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Chips—now in its sixth winning season.
The World of Mother Teresa—1 hour.
The Courtship of Eddie's Father—73 half-hours.
How The West Was Won—years 1, 2 & 3.
Medical Center—170 hours.
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Gilligan's Island—98 half-hours.
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The Pink Panther—226 cartoons.
Tom & Jerry—308 cartoons.
MGM/105—a library of 105 cartoons.
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Popeye—234 cartoons.
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The Citadel—10 hour serial.
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Mr. Muller

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Properties:

First-run feature package for fall
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Premier Showcase—10 first-run features.
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The American Diary—six one hour

specials, "The Promise Diary"; "The Formative Years of America, 1895-1933" hosted & narrated by E. G. Marshall.

The Real McCoys—224 half hour family sitcom, starring Walter Brennan, Richard Crenna, Kathy Nolan.

The Fabulous Follies—36 half hours, first-run, comedy, variety starring Julie Miller.

Just For Laughs—13 half hour comedy starring Fred Travena.

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POP! Goes The Country Club—26 half-hours of top country music stars hosted by Tom T. Hall with top country music guest stars.

Nashville on the Road—26 musical half-hours with big name guest stars, produced on location at various resorts throughout the U.S.

Austin City Limits Encore—26 half-hours produced live at the University of Texas campus featuring musical stars such as Willie Nelson, Merle Haggard, Larry Gatlin and Janie Fricke.

Marty Robbins' Spotlight—24 half-hours saluting 24 top music stars.

The Porter Wagoner Show—26 country music half-hours.

Gospel Singing Jubilee—26 one-hour or half-hours of inspirational singing.

Country Comes Alive 3—8 two-hour prime-time specials, and one 90-minute special, with 7 repeats from Nashville, Tennessee which include: "3rd Annual Music City News Top Contry Hits of the Year," "The Many Worlds of Ray Charles," "Country Love," "17th Annual Music City News Country Awards," "Louise Mandrell - Diamonds, Gold and Platinum," "Eddy Arnold - Plow Boy to Super Star," "Crystal Gayle - from Tinpan Alley to Music Row," "Another Evening with the Statler Brothers" and "The Christmas Legend of Nashville."

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FDR: The Inner Circle with Elliott Roosevelt—one-hour special on Pearl Harbor.

The Eliot Janeway Special—half-hour show.

Bonanza—260 one-hour episodes, plus 50 syndicated first-run episodes.

Car 54, Where Are You?—60 half-hour black and white episodes.

Dean Martin—26 one-hour color episodes.

Flip Wilson—26 one-hour color episodes.

Get Smart—138 half-hour color episodes.

High Chaparral—98 one-hour color episodes.

Laramie—64 one-hour black and white episodes and 60 one-hour color episodes.

Laredo—56 one-hour color episodes.

Loretta Young—192 half-hour black and white episodes.

Search and Rescue—26 half-hour color episodes.

T.H.E. Cat—26 half-hour color episodes.

Victory at Sea—26 half-hour black and white episodes.

Best of NTA—134 features including 6 Cary Grants, 17 John Waynes and 7 Bob Hopes.

Horror Features—48 titles.

John Wayne Classic Westerns—30 titles.

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EH-41

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Clue Me In—game show format in pilot or development form.

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Orion I—20 color features including "Dressed To Kill," starring Angie Dickinson, Michael Caine; "Meteor," starring Sean Connery, Natalie Wood, Henry Fonda; "How to Beat the High Cost of Living," starring Jessica Lange, Susan Saint James; "The Norseman," starring Lee Majors; "Breaker! Breaker!," starring Chuck Norris; "Mad Max," and more.

Filmways I—22 color features including "The Amityville Horror," "Force 10 From Navarone," starring Harrison Ford, Robert Shaw; "Rolling Thunder," starring William DeVane, Tommy Lee Jones; "Walking Tall-The Final Chapter," "Squirm" and more.

Monsters On The Prowl—10 color features including "Mad House," starring Vincent Price; "The Devil Within Her," starring Joan Collins, Donald Pleasence; "The Zombies of Sugar Hill," "The Bat People," and more.

Films for the 80's—45 titles including "The Island of Doctor Moreau," starring Burt Lancaster, Michael York; "Frogs," starring Sam Elliott; "Futureworld," starring Peter Fonda, Blythe Banner; "Empire of The Ants,"

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17 New Color Adventures—9 titles.

Children's Showtime—6 titles.

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Representatives: David Allen, *p*; Theodore Van Erk, *vp in chg of admin*; Harry Stecker, *d of mktg*

PF COMMUNICATIONS, INC.

2727 N. Grove Industrial #101
Fresno, CA 93727
209-255-1600
Suite 3-117

Representatives: Jack Burk, *exec prod*; Walt Davis, *gen mktg mgr*

Properties:

Little Peoples—13 half hours for children—puppets, songs, storytime.

Young Peoples Musicals—half hour and one hour formats, quarterly specials, operettas, original music and stories.

PHOENIX PRODUCTIONS, INC.

P.O. Box 88332
Seattle, WA 98188
206-255-1646

Representatives: Mike Lynch

Properties:

The Amazing Flash—half hour comedy series.

PICTUREMEDIA LIMITED

119-45 Union Tpke.
Forest Hills
New York, NY 11375
212-268-8646

Representatives: Vlado Hreljanovic, *p*

Properties:

Picturemedia Features I—15 titles, 12 first-run and 3 off-network new color theatrical features with stars including Zero Mostel, James Whitmore, Leslie Nielsen, Ursula Andress, and more.

Mischief Makers—78 original black and white Hal Roach "Our Gang" comedies.

Comedy Capers—92 original black and white Laurel and Hardy, Keystone Cops and Will Rogers comedies.

Picturemedia Classic Horrors—16 black and white vintage shock-horror feature films including Boris Karloff, Bela Lugosi, Lon Chaney and others.

Toga Spectacles—12 color action "Toga" features with Steve Reeves.

Classic American Cinema

POLYGRAM TELEVISION

3940 Overland Avenue
Culver City, CA 90230
213-202-4400
EH-13

345 Greenbriar La.
St. Louis, MO 63011

810 Seventh Avenue
New York, NY 10019

Representatives: Norman Horowitz, *p*; Dalton Danon, *exec vp sls & mktg*; Dick Jolliffe, *vp mktg & sls plan*; Tay Voye, *vp sp proj*; Paul Shrage, *vp adv*; Brian Pike, *vp acquisition & cable*; Mark Kaner, *vp intl sls*; Jack Garrison, *sls mgr, central div (MO)*; David Friedman, *acc exec eastern div (NY)*

Properties:

Other Views, Other Voices—half hour, once a week, balanced journalism show.

The Carole Shaw Show—half-hour strip, woman's daytime talk show.

Finders/Seekers—half-hour strip. Entertainment oriented video dating show.

Laurel and Hardy's Laughtoons—120 five half-minute shorts of 30 half hours from original classic two-reelers.

Let Them Live—one hour, once a week wildlife series.

POST NEWSWEEK VIDEO

437 Madison Ave.
New York, NY 10022
212-308-1170



Mr. Perris

Representatives: Joel Chaseman, *p*, *Post Newsweek Stations, Inc*; Alan Perris, *p*; Madelyn Goldberg, *vp*

Properties:

Agronsky and Company—Public affairs, weekly half-hour.

The Larry King Show—talk-interview, weekly 90 minutes.

The Moviemakers—4 one-hour specials.

The Great American Test Show—1 one-hour special.

PREMORE PRODUCTIONS

332 South Michigan Avenue
Chicago, IL 60604
312-341-0795

Representatives: Nick Tallerico, *sls mgr*; Bob Knack, *adv mgr*

Properties:

Imagine That—a half-hour musical-fantasy special featuring Tommy McLoughlin and the L.A. Mime Co., Dora Hall, and Tiffany Potter.

Polo—five half-hour championship polo matches.

Cliffwood Avenue Kids—26 live-action, half-hour adventures.

Tony the Pony—six live-action, half-hours.

Rose on Broadway—one-hour musical special in color, starring Dora Hall, Donald O'Connor, Frank Sinatra, Jr. and Scatman Crothers.

One Upon A Tour—a one-hour musical special, starring Dora Hall, Rich Little, Phil Harris, and Frank Sinatra, Jr.

Dora's World—a one-hour special, starring Dora Hall, Stubby Kaye, Pete Barbutti, and Sid Melton.

Secret Sleuth—half-hour musical special in color, starring Dora Hall, Sid Melton and Scatman Crothers.

RICHARD PRICE TELEVISION ASSOCIATIONS LTD/LONDON WEEKEND

Seymour Mens House
Seymour Mens
London W1H 9DE
England
01-486-1362
Telex: 22872
Suite 577

PRIJATEL PRODUCTIONS, INC.

2211 South Dixie Drive
Dayton, OH 45409
513-298-8134

Representatives: Don Prijatel, *p*; Sherry Sorrell, *asst*

Properties:

The Paul Strassels Tax Report—75 first-run: 90 reports presently sold in over 100 markets.

PRIMETIME TELEVISION LIMITED

Seymour Mews House
Seymour Mews
Wigmore Street, London W1H 9PE
England
01-486-9425
Suite 577

Representatives: Colin Callender

Properties:

Nicholas Nickleby—9 hour television adaption from the Royal Shakespeare Company's stage production. Produced by Primetime Television in association with channel Four and RM Productions.

The Captain's Doll—D.H. Lawrence short story adapted for television by James Saunders. A BBC Production in association with Primetime Television.

Separate Tables—A Landau Production in association with HTV Limited and Primetime Television.

PRO SPORTS ENTERTAINMENT

154 East 46th Street
New York, NY 10017
212-682-5390
EH-34

5773 Wilshire Blvd.
Los Angeles, CA 90036
213-934-4071



Mr. Vaughan



Mr. Vella

Representatives: George Fritzingler, *chmn*; Mike Vaughan, *p*; Tony Vella, *vp/stat sls*; Steve Hecht, *vp/natl sls*; Harlan Sugarman, *vp/natl sls*

Properties:

NFL Week in Review—22 weeks, 30 minutes.

NFL Weekly Magazine—21 weeks, 30 minutes.

Super Memories of the Super Bowl—one-hour special (Jan. '84).

Superbowl XVII—half-hour special (3rd quarter).

MVP...Most Valuable Player—half-hour special (3rd quarter).

Best of NFL's Best Ever—three one-hour specials (2nd quarter).

PRODUCCIONES PUNCH S.A.

Carrera 23 No. 41-98
Bogota, DE
Colombia, S.A.
2683659-2683764

Representatives: German Antonio Paris

Properties:

Crimen y Castigo

Rojo y Negro

Rasputin

La Dama De Las Camelias

Manuelita Saenz

La Manuela

Juanita

THE PRODUCTION HOUSE, INC.

8900 Keystone
Suite 580
Indianapolis, IN 46240
317-844-9323

Representatives: Gerald Badeavx, *p*; Sandra Lynch, *stat relations*; Frank Yanda, *adv, sls*

Properties:

AG Day—half hour television news program for Agri-Business, delivered by satellite each weekday morning; up-to-the-minute weather, markets, news and financial information in a fast-paced news format.

Up-to-the-minute-weather—market, news and financial information in a fast-paced news format.

PRODUCTIONS ASSOCIATES (UK) LTD.

The Stable Cottage, Pinewood Studios
Pinewood Road
Iver Heath
Bucks, Slo Onh, England
486-9921
TLX No.: 847505

Representatives: Roger Yager, Michael Baumohl

Properties:

Major sports championships in all sports.

Top talk shows with major star names.

Making of "Raiders of the Lost Ark"—low documentary on behind-the-scenes of the shooting of this highly successful motion picture.

Making of "Dark Crystal"—low documentary on behind-the-scenes of the shooting of this highly successful motion picture.

The Royal Tournament—low colour video tape of the spectacular tourna-

ment & family entertainment programme, staged annually in London.

PROGRAM MARKETING ASSOCIATES

60 East 42nd Street
New York, NY 10165
212-687-5755

Representatives: Albert S. Goustin, Frank Reel

Properties:

Best of Sullivan—26 hours or 52 half-hours of music, comedy, variety with material edited from the original Ed Sullivan Show, which ran on CBS for 23 years.

PROGRAM SYNDICATION SERVICES, INC.

405 Lexington Avenue
New York, NY 10174
212-532-1560
Suite 371

1010 Battery Street
San Francisco, CA 94111
415-982-8400
Suite 370/371



Ms. Green

Representatives: Peggy Green, *p*; Ronda Kerschner, *vp & western sls mgr*; Suzanne Crowe, *eastern sls mgr*; Marie Tuccille, *opns mgr*; Ronnie Cooper, *sls rep*

Properties:

Morning Stretch—Monday through Friday half-hour exercise show, hosted by Joanie Greggains. Produced by KPIX-San Francisco.

Holiday Moments—35 one-minute programs featuring celebrity hosts and tailored to the holidays of Thanksgiving, Christmas and New Year's. To run November 22 through January 1.

Gift of Winter—Half-hour animated Christmas special fantasizing on the origination of snow.

The Christmas Star—Half-hour animated Christmas special featuring favorite Christmas carols.

Topper—78 b&w half-hours (on film),

starring Leo G. Carroll, Anne Jeffreys and Robert Sterling.

The Gallup Report—a news insert program based on research from the most trusted pollster in America—The Gallup Poll. 3 inserts per week, produced by Sandra Carter Productions.

History of Rock & Roll—thirteen half hours chronicling the evolution of rock music.

PROMOTIONAL SERVICES INC.

501 Madison Avenue
New York, NY 10022
212-752-9550

Properties:

Barter exchange in payment of syndicated shows.

PROSCENIUM/USA

1850 Willow Road
Palo Alto, CA 94304
415-321-7960
Suite 320

Representatives: Theodore Solata, John Wilson, Cynthia Bennett

Properties:

Friday—Robinson Crusoe story.

The Friends—five part series, compelling story about the rise of Stalinism in Poland.

Music in Time—16 part series with James Galway, music through the ages.

Six Kinds of Light—six half-hour segments on famous cinematographers in the world.

Romantic Spirit—14 part series, how the Romantic Revolution has affected women in the society from past to present.

Q.E.D. PRODUCTIONS INC.

21 West 46th Street
New York, NY 10036
212-719-4141

Representatives: Robert Baron, *exec prod*; John Whited, *d*; Jonathan Kaufman, *prodn mgr*

Properties:

Soap Opera Recap

B. T. Temps

The Big Band Show

QUANTA CORPORATION

5400 LBJ Freeway
One Lincoln Center
Suite 280
Dallas, TX 75240
214-661-9930
Suite 333

Representatives: Max Jones, *p*; Richard Hogue, *host*; Wayne Norris, *natl mktg d*; Julie Lyndon, *prom mgr*; Fred Tatashore, *exec prod*

Properties:

With Richard Hogue—one hour daily strip, magazine talk show.

QUANTIPLEX

919 Third Avenue
New York, NY 10022
212-980-7117
Suite 2800



Mr. Morris

Representatives: William A. Morris, *p*; Ronald Laufer, *exec vp*; Gerald Trozell, *mgr TV stat sls*; Ronald Gleason, *vp adv/agcy sls*

Services:

Producers of Viewer and Consumer ratings (VAC), the audience measurement service which describes viewer quality beyond mere age and sex definitions. Now includes ability to aid in program selection and scheduling.

RADIO CARACAS TELEVISION INTERNATIONAL CORPORATION

6850 Coral Way
Suite 404
Miami, FL 33155
305-661-8922
Suite 2778

Representatives: Jorge A. Valera, *exec vp*; Edward Fasnacht, *mktg rep*

Properties:

Ciao, Cristina—60 hours with Marina Baura, drama.

Estefania—110 hours with Jose Luis Rodriguez, drama.

Jugando a Vivir—60 hours with Mayra Alejandra, drama.

Marielena—63 hours with Maria Conchita Alonso, drama.

Elizabeth—67 hours with Caridad Canelon, drama.

Es Por Amor—12 half hours with Menudo, musical, drama mini-series.

Quiero Ser—seven hours with menudo, musical drama, mini-series.

Inki, The Radiant Comet—eight hours with Amilcar Rivero, a beautiful legend.

Walls of Silence—three hour drama with Marina Baura.

Champ Without a Crown—20 hours, with Felix Loreto, drama of a boxer.

Poor Little Clown—15 hour drama with Popy.

Panchito and Arturo—10 hours with Amilcar Rivero.

Doña Barbara—24 hour drama classic with Marina Baura.

Fantastico International—52 hours variety show.

Nine Months—26 half hours with Caridad Canelon, Henry Zakka.

Lopez Comedy Hour—26 hours of top rated comedy skits.

The Paper Boy—52 half hours with Carlos Villagran, comedy.

Federrico—52 half hours with Carlos Villagran and Don Ramon.

Musical Events—seven hour special with Jose Luis Rodriguez, Raffaella Carra, Amanda Miguel, Sabu.

Tales of Horror—12 hours of anthologies with top cast, suspense.

Musical Fantasies—seven hours of musical comedy with Popy.

Mister Cinema—13 titles.

RADIO-TV COMMISSION OF THE SOUTHERN BAPTIST CONVENTION

6350 West Freeway
Fort Worth, TX 76150
817-737-4011

Representatives: Claude Cox, *d of mktg*

Properties:

Human Dimension—half-hour weekly series. These 13 episodes have been selected because they all have all won one or more major national awards, and are documentaries ranging from the birth of the English language to tours of the most notable cathedrals in Europe.

Jot—a 4½ minute animated cartoon series of 30 episodes. These deal with problems most children have with

parents, school and playmates. All episodes have morals for children up to 12 years old.

Puntito—This is "Jot" described above in Spanish.

The Athletes—A half-hour program featuring one or more noted athletes shown in action in their sport or sports, ranging from race drivers to yoyo champions to football coaches. Somewhere in each episode each athlete explains his or her relationship to God. The series of 10 programs was produced in cooperation with the Fellowship of Christian Athletes.

Listen—a series of 10 half-hour programs dealing with the moral values of our society today. Topics cover everything from travel to divorce to the ecology of energy.

Circulo Tres—a Spanish-language half-hour program of 52 episodes in magazine format featuring interviews with knowns and unknowns, and music performed by musicians from Central and South America.

The Answer—13 1/2-hour documentaries. Dramatizations of biblical events, filmed on locations of occurrence.

These programs can be obtained free of cost to any station that will schedule one or more of the titles on a regular basis.

RANDOM PRODUCTIONS

5437 Laurel Canyon Blvd.
North Hollywood, CA 91607
213-997-7800

Representatives: Stuart M. Schoenburg

Properties:

Live at the Palomino—music/variety.

Four Guys Four—music/variety.

Music, Music, Music—music/variety.

The Music Show—music/variety.

Hollywood Cabaret—music/variety.

Hollywood Close-Up—music/variety.

Mayf Nutter's Country Album—music/variety.

Country Days/Nashville Nights—music/variety.

Festival of Champions—barbershop quartets & choruses.

RAYMOND INTERNATIONAL

353 St. Clair Avenue East
Toronto, Ontario M4T 1P3
416-485-3406

Suite 324

Representatives: Bruce Raymond, *p;* Donovan Raymond, *sls exec*

Properties:

Alphabet Soup—52 half-hours produced by Bruce Raymond, aimed at children seven to twelve years of age. Puppets, live action and music.

The New Tales of the Riverbank—26 half-hours, newly produced (1983) featuring new adventures of Hammy the Hamster and his friends, popular for years worldwide. 16mm. All tape formats.

Guitar—75 minutes. A mystery concerning three budding explorers and a guitar floating down the river carrying a mysterious message. 16mm all tape formats.

The Shack—28 minutes. Honorable Mention at the International Short Film Festival for Children, Paris, 1978. Seven children decide to scour the country-side searching for a home for their kittens. 16mm. All tape formats.

Canadian Sketches—10 half-hours produced by noted Canadian filmmaker Richard Lavoie, dealing with various appealing aspects of French-Canadian life . . . Sometimes cultural, sometimes amusing, sometimes very timely.

Changing Worlds with Lorne Greene—14 half-hours. Lorne Greene and Bruce Raymond comment on problems facing third world countries in coping with modern technology. All footage shot in the countries concerned.

Matthew Manning—Study of a Psychic—25-minute film, produced on location in England and Canada by Bruce Raymond, tells the story of how certain powers developed in Matthew Manning and the influence they exercised on the Manning family.

The Animal Club—26 half-hours for children from 6–11 showing real children inter-acting with wild animals. Series includes new original songs devoted to the animals visited.

Philip: The Imaginary Ghost—15 minutes. A group of ordinary people get together and develop a revolutionary new technique for generating a real ghost.

The Alcohol Problem—13 15-minute programs underlining that detoxification is not a step to lasting sobriety. World-famous Dr. Gordon Bell provides orientation to alcohol depen-

dence. Also available in 3 15-minute "insight" programs.

Birth of a Baby—17 minutes. Erik Frohn Nielsen's fine film takes us into the Charlotten Lund Clinic in Copenhagen, to witness the event of a natural childbirth first hand.

Bingo Express—for the first time, a Bingo game for television audiences that can be pre-produced. We supply all cards and station 'computer'. Foolproof and yet simple where Bingo is permitted by law. All tape formats.

Superstar Volleyball—26 half-hours of championship volleyball.

Superstars of Wrestling—more than 100 hours (with more being produced weekly) of custom-produced wrestling matches featuring the world's greatest wrestlers.

Her One True Love—25 minutes. Adapted from a short story by Maxim Gorky, this is a tender dramatic teleplay starring Kate Reid and John Horton.

**RCA AMERICAN
COMMUNICATIONS, INC.**

400 College Road East
Princeton, NJ 08540
609-734-4072

Representatives: Dr. James J. Tietjen, *p*; H. W. Rice, *vp*, *video/audio svcs*; Guy Lewis, *mgr/bdcast svcs*; W. Kopa, *CATV Services*

Services:

Domestic satellite communications services for the U.S., including voice, data, video and related services.

**D. W. REID FILM
CORPORATION**

931 Yonge St.
Suite 600
Toronto, Ontario M4W 2H2
Canada
416-925-2436

Representatives: Donald W. Reid, *p*; Marc R. E. Reid, *exec vp*

Properties:

The Adventures of Snelgrove Snail—a series of 195 7½ minute programs plus 5 seasonal specials. Packaged for 70 half-hour programs or 200 individual stories. Other properties include "Snowman" and "The Prince of Plums." Emphasis is on children's and family programming.

**HARVEY REINSTEIN &
ASSOCIATES INC.**

2 Bayard Drive
Dix Hills, NY 11746
516-499-8382

Properties:

Representing Colbert Television Sales, Lionheart Television International, Weiss Global Enterprises, American Video Programming.

**REPRESENTATIVE FILMS
LIMITED**

The Village Plaza
Suite 520
23400 Michigan Avenue
Dearborn, MI 48124
416-482-4472
Suite 410

234 Eglinton Avenue East
Suite 408
Toronto, Ontario, Canada M4P 1K5

Representatives: Dorothy Janhevich, *p*

Properties:

Lively Country—78 half-hours. A refreshing new look at "country" videotapes in natural rural setting throughout Canada. Featuring a lively format of up town country and downtown musical artistry.

The 50's Connections—24 half-hours. Musical entertainment show that looks at the resurgence of interest in the syncopated Rock and Roll beat of the 50's. Guest performers include: The Platters, Freddy Cannon, Bobby Rydell, The Shirelles, Four Aces and the Drifters.

Sounds Good—78 half-hours includes not only high energy jazz but also the contemporary sounds of rock, cabaret and show bands.

The Wayne Thomas Show—52 one-hours. A one-hour English-flavour musical comedy show on location and in studio throughout the Caribbean, Mexico, the United States, Great Britain and Canada. Featuring Wayne Thomas as the Old Man, the Opera Singer, the Sheriff, Dudley Fitzpatrick-Moore, Evil Navel.

Lively Specials—26 half-hours. An exciting pot pourri of musical styles from jazz and blues through disco to barber shop.

Glitter—102 half-hours. Provides an analysis of such stars: Jack Lemmon, Walter Matthau, Beau Bridges, Paul

Newman, George Burns, Susan Anspach, Ann Margaret, Karen Black, Jane Fonda, Sidney Poitier, Burt Reynolds, etc.

Backstage—26 half-hours. Documentary on entertainment featuring on-stage performance and backstage interview. Burton Cummings, Reveen, Akker Bilk, Vlady, Hagood Hardgy, Frankie Vallie and others.

Music 'til Midnight—150 half-hours. Nightclub performances, cabaret acts and showbands in a non-stop wall-to-wall music series. Designed for late night TV.

Travel In Music—26 half-hours. On location south of the border, a talented group of attractive variety entertainers travel throughout the exotic resorts of Mexico.

The Music Store—Identical blonde twins host this new music series produced in Spring, 1981 containing rock, new wave, punk, pop and crossover country in a fast moving 30-minute format.

Music Circle—26 half-hours. An M.O.R. music-show featuring light-rock, jazz, pop and crossover country music sounds, shot in-studio and on the island of San Andreas off the coast of Columbia in the Caribbean Ocean.

Backstage—26 half-hours. A news-style entertainment series looks at the full spectrum of the performing arts through interviews with personalities such as Ben Vereen, Chita Rivera, Martha Raye, Lois Maxwell, Salome Bay, Donald O'Connor.

**REYMER & GERSIN
ASSOCIATES, INC.**

4000 Town Center
Southfield, MI 48075
313-354-4950



Mr. Reymer



Mr. Gersin

Representatives: Arnold S. Reymer, *p*; Harvey N. Gersin, *exec vp*; Jon Beach, *sr vp*; Doug Clemenson, *vp, res*

Services:

Media research and news consulting, television marketing and promotional strategies.

RHODES PRODUCTIONS

124 11th Street
Manhattan Beach, CA 90266
213-379-3686
Suite 373



Mr. Rhodes

Representatives: Jack E. Rhodes, *p*; Ralph V. Cunningham, *exec vp*; Willis R. Tomlinson, *sr vp*; Chris Remington, *vp*; Nicholas A. Fasola, *reg sls mgr*; Rhian R. Rhodes, *reg sls mgr*

Properties:

Let's Make a Deal—New, starring Monte Hall. 200 Half-hour strips.

Pitfall—New half-hour strip is hosted by Alex Trebek. 130 programs.

Celebrity Revue—120 half-hour programs/2 telecasts of each, features major stars in musical/variety series.

The New Divorce Court—130 programs/2 telecasts/30-minutes each.

The Cisco Kid—156 filmed programs, all in color/unlimited telecasts, 30-minutes each.

Just Between Us—half-hour strip, hosted by Jim McKrell, programs are 30-minute each, 65 programs.

SCTV—(formerly Second City Television) Series I, II and III, each contain 26 half-hour programs/2 telecasts each.

Peter Marshall Salutes the Big Bands—Hour-long special hosted by Peter Marshall features Tex Beneke, Paula Kelly & The Modernaires, Bob Eberle and Helen O'Connell.

Four Girls Four—Hour-long special featuring Rosemary Clooney, Rose Marie, Helen O'Connell and Margaret Whiting.

Chi Coltrane—Half-hour musical special.

Keystone Komedies—79 silent films, with organ music sound track added, featuring top stars of silent era, b&w and various lengths.

Butcher, Baker—260 one-minute spots.

Dear Toni with Toni Holt—(one minute spots) 130 programs, unlimited telecasts.

It's a Fact with Peter Marshall—(one minute spots) 130 programs, unlimited telecasts.

Plants Are Like People—fifty-two

half-hour programs hosted by Jerry Baker.

That's Life—half-hour strip, 130 programs. A very visual, multi-dimensional reality program featuring co-hosts Peter Feniak and Ann Rohmer. The magazine format presents a daily celebration of all that's unique, unusual and just plain interesting about life around the globe.

Broadway to Hollywood—13 hour long specials. Series is hosted by Jack Jones, and features well known performers like Tony Bennett, Helen Reddy, Mel Tillis, Diahann Carroll and Robert Goulet.

RIDEN INTERNATIONAL, INC.

6024 Paseo Palmilla
Goleta, CA 93117
805-964-7041

Representatives: Richard Dennison, *p*

Services:
Distributor.

RM PRODUCTIONS

1 Rockley Road
London W14 OLD, England
01-743-3474

Representatives: Robert Khouw Zegwaart

Services:
RM Productions has been synonymous with prestigious cultural programming. Our catalogue, one of the largest of its kind in the world, contains over 600 titles—arts features, portraits, documentaries, concerts, operas and more.

ROBERTS TELEVISION INTERNATIONAL

5785 Pine Tree Drive
Miami Beach, FL 33140
305-861-5788

Representatives: Tommy Roberts, *p and exec prod*

Properties:

Dick Van Pattens' Musical... Barbados Holiday—one hour variety show taped on location on Barbados, Gem of the Caribbean. Featured are Bertie Higgins, singer-composer; Helen Gelzer, Calypso, Lord Radio, the Steel Orchestra, The Merry Men plus Dick's wife & son.

DAN ROBINSON BROADCASTING ASSOCIATES, INC.

127 East 59th Street
New York, NY 10022
212-838-6133
EH-17

Representatives: Dan Robinson, *p*; Sharon Joyce, *vp, mktg*; Marcici Lovenron, *mgr of sls*

Properties:

In Search Of...—with Leonard Nimoy (Markets 1-100).

USA 83 Gannett Documentaries hosted by Collin Siedor—"Epidemic: America Fights Back!"; "Every Two Seconds"; "Can You Live To Be 100?".

Samurai Files—(TV Asahi of Japan).

THE PETER RODGERS ORGANIZATION LTD.

P.O. Box 2759
Beverly Hills, CA 91203
213-651-1623
Booth 10



Mr. Rodgers

Representatives: Peter S. Rodgers, *p*; Susan M. Warner, *sec & treas*

Properties:

Science Fiction Feature Package—18 features in color including: "The Beginning of the End"; "The Day of the Triffids"; "Buck Rogers"; "The Unearthly"; "Fortress of the Dead"; "The Brain Machine"; "House of the Seven Corpses"; "Big Foot"; etc.

Chiller/Monster/Horror Feature Package—29 features in color including: "The Baby"; "Blood Voyage"; "Circus of Horrors"; "Haunts"; "Evil Fingers"; "Crucible of Terror"; "Flesh Feast"; "Demons of the Mind"; "Horror Express"; "Kiss Me Kill Me"; "The Witchmaker"; "Bigfoot".

The Pro Feature Package—65 features most in color, late releases—action, adventure, western, war—including "Chino" with Charles Bronson; "Call of the Wild" with Charlton Heston; "Jamaica Reef" with Cheryl Ladd, Stephen Boyd; "Pancho Villa" with Telly Savalas,

Chuck Connors; "Rebel Rousers" with Jack Nicholson, Bruce Dern; "God's Little Acre" with Robert Ryan, Michael Landon; "Bare Knuckles"; "Beginning of the End"; "Captain Apache"; "Buck Rogers"; "Fifth Day of Peace"; "Fighter Pilots"; "Yellowneck"; "The White Search"; "The Shark River"; "Woman in the Rain" with stars like Charlton Heston, Vincent Van Patten, Charles Bronson, Lee Van Cleef, Jack Lord, Christopher Lee, Telly Savalas, Franco Nero, Robert Shaw, Martin Landau and many more.

The Special Feature Group—12 features in color, all late releases including "Cobblestones" with Virna Lisi; "Panhandle Caliber 38" with Keenan Wynn; "Dropout" with Vanessa Redgrave, Franco Nero; "The Great McGonagal" with Peter Sellers; "Tender Dracula" with Peter Cushing.

The Masterpiece Feature Group—25 feature classics including "Stagecoach" with John Wayne; "The Long Voyage Home" with John Wayne; "Foreign Correspondent" with Joel McCrea; "To Be or Not To Be" with Jack Benny, Carole Lombard; "History is Made at Night" with Charles Boyer, Jean Arthur; "Sundown" with Gene Tierney; "Young and Willing" with William Holden, Susan Hayward; "I Married a Witch" with Susan Hayward, Frederic March; "Standin'" with Humphrey Bogart, etc.

The EMI Feature Package—77 features including the famous "Carry-On" comedies.

The Nostalgia 11 Feature Group—Eleven great classic features including "Patty"; "Prison Train"; "Rain"; "Hallelujah I'm a Bum"; "The Last Outlaw."

I Spy—82 one-hour shows in color starring Bill Cosby and Robert Culp. Off NBC Network; International Espionage with a light touch; Two secret agents take dangerous assignments, masquerading as a top seeded tennis player and his trainer companion.

Family Theatre—13 one-hour shows: award-winning family programming, off ABC Network. Very late releases.

Flipper—88 half-hour shows in color, off NBC Network after five successful, high-rated seasons starring Brian Kelly, Luke Halpin, Tommy Nordin and Flipper.

Gentle Ben—56 half-hour shows in color, off CBS Network after two successful seasons starring Dennis

Weaver, Clint Howard, Beth Brickel and Ben.

The Bill Cosby Show—52 half-hour shows in color; all family situation comedy, off NBC Network starring Bill Cosby as a big city high school gym teacher, with guest stars: Henry Fonda, Vic Tayback, Cicely Tyson, Lou Gossett, Dick Van Dyke and many more.

The New Candid Camera—130 half-hour shows in color starring Alan Funt.

The Judy Lynn Show—52 half-hour shows in color starring Judy Lynn and featuring the most famous, all-time favorite country and western songs.

The White Escape—13 half-hour shows in color. One of the most exciting skiing shows ever.

High and Wild—52 half-hour shows in color hosted by Don Hobart. Thrilling adventures in sports and wildlife: flying, skiing, auto racing, sailing, etc.

The Shari Lewis Show—24 half hours in color starring Shari Lewis and 30 new puppets. Shari Lewis is the assistant manager of a TV station which is run entirely by puppets.

The Guy Lombardo Show—39 half hours starring Guy Lombardo and his Canadian orchestra and numerous guest stars.

Buck Rogers—1 90-minute special and 12 serial chapters (each 20 minutes) starring Buster Crabbe, Constance Moore, Jack Mulhall and Jackie Moran. The Classic "Interplanetary Adventure" series.

Kennedy's Ireland—1 60-minute version or 1 90-minute version in color. Narrated by Robert Vaughn. JFK's last visit to Ireland, June, 1963.

Johnny Cash—A Flower Out of Place—1 60-minute special in color starring Johnny Cash, Roy Clark, Linda Ronstadt, Glen Sherley and Foster Brooks. An All-Star performance before 2000 inmates at the Tennessee State Prison.

How the West Was Lost—1 60-minute special in color starring Rob Reiner, Charlie Callas, Roy Rogers, Dale Evans, Foster Brooks, Scotty Plummer, Diana Trask, Fred & Mickey Finn. Pure family entertainment.

Magic—1 60-minute special in color starring Sheri Lewis and Lambchop. Featuring four of the most outstanding magicians in the world: Mark Wilson, Flip of Holland, The Magical Comedy of the Great Tomsoni & Company, and the Amazing Randi.

Sheri Lewis "Christman Concert"—in color starring Sheri Lewis and the Art Enter Orchestra of Toronto.

Celebration—1 60-minute special in color starring Burl Ives.

A Christmas Visit—1 30-minute special in color starring Hans Conreid, Marty Allen and S. E. Hanie Edwards. All family special.

Myth or Reality—1 60-minute version or 2 30-minute versions in color. Hosted by Dr. Rena Winters, "The World's Most Beautiful Psychic." Available for first run syndication. Video taped in Hollywood, 1979.

The Man Who Was Born to Sail—1 60-minute special in color. Filmed by Olivier Karsenty in 1978, during a transatlantic crossing on the "Club Mediterranean" with Alain Colas as the captain.

Curious George—104 5-minute, fully animated episodes. This series is the adventures of a playful monkey, "Curious George," who gets into all kinds of mischief. Produced in 1978 and 1979. First run in syndication.

THE ROMANO FILM GROUP

(Screentel International London)

P.O. Box 5434

Beverly Hills, CA 90210

213-783-5314

213-508-2691

Suite 2813

Representatives: Renato Romano, John C. Dutton

Properties:

Beautiful & The Damned/The Hollywood Mysteries—26 half hours.

The Man From Button Willow—two hours fully animated.

Clutch Cargo—52 half hours fully animated.

Feature Films—"Sahara Cross"; "Perfect Crime"; "Terror"; and "Gangsters", etc.

JORGE ROSSI AND ASSOCIATES

1905 Victory Blvd., #14

Glendale, CA 91201

213-841-0362/3



Mr. Rossi



Mrs. Rossi

Representatives: Jorge Rossi, *p*; Elsa Rossi, *vp*; Ricardo Vinas, *controller*; Ricardo Rossi, *South American sls mgr*

Properties:

La Cuarta Dimension—7 hours.

Winnetou—7 hours.

Heidi—26 half-hours.

Pastorale 1943—4 hours—mini series.

Pedro y El Lobo—30 minute children special.

Desde Hollywood—20 hours.

Recuerdos del Ayer—7 half-hours.

World Championship Cycling 1983—10 hours.

Sport Billy—26 animated half-hours.

Don Quijote de la Mancha—39 animated half-hours.

La Maquina del Tiempo—61 animated half-hours.

Sabrina—26 animated half-hours.

Conan, El Niño del Futuro—26 animated half-hours.

Trompita—50 animated segments of 15 seconds.

Ballets—two hours.

World Championship Tennis 1983—nine.

Fast Company (auto racing)—20 hours.

Box Internacional—50 hours.

The Best Fights of the Century—20 hours.

Moscu 1980 Olympic Highlights—26 half-hours.

Crazy World of Sports—14 half-hours.

Rodeo en el Pacifico Sur—1 hour.

Resumen Deportivo Internacional—52 hours.

Feature films—twenty-two.

Music Specials—38 hour musicals.

Tango y Punto—20 hour musicals.

Wonderful World of Brother Buzz—26 half-hour educational entertainment.

Julian de Madrugada—70 hours—drama serial.

Documentaries—8 hours.

Telecultura—200 one minute segments.

RPR PRODUCTIONS

650 Skippack Pike
Blue Bell, PA 19422

511 Old Lancaster Pike
Berwyn, PA 19312

645 North Michigan Avenue
Chicago, IL 60611

Representatives: Pete Retzlaff, *p*; Walter A. Rolph, *vp, mgr*, (*Philadelphia*); Andy Rogin, *vp, mgr*, *Midwest oper*

R.T.I. TELEVISION S.A.

Calle 19 4-56 P. 2
Bogota, Colombia
282-77-00

Representatives: Patricia Wills Romero, *prodn mgr*

RUBICON CORPORATION

1735 N.W. 7th St.
Miami, FL 33215
305-643-0250
Suite 29-115

Representatives: Don H. Kemper

Properties:

Package of feature films, sports programs, series, specials, children series.

RUSCONI INC.

505 Park Avenue
Suite 1508
New York, NY 10022
212-838-5100

Representatives: Marie A. Manca, *p*

SATELLITE PROGRAM NETWORK, INTERNATIONAL DIVISION

P.O. Box 45684
Tulsa, OK 74145
918-481-0880
Telex: 796322 SSS Inc.

Representatives: Mike Stangeby, *asst vp*; Karla Mumma, *intl prog d*

Services:

Offering foreign programmers the opportunity for satellite delivery to a cable audience of over five million viewers. Organization is developing international cable network for American viewers. Network currently has French, Japanese, Scandinavian, Mediterranean and Israeli programming in its line-up.

PIERRE SAUVAGE PRODUCTIONS

8760 Wonderland Avenue
Los Angeles, CA 90046
213-650-8986

Representatives: Pierre Sauvage, *p*

Properties:

Entertainment Watch

Hollywood Week In Review

Yiddish, The Mame-Loshn—the mother tongue.

Le Chambon: The Village That Defied The Nazis

COLGAN SCHLANK TELEVISION

20 East 49th Street
New York, NY 10017
212-751-1370

Representatives: Colgan Schlank

SCHOLASTIC PRODUCTIONS, INC.

(A Division of Scholastic Inc.)
730 Broadway
New York, NY 10003
212-505-3000



Mr. Keltz

Representatives: Martin J. Keltz, *vp and exec d*; Jane Startz, *vp*, *Motion Picture and Television Development and Production*

Properties:

The Law Works—5 half-hours, teenage mini-series.

Scholastic Sports Academy—children's series of half-hours with celebrity athletes giving instruction in their specialties.

R. SCHULLER TELEVANGELISM

4201 W. Chapman Avenue
Orange, CA 92668
714-971-4101



Mr. Schuller

Representatives: Bill Underwood, *p*, *R. Schuller Ministries*

Properties:

Robert Schuller From the Crystal Cathedral—52 one-hour color episodes.

Robert Schuller—52 half-hour color episodes.

SEA WORLD, INC.

1100 Sea World Dr.

Aurora, OH 44202

Parks: San Diego, CA 714-222-6363;

Cleveland, OH 216-562-8101;

Orlando, FL 305-351-3600.

Representatives: Arthur Freeman, *entertainment dept*; Elizabeth Berry, *pr*

Properties:

The World's Finest Marine Life Parks—ideal locations for national/syndicated and local programming sites.

SELECTV

4755 Alla Road

Marina del Rey, CA 90291

Representatives: Lionel Schaan, *SelectTV Programming, Inc.* Lucy A. Stutz, *d of prog*

Services:

SelectTV is a broadcast pay service serving STV, MDS, LPTV and CATV via satellite.

SELTEL, INC.

750 Third Avenue

New York, NY 10017

212-697-0944

Suite 2939

Representatives: Taylor Eldon, *vp of mktg*; Harry Wise, *v chmn*; Michael Ilnat, *chmn*; Edgar White, *exec vp*; Charles Lore, *prog mgr*; Dick Owen, *vp/research d*; Joe Eisberg, *vp/gen sls mgr*; Ray Johns, *vp/LA mgr*; Tom Will, *vp/Chicago mgr*

SFM ENTERTAINMENT

Division of SFM Media Corporation

1180 Avenue of the Americas

New York, NY 10036

Suite 360



Mr. Moger

Representatives: Stanley H. Moger, *p, SFM Entertainment*; Jordan Ringel, *sr vp, bus affairs/exec vp*; Joseph Gerard, *sr vp/treas*; Maria Carayas, *vp/station rels*; John Doscher, *vp/sls*; Mike Moore, *vp/client svcs*; James Hergen, *acct exec*; John Murphy, *mgr syn sls*; Dave Grimm, *syn sls*; Mike James, *syn sls*; Mary Ann O'Dea, *adv/promo d*

Properties:

The SFM Holiday Network—package of eleven all-family movies.

Churchill and the Generals—1 3-hour special docudrama.

The Seven Dials Mystery—1 2½-hour special.

Why Didn't They Ask Evans?—1 3-hour special.

Mobil Showcase Network Presentations—Life and Adventures of Nicholas Nickleby—9 hour premiere event.

Origins Game—game show. Strip—avail. Jan. 1984.

Car Care Central—39-week automotive series.

Sports Illustrated Series—2 1-hour specials.

March of Time Series—205 half-hours.

Crusade In The Pacific—documentaries—26 half-hours.

The Heisman Trophy Award—1982.

Dayan—three 1-hour or 2 half-hours.

SFM Classic Network—feature film classics—avail. 1984.

SFM Documentary Network—12 2-hours—avail. 1984.

"Believe You Can and You Can From Walt Disney's New Fantasyland"—1-hour live and animated.

SHOW BIZ INC. (See MULTIMEDIA PROGRAM PRODUCTIONS, INC.)

110 21st Avenue South

Nashville, TN 37203

615-327-2532

Representatives: Reg Dunlap, *p*

THE SILVERBACH-LAZARUS GROUP

9911 West Pico Blvd., PH-M

Los Angeles, CA 90035

213-552-2660

EH 51



Mr. Silverbach



Mr. Lazarus

Representatives: Alan Silverbach, Herb Lazarus, Jim Phillips, Gerald Feifer, Tom O'Leary

Properties:

With Richard Hogue—one hour daily strip.

Monty Hall's "The Joke's On Us"—25 half-hours.

Cimarron Strip—twenty-three 90-minutes.

Not Just Another Affair—two hour TV movie, international only.

The Member of the Wedding—two hour TV movie, international only.

The Oldest Living Graduate—two hour TV movie, international only.

SIROCO ENTERPRISES

9200 Sunset Blvd.

Los Angeles, CA 90069

213-276-1014

Representatives: Paul Roth, Joe Siegman

Properties:

Norm Crosby's Comedy Shop—Series, 75-half hours, featuring the best of America's veteran and young comedians.

The First 100,000 Laughs—Specials. One ninety, two one-hours, two nintys. Jokes, one-liners, stories, performances and moments from the first three years of "Norm Crosby's Comedy Shop" series.

Good News, Bad News—Pilot. For one-a-week or strip. Half-hour "eyewitness" type news, but all comedy. Featuring outstanding young comedy performers and young/veteran professional writers.

The New Celebrity Bowling—Series strip. New, stripped, 80's version of the long-running fun series that started the "celebrity sport" craze in the early '70's.

SIX FLAGS CORPORATION

515 So. Figueroa, 11th Floor

Los Angeles, CA 90071

213-622-4300

Representatives: Lovetta Kramer, *mgr, Corporate Communications*

Services:

Six theme amusement parks and two wax museums available for on-site shooting.

SMELOFF TELEPRODUCTIONS

8201 East Pacific Place, Suite 502
Denver, CO 80231
303-750-5000

Representatives: Nick Smeloff, *exec prod*; Kay Yeoman, *prodn coord*; Dirk Olson, *prod mgr*; Chris Haney, *bus mgr*; Ed Coryell, *opers*

Properties:

The American Trail—104 30-minute shows and 400 3 and 1/2 minute shows.

SPECIAL INTEREST PROGRAMMING ASSOCIATES

42 East 75th Street
New York, NY 10021
212-570-9670

Representatives: Andrew Saxe

SPORTS LEGENDS, INC.

27 City Line Avenue
Bala Cynwyd, PA 19004
215-664-6595
Suite 2918

Representatives: Berl Rotfeld, Steve Rotfeld, Frank Aversa, John Andariese, *Total Video*; Jon Feller, *Total Video*

Properties:

Greatest Sports Legends—30 minute profile of legendary athletes.

Greatest Sports Legends/10th Anniversary Special-Part II—90 minute show. 60+ sports legends.

Greatest Sports Legends Gold Medal Champions—10 half-hours of U.S. Olympic Gold Medal Champions.

Olympic Sports Quiz—30 second mini show starring Bob Mathias, Olympic questions with film clip answers.

E. J. STEWART, INC.

525 Mildred Avenue
Primos (Phila.), PA 19018
215-626-6500 or 212-288-0525

Representatives: Ed Klitsch, *mktg/sls mgr*

Services:

Broadcast TV production and post-production complex-mobile and studio. Offers full creative and production services for: program series, specials, inserts, features, sports, concerts, commercials and industrials.

Production Facilities

2 sound stages, 77' × 63' × 35' and 53' × 41' × 14', both with hard infinity cycs and ground level garage doors. Prop and scene shops, dressing rooms, make-up room, meeting rooms and kitchen facilities. Grass Valley quadruple re-entry switcher with E-MEM. 6 RCA 1" VTR's, 6 RCA 2" quad VTR's. RCA studio cameras.

Mobile Facilities

Two 35' production vans with 4 RCA TK-47T cameras with Fujinon 30:1 lenses, 2 RCA TK-86's, 2 RCA TKP-46's all on triax cable. Grass Valley 1600 7G switcher, Chyron TV character generator, up to 5 1" VTR's available, large audio console, RTS intercom, Di-Tech 30 × 8 routing switcher. 1" and 3/4" single camera EFP units.

Post Production Facilities

2 CMX 340X editing suites with Grass Valley quadruple re-entry switching with E-MEM and MK II Digital Video Effects, Dubner computer animation, Chyron IV titling system, Yamaha PM 2000 32 input 8 channel audio board, MCI 1" 8 track recorder, Rank Cintel 16 and 35mm film to tape transfer and 3/4" offline editing.

THE STORYTELLERS INC./DDB

437 Madison Avenue
New York, NY 10022
212-826-2000

Representatives: Michael Drexler, *exec vp*, Doyle Dane Bernbach; Steve Everitt, *vp*

Properties:

Better Homes & Gardens Idea Notebook—13 half-hours.

Future Sport—13 half-hours.

The Travel Show—pilot.

STRENGTHOLT ENTERTAINMENT, INC.

9465 Wilshire Boulevard
Suite 800
Beverly Hills, CA 90212

Representatives: Guus Janser Jr., *p*; Ben Vreeburg, *vp*

Properties:

The Rainbow Patch—13 half hours, children.

The Notorious Jumping Frog of Calaveras County—1 half-hour special, animation.

Don Quixote from La Mancha—39 half hours, animation.

Just So Stories—9 10-minute episodes, 1 15-minute episode. Animation based on the Kipling stories.

The Young Messiah—based on the Messiah from Handel. Music special.

Flyer Wins All—one-hour special. The Whitbread Round the World Race.

Show Jumping—11 highlights F.E.I. Volvo World Cup Holland, 1983-1984.

SUNWEST FILM PRODUCTIONS

1021 N. McCadden Place
Hollywood, CA 90038
213-461-2957
Suite 2814

Representatives: Steve Soffer, Jay Jacoby

Services:

On-air graphics animation.

SURVIVAL ANGLIA LTD.

420 Lexington Avenue
New York, NY 10017
212-210-8989

Representatives: John F. Ball, *p*; Victor Simpkins, *vp*

Properties:

Hour-long wildlife specials for network television.

SYNDICAST SERVICES, INC.

(BCK Enterprises, Inc.)
2 West 45th Street
New York, NY 10036
212-921-5091
EH-2



Mr. Boden



Mr. Koch

Representatives: Sheldon Boden, Leonard V. Koch, *exec vps*; William Koblenzer, *vp/sls*; Jay Whalen, *stat sls*; Gerry Lepkanich, *vp, stat sls*;

Bernie Schulman, Cyndy Wynne, *stats*; Terry Paolillo, *prom & pr*

Properties:

Three On A Match—Eye Guess—Chain Reaction—three half-hour shows, available for stripping in a 90-minute daytime game show. Three of Bob Stewart's most popular and successful network game shows are being newly produced for syndication. Hosted by Jack Clark, Nipsey Russel and Geoff Edwards.

Twice A Woman—half-hour women's service series starring former top cover girl and model Sunny Griffin, who covers the "today" approach to fashion, health, beauty and careers.

Woman's Page—five-day-a-week series, consisting of 65 originals and 65 repeats. A new information show for and about women, "Woman's Page" is designed to make women's lives better, easier and more fun. Anchor Larry Freeman will be joined by experts in the fields of fashion, beauty, nutrition and diet.

The Ebony/Jet Celebrity Showcase—half-hour television magazine, that spotlights black celebrities at home, work and play in closeup interviews. Hosted by radio celebrity Tom Joyner.

Barbara Mandrell and The Mandrell Sisters—thirteen episodes of the hit network TV series are available for air in the summer of 1983, starring America's entertainer Barbara Mandrell and her sisters, and featuring top celebrities such as Kenny Rogers, Dolly Parton, Bob Hope each week.

Anka—half-hour series that stars just Paul and his incomparable music, and one top performer every week.

1983 Golden Globe Awards—two-hour OTO specials for February-March, 1983. Hollywood's Foreign Press Association presents their coveted Golden Globe Awards to the top motion picture and television stars of the year. Hosted by TV stars Joan Collins and Wayne Rogers.

Battle of the Las Vegas Showgirls II—60 minute special. The second Las Vegas Showgirls special, where teams of girls from the biggest casinos on the strip compete against each other in games of sport and spoof. Hosted by T. G. Sheppard.

NAACP Image Awards—90-minute special hosted by Robert Guillaume. The first national telecasting of the 15th annual NAACP presentation, honoring those blacks in the enter-

tainment field who had attained great heights and best served to fill the black image.

Macfadden TV Movies—two hour made for TV movies. From America's best-read magazines come stories for today—marriage, divorce, homosexuality, romance.

What's At the Movies—half-hour series hosted by Leif Hansen. Each week five new films will be introduced and examined, a short clip show, and background and behind-the-scenes information given.

Good Vibrations—six 90-minute television specials hosted by Skip Stephenson, featuring musical acts and comedy from a variety of pop, rock, country and soul performers.

Olympic Dreams—39 half-hours showing the world's greatest athletes in action. Focusing on a different event and contender each week.

Olympic Gold—13 half-hour series, dramatically telling the story of the world's greatest sporting spectacular: the games, the athletes, the background and history of the modern Olympic Games.

SYNSAT COMMUNICATIONS INC.

5202 Grandview Lane
Minneapolis, MN 55410
612-927-0641
Suite 4-103

Representatives: John T. Uldrich, Richard (Dick) Ficken

Properties:

Med-Weather Forecast—12 30-second wrap-up to weather news. Gives health trend based on prior day's weather.

Vektor Fish & Game Forecast—10 30-second segment inserts for sports/weather news, predicts via computer what best times of day fish and game activity will be.

D. L. TAFFNER/LIMITED

1370 Avenue of the Americas
New York, NY 10019
212-245-4680
Suite 2871

5455 Wilshire Blvd.
Los Angeles, CA 90036
213-937-1144
Hilton Suite 2871

7110 Faunsworth Drive
Atlanta, GA 30328



Mr. Taffner

Representatives: Donald L. Taffner, NY; John P. Fitzgerald, NY; Dick Cignarelli, CA; Ed Nugent, Atlanta; Mike Fahn, CA; Frank DiGraci, NY; Christina Thomas, NY; Lynne P. Dowling, NY; Merrit Sticker, NY; James Curtin, NY

Properties:

Children's Animated Classics—15 14-hours & 1 ninety-min.

Benny Hill Show—75 half-hours.

Kenny Everett Video Show—32 half-hours.

King of Kensington—65 half-hours.

Three's Company—175 half-hours.

The Thames Originals (The Best of British Sit-Coms)—125 half-hours.

Wayne & Shuster—80 half-hours.

Hollywood—13 one-hours.

World at War—52 half-hours, 26 hours and 10 one-hour specials.

Blood And Honor—5 hours.

Jennie—7 hours.

Napoleon & Love—9 hours.

Edward & Mrs. Simpson—7 hours.

After Benny, Thames Presents—40 half hours.

Too Close for Comfort

Best of Benny Hill—one and one half hour specials

KGB Connections—2 hours.

Queen of Hearts—1 hour.

Al McGuire Onsports—13 half hours.

WILLIAM B. TANNER COMPANY INC.

2714 Union Avenue Extended
Memphis, TN 38112
901-320-4212
Suite 4-124

Representatives: Zack Hernandez, sr vp; Bill Laffey, sr vps; David Tyler, vp

Services:

Tannermination. TV audio and video IDs; video libraries for custom TV productions both audio and video; custom music commercials; merchandise for premiums and incentives.

T.A.P.E. (CONSULTANCY) LTD.
111 Regent's Park Road
London NW18UR
United Kingdom
(01)586.8546
Telex: 21636
Suite 569

Representatives: Michael Firman, *chmn*; Brian Abrahams, *mng d*; Tom McManus, *North American rep*, 425 E. 63rd St., New York, NY 10021; 212-888-7456; *telex*: 220425. Susan Tirsch, *Los Angeles rep*, 9601 Charleville, Beverly Hills, CA 90212; 213-276-3766; *Telex*: 677560.

Services:
Program evaluation, promotion and marketing service for producers, distributors and television programmers.

TECHNICOLOR—VIDTRONICS DIVISION

(A Division of Technicolor, Inc.)
855 North Cahuenga Boulevard
Hollywood, CA 90038
213-856-8200

Representatives: Burt Lippman, *p*; Larry Kingen, *vp, sls & mktg*; Ed Sarmiento, *vp oper*; Sharon Beverly, *distrib sup*; Jim Van Eaton, *vp engr*

Services:
Complete videotape post production including: Off and On-line computerized editing; Film-to-tape transfers; Audio Sweetening; Videotape Duplication and Distribution Services.

TEL-COM ENTERPRISES

15910 Ventura Blvd.
Encino, CA 91436
213-990-1414
Suite 2803

Representatives: Gabriel Majarrez, *chmn*; Mel Giniger, *p*; Reuben Sussman, *treas*; Ed Sussman, *svc mgr*

Properties:

Latin American Representations—RM Productions, TF1 Francais, Arts' Int'l; Reg Grundy.

TELECAS JAPAN CO., LTD.

214/314 Azabu Heights Mansion
5-10, 1-Chome, Minato-ku
Tokyo, Japan 106
03-583-2900
Suite 550

Representatives: Kenzo Kuroda, *p*; Ted Shibata, *sls plan div mgr*; Susumu Saegusa, *dist mgr*

Properties:

Mysteries of the Indigo Depths—showing over 500 species of animal life deep in the sea.

Tenko—Master Magician and Escape Artist presenting five great escape shows.

Colorful Wu-Hang Circus

Kigure Circus

Kirishitan—4 centuries ago, a small sailing ship set forth on a long and hard ocean voyage from a tiny island nation in the Orient barely even known to exist by the rest of the world....It was Japan. On board were four boys in their teens. Their destination; Rome....

World Domino Spectacular—on Aug. 24, 1980, two US university students set a world record by toppling 255,389 dominoes, for exceeding the previous record of 169,713 dominoes, at Green Palace of Kowakien Hotel in famous Japanese resort Hakone.

Assault of the Northface—a portrait of a man's conquering spirit...climbing the Grandes Jorasses.

The Newest Weapons of the World—showing many kinds of "the newest weapons of the world".

TELECIP S.A.

89, Bld Auguste-Blanqui
75013, Paris, France
581.11.85

B.P. 307

75624 Paris Cedex 13

Representatives: Chantal Giner, *intl tv sls*

Services:

An international movie and television program company.

Properties:

Mozart—6 part 90 minute mini-series.

Secret Valley—26 half hours.

TELE-COLOR PRODUCTIONS

150 South Gordon St.
Alexandria, VA 22304
703-823-2800
Suite 343

Representatives: Ed Baruch, *prog d*; Harold Smullian, *vp sls*

Properties:

Parade National High School Basketball and Football Specials—one hour in-depth wrap-up of the basketball season (March) and football season (Dec.) covering the entire United States. Tele-Color co-producing with Parade Magazine.

Changing Times—weekly half-hour information show based on the popular Kiplinger Magazine Changing Times.

Country Comments—90-second insert program featuring Mitzi Ayala, Dupont's farm and food expert.

What's at the Movies—weekly half-hour show based on current movies.

TELECULTURE INC.

420 Lexington Avenue
New York, NY 10017
212-490-0603
Suite 2821

Representatives: Jordan Bock, Patricia Straub

Properties:

Curlos Montya

Scene of the Crime Series

Rainer W. Fassbinder—3 films.

Fear—feature film with Ingrid Bergman.

TELEFEATURES CORPORATION

Syndication Division
950 Third Avenue
New York, NY 10022
212-688-5933 or 212-688-6853
EH-5B



Mr. Nathan

Representatives: Gus Nathan, *p*; Neal Kublan, *vp, mktg & merch*; Barbara Jackson, *prog mgr*; Klaus J. Lehmann, *intl rep*

Properties:

The Adventures of Felix the Cat—52 half-hours. Live action new color.

Miss Olympia—1 hour special color, International Female Bodybuilding Championship

Grande Prix Horse Jumping Contest—12 one hour specials, new color
The Hilarious House of Freightenstein—130 half hour programs—Vincent Price.

Once Upon a Time-Space—26 half-hour adventures, new color.

Once Upon a Time-Man—26 half hour adventures, new color.

Mini Mysteries—60 half hour mini mysteries starring Boris Karloff, Errol Flynn, Cameron Mitchell.

Bozo the Clown—130 half hour live action pgms.

Bozo the Clown—156 five minute color cartoon.

Laurel & Hardy—156 five minute color cartoon adventures.

TELEMUNDI AG

c/o CLM S.A.M.

42, Bd. d'Italie

Monte-Carlo, MC-98000

MONACO

Tel. (93) 50 12 26

Telex: 469331 mc clmsam

Representatives: Wolfgang Stein, *p & chief exec officer*

Properties:

Sport-Billy—26 half-hour episodes of animated cartoons produced for Sport-Billy Productions, Stuttgart, by Filmation Associates, Los Angeles; featuring Sport-Billy, the mascot of major international sports federations, in his fight against violence and unfair play in sport.

The Adventures of Sport-Billy and Lilly: Space Champions—75 minute feature length film and hour-length special; produced by Kay Arnold Entertainment and William Cooper. New adventures of the cartoon heroes: Sport-Billy and his friend Lilly.

Halas & Batchelor Cartoon Festival—Part I (48 minutes); Part II (57 minutes); the best of the Halas & Batchelor animated cartoons to be produced during the forty-year history of these famous London studios.

Halas & Batchelor Educational Films—31 minutes.

Halas & Batchelor Children's Cartoon Festival—Part I (40 minutes); Part II (41 minutes).

The Tales of Hoffnung—7 animated cartoons of 8 minutes each.

Habatales—6 animated cartoons of 7 minutes each.

Foo-Foo—26 animated cartoons of 7 minutes each.

Ruddigore—an animated cartoon opera of 55 minutes based on Gilbert & Sullivan's famous operetta.

Evolution of Life—8 animated cartoons of 12 minutes each on the evolution and development of life.

Animal Farm—feature film of 73 minutes. The first animated feature film produced by a British studio, this hard hitting political satire follows George Orwell's novel faithfully. The classic treatment remains as fresh, and as relevant, as when it was first released. Produced by Louis de Rochemont and directed by John Halas and Joy Batchelor.

Classic Fairytales—6 animated cartoons of 12 minutes each relating the fairytales of Hans Christian Andersen.

TELEPICTURES CORPORATION

275 Park Avenue South

New York, NY 10016

212-838-1122

Telex: 645366

EH-49

291 South La Cienega Blvd.

Beverly Hills, CA 90211

213-657-8450

Telex: 194956

35 E. Wacker Drive

Chicago, IL 60601

312-726-1216

Booth #49



Mr. Solomon



Mr. Garin

Representatives: Michael Jay Solomon, *chmn of the bd & ch exec off*; Michael N. Garin, *p & chf operating off*; David E. Salzman, *exec vp*; Stephen Ross, *sr vp & gen counsel*; Richard T. Robertson, *sr vp, sls*; Joseph Goldfarb, *sr vp*; Arthur Loomis, *vp, fin & admin*; Jim Moloshok, *vp, creative svcs*; Jim McGillen, *vp, dom tv div*; Jonathan D. Shapiro, *vp, dom tv div*; Mark Robbins, *vp, dom tv div*; Scott Carlin, *vp, dom tv div*; Jim Martz, *vp, dom tv div*; Brian Byrne, *vp, media sls*; Howard Weiner, *acct exec, dom sls*; Rich Grove, *acct exec, dom sls*; Diana Foster, *acct exec, dom sls*; Don Ross, *exec vp and news dir*,

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Properties:

The People's Court—30 minutes. Strip and access, from Ralph Edwards and Stu Billelt. First-run. Available worldwide.

Children's Shows—"Noah's Animals"; "King of the Beasts"; "The Last of the Red Hot Dragons"; "The Great Space Coaster"; "Fantasy Theater"; "Gepetto's Music Shop"; "Heavenly Days"; "The Little Kid's All-Star Band"; "The Magic Star Traveler"; "Memoirs of a Fairy Godmother"; "Mr. Moon's Magic Circus."

Falmouth: The Great American Road Race—documentary.

Footsteps of Giants—documentary.

Hong Kong: The Arrival of Boat 845—documentary.

Lost Treasure of the Conception—documentary.

Women of Russia—documentary.

Caribbean Nights—13 half-hour musical-variety programs.

Detective School—13 hilarious half-hours from ABC.

Fridays—the smash-hit ABC late-night Entertainment Series. Over 57 hour-long episodes.

24 Days of Christmas—60 one-minute segments featuring stars talking about Christmas around the world.

Specials—"James Clavell's The Children's Story"; "Simon and Garfunkel Central Park Concert"; "The Beach Boys Rockin' at the Queen Mary"; "Lorette Lynn—The Lady and the Legend"; "The 1982 MIDEAM Concert"; "1982 Grammy Awards"; "1981 Grammy Awards"; "The Grammy Hall of Fame"; "TV Guide—Special #2"; "TV Guide—Special #3"; "The Manhattan Transfer Special"; "The Heisman Trophy Special"; "Debby Boone"; "Cheerleading Championships I, II, III, and IV"; "100 years Golden Hits"; "Victor Borge in Concert"; "1981 World Open Pocket Billiard Championship"; "People of the Year";

"Salute to Jazz"; "An Evening with Quentin Crisp"; "Grandpa, Will You Run With Me"; "Boo".

Newscope—a locally-anchored, people-oriented news program satellite fed, six days a week and accompanied with extensive daily script, promotional and support materials. No repeats—fresh 52 weeks a year. First run.

Love Connections—half-hour reality strip based on real-life video dating experiences everyone can identify with—hosted by Chuck Woolery and full of genuine humor and unpredictable surprises.

The New Dick Van Dyke Show—72 half-hours, color, starring Dick Van Dyke and an all-star cast including Hope Lange, Richard Dawson, Dick Van Patten, Nancy Dussault, Barbara Rush, Fannie Flagg, Chita Rivera plus major guest stars.

The People's Court—half-hour strip from Ralph Edwards and Stu Billet. Real plaintiffs and defendants battling it out before Justice Joseph A. Wapner whose decisions are legally binding.

Real People—195 half-hours, fast-paced, and accompanied by the most extensive package of promotional aids ever provided with an off-network show.

Here's Lucy—144 half-hours, classic comedy starring Lucille Ball, Desi Arnaz, Jr., Lucie Arnaz and an all-star line-up of special guests.

My Favorite Martian—107 half-hours featuring contemporary humor and special effects and starring Bill Bixby and Ray Walston.

N.I.W.S. (News Information Weekly Service)—The pre-eminent weekly news service in syndication, providing multi-part series and feature reports along with extensive support materials to over 150 television stations worldwide.

Telepictures 2—made for TV movies. Titles include: "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"; "The Great American Traffic Jam"; "A Gun in The House"; "The Last Song"; "Mark, I Love You"; "Murder In Texas"; "The New Adventures of Heidi"; "The Pigs vs. The Freaks"; "The Pride of Jesse Hallam"; "The Promise Of Love"; "Reunion"; "Rivkin"; "Scared Straight"; "Three Hundred Miles for Stephanie"; "A Whale for the Killing".

Telepictures 1—13 titles include: "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"; "The Savage is Loose"; "The Stoolie"; "The Suicide's Wife"; "Target Of An Assassin"; "The Three Musketeers".

Coming Out Of the Ice—feature starring John Savage, Willie Nelson.

The Dollmaker—feature starring Jane Fonda.

My Palikari—feature starring Telly Savalas, Michael Constantine.

The Sins of Dorian Gray—feature starring Anthony Perkins, Belinda Bauer.

Mini-series:—"Alcatraz: The Whole Shocking Story", starring Telly Savalas, Michael Beck; "The Golden Moment", starring Stephanie Zimbalist, David Keith; "Guyana Tragedy: The Story of Jim Jones", starring Powers Booth, James Earl Jones; "Murder in Texas", starring Farrah Fawcett, Sam Elliot; "The Sacketts", starring Glenn Ford, Tom Selleck, "World War III", starring Rock Hudson, David Soul.

James Cavell's "The Children's Story"—special.

The Beach Boys Rockin' At The Queen Mary—musical special.

1983 Grammy Awards—musical special.

Loretta Lynn—The Lady and The Legend—musical special.

The Manhattan Transfer—musical special.

Simon and Garfunkel Reunion Concert—musical special.

Twenty-five Years of Jerry Lee Lewis: A Celebration—musical special.

Animated Specials—"The Easter Bunny Is Comin' To Town", "The First Christmas", "The First Easter Rabbit", "The Flight of Dragons", "Frosty's Winter Wonderland", "Jack Frost", "The Leprechaun's Gold", "The Little Drummer Boy Book II", "Nestor, The Long-Eared Christmas Donkey", "Pinocchio's Christmas", "Rudolph's Shiny New Year", "The Stingiest Man In Town", "Twas The Night Before Christmas", "The Wind In The Willow", "Year Without A Santa Claus".

The Great Space Coaster—children's series.

Children's Series—"Buffalo Bill", "Caribbean Nights", "The Challengers", "Detective School", "Games

People Play", "Look At U.S.", "So You Think You Got Troubles", "24 Days of Christmas".

The Magic Star Traveler—children's series.

TELEPRODUCTIONS GAUMONT

24, rue Jacques Dulud
Neully Sur Seine, France 92200
(33-1) 738.20.00
Telex: F 611 457 TELEGAU
Suite 377



Mr. de Chaisemartin

Representatives: Phillip de Chaisemartin, vp, co-prod & mktg

Properties:

Lucky Luke—animated cartoons series.

This Good Old Life—(9 × 55 mn series) Using film library documents dated 1910-1940, this is life in school, in music hall, fashion, . . .

A Cooking Experiment With A Great French Chef, Roger Verge—(13 × 30 mn series) Roger Verge explains and cooks his famous recipes.

A Great Day in the Morning—1-hour special of Negro-spirituals sang by Jessye Norman, directed by Bob Wilson.

Italy and Music—(3 × 60-mn series) directed by Carlo Bavagnoli. Vivaldi/Venize; Verdi/Venetto; Bach/Rome.

Pourquoi Pas ? Vagabond—(52 mn documentary) The Greenland, following the trip of the Commandant Charcot.

The Maldives Islands—(2 × 26-mn documentary).

Croc-Blanc in the Flores Sea—(2 × 52-mn documentary) The discovery of Bali and his fishers, the Mandars.

Devers—(26-mn documentary) The scaling of the mountains wall of Bau St Jeannet by Patrick Berhault and Georges Unia.

Djerrahi, The Howling Dervishes—(26-mn documentary) The chief ceremony of the Djerrahi Brotherhood (Istanbul).

Konarak—(26-mn documentary) The sun temple of Kanarak in India and its erotic sculptures. Sex is ecstasy and ecstasy is God.

Benares—(45-mn documentary) At the sources of Indian music.

The Bauls—(3 × 45-mn documentary) The Bauls are wandering singers who for centuries have gone from village to village in Bengale state, exalting the paths of love.

Vassily Kandinsky, Father of the Abstract Painting—(20-mn documentary) The life and work of the great painter.

TELEREP

919 Third Avenue
New York, NY 10022
212-759-8787
Suite 364

Representatives: Al Masini, *p and gen mgr*; Steve Herson, *vp/d of opns*; Jay Isabella, *vp/d of prog*; Tom Belviso, *vp/gen sls mgr*; Larry Goldberg, *vp/gen sls mgr*; Tom Tilson, Jr., *vp/gen sls mgr*; Dick Waller, *vp/gen sls mgr*; Jerry Braet, *vp/West Coast mgr*

TELESOUND INC. OF CALIFORNIA

1088 Howard Street
San Francisco, CA 94103
415-863-4880



Mr. Sjudahl



Ms. Robins

Representatives: Karl H. Sjudahl, *p & creat d*; Debra L. Robins, *vp, opers*; Susan E. Stein, *mktg coord*

Services:

Creative production company specializing in media promotion, advertising, news and program showcasing, graphic and animation design, animation production, station and news music production.

Properties:

You Should See Us Now—a complete station image package including campaign consultation, custom animation and custom music. Designed primarily for stations that have recently made a change, or plan to make a change in ownership, call letters, network affiliation or program schedule.

Library One—a complete music and animation package created for televi-

sion. Contains program showcasing (for movies, news, local programs, syndicated programs and network blocks), station identifications, program and station promotion. Program themes and production elements are designed for a three-year run. The station and program promotion pieces can be updated annually.

And You—animation and music for news showcasing and promotion, general station promotion and movie showcasing.

Your Best Choice—animation and music for movie showcasing, general station promotion, and news. Designed primarily for independent stations.

Look For Us—a complete station music package including news, music, program themes, promotion backgrounds and movie themes. Semi-custom animation is available.

Count On Us—a news and general station music promotion package. Animation is available.

Signature News—animation and music for news showcasing and promotion.

NBC Affiliate News Music—a complete news music package available to NBC affiliates, on a co-op basis with the NBC television network.

News Themes—telesound represents many of the most popular news themes in the country. Demo tapes are available.

Graphics Identity Package—design and production of a station symbol that will be effective for at least 10 years, along with a graphics manual, designed to provide guidelines for all basic applications of the station symbol.

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9000 Sunset Blvd.
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Properties:

Amigo and Friends—52 six-minute capsules, educational cartoon series featuring Cantinflas.

Dateline Yesterday—five half-hour dramas focused on famous historical figures such as Socrates and Julius Caesar starring Anthony Quinn, Geraldine Chaplin, Edmond O'Brien.

Arthur Rubenstein—seven half-hour programs about the famous pianist. Concert and interview.

Telenovellas—four daytime tv dramas, each has a final episode.

Viviana—208 half-hour chapters.

The Broken Doll—189 half-hour chapters.

Love's Strange Ways—207 half-hour chapters.

The Rich Also Cry—248 half-hour chapters.

TELEVISION FRANCAISE 1

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Paris, France 75015
(1) 538.52.55
Telex: 250 878 F
EH 15

Representatives: Monique Trnka, *co-prodn mgr*; Marie Christine Grollemund, *sls mgr*; Catherine Ancian, *US sls div*; Charles Brabant, *d of fiction 1*; Marcel Moussy, *d of fiction 2*; J.E. Teannesson, *d of documentaries 1*; Jean Pierre Alessandri, *d of documentaries 3*; Richard Chaumont, *d of entertainment div*; Claude Otzenberger, *d of documentaries 2*

Properties:

New York Dancing Loft—1 hour. A visual counterpoint between the city of New York and the lofts ballet newest schools, featuring Karole Armitage, Lucinda Childs, Douglas Dunn.

La Caballe, A Portrait—1 hour. There are only a few fabulous divas, and "La Caballe" is one of them. Perhaps the greatest of all.

Gian Carlo Menotti—1 hour. This portrait of a musician of two continents has been awarded the best prize in musical program category, at the 1981 int'l festival of Prague. Part of the series "Music Great Enigmas" proposed by Bernard Gavoty.

The Music Lesson—25 hour episodes. Sonny Rollins—1 hour. In the last number of the famous series proposed by Mildred Clary, already including Cathy Berberian, the Shakuhashi, Boulez, Messian, John Lewis . . . etc., Sonny Rollins brings to us supreme art through supreme work during a session with four young tenor-sax on a Caribbean theme.

Nicolas de Stael—66 minutes. Portrait of the painter that, although equally acclaimed in America and in France, is only recognized now as the unique pathfinder in the unpredictable ways to solve the contradictions of abstract

and figurative art. Only the letters and notes of Stael himself could make company to the paintings, for the first time all gathered in a program, and thus convey us in continuity the search of the artist.

Art and Mankind—6 52-minutes. Contemporary art. This series presents a portrait gallery of artists of international acclaim: Alicia Penalba, Etienne Martin, Arturo Carmassi, Magdalena Abakanowicz, Ljuba, Edouard Soubat.

Homeless—5 52-minutes. Adapted from the 19th century best-seller by Hector Malot. The romantic adventures, and the apprenticeship of a foundler child, Remi, fighting his way in a Dickens-type world. Moving and stirring all the way till the happy ending. This mini-series, directed by Jacques Ertaud, revitalizes the virtues of the melodrama.

Docteur Teyran—3 90-minutes. Michel Piccoli stars in this mini-series dealing with the intricate, mysterious love between father and daughter, menacing to destroy a whole life, a whole family, and a whole social "status quo". Awarded "Best TV Series" at the 1981 Bannf Int'l Festival of Films.

The Ladies of the Unicorn—2 90-minutes. The destiny of five sisters descended from the union of the first Duke of Anjou and a Unicorn that had transformed itself into a woman out of love for him.

The Test—90 minutes. A young farm worker engaged to a farmer's son who has no taste for farming, to go through a "test". This causes the parents of each party to take side . . . and all couples to break up, till love and farmland interests settle back in appropriate order. But something is changed between every couple. Awarded the Cine Del Duca Prize 1981 Monte-Carlo Festival.

The Blue Bird—90 minutes. A new adaptation of the tale by Masterlinck. This message of love to all human beings is delivered in this adaptation by Bibi Anderson (the Light) and Leslie Caron (the Night).

The Dutchman's Voyage—96 minutes. During his final thirty hours of agony, Vincent Van Gogh relives his fevered rush from the heights of creation to the depths of madness . . . Van Gogh: Gerard Desarthe.

Marion—6 55-minutes. Comedy series. The inquiries of a young, pretty widow (Milene Demongeot) employed in an insurance company.

Emotion—90 minutes. An upper-middle class woman of rigid principles, experiments, past sixty, the most emotional period of her respectable life, which is suddenly turned upside down by a young, uprooted, penniless Jewish girl. Learning to live . . . Is it ever too late?

Charter to Hell—1 hour. In Thailand some of the young French citizens trapped in the circuits of drug, life sentenced to jail, have been able to talk to cameras of Harve Chaballier and Jean Pierre Moscerdo. Prix Italia 1981. Prix Hondas 1981. Int'l Emmy Award (documentary) 1981. This program is part of a weekly news show case, "The Wednesday Information," which investigates each week a national or international topic.

The Mafia—2 55-minutes. A two part overview of the history and the activities today of the "Honorable Society" rooted in Sicilia. This investigation could be carried out with the highest law enforcement agencies of Italy.

Islam in U.S.S.R.—1 hour. A special, never yet filmed documentary about the Islamic Republics of the U.S.S.R., whose population is severely increasing between Mecca and the Kremlin, a very Oriental fight in the light of beautiful Tashkent and Samarkand.

Animals in the World—100 26-minutes. A wild animal life series developing around the world.

Grande Cocotte—52 26-minutes. A weekly magazine made with the participation of the greatest French chefs: Paul Bocuse, Alain Guerard, Jean Troisgrois, Roger Varge, Alain Chapel.

TELEVISION PROGRAM DISTRIBUTION COMPANY

3D Video Corporation
4605 Lankershim Blvd.
North Hollywood, CA 91602
213-769-6752



Mr. Colapinto

Representatives: Don Colapinto, *d of tv prog sls*

Properties:

Goign Platinum—six one-hour concert specials individually featuring "The Beach Boys," "Journey," "Stephen

Stills," "Smokey Robinson," "Charlie Daniels."

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212-759-8787
Suite 2915

Representatives: Al Masini, *p*; Phil Flanagan, *gen mgr*; Mary Jane Hastings, *d/admin creat servs*; Steve Hirsch, *acct exec*; Rick Levy, *acct exec*; Mike Weiser, *acct exec*; Karen Volkman, *acct exec*; Howard Levy, *acct exec*

Properties:

Star Search—a search for tomorrow's superstars. A weekly hour that brings the best new talents in the world to Hollywood to compete in eight talent categories for over \$800,000 in cash prizes. Two-hour "Kick Off" special—available April, 1983. Series—52 weeks beginning September, 1983.

Face Of The 80's—1983—an international modeling competition featuring debutante models from 25 countries vying for a \$100,000 contract with Ford Models, Inc. Available June 4, 1983.

Daytime Emmy Awards—presentation of Television's most prestigious awards to the top stars in daytime program. Available June 9, 1983.

Entertainment Tonight—Delivered by satellite, fifty-two weeks of five daily half-hours, plus an hour-long weekend special featuring total coverage of the world of entertainment. Available September, 1983. Produced by Paramount Television Distribution.

Operation Prime Time—a group of about 100 TV stations, both affiliated and independent, who have joined for cooperative production of first-run programming.

Solid Gold—a one-hour weekly music/variety series counting down the top hits. Hosted by Marilyn McCoo & Rex Smith and featuring the biggest musical stars of today. Available for 52 weeks (45 first-run/7 repeat) beginning its fourth year in September, 1983 and produced by Paramount Television.

Blood Feud—four-hour teledrama based on Robert Kennedy's investigation of corruption in the labor industry as Chief Counsel for the

McClellan Committee. His focus narrowed down to the Teamster Union and, specifically, Jimmy Hoffa. The conflict between these two strong personalities is an absorbing and powerful story starring Robert Blake as Jimmy Hoffa. Available April, 1983.

Sadat—four-hour mini-series based on Anwar el-Sadat's autobiography "In Search of Identity." The personal and public story of a man whose life reflected the conflict of the Middle East. Produced by Columbia Pictures Television. Available November, 1983.

Helen and Teacher—two-hour tele-drama based on the post-Miracle Worker lives of Helen Keller and her "teacher" and constant companion Anne Sullivan. Written by Joseph P. Lash, author of Eleanor and Franklin. Produced by 20th Century Fox. Available May, 1984.

A Woman Of Substance—a six-hour mini-series based on Barbara Taylor Bradford's novel, 44 weeks on the New York Times Best Seller List. The story of an English servant girl in turn of the century England who through her own ingenuity, perseverance and hard work, becomes one of the richest and most powerful women in the world. Produced by Artemis Productions.

A Woman Called Golda—a four-hour mini-series. A compelling dramatization of the life of Golda Meir, one of history's most extraordinary people starring Ingrid Bergman. Available April 1982 and produced by Paramount Television.

Smiley's People—based on John le-Carre's best-selling thriller about the climatic confrontation between super-spy George Smiley and his Russian nemesis Karla. Featuring Sir Alec Guinness as Smiley. A six-hour mini-series available November, 1982, produced by Paramount Television.

Goliath Awaits—a four-hour mini-series. A giant passenger ship sunk by U-boats at the beginning of WWII, is discovered after 40 years, and, to the astonishment of the world, there are over 400 people living in an air-tight portion of the giant liner. Produced by Columbia Pictures Television.

The Girl, The Gold Watch & Dynamite—two-hours of programming capitalizing on OPT's rating success with "The Girl, The Gold Watch & Everything." Produced by Paramount Television.

The Way They Were—a two-hour extravaganza featuring a galaxy of

stars returning to their alma mater, Northwestern University, and re-creating the early performances that set them on the road to stardom. Featured will be Claude Akins, Ann-Margaret, Richard Benjamin, Charlton Heston, Carol Lawrence, Patricia Neal, Paula Prentiss, McLean Stevenson, and others. Produced by Paramount Television.

TELEVISION SYNDICATION CENTER (TVSC)
(Division of Group W Productions)
310 Parkway View Drive
Pittsburgh, PA 15205
412-928-4700

Representatives: George A. Sperry, Jr., *vp, gen mgr*; Eugene E. Bonmann, *gen sls mgr*; Jim Moldow, *eastern sls rep*, 212-983-6500; Jim Tuverson, Jr., *western region sls rep*, 213-760-8800; Marjorie Sherwood, *corp video specialist*, 412-928-4700

TELEVISION SYNDICATIONS INC.
230 West Alabama, #410
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Representatives: Tom Thuman, *p*; Bob Flagg, Declan Langan, Jim Miller, Brenda Epstein

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Best of Texas Wrestling—52-hours or 36 half-hours.

The New Accelerators—4 half-hours.

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One Hundred Feature Films

The Great American Garden Show—26 half-hours.

Clear Lake Christmas Boat Lane Parade—1 one-hour Christmas Special.

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TELEWIDE SYSTEMS, INC.
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Properties:

Cinmagreats—twenty outstanding feature films.

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The Turning Point—24 half-hours, highlights of the lives of famous historical figures.

Powerhouse—16 half-hours, action, adventure, family audience programs.

The History Makers Vol. II—26 one-half-hour from the Learning Corporation of America including new subjects on American history.

The History Makers Vol. I—13 one-half-hour from the Learning Corporation of America dealing with people who shape the course of world history.

International Award Theater—14 one-half-hour film programs including the latest productions from the Learning Corporation of America.

Witness To Yesterday—26 half-hour programs recreating the lives of fascinating historical figures.

Star Maidens—13 half-hours; or a two-part feature film. Science fiction series featuring international star.

Castaway—13 half hours adventure; family oriented; filmed in South Pacific.

Prestige I—13 off-network special hours including productions such as "Family of Stranger," "The Gold Bug," "A Movie Star's Daughter," "Seven Wishes of A Rich Kid".

Prestige II—five additional off-network specials, "Sunshine's On the Way," "My Daughter Was Never A Kid," "Starstruck," "The Color Of Friendship," "Electric Grandmother".

Prestige I—10 off-network special hours; titles include "Snowbound," "Big Henry And the Polka Dot Kid," "Make Believe Marriage," "The Tap Dance Kid".

Spider-Man Movie—seven live-action tv movies.

Teleworld 100—100 feature films including the Tele-20, Vol. II, with major stars; the Chiller Package with 27 classic horror-sci-fi titles, the Action Adventure Group with 50 titles.

THAMES TELEVISION INTERNATIONAL

149 Tottenham Court Road
London, England W1P 9LL
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Properties:

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THIRD COAST, INC.

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Representatives: Ben Mason, *p*; Anne Vexler, *mktg d*

Properties:

The American Horseman Show—26 half hour programs. Encompasses several categories: magazine, talk, sports, documentary in a magazine format.

One to One—with Carole King.

BOB THOMAS GROUP

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Mr. Thomas

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THORN EMI VIDEO PROGRAMMING ENTERPRISES, INC.

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New York, NY 10019
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New York, NY 10019
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Mr. Erickson



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Representatives: Rodney Erickson, *co-chmn*; Lynda Gallo, *vp*; J. D. Henderson, *sls rep*; Claudia Boynton, *sls reps*; Kevin Gillis, *prod*; Sheldon Wiseman, *exec prod*

Properties:

Christmas Raccoons—Holiday animation musical starring Rich Little and Rita Coolidge, and Rupert Holmes.

The Raccoons on Ice—new animation musical starring Rich Little, Rita Coolidge, and Leo Sayer premiering in 1982.

Yes You Can—weekly half-hour first-run celebrity sports show for children.

The Raccoons & The Lost Star—new one hour animation special starring Rich Little, John Schneider, and Dottie West premiering in 1983.

Wok With Yan—Chinese cooking series hosted by Stephen Yan.

TOO PLUS PRODUCTIONS

66 Isabella St.
Suite 1507

Toronto, Ontario M4Y 1N3
416-923-6886

Representatives: Brian Couch, Bob Peyton

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TOTAL VIDEO

136 East 57th St.
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Sports Specials—of various lengths including "Glory of Their Times"—one hour. Cappy Productions/Bud Greenspan.

On This Day in Sports—365 30-second vignettes. Cappy Productions.

The Hollywood Hall of Shame—four one-hour specials on Hollywood's least memorable performances.

TRACO, INC.

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Tulsa, OK 74101
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Representatives: Arnie Schanke, *gen mgr*

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Four to six one-hour specials for prime-time release internationally.

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Representatives: Sheldon Cooper, *p*; Joseph Antelo, *exec vp*; Anne Rodgers, *stat rels*

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EH-27

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Properties:

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Secrets of the Coast—seven half hours. An unusual look at beaches and coastlines where animals and plants struggle for survival against enormous odds in an often inhospitable environment.

The Cut-Price Comedy Show—10 half-hour episodes. Laugh—or groan making, fast-paced, punishing humor.

Music—11 half hours. Rock, classical, m.o.r., folk, futuristic and Jazz.

Documentaries:—a controversial top cop; the model for James Bond's "Q"; a first-ever look in a nuclear submarine complex; the horse saved from extinction; discipline under detention for young offenders; philosophy and help for the terminally ill; a doctor's research into deep-sea divers' problems; the unusual, strange and beautiful work of seaside artists; the heroic equine survivor of an IRA Bomb; the famous artist and saucy grandmother.

R.A.T.S.—dance performance of a wierd wild-west tale; and an artist with a "riddle" mural obsessed with death and loves. half-hours.

Fillers—14 five or ten minute shorts of Demons, giants, ghosts, mermaids, enchanted people and strange places.

**TURNER PROGRAM SALES,
INC.**

1050 Techwood Drive
Atlanta, GA 30318
404-898-8768

EH-6

575 Lexington Avenue
New York, NY 10022
212-938-1959
Telex: 710-581-2408



Mr. Gillespie

Representatives: Henry A. Gillespie, *ch of the bd*; Sidney Pike, *p*; Robert Schuessler, *vp, domestic TV sls*; Frank Beatty, *d of intl sls*; Thomas Todd, *d of spec projs & admin*; Charla Hewitt, *d of ops*; Ken Christiansen, *adv mgr*; Colin Chisholm, *act exec (northeastern)*; Arthur O'Connor, *reg sls mgr (southern)*; John Bryan, *act exec (southeastern)*; Tim Overmyer, *act exec (midwest)*; Carol Bomberger, *central act exec*; Paul Wischmeyer, *reg sls mgr (western)*

Properties:

Centennial—James Mitchner's best seller makes this an epic adventure for the whole family.

Portrait of America—twelve one hours, an in-depth sixty-part documentary series exploring each of the fifty states or U.S. territories. Filmed on location with each episode focusing on a single state, commonwealth or territory painting a close-up, modern picture of the land and its people framed in the flavor of local culture.

CNN for Broadcast Television—twenty-four hours per day news source with complete and comprehensive coverage of worldwide events. Available in one-half hour programs and for excerpting. Also available for worldwide distribution in a number of formats to suit the needs of international broadcasters.

Week In Review—one hour weekly video news magazine highlighting the past week's most talked about events in a fast paced, highly visual format that mixes both hard and light news.

Kidnapped—13 one-half hours. Robert Lewis Stevenson's famous epic comes alive with adventure, suspense and intrigue!

Smuggler—13 one-half hours, a swashbuckling tale of romance and intrigue set in 19th century Scotland.

Jacques Cousteau—four hours. The crew of "Calypso" in a series of all new adventures as they explore the fascinating world of North America's Great Lakes, the St. Lawrence Seaway and more!

Jacques Cousteau: Amazon Adventures—six one hour and one one-half hour. "Calypso" and crew of 60 scientists and divers headed for the Amazon just over one year ago. A total of 150 hours shot will be condensed into six hours featuring segments on: The people and varied lifestyles from the mountains to the deepest jungles; the rare animal and river life of the Amazon which are unknown to much of the world.

Jacques Cousteau: Odyssey Series—12 hours. Odyssey is an intriguing series appropriately entitled "The Cousteau Odyssey". An odyssey that takes viewers from lost civilizations to new-found Grecian relics. From threatening oceanic time bombs to warm-hearted, warm-blooded seals.

Starcade—13 one-half hours. Starcade is television's first game show that matches skillful contestants against the latest video arcade games in an action packed half hour of electronic game playing fun and excitement.

World Championship Wrestling—weekly one hour specials; 26 produced. Available for international sales. The action is intense as world class wrestlers fight their way through crowd pleasing battles.

Impact Series—3 one hour episode specials which address critical issues facing society today. "A Finite World," world over-population; "The Dust Bowl Blues," the earth's capacity to grow food; and, "Our Daily Bread," a study of Black youth unemployment.

TV CINEMA SALES CORP.

211 S. Beverly Dr. Suite 101
Beverly Hills, CA 90212
213-273-4018



Mr. Weisfeldt

Representatives: Jerry Weisfeldt, *p*; Edy Shackell, *exec asst*; Richard Osterlander, *Ozma Bdcst Sls-eastern rep*; Peter Rodgers, *western rep*, Peter Rodgers Organization; Art Green-

field, *Art Greenfield Co.-ancillary rights, USA and Foreign*; Julian Schlossberg, *Castle Hill Productions, pay-tv rep*

Properties:

Masterpiece Features—25 b&w classics.

Nostalgia Eleven—3 color and 8 b&w classics.

Lucky Ten First Run Features—10 color films.

EMI Features—77 films, including 21 Carry on's, color and b&w.

Classic Vintage Westerns—12 b&w features.

Melody Ranch—nostalgic musical panorama, 38 half-hour color video tape series. Distributed by Jeralt Television Distribution Company.

TVM ASSOCIATES, INC.

96 W. 3rd St.

DeerPark, NY 11729

516-921-0551

Representatives: Thomas V. Melodia,
p

Properties:

George, The Great St. Bernard—26 half-hours.

The Wonderful World of Jerry Vale—26 half-hours.

The Town That Arrested Santa Claus—animated Christmas special.

The Town That Arrested Santa Claus—live dramatization.

TV NATIONAL RELEASING CORPORATION

37 W. 57th St.

New York, NY 10019

212-371-7828

Representatives: Maurice H. Zouary,
p

TV SPORTS SCENE, INC.
(TVSS)

323 Normandale Office Park

8200 Normandale Boulevard

Minneapolis, MN 55437

612-925-9661



Mr. Herrick

Representatives: Donald L. Herrick, *p*; Robert C. Bruce, *vp*; Norman Greengard, *natl sls coord*; Jalene Nordstrom, *prom mgr*; Linda Scheible, *sec*; Billy Kidd, *assoc prod, Ski prog*; Willy Bogner, *prod, d, Ski prog*; Phil Hennesy, *reg sls*

Properties:

Always A New Beginning—90 minute special or 60-minute release; entertainment treatment of the children of the world.

American Ski Scene—13 half-hours; skier Billy Kidd provides on-location reports of America's top ski areas.

Benjamin—90 minute television special; portrays the sport of skiing.

Doug Stevens Special Delivery—2 one-hour, variety, musical entertainment specials.

Fishing the Last Frontier—half hour; report on fishing the tip of the Arctic Circle.

High Adventure—150 half hours; hosted by George Otis.

Marco Polo's Afghanistan—60 minute special; Lowell Thomas narrates an expedition following the route of Marco Polo.

Ski Instructor's Holiday—half hour comparing American and French ski teaching methods.

Ski-Vision—4 half-hour specials on snow skiing.

The Back-Packer—25 minute color film; on typical family as back-packing and camping out.

The Johnny Morris Ski Scene—13 half-hour interviews with top ski personalities.

The Roundhouse Show—34 half-hours with Roundhouse Rodney.

To Catch a Thrill—1 hour and 40 minutes or 60-minute special; shot with under-water cameras.

Trail to Alaska—1 hour 2 minutes; sequences on Many North American animal and bird species.

New Star Over Hollywood—60 minute entertainment/variety special; hosted by George Otis and Susan Stafford.

The Airborne—60-minute special featuring air racing of World War II fighter planes and bombers.

U.S. National Karate Championships—one hour tv special featuring America's top championships in open competition from every state in the U.S.

The Lone Star Sportsman—26 half hours. The best hunting in North & South America combined with the best fishing in North and South America.

Fishing includes fresh and salt water fishing.

The Wonderful World of Skiing—13 half hours of skiing splendor from America to all the major ski capitals of the world, hosted by John Jay.

Medical Aerobics for Athletic Training with John Rosenbaum, M.D.—one hour exercise and aerobics provided by the world famous heart pace-maker inventor, Dr. Jean Rosenbaum.

Sports Medicine—one half hour report on what is happening today in the exploding health and fitness craze that is sweeping the world. Hosted by Dr. Jean Rosenbaum.

Winter Holidays in The Americas—one hour special. A report on skiing in North and South America, featuring the top ski resorts, customs, and skiers. Hosted by John Jay.

The Loch Nest Monster—16 minutes. On location eye witness reports of the famous "Loch Nest Monster". Research directed from the 1500's to the present day. Program covers the spots of the sightings and a report where and who has seen this phenomenon.

Acid Rain The Choice is Ours—20 minutes. The lakes and streams throughout the world are becoming devoid of fish along with the wilderness areas because of Acid Rain. Canada, Sweden, Germany, the U.S. along with many other countries are faced with acid rain problems and must decide what can and must be done about it.

TVS TELEVISION NETWORK

280 Park Avenue

New York, NY 10017

212-949-3939

Suite 4-118



Mr. Eden

Representatives: Lee S. Eden, *p*; Bill Madden, *vp*; Ellen Bedell, *dir, sta rels*

Properties:

College Basketball—Saturday and Sunday afternoon coverage of major college conference basketball produced in conjunction with NBC.

Prime Time Basketball—Saturday & weeknight coverage of the country's hottest college basketball conference. 23 games, live, on barter basis.

**TWENTIETH CENTURY FOX
TELEVISION**

Box 900
Beverly Hills, CA 90213
213-277-2211
Suite 460 & 479

New York—Northeastern Division
40 West 57th Street
New York, NY 10019
212-977-5500

Chicago—Central Division
35 East Wacker Drive
Suite 1234
Chicago, IL 60601
312-372-1589

Dallas—Southwestern Division
11551 Forest Central Drive, Suite
300
Dallas, TX 75243
214-343-9252

Atlanta—Southeastern Division
2200 Century Parkway, Suite 560
Atlanta, GA 30345
404-634-0011

Los Angeles—Western Division
Box 900
Beverly Hills, CA 90213
213-203-1897

Australia Office
44 Market Street (25th Floor)
Sydney, N.S.W., Australia 2000
Tel: 29-2941

Fox Film do Brazil S.A.
Rua Dr. Costa Jr., 230
05002 Sao Paulo, S.P. Brazil
Tel: 62-1998, 62-2004, 262-2813

Canada-Toronto Office
45 Charles St. East (6th Fl)
Toronto, M4Y 1S2
Ontario, Canada
Tel: 416-921-4177

Canada-Montreal Office
1440 St. Catherine Street
West Suite 616
Montreal, Quebec, Canada
Tel: 514-866-8931

France Office
114, Rue La Boetie

75008 Paris, France
Tel: 225-46-17, 225-46-19

Mexico Office
Fox Interamericana, S.A.
Praga 56202
Mexico, 6, D.F. Mexico
Tel: 905-511-6933 or 514-1642

Representatives: Steve Roberts, *p telecomms*; Jerry Greenberg, *vp, adv, pr, prom*; Jeff Schadlow, *vp, mktg & res*; Stanley DeCovnick, *d, bus & sls admin, syn*; June Burakoff-Smith, *d, prom & advt (LA)*; Robert B. Morin, *exec vp, ww syn*; Joe Greene, *vp & gen sls mgr*; Michael DiGennaro, *vp, natl sls*; Harry Mulford, *vp, natl sls*; Charles Gersch, *d res (NYC)*; Tony Bauer, *sls mgr (GA)*; Lawrence Keller, *vp, sls (Toronto)*; Gerald Ross, *vp, sls (Montreal)*; William Saunders, *vp, Europe (Paris)*; Michael Doury, *sls rep (London)*; Peter Broome, *vp (Sydney)*; Dennis Juravic, *sls mgr (Chicago)*; Al Shore, *sls mgr (Dallas)*; Gustavo Montaudon, *sls mgr*; Elie Wahba, *vp (Sao Paulo)*

Properties:

The Best of the Midnight Special-Year 2—52 one-hour specials featuring the Midnight Special's best.

Paul Newman: The Man and His Movies—one-half special.

Dance Fever—year six.

Fox Movietone News—260 original newsreels.

TV: The Fabulous Fifties—90-minute special.

Incredible 20th Century—90-minute special.

M*A*S*H—252 half-hours.

The Roots of Rock 'n Roll—6 part miniseries.

Heroes of Rock 'n Roll—2-hour special.

Daniel Boone—120 hours.

That's Hollywood—74 half-hours.

The Jackie Gleason Show—100 half-hours.

Batman—120 half-hours.

Circus—52 half-hours.

The Ghost and Mrs. Muir—50 half-hours.

Nanny and the Professor—54 half-hours.

Room 222—113 half-hours.

Land of the Giants—51 hours.

Lost in Space—83 hours, 29 black and white.

Voyage to the Bottom of the Sea—110 hours, 32 black and white.

Super 66—66 movies greats from the Fox library.

Special 42—42 movie greats from the Fox library.

Time Tunnel—5 2-hour or 90-minute movies for television.

Planet of the Apes—5 2-hour movies for television

Charlie Chan—22 features.

Fox Network Showcase—"Title Shot," "Can Can," "Phantom of the Paradise," "The Day the Earth Stood Still," "The Hustler," "Journey to the Center of the Earth," "Quest for Fire," "Heidi," "Miracle on 34th Street."

Premiere I

Century 5, 6, 7, 8, 9 and 10

Fox One, Two and Three

Laurel & Hardy Comedy Classics

Shirley Temple Theatre

Cartoons—68 half-hours—all the greats.

Planet of the Apes Cartoons—13 half-hours.

Olympiad—22 hours.

**21ST CENTURY DISTRIBUTION
CORP.**

1650 Broadway
New York, NY 10019
212-541-4722
Suite 316

Representatives: Art Schweitzer, *exec vp*; Carol Blankenship, *d TV sls*; Hank Guzik, *Western sls*; Dick Ostrander, *Eastern sls*

Properties:

Tribute to Bruce Lee Packages I and II—U.S. theatrically successful martial arts pictures, starring Jackie Chan, Bruce Lee and other Kung Fu stars.

**UNIFILM INTERNATIONAL
COMPANY**

1741 North Ivar Suite 101
Hollywood, CA 90028
213-461-3268
Suite 2847

Representatives: Kenneth Haker, *sls rep*; Neva Friedenn, *sls rep*

Properties:

The Masters of Kung-Fu, Collection I—6 martial arts films starring John Liu, Bruce Liang, Carter Wong and Shek Kin.

Kung Fu Commandos

Incredible Master Beggars

Two Graves for Kung-Fu

The Japanese Connection

Sheldon Traitor
Renegade Monk

**UNIFRANCE FILM/FRENCH
FILM OFFICE WEST**

9200 West Sunset Boulevard
Suite 540
Los Angeles, CA 90069
213-274-5450
EH 15



Ms. Bonte

Representatives: Josette Bonte, *exec d*

Services:

Unifrance is a trade association representing the French motion picture and television industry. Our hospitality suite will be a place where buyers may view a wide-range of French programming including recent feature films of all types, classic films, shorts, travelogues, informational programming, etc. Our suite will serve, as well, as a headquarters for all French motion picture and television producers attending NATPE.

UNITED MEDIA PRODUCTIONS

United Media Enterprises
200 Park Avenue
6th Floor East
New York, NY 10166
212-557-2316

Representatives: Robert Roy Metz, *p*; Jay Poynor, *vp/exec prod*

**UNITED STATES SATELLITE
BROADCASTING COMPANY,
INC.**

3415 University Avenue
St. Paul, MN 55114
612-642-4467
Suite 2914

Representatives: Stanley S. Hubbard, *p/ceo*; Robert C. Fransen, *vp*; Robert F. Fountain, *vp/coo*; Dennis Brownlee, *vp*; Clare Simpson, *vp*

**UPA PRODUCTIONS OF
AMERICA**

4440 Lakeside Drive
Burbank, CA 91567
213-849-6666

Representatives: Henry G. Saperstein, *p*; Hal Brown, *exec vp*

Properties:

"Terror of Mechagodzilla," "Godzilla vs the Thing," "Godzilla vs Monster Zero," "Godzilla's Revenge," "Godzilla King of the Monsters," "War of the Gargantuas," "Rodan," "Island of the Burning Doomed," "Battle of the Worlds," "Atom Age Vampire," "High Seas Hijack," "Espy," "Evil of Dracula," "Lake of Dracula," "Last Days of Planet Earth."

Mr. Magoo's Christmas Carol—one-hour special, color.

Uncle Sam Magoo—one-hour special, color.

Mr. Magoo's Snow White—one-hour special, color.

Mr. Magoo Color Cartoons—130 5-minute segments, color.

What's New, Mister Magoo—16 half-hours or 32 15-minute segments, color.

Famous Adventures of Mr. Magoo—26 half hours, color (Also available as 6 full length feature films).

Roy Rogers Show—100 half hours, B&W.

All Star Golf—142 hours, B&W.

Mary White—100 minute film starring Ed Flanders, Fionnula Flanagan, Kathleen Beller, Tim Matheson, Donald Moffat, Diana Douglas.

Sounder—105 minute film starring Cicely Tyson, Paul Winfield, Kevin Hooks, Carment Mathews, Taj Mahal, James Best, Janet MacLachlan.

Misty—92-minute film starring David Ladd, Arthur O'Connell, Pam Smith, Anne Seymour.

A Dog of Flanders—96-minute film starring David Lasdd, Donald Crisp, Theodore Bikel.

A Hero Ain't Nothin' But a Sandwich—105 minute film starring Paul Winfield, Cicely Tyson.

USA CABLE NETWORK

208 Harristown Road
Glen Rock, NJ 07452
201-445-8550

Representatives: Kay Koplovitz, *p*; David Kenin, *vp, prog*; Monia Joblin, *d prog*

**UNITED STATES CHAMBER OF
COMMERCE**

1615 H Street, N.W.
Washington, DC 20062
202-463-5834
Suite 317

Representatives: Richard L. Leshner, *p*; Dr. Carl Grant, *grp vp, communi-cations*; Robert L. Adams, *d, bdcst div*; Cheri Rusbult, *mktg mgr*; Frank Allen Philpot, *synd mgr*; Andrea Kosek, *prom mgr*; Meryl Comer, *moderator*

Properties:

It's Your Business—half hour weekly public affairs debate on timely issues. Produced in Washington, D.C. by the U.S. Chamber of Commerce. Video-tape/color.

**VARITEL COMMUNICATIONS
INC.**

350 Townsend Street
San Francisco, CA 94107
415-495-0910



Mr. Osterhaus

Representatives: William E. Osterhaus, *p, VCI*; Arthur Porter, *exec vp, VCI*; Lawrence Wilkinson, *vp*; Jan Cheney, *p, VariCom, Inc.* Mike Cunningham, *gen mgr, Varitel Video*

Services:

Varitel Communications, Inc. is a television management firm specializing in start-ups, takeovers, and expansions of television companies and television-related ventures. Varitel Video provides advanced video editing and shooting facilities for syndicated programming, special video applications, cable production, and corporate communications. VariCom, Inc. markets micro-computer systems for departmental use in broadcast stations and production companies and TvNS—Television News Support—a newsroom computer system for medium and large-sized news operations.

VIACOM

1211 Avenue of the Americas
New York, NY 10036
212-575-5175
EH-1



Mr. Glaser



Mr. Zaleski

Representatives: Ralph M. Baruch, *ch of bd, ceo*; Terrence A. Elkes, *p*; Ken Gorman, *p*, *Viacom Entertainment Group*; Ronald Lightstone, *vp, corp affs*; Robert L. Glaser, *p*, *Viacom Enterprises*; Joseph Zaleski, *sr vp & domestic syndication*; Bud Getzler, *sr vp, Entertainment*; Fred Schneier, *sr vp, acquisitions*; Dennis K. Gillespie, *sr vp, natl*; Michael J. Lambert, *sr vp, Pay-TV*; Michael Gerber, *vp, bus affs*; Raul Lefcovich, *vp, intl*; Jack Kelley, *vp, off-network*; Jerry Kaufer, *vp, creat servs*; James Marrinan, *vp, intl mktg*; Andrea J. Cetera, *vp, mkt devel*; Eric Veale, *vp, opers*; John Brady, *vp, fin*; Paul Kalvin, *vp, sls features*; Joseph Middleburg, *East*; James Ricks, Jr., *So. East*; Ed Wilson, *Midwest*; David Campbell, *W. Central*; James McCormick, *vp, So. West*; Brooks Carroll, *West*; Alastair Banks, *Canada*; Beni Nosti, *Latin America*; Wasuhiro Kuno, *Japan*

Properties:

Family Feud—half-hour strip.
All In the Family—207 half-hours.
Hawaii Five-O—200 hours.
The Life and Times of Grizzly Adams—35 hours, two 90-minute specials.
The Bob Newhart Show—142 half-hours.
The Rookies—90 hours.
The Mary Tyler Moore Show—168 half-hours.
Gunsmoke—226 hours.
Family Affair—138 half-hours.
My Three Sons—160 half-hours.
The Best of the Beverly Hillbillies—168 half-hours.
Gomer Pyle—150 half-hours.
Hogan's Heroes—167 half-hours.
The Andy Griffith Show—249 half-hours.
Wild Wild West—104 hours.
Perry Mason—245 hours.
The Twilight Zone—134 half-hours.
The Dick Van Dyke Show—158 half-hours.
I Love Lucy—179 half-hours.
The Honeymooners—39 half-hours.
Petticoat Junction—148 half-hours.
Clint Eastwood in Rawhide—half-hour.

Terrytoons

Viacom Feature I
Viacom Features II
Viacom Features III
Viacom Features IV
Viacom Features V

Viacom Features VI
Viacom Features VII
Viacom Features VIII
Viacom Features IX
Viacom Movie Greats
The Legend Group
GASP
The Exploitables

VICTORY TELEVISION INC.

275 Madison Avenue
 New York, NY 10016
 212-687-1516
 Suite 2964



Mr. Victory

Representatives: James T. Victory, *p*; Chuck Wolfertz, *eastern div*; Ben Okulski, *western div*; John Rohrs, *midwest div*; John Rohrs, Jr., *midwest div*; Mrs. Ray Feinstein, *off mgr*

Properties:

Lou Grant—114 hours, Fall 1984.
WKRP in Cincinnati—90 half-hours, Fall 1984.
White Shadow—54 hours.
Rhoda—110 half-hours.
Streets of San Francisco—119 hours.
Match Game—half-hour strip.

VIDEOLAB

8200 East Jefferson
 Detroit, MI 48214
 313-822-3086
 Suite 560-563



Mr. Black

Representatives: Moray N. Black, *p*; Robert Marklewitz, Therese M. Black, *ups*; John Selden, *exec prod*

Properties:

The Ghoul—weekly comedy with a strong fan appeal, wild, abrasive and zanny. Hosted by The Ghoul, all first run.
Hamtramck Nightlife—half hour, fast pace, comedy talk show featuring the

famous and the totally unknown in unusual interview situations. John Amore and Art Lyzak co-host this Detroit cable smash.

Hamtramck Tonight—weekly version of the nightly show featuring expanded coverage of the best of the nightly version.

Muscle Tone—half hour of fast pace, comedy, excitement and fantastic contests.

VIDEO SATELLITE SYSTEMS, INC.

(Dominion Satellite Network, Inc.)
 3400 9th Street, N
 Suite 101
 Naples, FL 33940
 813-262-1433

Representatives: Robert W. Johnson, *chmn, CEO*

Properties:

Direct broadcast satellite licensee interested in joint program ventures; syndication; and DBS transmission of programs.

THE VIDEO TAPE COMPANY

10545 Burbank Boulevard
 North Hollywood, CA 91601
 213-985-1666
 Suite 3-101



Mr. Austin



Mr. Millais

Representatives: Keith Austin, *p*; Frances Van Paemel, *vp*; Dick Millais, *d, mktg*

Services:

VTC provides a full range of services for distributors and syndicators: videotape stock and duplication in all formats (2", 1", 3/4", 1/2"); flying spot scanner film-to-tape transfer; rental tape, trafficking and satellite distribution. VTC duplicates programs, features, specials, and spots 24 hours a day.

VIDEO VOICE, INC.

226 East 54th Street
 New York, NY 10022
 212-935-4613

Representatives: Ernest J. Schimizzi

Properties:

Odyssey of the Pacific—feature film starring Mickey Rooney.

Science Screen Reports—50 half-hours, series.

Circle/Square—100 half-hours, children's program.

Claymation-Trilogy—narrated by Cliff Robertson.

VIPRO PROGRAM SERVICES

645 N. Michigan Avenue
Chicago, IL 60611
312-664-7111
Suite 469

Representatives: Thomas M. Edinger, *d prog & synd*; Steve Palmer, *sls mgr*; Maria Cerone, *d of sls admin-prog*

Properties:

Paul Harvey Comments—Vipro offers five new commentaries weekly in 90-second and 3-minute versions. Add individuality and distinctiveness to your local news with Paul Harvey, America's popular one-man news network.

The American Way—39 ninety-second television features designed to help your viewers cope with today's inflationary problems. On location production, real life situations and money expert Jim Mallamo combine forces to provide sound advice on better money management in understandable terms for everyone. Contains comprehensive coverage of such topics as banking, bonds, real estate, credit, insurance, the stock market, and investing.

Financial Planning for Women—Vitaly informative features designed to help all women take charge of their financial lives. Featuring Ann Benson, investor information specialist for Merrill Lynch. This daily 45-second feature turns investment and financial jargon into understandable and profitable knowledge for today's women. Produced for both radio and television.

The Gigglesnort Hotel—78 half-hours of entertaining and instructional/educational children's strip or weekend programming featuring "B.J. and the Dirty Dragon"! One of today's highest rated children's series. Color, tape.

Kup's Show—All first-run, one hour per week informative and entertaining discussions of contemporary topics with prominent personalities. Now in its 25th year. Color, tape.

Focus on the Family—24 half-hour audience participation series devoted to solving the problems facing the American family. Featuring Dr. James Dopson and endorsed by the PTA TV Action Panel. Color, tape.

Bob Polunski Celebrity Interviews—130 5 minute interviews with Hollywood's top stars. Color, tape.

Free Agent Man—a 3 minute satirical look at the economic picture of today's baseball scene done to an old Johnny Rivers hit song "Secret Agent Man". Color, tape.

A Gift For Granny—a half-hour Christmas special that combines a large cast of puppet characters, detailed sets, and music that sparkles. Story takes place in a turn-of-the-century New England town on Christmas Eve. Color, tape.

Hot Shots—a collection of funny, fast-paced entertaining programs that present a different side to the great game of golf. Color, tape.

VISCOM INTERNATIONAL

630 Fifth Avenue
New York, NY 10111
212-307-7315

Representatives: Edward Helfer, *vp mktg*; Paul Binsted, *mktg mgr B.E.I.*

Properties:

Today's History—12 parts, 26 minutes critically examines worldwide social, political and economic problems not in isolation but in the context of what has previously happened.

The Profession of Arms—six 25 minute parts by General Sir John Hackett on what it means to be a professional soldier today.

The Disinherited—one half hour on the story of the Palestinians in Lebanon.

Portrait of Anthony Burgess—one 30 minute part.

The Belongers—two 30 minute parts which can be shown together or stand as individual programs, which provide insight into the life-style of the refugees who have crossed the Chinese Border into Hong Kong.

VISIONE PRODUCTIONS, INC.

Suite 2929
See European Television

VITT MEDIA INTERNATIONAL, INC.

1114 Avenue of the Americas
New York, NY 10036
212-921-0500
Telex: 710-581-4294
Suite 335

Representatives: Richard Olsen, *v chrmn*; William Morton, *vp*

Properties:

Fashion of the Times—60 minute foray into the people, places and events that affect our life and style.

Wall Street Journal Report—30 minute weekly business news program.

Reed Library—400 twelve and one-half minute episodes—medical, leisure, travel.

Beirut Special—60 minute documentary.

Run Tiger Run—90 minute film feature.

Hail to the Chief—90 minute film feature: political satire, The Watergate Story, prior to Watergate.

Big Blue Marble—151 thirty minute episodes for children in English. 104 thirty minute episodes for children in Spanish.

52 thirty minute episodes for children in French.

Big Blue Marble Company Specials—one hour children's programs including "My 17th Summer," "Do Me a Favor Don't Vote for Mom" and an animated "Treasure Island."

The Witches Sister—30 minute children's program.

Choppy and the Princess—one 72 minute children's program animation feature. 52 half-hour episodes for children.

New Zoo Revue—195 thirty minute episodes, children's book musical, live action.

VU-TV, INC.

Raritan Plaza III
Raritan Center
Edison, NJ 08837
201-225-0010

Representatives: Martin Horak, *p & ceo*; Gerald Kalb, *vp of sls & mktg*; Sheila Barrett, *vp of prog*

Properties:

Distribution of television programming to domestic and international television markets. Emphasis in pay and cable television distribution. Also,

programming services for domestic and international pay and cable systems.

Little Boy Lost—97 minute feature film. Australian family film.

Manganinnie—90 minute feature film. Cultural gem produced by Tasmanian Film Corporation.

Joni Mitchell—Shadows & Light—Music/Entertainment Special. Joni Mitchell with Pat Matheny, Lyle Mays and Jaco Pastorius taped live at the Santa Barbara County Bowl, plus video exposes.

Astonishing Odyssey—Music/entertainment special. One of a kind "space" concert conducted by Michel Le Grand featuring music of Star Wars, Close Encounters, and 2001 combined with the most phenomenal visual effects ever.

Great Artists in Concert: Menuhin/Grappelli—music/entertainment special. Two of the world's greatest violinists combine their talents to create this spectacular performance. 60 minutes.

Peter Ustinov—music/entertainment special. This world-famous artist shows his multi-faceted abilities in comedy, drama, and music.

Miss World Burlesque—two one-hour shows featuring eleven of the world's most seductive dancers competing for the title of Miss World Burlesque.

WARNER BROS. TELEVISION DISTRIBUTION

4000 Warner Boulevard
Burbank, CA 91522
213-954-6000
Suite 2980



Mr. McGregor



Mr. Hart

Representatives: Charles D. McGregor, *p*; William Hart, *vp dom sls mgr*; Peter Affe, *vp eastern sls d*; Ed Donaldson, *vp, western sls d*; Bill Seiler, *vp, southwestern sls d*; John Louis, *vp, midwestern sls d*; Phillip Barkin, *sls rep*; E. James Schloss, *vp, bus affairs and admin*; Gordon Hellmann, *vp, adv prom & pub*; Paul Simon, *vp, research*; Tony Habeeb, *adv prom & pub*; John Chickering, *d, fin admin*; Dee Eulberg, *d, prod coord*; Dan McRae, *domestic contracts*

Properties:

Bugs Bunny & Friends—100 cartoons, color.

Porky Pig & Friends—156 cartoons, color.

Alice—164 half-hours all color.

Welcome Back, Kotter—95 half-hours, all color.

Chico and the Man—88 half-hours, all color.

F Troop—65 half-hours, 31 in color.

Superman—104 half-hours, 52 in color.

Batman/Superman/Aquaman—69 animated half-hours, all color.

The Dukes of Hazzard—available 1984.

Harry O—44 hours, all color.

Wonder Woman—61 hours, all color.

King Fu—62 hours, all color.

The Waltons—221 hours, all color.

The FBI—234 hours, all color.

Tarzan—57 hours, all color.

Maverick—124 hours.

Roots: The Next Generations—14 hour multi-part production, all in color.

Roots—12 hour multi-part production, all in color.

Pearl—6 hour multi-part production, all in color.

Scruples—6-hour multi-part production all color.

The Phenomenon of Roots—1 hour special, color.

David L. Wolper Specials of the Seventies—30 one-hour specials, color.

Volume 23—20 features, all color.

Volume 22—38 features, all in color.

Volume 21—26 features, all in color.

The FBI Story—4 features, all in color.

Volume 20—30 features, all in color.

Volume 19—30 features, 29 in color.

Volume 18—28 features, 25 in color.

Volume 17—23 features, 21 in color.

Volume 16—19 features, 17 in color.

Volume 15—7 features, 6 in color.

Volume 14—4 features, all in color.

Volume 13—25 features, 17 in color.

Volume 2-a—22 features, 13 in color.

Volume 1-A—22 features, 15 in color.

13 Classic Thrillers—13 features, all in color.

Tarzan Features—32 features, 9 in color.

The Bowery Boys—48 features.

Starlite 6—28 features, 14 in color.

Starlite 5—29 features, 18 in color.

Starlite 4—30 features, 16 in color.

Starlite 3—30 features, 19 in color.

WEISS GLOBAL ENTERPRISES

2055 Saviers Road

Suite 12

Oxnard, CA 93033

805-486-4495

Cable: WEISSPICT

EH-37



Mr. A. Weiss



Mr. S. Weiss

Representatives: Adrian Weiss, *p*; Steven A. Weiss, *sec/treas*; Ethel L. Weiss, *vp*; Laurie Weiss, *vp*; Patricia C. Sandoval, *oper mgr*; Century Broadcasting Corp. (Midwest), 312-922-1000; Hank Guzik, (West), 619-693-1683; Tom J. Corradine, (Non-theatrical), 213-851-5811; Hank Profenius, (Southeast/Southwest), 919-292-1434; Harvey R. Reinstein, (Northeast), 516-499-8382; Alton Whitehouse, (Southeast/Southwest), 904-733-9565 or 733-9566; George Harper & Associates, (Canada), 416-968-1433; Anthony Morris, (Europe), (London) 01-836-0576/9; Michele Haye, (French Speaking Countries), (Paris) 01-603-0289; Jorge Rossi, (Spanish Speaking Countries), (Los Angeles) 213-841-0362; Panos Spyropoulos, (Greece, Cyprus, Turkey), (Athens) 724-243; Roger Hooker, (Middle East), (Beirut) 961-349-917; Eric Conrad, (Far East), (Bangkok) 233-1410 or 233-6142

Properties:

Galaxy "14"—14 features, including "Ginger in the Morning," "Molly and Lawless John," featuring Monte Markham, Elliott Gould, Vera Miles, Barbara Eden, Ginger Rogers, Ray Milland, Cameron Mitchell, Sam Elliott, Sissy Spacek, Tony Roberts, Catherine Deneuve and Yves Montand.

Golden ShowmanShip "9"—9 features, including "Cattle Queen of Montana," "Slightly Scarlet," featuring Glenn Ford, Barbara Stanwyck, Cornel Wilde, Yvonne De Carlo, John Payne, Elizabeth Scott, Gene Evans, Ann Sheridan, Zachary Scott, Arlene Dahl, Rhonda Fleming and Ronald Reagan.

Parade "4"—4 features of the 60's, featuring Marshall Thompson and Hedy Lemarr.

Impact "120"—120 features produced by Robert L. Lippert, including "Baron of Arizona," "I Shot Jesse James," "King Dinosaur," "Rocketship X-M," "Sins of Jezebel," "Steel Helmet," featuring Lloyd Bridges, Lee J. Cobb, Cesar Romero, Paulette Goddard, George Raft, John Ireland, Richard Conte, Richard Arlen, Vincent Price, Dane Clark, Bela Lugosi, Raymond Burr and Robert Alda.

Westerns—60 action features starring Johnny Mack Brown, Harry Carey, Fred Kohler, Jr., Rex Lease, Buddy Roosevelt and Bob Steele.

Vintage Flicks—24 features from the '30's and '40's, featuring Leo Carillo, Noah Beery, Wallace Ford, Leon Ames, Jack Mulhall, H. B. Warner, William Farnum, Regis Toomey, Mischa Auer and Ruth Mix.

For Adults Only—12 select feature films for adult audiences only.

The Brave Rifles—51 minutes narrated by Arthur Kennedy.

Our Time in Hell—51 minutes narrated by Lee Marvin.

Those Crazy Americans—54 minutes narrated by George Gobel.

Custer's Last Stand—15 episodes featuring Rex Lease, Jack Mulhall, Ruth Mix and William Farnum.

The Black Coin—15 episodes featuring Ralph Graves and Ruth Mix.

The Clutching Hand—15 episodes featuring Jack Mulhall, Marion Shilling, William Farnum and Ruth Mix.

Make Room For Daddy—161 half-hour programs starring Danny Thomas, Marjorie Lord, Rusty Hamer and Angela Cartwright with many guest superstars including Jack Benny, Lucille Ball and Bob Hope.

My Little Margie—126 half-hour comedy shows starring Gale Storm and Charles Farrell.

Waterfront—78 half-hour adventure classics starring Preston Foster with many guest stars.

The Adventure of Jim Bowie—78 half-hour suspense filled stories of the wilderness starring Scott Forbes.

Craig Kennedy, Criminologist—26 half-hour mysteries featuring Donald Woods.

Thrill of Your Life—13 half-hours focusing on the vocations of people from all walks of life.

Canine Comments—13 quarter-hour short subjects on man's best friend.

The Chuckle Heads—150 five-minute slapstick comedy shorts featuring Ben Turpin, Snub Pollard, Hairbreadth Harry, Poodles Hanneford, Jimmy Aubrey and many others.

Alice—a Walt Disney cartoon—10 10-minute cartoons.

Krazy Kid Kartunes—4 six-minute cartoons.

Nursery Rhymes—6 one and one-half minute cartoons of popular nursery rhymes.

I Married Joan—98 half-hour programs of laugh-filled situation comedy starring Joan Davis and Jim Backus.

Rocky Jones, Space Ranger—39 half-hour programs starring Richard Crane and Sally Mansfield. An adventure series with all the wonder and excitement of the space age.

The Stan Kan Show—52 half-hour episodes starring Stan Kann, America's contemporary super Klutz who introduces a pot pourri of hilarious comedy in a warm, friendly atmosphere for the entire family's enjoyment.

WESCOM PRODUCTIONS

9000 Sunset Blvd.

Suite 415

Los Angeles, CA 90069

213-278-0112



Mr. Levin

Representatives: Steve Levin, *vp*

Properties:

Feature Films for Pay-TV:

The Howling

An Eye for an Eye

Big Mo

Funeral Home

Pranks

The Next One

Angels Forever

Time Walker

Pink Motel

WESTCHESTER FILMS INC.

342 Madison Avenue

New York, NY 10173

212-867-1700

EH 8

Representatives: Claude S. Hill, *p*; Anne B. Cody, *vp*; Joanne Melton, *sls*; Richard Blayney, *europaean rep*

Properties:

Star Blazers—(In Japan, "Space Cruiser Yamato"). 52 half-hours—Two 26 episode stories in color, Animated. 50 new episodes to come.

WEST ENTERTAINMENT, INC.

1437 North Kings Road

Los Angeles, CA 90069

213-654-1096

Representatives: Aki Asukai

Properties:

California Aerobics—physical fitness exercises for health and beauty.

90 five minute segments.

Seven 30 minute program.

One 60 minute program.

WESTERN HORIZON TELEVISION

3255 Cahuenga Blvd.

Hollywood, CA 90068

213-876-9080

Suite 446

Representatives: Jeff Alan, *p*; Tom Kratovil, *gen mgr*

Properties:

Horizon I—10 major motion pictures for TV.

Topper—78 black & white for cash.

Take Kerr—260 4-minute cooking inserts with Graham Kerr.

SuperFacts—260 trivia inserts with Casey Kasem.

WESTERN-WORLD TELEVISION

10490 Santa Monica Blvd.

Los Angeles, CA 90025

Suite 2928

Representatives: Robert Springer, *p*; Midge Barnett, *d of U.S. prog sls*; Julio Gonzalez Reyes, *chmn*; Belinda E. Menendez, *mgr, Latin America sls & opers*

Properties:

Rush—13 one-hour adventure/action series.

Levkas Man—6 one-hour adventure series filmed in Greece & Germany.

Boney—26 one-hour mystery/adventure series filmed in Australia.

The Outsiders—26 one-hour dramatic/adventure series.

Westgate—26 one-hour drama series (behind the scenes of the advertising and PR business world).

Fever Ward—feature.

The Big Killing—feature.

The Sound of Murder—feature.

Going Back—feature.

Adventures & Explorations—10 half-hour documentaries (including "Everest Unmasked," "Matterhorn").

Living Tomorrow—58 half-hours magazine program.

Young Champions—one-hour sports documentary.

Children of Stones—7 half-hours sci-fi adventure series.

Into the Labyrinth—7 half-hours sci-fi adventure series.

Trans Star Command—26 half-hours childrens' sci-fi adventure.

A Child is Born—one-hour Christmas special.

Misa Flamenca—one-hour Christmas special.

Europa '80—50 minute championship soccer match.

Images—15-minute programs, magazine format.

Insight—15-minute documentaries, magazine format.

ROBERT WOLD COMPANY INC.

10880 Wilshire Blvd.
Suite 2204
Los Angeles, CA 90024
213-474-3500
Suite 4-109

Wold Communications
8150 Leesburg Pike
Vienna, VA 22180
703-442-8550

Wold Communications Eastern
Sales Office
Empire State Building
350 Fifth Ave.
Suite 8208
New York, NY 10118
212-947-4475



Mr. Wold



Mr. Worth

Representatives: N. Paul Johnson, *mgr, western sls, Wold Communications*; Robert N. Wold, *chmn*; Wayne Baruch, *p, Wold Entertainment*; Gary Worth, *p, Wold Communications*; Ellen Kimmelman, *sta rel, Wold Entertainment*; Robert E. Wold, *trans sls vp, Wold Communications*; Mark Wallhauser, *eastcoast sls (D.C.), Wold Communications*; Sue Wolfe, *mgr, prog devel, Wold Entertainment*; N. Paul Johnson, *mgr, western sls, Wold Communications*; Clayton Packard, *mgr, western sls, Wold Communications*

Wold Communications

Full service telecommunications including transmission of radio and television programming by domestic satellite. Wold Satellite Network is a full network-quality distribution system for cost-efficient, timely delivery of syndicated programming.

Wold Entertainment

Creation of "ad hoc networks" for special and series programming.

Production of entertainment, sports and public affairs programming for broadcast, pay-tv, basic cable and closed-circuit distribution.

Videoconferencing: production and implementation worldwide, in association with Hilton Hotels Corporation.

WORLD EVENTS PRODUCTIONS LTD.

4935 Lindell Blvd.
St. Louis, MO 63108
314-454-6475
Suite 2857

Representatives: Ted Kopljar, Jack Galmiche, Peter Keefe, Karen Katz, Ernie Martin

Properties:

Budweiser World Championship Kickboxing Series

Wild Times USA

First Screening

Future World

World Events Anthropology Series

WORLD NEWS INSTITUTE, INC.

729 8th Street, SE
Suite 300
Washington, DC 20003
202-547-4187

Representatives: Richard J. Bishirjian, *p*; Daniel G. Johnson, *prod*

Properties:

World Journal—half hour weekly television magazine program focusing on world affairs beamed by satellite from London and Washington.

The Roots of America: A Tale of Five Cities—two 90-minute programs celebrating the Constitutional Convention.

WORLDVISION ENTERPRISES, INC.

660 Madison Avenue
New York, NY 10021
212-832-3838
Suite 29-102



Mr. O'Sullivan

Representatives: Kevin P. O'Sullivan, *chmn & chf exec off*; Neil Delman, *p & chf oper off*; Lawrence Gottlieb, *exec vp, fin*; Bert Cohen, *sr vp, intl sls*; John D. Ryan, *sr vp, dom sls*; Jerry Rettig, *sr vp, creat svcs*; Ed O'Brien, *vp gen mgr, Worldwide Home Video, Inc.* Bill Baffi, *vp, eastern div mgr*; Burton Rosenburgh, *vp, Evergreen Programs, Inc., Subsidiary of Worldvision Enterprises, Inc.* Patrick (P.J.) Leone, *d, sls & mktg, Worldvision Home Video, Inc., Subsidiary of Worldvision Enterprises, Inc.* Gary Butterfield, *acct exec eastern div*; Steve Blank, *vp fin admin*; Danielle Sotet, *vp contract admin*; Ben De Augusta, *vp ops*; Eugene Moss, *vp, adv, prom, & pub rels*; Lucille Shevett, *d of adv & prom; Worldvision Enterprises, Inc., 625 North Michigan Ave., Chicago, IL 60611; 312-642-2650* John Barrett, *vp, central div mgr*; Paul Danylik, *acct exec central div; Worldvision Enterprises, Inc., 14 Perimeter Center East, Atlanta, GA 30346; 404-394-7444* Jim Thomson, *vp, southern div mgr*; Reggie Jester, *acct exec southern div; Worldvision Enterprises, Inc., 9465 Wilshire Blvd., Beverly Hills, CA 90212; 213-273-7667* Howard Lloyd, *sr vp, western div*; Randy Hanson, *vp, western div mgr*; Jesse S. Weatherby, *acct exec western div*; Marty Weisman, *acct exec western div, Evergreen Programs, Inc.*

Properties:

Barnaby Jones—177 hours, starring Buddy Ebsen.
Little House on the Prairie—210 hours, starring Michael Landon.
The Love Boat—150 hours, starring Gavin MacLeod.
The Invaders—43 hours, science-fiction.
The Fugitive—120 hours, starring David Janssen.
Dark Shadows—half hours, strip, drama.
The Man from Atlantis—20 1/2 hours, starring Patrick Duffy.
The Doris Day Show—125 half hours.
The Mod Squad—124 hours, police drama.
Ben Casey—153 hours, classic medical series.
Combat—152 hours, wartime drama.
The Irish Rovers—39 half hours, variety musical.
One Step Beyond—94 half hours, John Newland as host.
The Next Step Beyond—24 half hours, John Newland as host.
Wonders of the Wild—26 half hours, wildlife.
N.Y.P.D.—49 half hours, police drama.
F.D.R.—27 half hours, historical.
One Man Show—26 half hours, comedy.
People's Choice—104 half hours, situation comedy.
Wendy and Me—34 half hours, situation comedy.
The Don Lane Show—one hour, strip, variety-comedy.
Take My Word For It!—half hour first-run strip, starring Jim Lange.
The Newlywed Game—half hour strip, starring Bob Eubanks.
Holocaust—10 hours, drama.
Against the Wind—13 hours, drama.
Prime VII—25 color features.
Prime VI—19 color features.
Prime V—26 color features.
Prime IV—26 color features.
Prime III—16 color features.
Prime II—16 color features.
Prime I—10 color features.
Banana Splits & Friends—125 animated half hours featuring Atom Ant, Secret Squirrel and others.
World of Super Adventure—129 half hours featuring Space Ghost-Dino Boy, Shazzan and others.
Fun World of H-B—84 animated half

hours featuring Dastardly & Muttley, Funky Phantom and others.
Saturday A.M. at the Movies—6 children's specials.
George of the Jungle—17 half hours, animated.
Casper the Friendly Ghost & His Friends—244 cartoons.
The Jackson Five—23 half hours, animated.
The Jerry Lewis Show—17 half hours, animated.
Josie & the Pussycats—16 half hours, animated.
Josie & the Pussycats in Outer Space—16 half hours, animated.
King Kong—26 half hours, animated.
Lancelot Link, Secret Chimp—17 half hours.
Milton the Monster—26 half hours, animated.

**WRIGHTWOOD
ENTERTAINMENT, INC.-CON
HARTSOCK**

1100 Glendon Avenue
Suite 941
Los Angeles, CA 90024
213-208-6091
EH 30

Representatives: W. P. Donnelly, *p*, Wrightwood Entertainment Ltd. Michael Childers, *vp mktg*; John Pardos, *sls*; Con Hartsock, *tv prog synd*

Properties:

Lemon Popsicle Movies—10 titles in color including "The Happy Hooker" with Lynn Redgrave, "Gas Pump Girls," and "Fanny Hill."
Spooky Movies—16 titles in color featuring "Attack of the Killer Tomatoes."
Venture 20—20 titles in color including "The Pilot" with Cliff Robertson, and featuring 12 first-run Kung Fu movies with major studio production values.
Lash LaRue Movies—14 western movies featuring Lash "King of the Bullwhip" LaRue.
26 Men—78 half-hour episodes in b&w from 1957-59. Starring Tris Coffin and Kelo Henderson in true stories of the Arizona Rangers at the turn of the century.
Cowboy G-Men—26 half-hour episodes in color from 1954-55. Starring Russell Hayden and Jackie Coogan as U.S. Government agents in the Old West during the 1880's.

Adventures of Judge Roy Bean—39 half-hour episodes in color from 1955-56. Starring Edgar Buchanan and Jack Beutel. The exploits of a judge who lived in the gun-toting days of the West.

WW ENTERTAINMENT

(World Northal Corp.)
205 E. 42nd St.
New York, NY 10017
212-661-3350
EH 14



Mr. Hankoff

Representatives: Frank Stanton, Victor Elmaleh, *co-chms*; George Hankoff, *exec vp/tv*; Niko Elmaleh, *vp/cable*; Allan Glass, *vp/admin & fin*; Larry Bensky, *creat sup*; Norm Hankoff, *Western div mgr*; Lou Israels, *vp, sls*; Lori Gold, *exec asst/tv*

Properties:

Black Belt Theater—13 feature films including "Bruce Lee: His Last Days"; "Master Killer"; "The Tattoo Connection"; "The Savage Five"; "The Chinatown Kid"; "Executioner of Death"; "Dynamo"; "Street Gangs of Hong Kong"; "The Three Avengers"; "Duel of the Iron Fist"; "Five Deadly Venoms"; "The Kid With the Golden Arm"; "Five Masters of Death".
Black Belt Theater 2—26 feature films: "The Four Assassins"; "Bloody Avengers"; "Shaolin Handlock"; "Avenging Eagles"; "Unbeatable Dragon"; "Challenge of the Ninja"; "Challenge of the Masters"; "Masters of Kung Fu"; "Killer from Shantung"; "Death Chamber"; "Flying Guillotine"; "Ten Tigers from Kwantung"; "Slaughter in San Francisco"; "Stoner"; "Hard Way to Die"; "Super Power"; "Man Called Tiger"; "Tattoo Dragon"; "18 Fatal Strikes"; "Kung Fu Conspiracy"; "Jade Clan"; "The Nima Warlord"; "Kung Fu Executioner"; "Deadly Angels"; "The Spearman of Death"; "Roots of Evil".
WW Entertainment Group 1—14 feature films: "Circle of Two"; "Disappearance, The Last Wave"; "Take It From the Top"; "The American Game"; "Black Magic"; "The Children"; "Goliath"; "The Orphan";

"Quadrophenia"; "Revenge of the Zombies"; "Strange Behavior"; "Bullet Train"; "Kowloon Assignment".

Y & R PROGRAM SERVICES

285 Madison Avenue
New York, NY 10017
212-953-20000
Suite 355

Representatives: Richard H. Low, *exec vp & d, bdest prog & purchasing;* Gerald Baldwin, *vp & grp sup lcl bdest & network radio;* Joseph Schrier, *vp & grp sup, prog svcs;* Steve Lazarus, *sup, prog svcs*

Properties:

The Spirit of Christmas—15 episodes, Barter drop-in.

Discover the World of Science—specials.

BOB YDE PRODUCTIONS

311 Ohua Avenue Suite 10-C
Honolulu, HI 96815
808-923-3734

ZIV INTERNATIONAL, INC.
600 North Sepulveda Boulevard
Bel Air, CA 90049
213-476-7345
Suite 2845

Representatives: Irv Holender, *p;* Brad Globe, *d of bus affairs;* Mike Byrd, *vp fin;* Alan Letz, *project d*

Properties:

Little Lulu—26 half-hour color cartoons.

Angel—50 half-hour color cartoons.

Captain Harlock—40 half-hour color cartoons.

Captain Future—52 half-hour color cartoons.

Candy, Candy—65 half-hour color cartoons.

Hey Abbott—90-minute special.

Fables of the Green Forest—52 half-hour color cartoons.

The Animators—fully animated tv commercials in color.

Spunky & Tadpole—150 3½-minute color cartoons.

Rocky Jones—Space Ranger—39 half-hour space adventures.

Musical Telescriptions—1100 4-minute black & white films.

Milestones of the Century—358 3½-minute black & white films.

Men of Destiny—130 3½-minute black & white films.

My Little Margie—126 half-hour black & white comedies.

Adventures of Jim Bowie—76 half-hours in black & white.

Waterfront—78 half-hours in black & white.

Flipsides—13 half-hour musical stars in color.

Feature Library—550 films features including: "Fort Yuma Gold," and "Commando Attack."

Bal Du Moulin Rouge—90 or 60 minutes topless or covered musical dance.

Tony Bennett With Love—90 minute musical.

Tom Jones Live—60 minute musical.

Gumby—130 seven minute episodes, animation.

Space Angel—260 five minute episodes, animation.

HOTELS

Airport Travelodge		Landmark	733-1110
(Bristol International)	(702) 731-0800	Las Vegas Hilton	732-5111
Aladdin	736-0111	Las Vegas Marina	739-1500
Caesars Palace	731-7110	Mardi Gras	731-2020
Castaways	731-5252	Maxim	731-4300
Continental	737-5555	MGM Grand	739-4111
Conventioneer	737-5910	Riviera	734-5110
Desert Inn	733-4444	Rodeway Inn Tropicana	736-8988
Dunes	737-4100	Royal Americana	734-0711
Flamingo Hilton	733-3111	Royal Las Vegas	735-6117
Frontier	734-0110	Sahara	737-2111
Golden Nugget	385-7111	Sands	733-5000
Hacienda	739-8911	Shenandoah	737-7200
Holiday Inn—Center	732-2333	Silver Bird	735-4111
Holiday Inn—Downtown	385-1500	Stardust	732-6111
Holiday Inn—South	735-1167	Tropicana	739-2222
Imperial Palace	731-3311	Union Plaza	386-2110
		Westward Ho	731-2900

NATPE Conference, March 1983 Agenda

Thursday, March 17

8:00 a.m. to 3:00 p.m. . . . **Private Meetings for:** Blair TV, KCMO Television, KMSP Television, Meredith Broadcasting, Metro TV Sales, Metromedia Producers Corp., MMT, Taft Broadcasting, United Television, Worldvision Enterprises. (Sahara and Riviera)

9:00 a.m. to 8:00 p.m. . . . **Registration** (Hilton)

1:00 p.m. to 6:00 p.m. . . . **Press Room Open** (Hilton)

1:00 p.m. to 7:00 p.m. . . . **Message/Information Center Open** (Hilton)

3:00 p.m. to 4:30 p.m. . . . **Spouse/Guest Cabaret** for spouses and guests (Hilton)

3:00 p.m. to 11:00 p.m. . . . **Rep Meetings** (Sahara and Riviera)

5:00 p.m. to 6:30 p.m. . . . **Television Critics Association Press Conference**

The Future of Television

Moderator: Ed Bark, Dallas Morning News and president, TCA

Participants: Rich Frank, Paramount Television, Michael Fuchs, HBO; Larry Grossman, PBS; Fred Silverman, InterMedia Entertainment; Brandon Tartikoff, NBC (Hilton)

9:30 p.m. to 11:30 p.m. . . . **NATPE Press Conference and Cabaret** for Board of Directors and working press (Hilton)

Friday, March 18

7:30 a.m. to 8:15 a.m. . . . **Ed Allen Exercise with Barbie Allen** (Hilton)

8:00 a.m. to 7:00 p.m. . . . **Shuttle Bus Service** (Hilton, Sahara, Riviera)

8:00 a.m. to 6:00 p.m. . . . **Registration** (Hilton)

8:00 a.m. to 6:00 p.m. . . . **Press Room Open** (Hilton)

8:45 a.m. to 10:30 a.m. . . . **Opening Breakfast**

Host: Charles W. Larsen, Almi Television Productions, NATPE president

Invocation by: Rev. Ardon D. Albrecht, Lutheran Television

Welcome by: Hon. Bill H. Briare, Mayor of Las Vegas

Address by: Steve Allen

Introduction by: Joel Chaseman, president, Post-Newsweek Stations

Entertainment by: All-American Boys Choir (Sahara)

11:00 a.m. to 6:00 p.m. . . . **Message/Information Center Open** (Hilton)

11:00 a.m. to 6:00 p.m. . . . **Exhibit Hall and Hospitality Suites Open** (Hilton)

11:00 a.m. to 12:30 p.m. . . . **Las Vegas Gaming Seminar**
Hosted by: Program Syndication Services (Hilton)

1:00 p.m. to 5:00 p.m. . . . **Tennis Tournament**

Hosted by: Eastman Kodak (Hilton)

10:00 p.m. to 11:00 p.m. . . . **Cabaret for General Membership** (Hilton)

Saturday, March 19

7:30 a.m. to 10:30 p.m. . . . **Shuttle Bus Service** (Hilton, Sahara, Riviera)

8:00 a.m. to 5:00 p.m. . . . **Registration** (Hilton)

8:00 a.m. to 8:45 a.m. . . . **Exercise with Joanie Greggains**, host of "Morning Stretch," sponsored by Program Syndication Services (Hilton)

8:30 a.m. to 5:30 p.m. . . . **Press Room Open** (Hilton)

9:00 a.m. to 5:00 p.m. . . . **Message/Information Center Open** (Hilton)

9:00 a.m. to 5:00 p.m. . . . **Exhibit Hall and Hospitality Suites Open** (Hilton)

11:30 a.m. to 1:30 p.m. . . . **Brunch for Spouse/Guests**

Hosted by: Golden West Television (Hilton)

6:00 p.m. to 7:00 p.m. . . . **Iris Cocktail Party**

Hosted by: Turner Program Services (Sahara)

7:00 p.m. to 9:30 p.m. . . . **18th Annual Iris Awards Ceremonies**

Host: Richard Simmons

Presenters: Paul Anka, F. Lee Bailey, Barbara Bowser, Dean Butler, Melissa Gilbert, Mary Hart, Ron Hendren, Jean-Claude Killy, Ted Lange, Lee Meriwether, Pat Mitchell, Leonard Nimoy, Siskel & Ebert

Entertainment by: Jim Stafford, Kazoophony, New Grass Revival, Running Rebel Marching Band, Big Sky and Mud Flats, Sons of the Pioneers (Sahara)

Sunday, March 20

7:00 a.m. to 7:00 p.m. . . . **Shuttle Bus Service** (Hilton, Sahara, Riviera)

8:00 a.m. to 8:45 a.m. . . . **Roman Catholic Mass**

With: Father Ellwood Kieser

Hosted by: Paulist Productions (Sahara)

8:00 a.m. to 9:00 a.m. . . . **Delegate/Spouse Lounge Open**

Hosted by: Eastman Kodak (Sahara)

8:30 a.m. to 6:00 p.m. . . . **Press Room Open** (Hilton)

8:30 a.m. to 6:00 p.m. . . . **Registration** (Hilton)

9:00 a.m. to 10:30 a.m. . . . **General Session**

The New FCC

Moderator: Lionel Van Deerlin, U.S. Congress (Ret.)

Participants: FCC Commissioners Anne Jones, James Quello, Henry Rivera and Stephen Sharp; Edward Fritts, president NAB, Washington attorney John Lane; Larry Harris, chief, Mass Media Bureau, FCC. (Sahara)

10:00 a.m. to 11:30 a.m. . . . **PolyGram Introduces Carole Shaw** (Hilton)

11:00 a.m. to 6:00 p.m. . . . **Message/Information Center Open** (Hilton)

11:00 a.m. to 6:00 p.m. . . . **Exhibit Hall and Hospitality Suites Open** (Hilton)

1:00 p.m. to 5:00 p.m. . . . **Famous Homes Tour**

Hosted by: Eastman Kodak

1:00 p.m. to 11:00 p.m. . . . **Cabaret—Last Performance** (Hilton)

Monday, March 21

7:00 a.m. to 10:00 p.m. . . . **Shuttle Bus Service** (Hilton, Sahara, Riviera)

7:00 a.m. to 11:00 a.m. . . . **Delegate/Spouse Lounge Open** (Sahara)

7:30 a.m. to 6:00 p.m. . . . **Message/Information Center Open** (Hilton)

7:30 a.m. to 6:00 p.m. . . . **Press Room Open** (Hilton)

7:30 a.m. to 6:00 p.m. . . . Registration (Hilton)

8:00 a.m. to 8:45 a.m. . . . Joanie Greggains Exercise (Hilton)

8:00 a.m. to 9:30 a.m. . . . General Session

Innovative Local Programming

Moderator: A. R. Van Cantfort, WSB-TV, Atlanta

Participant: Jeff Schiffman, WNEV-TV, Boston (Sahara)

9:30 a.m. to 12:30 p.m. . . . 3-D Demonstration

Continuous display of Prism, glasses and flicker, three separate 3-D methods (Sahara)

9:45 a.m. to 11:00 a.m. . . . Workshop A

Successful Negotiating Strategies . . . On The Dotted Line

Moderator: George Heinemann, Showmakers, Inc.

Participants: Michael Collyer, Kay Collyer & Boose; Dean McCarthy, Harrington, Righter & Parsons; Lucie Salhany, Taft Broadcasting; Dan Sassi, RCA Records, David Sifford, Comworld International. (Sahara)

9:45 a.m. to 11:00 a.m. . . . Workshop B

Portrait of a Legend: Six Stations' Success Stories

Moderator: David Simon, KTLA, Los Angeles

Participants: Barry Barth, WJXT, Jacksonville; Kurt Eichsteadt, KCRA-TV, Sacramento; Neil Kuvin, WRAL-TV, Raleigh; John Serrao, KTRV, Boise; John von Soosten, WNEW-TV, New York (Sahara)

9:45 a.m. to 11:00 a.m. . . . Workshop C

Cable: Speak Software and Carry a Big Schtick

Moderator: Derk Zimmerman, Group W Satellite Communications

Participants: Mary Alice Dwyer, Hearst/ABC Video; Patrick McDougal, Direct Broadcast Satellite Corp.; Bruce Paisner, King Features Entertainment; Jeffrey Reiss, Cable Health Network. (Sahara)

11:15 a.m. to 12:30 p.m. . . . Workshop A

Living Together: Working With Special Interest Groups

Moderator: Farrel Meisel, WDCA-TV, Washington

Participants: Ed Jones, WDVM, Washington; Abby Kenigsberg, Long Island Coalition for Fair Media; Gene Mater, CBS; Stew Park, KNTV, San Jose. (Sahara)

11:15 a.m. to 12:30 p.m. . . . Workshop B

Looking Good

Moderator: Deb Kneip McDermott, KOLN-TV, Lincoln

Participants: Peter Diaferia, Diamond & Diaferia; Syd Goldberg, WNEW-TV, New York; Steve Sohmer, NBC. (Sahara)

11:15 a.m. to 12:30 p.m. . . . Workshop C

New Distribution Techniques

Moderator: Neil Hoffman, KRIV-TV, Houston

Participants: Diane Hinte, NAMSCO; Stanley S. Hubbard, Hubbard Broadcasting; John Raines, National Satellite Cable Association; John Reilly, NILPTV; Robert Wold, The Wold Company. (Sahara)

12:30 p.m. to 2:15 p.m. . . . General Session—Luncheon

Yesterday, Today and Tomorrow

Host: Dick Clark

Introduction of NATPE Alumni Club

Report of NATPE Educational Foundation (Sahara)

2:30 p.m. to 6:00 p.m. . . . Exhibit Hall and Hospitality Suites Open (Hilton)

6:00 p.m. to 7:30 p.m. . . . Founding Meeting of NATPE Alumni Club

Magic by Milbourne Christopher (Hilton)

Tuesday, March 22

7:30 a.m. to 11:00 a.m. . . . Delegate/Spouse Lounge Open (Sahara)

7:30 a.m. to 3:30 p.m. . . . Shuttle Bus Service (Hilton, Sahara, Riviera)

8:00 a.m. to 5:00 p.m. . . . Press Room Open (Hilton)

8:00 a.m. to 11:30 a.m. . . . Registration (Sahara)

8:00 a.m. to 4:00 p.m. . . . Message/Information Center Open (Hilton)

8:30 a.m. to 9:45 a.m. . . . General Session

Update, Financial Interest and Syndication Rules

Moderator: Gene Rayburn

Participants: Dean Burch, Pierson, Ball & Dowd; Michael Gardner, Akin, Gump, Strauss, Hauer, Feld; Don Taffner, D. L. Taffner/Ltd. (Sahara)

10:00 a.m. to 11:15 a.m. . . . Workshop A

International: Will It Play In Peoria?

Moderator: Jim Major, Petry Television

Participants: Peggy Green, Dancer Fitzgerald Sample Inc.; Norman Horowitz, PolyGram; Roger Ottenbach, KMTV, Omaha; Suzanne Weil, PBS; Richard Price, Richard Price Associates. (Sahara)

10:00 a.m. to 11:15 a.m. . . . Workshop B

High Tech and Programming

Moderator: Warren Allgyer, NBC

Participants: Donald Carlsen, Ampex; Phillip J. DeSantis, Lexicon; William A. Koch, Eastman Kodak; Don Prather, MCI/Quantel. (Sahara)

10:00 a.m. to 11:15 a.m. . . . Workshop C

Open All Night

Moderator: Stan Marinoff, WISN-TV, Milwaukee

Participants: Paul Klein, Playboy Channel; Gary Lieberthal, Embassy Telecommunications; Don Tillman, KTTV, Los Angeles (Sahara)

11:30 a.m. to 1:00 p.m. . . . Network and Independent Meetings

ABC Moderator: Don Wilburn, WVUE, New Orleans

CBS Moderator: Steve Currie, KOIN-TV, Portland

NBC Moderator: Ron Klayman, WMC-TV, Memphis

Independents Moderator: John von Soosten, WNEW-TV, New York

Participants: Don Menchel, MCA-TV; Stan Moger, SFM Media

PBS Moderator: Joe Sands, KCET, Los Angeles

Participants: David Davis, American Playhouse; Jay Rayvid, WQED, Pittsburgh, Suzanne Weil, PBS.

Cable Moderator: David Kenin, USA Cable Network

Participants: Fred Walker, Broad Street Communications; Norm Potter, Financial News Network; Char Beales, NCTA

International Moderator: Jim Fitzmeurice, Australian Broadcasting Commission

Participants: Luiz Borgerth, Globo TV Network of Brazil; Klaus J. Lehmann, Creative International Activities Ltd.; Aubrey Singer, BBC.

Special Guest: Bernard Chevy, MIP (Sahara)

1:00 p.m. to 1:45 p.m. . . . Conference '84

A Taste of San Francisco

Hosted by Stan Marinoff, WISN-TV, Milwaukee (Sahara)

1:45 p.m. to 2:45 p.m. . . . Elections and Annual Business Meetings (Sahara)

5:00 p.m. to 7:00 p.m. . . . Joint 1983 and 1984 Conference Committee Meeting and Dinner (Hilton)

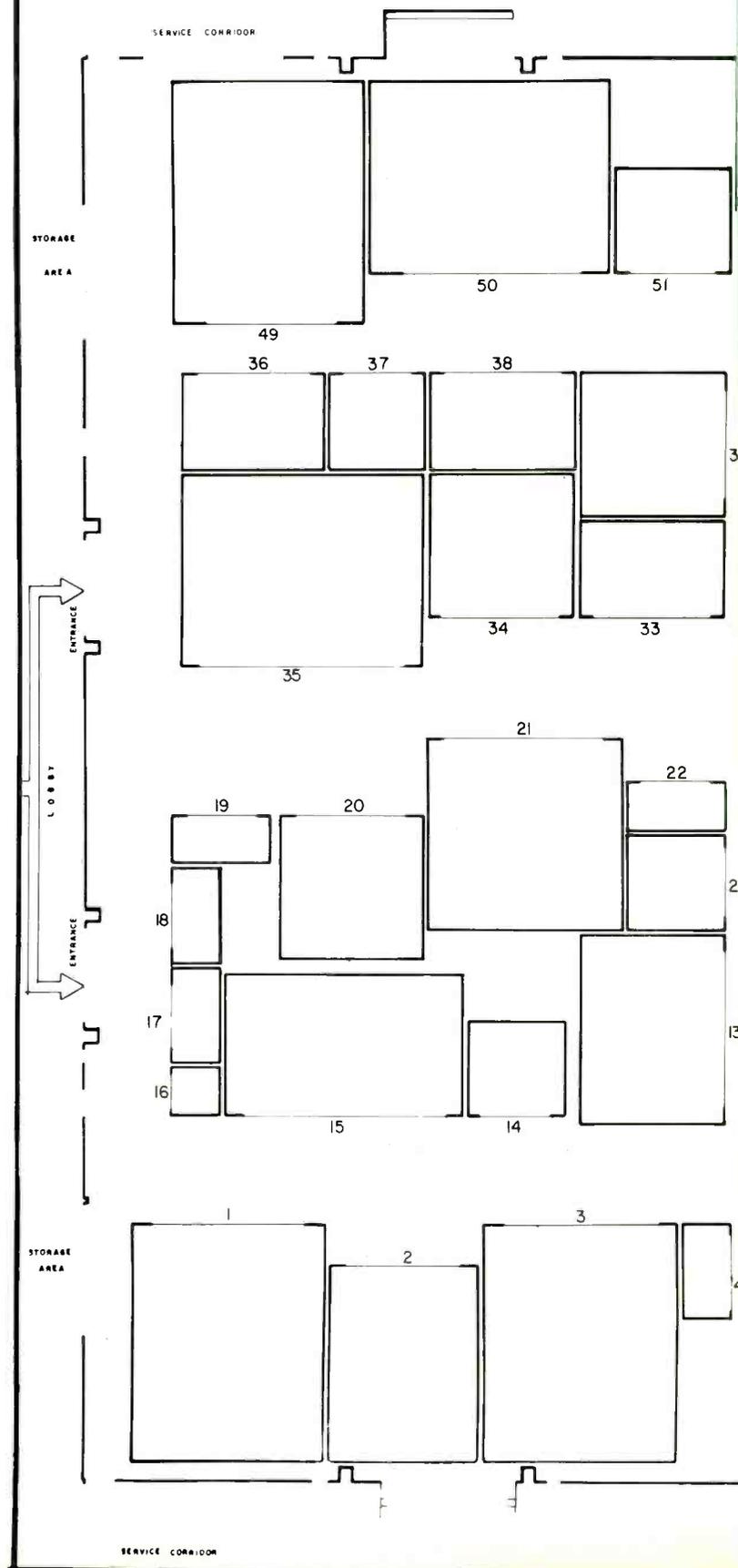
NATPE Convention Planner

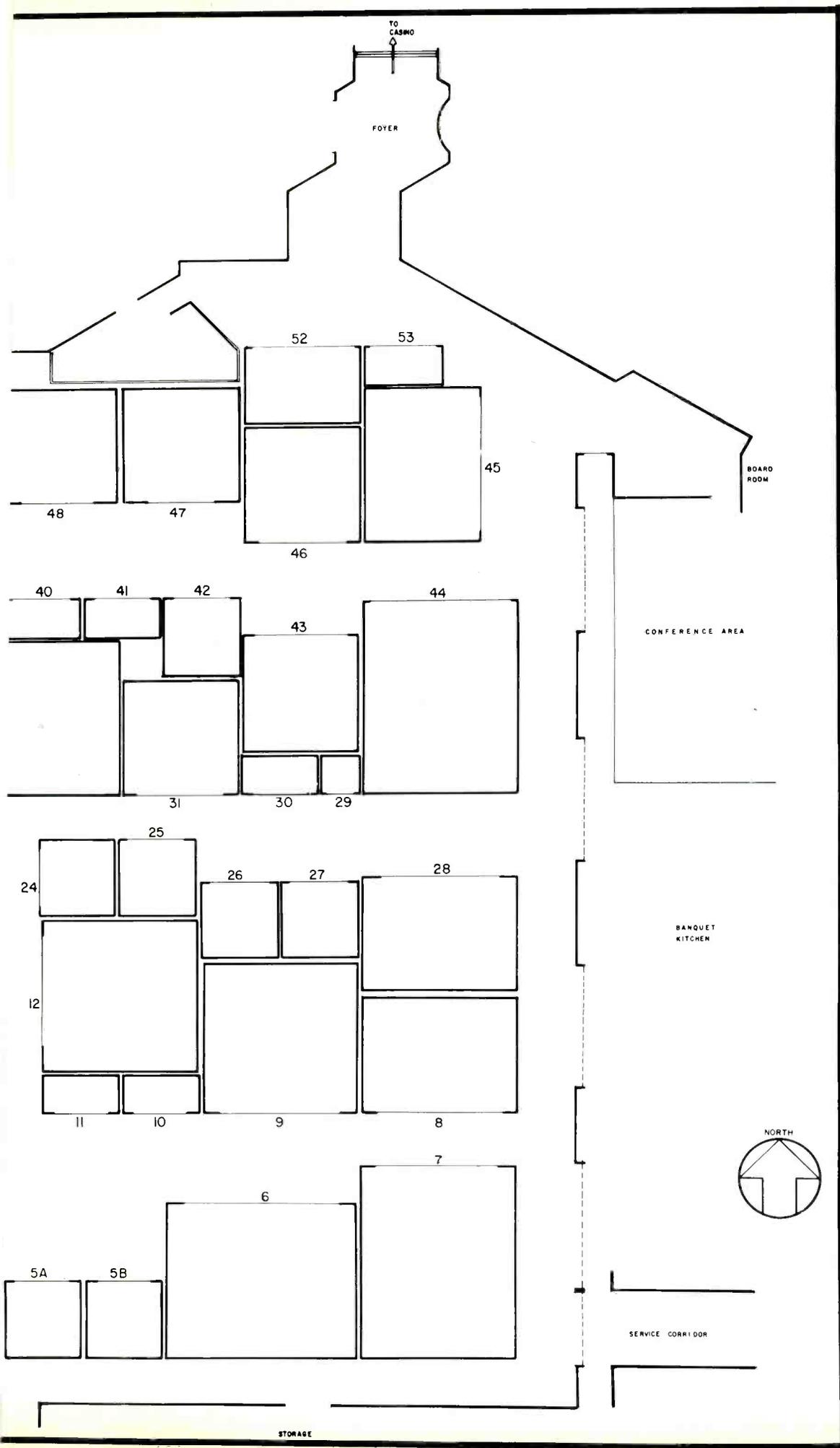
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8 p.m.					
9 p.m.					

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NATPE EXHIBIT HALL





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Exhibit Hall & Hospitality Suite Hours

Fri.	11:00 a.m. to 6:00 p.m.
Sat.	9:00 a.m. to 5:00 p.m.
Sun.	11:00 a.m. to 6:00 p.m.
Mon.	2:30 a.m. to 6:00 p.m.

Hospitality Suites

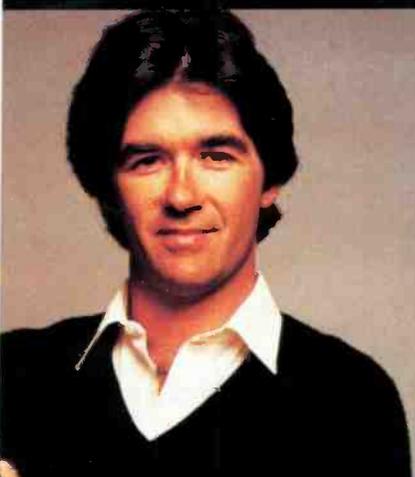
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Shuttle Bus Hours (Between Hilton, Sahara & Riviera Hotels)

Fri.	8:00 a.m. to 7:00 p.m.
Sat.	7:30 a.m. to 10:30 p.m.
Sun.	7:00 a.m. to 7:00 p.m.
Mon.	7:00 a.m. to 10:00 p.m.
Tues.	7:30 a.m. to 3:30 p.m.

NOTES

ANNOUNCING THICKE OF THE NIGHT



Starring Alan Thicke

Alan Thicke, the handsome, hilarious, versatile host of Canada's #1 daytime series, is crossing the border to bring something fresh in late-night entertainment to American TV. Produced in Hollywood, this brand new strip will focus on Alan's strength—COMEDY.

THICKE OF THE NIGHT is designed to capture the young adult audience. Alan will be joined by top celebrities doing the unpredictable. Much of the comedy and spice will come from real people playing themselves, featured actors portraying fictitious characters they will create, plus, a regular team of sketch players will be on hand.

Alan is also an accomplished musician and will treat the audience to pop tunes of the day, often performed on location. And, every Friday night, a major top 40 attraction will be highlighted.

THICKE OF THE NIGHT with its rich, innovative format, and state of the art production, is just what America's 18-49ers are looking for to fill the late-night void. Available on a barter basis.

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THAT'S LIFE presents viewers with fascinating glimpses of people and their lifestyles from around the world. It's a celebration of all that's unique, unusual and just plain interesting about life, and searches the world seeking out both the renowned and the unknown.

THAT'S LIFE is a show for almost any time period. The half hour daily strip is highly modular, segmented in true magazine fashion, and is a very visual, multi dimensional reality program. THAT'S LIFE not only talks to the stars and the celebrities, but also to interesting people from all walks of life.

THAT'S LIFE Is a Global Television Network production in association with Rhodes Productions.



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3415 University Avenue • St. Paul, Minnesota 55114**

ALABAMA**Anniston****WHMA-TV — 40 CBS**

P.O. Box 40, 36202; 205-237-8651; *Ownership:* Anniston Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Harry E. Mabry, *gen mgr;* David Atchison, *prog d;* Bill Hagler, *ntl sls mgr.*

Birmingham**WBMG-TV — 42 CBS**

P.O. Box 6146, 35259; 205-252-9821; *Ownership:* Birmingham TV Corp (Park Broadcasting, Inc.); *Rep:* Blair; *Personnel:* Hoyle Broome, *exec vp/gen mgr;* Joyce Ross, *gen sls mgr;* James Enright, *prom d.*

WBRC — 6 ABC

P.O. Box 6, 35201; 205-322-4701; *Ownership:* Taft Broadcasting; *Rep:* TeleRep; *Personnel:* Nick Bolton, *vp/gen mgr;* Ann Bryant, *prog d;* Bob Fanning, *gen sls mgr;* Diane Brown, *prom d.*

WTTO-TV — 21 IND

P.O. Box C-2100, 35283; 205-251-2100; *Ownership:* Chapman Radio & TV Corporation; *Rep:* Katz Independent; *Personnel:* Charles Rountree, *gen mgr;* Tina Yarbrough, *prog mgr;* Charles Rountree, *natl sls mgr;* Katie Diamond, *prom mgr.*

WVTM-TV — 13 NBC

P.O. Box 10502, 35202; 205-933-1313; *Ownership:* Times Mirror; *Rep:* Harrington Righter and Parsons; *Personnel:* Jack Harrison, *vp/gen mgr;* Everett Holle, *prog d;* Stan Bradley, *gen sls mgr;* Lou Willie III, *prom d.*

Dothan**WDHN-TV — 18 ABC**

P.O. Box 6237, 36302; 205-793-1818; *Ownership:* S.E. Alabama Broadcasting; *Rep:* Adam Young, Inc.; *Personnel:* Bob Mandella, *prog d;* Betty Marshall, *gen mgr/sls mgr;* Bob Mandella, *prom d.*

WTVY — 4 CBS

P.O. Box 1089, 36302; 205-792-3195; *Ownership:* WTVY, Inc.; *Rep:* Avery-Knodel; *Personnel:* Eldon A. Klupal, *sta mgr;* Reginald Mitchell, *prog d;* John Gause, *gen sls mgr;* Sharon Ensinger, *prom d.*

Florence**WOWL-TV — 15 NBC**

P.O. Box 2220, 35630; 205-764-7711; *Ownership:* TV Muscle Shoals; *Rep:* Seltel; *Personnel:* Jack A. Worley, *p/gen mgr/sls mgr;* Lincoln Williams, *oper mgr.*

Huntsville/Decatur**WAAY-TV — 31 ABC**

1000 Monte Sano Blvd., 35801; 205-539-1783; *Ownership:* Rocket City Television; *Rep:* Adam Young; *Personnel:* M. D. Smith, IV, *p/gen mgr;* Bettie Higgins, *prog d;* Dan Whitsett, *vp & sales mgr.*

WAFF — 48 NBC

P.O. Box 2116, 35804; 205-533-4848; *Ownership:* American Family Life Assurance; *Rep:* Blair; *Personnel:* Joe Goleniowski, *gen mgr;* Lee Brantley, *prgm d;* Harvey Libow, *gen sls mgr;* Melinda Miles, *prom d.*

WHNT-TV — 19 CBS

P.O. Box 19, 35804; 205-539-5743; *Ownership:* The New York Times; *Rep:* Katz; *Personnel:* Ray B. Gill, *vp/gen mgr;* Bill Ambrose, *gen sls mgr;* Greg Savage, *prom d;* Richard Wright, *oper mgr.*

Mobile/Pensacola, FL**WALA-TV — 10 NBC**

P.O. Box 1548, 36633; 205-433-3754; *Ownership:* Universal Communications; *Rep:* MMT Sales; *Personnel:* Robert F. Finke, *vp/gen mgr;* Larry Pate, *prog d;* Andy Lee, *gen sls mgr;* Steve Johnson, *prom d.*

WEAR-TV — 3 ABC

P.O. Box 12278, Pensacola, FL, 32581; 904-455-7311; *Ownership:* Rollins Telecasting; *Rep:* Blair; *Personnel:* Jim Grimes, *gen mgr;* Carl Leahy, *prog d;* Hugh Robinson, *gen sls mgr.*

WKRQ-TV — 5 CBS

555 Broadcast Drive, 36606; 205-479-5555; *Ownership:* Kenneth R. Giddens; *Rep:* Katz; *Personnel:* C. P. Persons, Jr., *p/gen mgr/prog d;* D. H. Long, Jr., *ex vp/sta mgr;* T. W. Diamond, *sr vp/opr mgr;* Tommy Young, *prom mgr.*

WPMI-TV — 15 IND

764 St. Michael St., 36602; 205-433-1500; *Ownership:* Hess Broadcasting Corp.; *Rep:* Seltel Inc.; *Personnel:* Milt de Reyna, *gen mgr;* Bob Spielmann, *gen sls mgr;* Diane Appleyard, *opers mgr.*

Montgomery**WCOV-TV — 20 CBS**

P.O. Box 2505, 36196; 205-288-7020; *Ownership:* Gay/Bell Stations; *Rep:* Blair TV; *Personnel:* Karl Richards, *gen mgr;* Jame G. Hall, *prog d;* Bill Hiner, *reg & nat'l sls.*

WKAB-TV — 32 ABC

P.O. Box 3236, 36193; *Ownership:* Bahakel Broadcasting; *Rep:* Katz Communications; *Personnel:* John Rogers, *gen mgr;* Judy Moto-wicki, *prog d;* Thomas J. Spain, Jr., *gen sls mgr;* Jenny Ford, *prom d.*

WSFA-TV — 12 NBC

10 E Delano Ave., 36196; 205-281-2900; *Ownership:* Liberty Corp; *Rep:* Harrington, Righter & Parsons; *Personnel:* Charles A. Whitehurst, *gen mgr;* Carl Stephens, *prog mgr;* Robert Ward, *gen sls mgr.*

WSLA-TV — 8 CBS

P.O. Box 1888, Hwy 219 So., 36701; 205-875-2240; *Ownership:* Central Alabama Broadcasters, Inc.; *Rep:* Spot Time (NY); *Personnel:* George Singleton, *gen mgr/gen sls mgr;* Mike Reynolds, *oper mgr;* Randall Johns, *prog dir.*

Opelika**WSWS — 66 IND**

P.O. Box 870, 36801; 205-749-6666; *Ownership:* Richard C. Hilton; *Rep:* Jack Bolton & Assocs.; *Personnel:* Jim Tomlin, *vp/gen mgr;* Buddy McCorkle, *prog d;* Norman Azoon, *gen sls mgr.*

Tuscaloosa**WCFT-TV — 33 CBS**

P.O. Box 5239, 35405; 205-553-1333; *Ownership:* Service Broadcasters; *Rep:* Adam Young; *Personnel:* Jim Caruthers, *gen mgr;* Tommy Ray, *prog d;* Eeva Rozier, *prom d.*

ALASKA**Anchorage****KIMO — 13 ABC**

2700 E. Tudor Rd., 99507; 907-276-1313; *Ownership:* Alaska 13 Corporation; *Rep:* Seltel; *Personnel:* Duane L. Triplett, *p/gen mgr;* Richard Zook, *sta mgr;* Robert G. Underwood, *vp mktg.*

KTUU — 2 NBC

P.O. Box 2880, 99510; 907-279-7477; *Ownership:* Channel 2 Broadcasting Co.; *Rep:* Avery-Knodel; *Personnel:* Al Bramstedt, Jr., *gen mgr;* Bonnie Victors, *natl sls;* Pat Strauss, *prodn d.*

KTVA — 11 CBS

1007 W. 32nd Ave., 99503; 907-272-3456; *Ownership:* A. G. Hiebert; *Rep:* Adam Young; *Personnel:* Ron Moore, *p;* Bruce Sloan, *prog d;* Bruce Sloan, Dan Shattuck, *prom ds.*

Fairbanks**KTUU-TV — 2 NBC/ABC**

P.O. Box 74730, 99707; 907-452-2125; *Ownership:* Channel 2 Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Jessica L. Longston, *p;* Chuck Brownlow, *gen mgr;* Lowell Purcell, *natl sls mgr;* Joyce D. Brownlow, *program director.*

KTUF — 11 CBS

Box 950, 99707; 907-452-5121; *Ownership:* Northern Television; *Rep:* Adam Young; *Personnel:* Henry Hove, *gen mgr;* Sally Crawford, *gen sls mgr;* Kit Cleworth, *prog d.*

North Pole**KJNP-TV — 4 IND**

Box 0, 99705; 907-488-2216; *Ownership:* Evangelistic Missionary Fellowship; *Personnel:* Don Nelson, *p;* Jen Nelson, *vp;* Beverly Olson, *prog d;* Bonnie Carriker, *stat mgr;* Dick Olson, *sls mgr;*

Sitka**KIFW-TV — 13 IND**

P.O. Box 299, 99835; 907-747-6627; *Ownership:* Sitka Broadcasting; *Rep:* Spot Time; *Personnel:* Bob Barger, *gen sls mgr;* Bob Barger, *prog d;* Kathryn Martin, *prog d.*

ARIZONA**Flagstaff****KNAZ-TV — 2 NBC**

P.O. Box 1843, 86002; 602-774-1818; *Ownership:* Capiotl Broadcasting; *Rep:* Katz; *Personnel:* Dan Modisett, *gen mgr;* Bill Olsen, *sls mgr.*

Phoenix**KNXV-TV — 15 IND**

3722 E. Chipman Rd., 85040; 602-243-4151; *Ownership:* New Television Corp.; *Rep:* Adam Young; *Personnel:* Edwin Cooperstein, *pres & gen mgr;* Stephen Banks, *gen sales mgr;* Byron H. Lasky, *chmn.*

KPAZ-TV — 21 IND

3551 E. McDowell Rd., 85008; 602-273-1477; *Ownership*: Trinity Broadcasting Network; *Personnel*: Paul F. Crouch, *p*; Philip Crouch, *stat mgr/prog d*.

KPHO-TV — 5 IND

4016 N. Black Canyon, 85017; 602-264-1000; *Ownership*: Meredith Corp; *Rep*: MMT Sales; *Personnel*: Richard Q. De Angelis, *gen mgr*; Charles Alvey, *prog d*; Don Pauly, *gen sls mgr*; Greg Brannan, *prom d*.

KPNX-TV — 12 NBC

P.O. Box 711, 85001; 602-257-1212; *Ownership*: Gannett Co.; *Rep*: Blair; *Personnel*: C.E. "Pep" Cooney, *p/gen mgr*; Robert Allingham, *vp/pgmg*; Jeffrey Morris, *vp/gsm*; Marjorie Schmidt, *prom d*.

KTSP-TV — 10 CBS

511 W. Adams St., 85003; 602-257-1234; *Ownership*: Gulf United, Gene Autry; *Rep*: Harrington, Righter & Parsons, Inc.; *Personnel*: Jack Sander, *p/gen mgr*; Tony Twibell, *gen sls mgr*; Marge Injasoulian, *prom d*.

KTVK — 3 ABC

3435 N. 16th St., 85016; 602-266-5691; *Ownership*: Arizona Television; *Rep*: Petry; *Personnel*: Delbert R. Lewis, *p/gen mgr*; Jack Jacobson, *sta mgr/film buyer*; Michael Schweitzer, *gen sls mgr*.

KTVW-TV — 33 SIN

3019 E. Southern Ave., 85040; 602-243-3333; *Ownership*: Seven Hills TV; *Rep*: SIN; *Personnel*: Daniel L. Villanueva, *gen mgr*; Leandro Blanco, *prog d*; Harry Ebbesen, *gen sls mgr*.

KUSK — 7 IND

3211 Tower Drive, Prescott, 86301; 602-778-6770; *Ownership*: William H. Sauro; *Rep*: Unirep; *Personnel*: David Moore, *gen mgr*; Patricia Gray, *prog mgr*; Earl Gallagher, *natl sls mgr*; Carol Schell, *prom mgr*.

Tucson**KGUN-TV — 9 ABC**

P.O. Box 5707, 85703; 602-792-9933; *Ownership*: May Broadcasting; *Rep*: Katz Continental; *Personnel*: Scott Vaughan, *gen mgr*; Jack Parris, *prog d/sta mgr*; Robb Gray, *gen sls mgr*; Curtia Hunter, *prom d*.

KOLD-TV — 13 CBS

115 W. Drachman St., 85705; 602-624-2511; *Ownership*: Evening News Assn.; *Rep*: MMT Sales; *Personnel*: Jay Watson, *vp/gen mgr*; Paul Cassidy, *gen sls mgr*; James Roddey, *prom mgr*; Tom Foos, *prog mgr*.

KVOA-TV — 4 NBC

209 W. Elm St., 85705; 602-792-2270; *Ownership*: Channel Four Television Company; *Rep*: Blair; *Personnel*: Jon F. Ruby, *vp/gen mgr*; Cheri Radin, *prog d*; Jim Joslyn, *sta mgr*; Cathy Downing, *prom d*.

KZAZ-TV — 11 IND

2445 N. Tucson Blvd., 85716; 602-795-0311; *Ownership*: Roadrunner TV; *Rep*: Seltel; *Personnel*: Gene Adelstein, *gen mgr/gen pt*; Jeri DeCourcy, *prog/prom mgr*; Hank Lominac, *sta mgr/gen sls mgr*; Steve Ochoa, *natl sls mgr*.

Yuma/El Centro, CA**KEYC-TV — 9 ABC/CBS**

P.O. Box 29, El Centro, CA, 92244; 619-353-9990; *Ownership*: Pacific Media Corp.; *Rep*: Seltel; *Personnel*: Robert Martins, *gen mgr*; Gwen MacKenzie, *prog d/opns*; Sandra Viden, *natl sls mgr*.

KYEL-TV — 13 NBC

P.O. Box 592, 85364; 602-782-5113; *Ownership*: Service Broadcasters; *Rep*: Avery-Knodel; *Personnel*: Tom Hagner, *gen mgr*; Joe Provenzano, *local sls mgr*.

ARKANSAS**Fort Smith****KFPW-TV — 40 ABC**

P.O. Box 4150, 72914; 501-783-4105; *Ownership*: Hernreich Broadcasting Stations; *Rep*: Avery-Knodel; *Personnel*: Donald E. Holley, *vp/gen mgr*; Mary Smith, *prog dir*; Jarrell Wyatt, *lcl sls mgr*.

KFSM-TV — 5 CBS

P.O. Box 369, 79202; 501-783-3131; *Ownership*: Times SW Broadcasting; *Rep*: Katz; *Personnel*: Bob Browning, *gen mgr*; Pat Porta, *prog d/prom mgr*; Gene Graham, *gen sls mgr*.

KPOM-TV — 24 NBC

P.O. Box 1867, 72902; 501-785-4334; *Ownership*: Ozark Television Company; *Rep*: Seltel; *Personnel*: Raymond G. Schindler, *p*; Paris Schindler, *vp/gen mgr*; Lonnie Ming, *gen sls mgr*; Ron Adkins, *opers mgr*.

Jonesboro**KAIT-TV — 8 ABC**

P.O. Box 790, 72401; 501-932-4288; *Ownership*: George T. Hernreich; *Rep*: Avery-Knodel; *Personnel*: Darrel Cunningham, *gen mgr*; Stephen Grilletta, *prog d*; Al Banks, *gen sls mgr*; Brenda Coop, *prom d*.

Little Rock**KARK-TV — 4 NBC**

P.O. Box 748, 72203; 501-376-2481; *Ownership*: Gannett; *Rep*: Blair; *Personnel*: David J. Jones, *gen mgr*; James Tuley, *prog d*; Ray Brown, *gen sls mgr*; Susan Newkirk, *prom d*.

KATV — 7 ABC

P.O. Box 77, 72203; 501-372-7777; *Ownership*: Leake Industries; *Rep*: Petry; *Personnel*: Dale Nicholson, *vp/gen mgr*; Eric Nelson, *prog d*; Clyde Gray, *gen sls mgr*; John Calver, *prom d*.

KTHV — 11 CBS

P.O. Box 269, 72203; 501-376-1111; *Ownership*: Arkansas Television; *Rep*: Katz; *Personnel*: Robert L. Brown, *pres & gen mgr*; Bob Hicks, *prog d*; Lonnie Gibbons, *gen sls mgr*.

CALIFORNIA**Anaheim****KDOC — 56 IND**

1730 S. Clementine St., 92802; 714-999-5000; *Ownership*: Golden Orange Broadcasting, Inc.; *Personnel*: Jack Latham, *gen mgr*; Claudia Draeger, *prog mgr*; Jim Lannin, *natl sls mgr*.

Bakersfield**KBAK-TV — 29 ABC**

1901 Westwind Drive, 93301; 805-327-7955; *Ownership*: Harriscope Broadcasting Corp; *Rep*: Katz; *Personnel*: Wayne E. Killmer, *vp, gen mgr*; Nancy Hofeditz, *prog d*; Russ Hamilton, *gen sls mgr*; Scott Blair, *opers mgr*.

KERO-TV — 23 NBC

Box 2367, 93303; 805-327-1441; *Ownership*: McGraw-Hill Broadcasting; *Rep*: Harrington, Righter & Parsons; *Personnel*: John Proffitt, *gen mgr*; Bill Kline, *prog d*; Tony Battaglia, *gen sls mgr*.

KPWR-TV — 17 CBS

P.O. Box 1700, 93302; 805-327-7511; *Ownership*: Gillette Broadcasting; *Rep*: MMT; *Personnel*: John H. White, *p/gen mgr*; Shirley Sanford, *prog d*; Tom Randour, *gen sls*; Vivian Tucker, *prom d*.

Chico/Redding**KHSL-TV — 12 CBS**

P.O. Box 489, 95927; 916-342-0141; *Ownership*: Golden Empire Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Mickey McClung, *p/gen mgr*; Charles Kinsley, *vp/gen mgr*; Doug Sundby, *prog d/sta mgr*; Richard Newman, *natl sls mgr*.

KRCR-TV — 7 ABC

2770 Pioneer Dr., Redding, 96001; 916-243-7777; *Ownership*: Sacramento Valley Television, Inc.; *Rep*: GW Art Moore & Assocs.; *Personnel*: Richard Green, *gen mgr*; Doreeta Domke, *prog d/oper mgr*; Ken King, *natl sls mgr*; Laura Mullen, *prom d*.

Eureka**KIEM-TV — 3 CBS**

Box 3E, 95501; 707-443-2123; *Ownership*: California-Oregon Radio Co/Ingham Communications; *Rep*: Avery-Knodel; *Personnel*: Harvey Ingham, *gen mgr*; Tony Beridon, *prog d*; Elmer G. Haskin Jr., *gen sls mgr*; Hank Ingham, *prom d*.

KVIQ-TV — 6 ABC/NBC

P.O. Box 1019, 95501; 707-443-3061; *Ownership*: California Northwest Broadcasting; *Rep*: Katz; *Personnel*: Lynn Olsen, *gen mgr*; Sallie Knowlton, *prog d/prom d*; Pattison Christensen, *gen sls mgr*.

Fresno**KAIL — 53 IND**

Box 5188, 93755; 209-299-9753; *Ownership*: Trans-America Broadcasting; *Rep*: Lynn Edtren; *Personnel*: John Lockhart, *gen mgr*; Michele Tillinghast, *prog d*.

KFSN-TV — 30 CBS

1777 G St., 93706; 209-442-1170; *Ownership*: Capital Cities; *Rep*: Blair; *Personnel*: Marc Edwards, *vp/gen mgr*; Mark Gleeson, *prog d*; Dudley D. Few, *gen sls mgr*; Beth Marney, *prom d*.

KFTV — 21 SIN

1857 Fulton, 93721; 209-268-4204; *Ownership:* Spanish International Communications; *Rep:* SIN; *Personnel:* August Ruiz, *gen mgr*; Pedro Santos, *prog d*; Ray Carrasco, *gen sls mgr*.

KJEO-TV — 47 ABC

P.O. Box 5455, 93755; 209-222-2411; *Ownership:* Retlaw Broadcasting; *Rep:* Petry Television, Inc.; *Personnel:* William A. Sawyers, *vp/gen mgr*; Wil Heath, *prog mgr*; John Castleton, *sls mgr*.

KMPH — 26 IND

5111 E. McKinley Ave., 93727; 209-255-2600; *Ownership:* Pappas Telecasting; *Rep:* KATZ; *Personnel:* Harry J. Pappas, *gen mgr*; Joseph A. Shaffer, *prog d*; James Myers, *prom d*.

KSEE-TV — 24 NBC

1544 Van Ness, 93721; 209-237-2424; *Ownership:* San Joaquin Communications Corp; *Rep:* Katz; *Personnel:* Paul Bartlett, *p*; Lee Jason, *prog d*; Edgar Deatherage, *gen sls mgr*; Douglas Stewart, *prom d*.

*Los Angeles***KABC-TV — 7 ABC**

4151 Prospect Ave., 90027; 213-557-7777; *Ownership:* ABC; *Rep:* ABC-TV Spot Sales; *Personnel:* Tom Van Amburg, *vp & gen mgr*; Gerald Minnucci, *prom d*; Len Spagnoletti, *gen sls mgr*.

KBSC-TV — 52 IND

1139 Grand Central Ave., 91201; 213-507-6511; *Ownership:* Oak Broadcasting; *Personnel:* Fran Corra-Borgia, *sls mgr*.

KCOP — 13 IND

915 N. La Brea Ave., Hollywood, 90038; 213-851-1000; *Ownership:* Chris Craft Industries; *Rep:* TeleRep; *Personnel:* William Frank, *p/gen mgr*; Suzanne Horenstein, *prog d*; David Woodcock, *stat mgr*; Gary Davis, *d creat seros*.

KHJ-TV — 9 IND

5515 Melrose Ave., Hollywood, 90038; 213-467-5459; *Ownership:* RKO General; *Rep:* Blair; *Personnel:* Charles S. Velona, *gen mgr*; Walt Baker, *prog d*; Sandra Rahimi, *gen sls mgr*; Richard Paradise, *prom d*.

KMEX-TV — 34 SIN

5420 Melrose Ave., 90038; 213-466-8131; *Ownership:* Spanish Intl Communications; *Rep:* SIN; *Personnel:* Daniel D. Villanueva, *p/gen mgr*; Gerardo Pallares, *prog d*; Charles F. Barry, *vp/gen sls mgr*; Teresa Medina, *prom d*; Steve Moya, *natl sls mgr*.

KNBC — 4 NBC

3000 W. Alameda Ave., Burbank, 91523; 213-840-4444; *Ownership:* RCA Corp.; *Rep:* NBC-TV Spot Sales; *Personnel:* Thomas M. Straszewski, *gen mgr*; Warren Baker, *prog d*; Richard Askin, *sls d*; Robert Kennedy, *prom mgr*; David Ingraham, *stat mgr*;

KNXT — 2 CBS

6121 Sunset Blvd., 90028; 213-460-3000; *Ownership:* CBS; *Personnel:* James S. Bennett, *vp/gen mgr*; Mary Kellogg Joslyn, *dir of brdcstg*; Johnathan Rodgers, *stat mgr*; Gordon Hughes, *dir of sls*; Jay Strong, *d of prog*;

KSCI — 18 IND

1950 Corner Ave., 90025; 213-479-8081; *Ownership:* Global TV; *Rep:* Charles Curran; *Personnel:* Paul Niedermeyer, *gen mgr*; Christopher Hargrove, *prog d*; Emmett O'Neill, *gen sls mgr*; Marcia Shaw, *prom d*.

KTLA — 5 IND

5800 Sunset Blvd., 90028; 213-460-5500; *Ownership:* Golden West Broadcasters; *Rep:* Petry; *Personnel:* Steve Bell, *vp/gen mgr*; Michael Eigner, *gen sls mgr*; Bruce "Buz" Buzogany, *prom d*.

KTTV — 11 IND

5746 Sunset Blvd., Hollywood, 90028; 213-462-7111; *Ownership:* Katz; *Rep:* Metro TV Sales; *Personnel:* Charles D. Young, *gen mgr*; Don Tillman, *prog d*; Martin Bergman, *gen sls mgr*; Lew Schatzer, *prom d*.

KWHY-TV — 22 IND

5545 Sunset Blvd., 90028; 213-466-5441; *Ownership:* Harriscope of Los Angeles, Inc.; *Rep:* Unirep; *Personnel:* Burt I. Harris, *p*; Harvey L. Simpson, *vp of fin*; Burt I. Harris Jr., *vp stat oper*.

*Modesto***KCSO-TV — 19 SIN**

P.O. Box 3689, Los Angeles, 95352; 209-527-3060; *Ownership:* Sainte Broadcasting Corporation; *Rep:* SIN; *Personnel:* Sharon Sepulveda, *gen mgr/prog d*; David Garcia, *reg sls mgr*; Carolyn Bernal, *prom mgr*.

*Palm Springs***KESQ-TV — 42 ABC**

Drawer 4200, 92263; 714-328-8881; *Ownership:* Pacific Media; *Rep:* Seltel; *Personnel:* Bill G. Mendell, *gen mgr*; Nadine Hill, *natl sls mgr*; Janet Wehner, *prog dir*.

KMIR-TV — 36 NBC

P.O. Box 1506, 92263; 714-568-3636; *Ownership:* Desert Empire TV; *Rep:* Katz; *Personnel:* John Conte, *p/gen mgr*; Bob Jameson, *sls mgr*; Max Kirkland, *ops mgr*.

*Sacramento/Stockton***KCRA-TV — 3 NBC**

310 10Th St., 95814; 916-444-7300; *Ownership:* Kelly Broadcasting; *Rep:* Blair; *Personnel:* Jon S. & Robert E. Kelly, *ptrs*; Don Saraceno, *gen mgr*; Kurt Eichsteadt, *prog d*; John Kueneke, *gen sls mgr*.

KOVR — 13 ABC

1216 Arden Way, 95815; 916-927-1313; *Ownership:* Outlet Broadcasting; *Rep:* Katz; *Personnel:* Charles F. Kennedy, *gen mgr*; Henry Urick, *prog d*; Doug Grant, *gen sls mgr*.

KRBK-TV — 31 IND

P.O. Box B, 95813; 916-929-0300; *Ownership:* Koplak Communications of California, Inc.; *Rep:* TeleRep; *Personnel:* Gail L. Brekke, *vp/gen mgr*; Dennis Grayson, *ops mgr*; Doug Knight, *corp prog d*; Herman H. Stern, *gen sls mgr*; Michael A. Polatschek, *sls mgr*;

KTXL-TV — 40 IND

P.O. Box 40, 95801; 916-454-4422; *Ownership:* Camelia City Telecasters; *Rep:* MMT Sales; *Personnel:* Jack F. Matranga, *p/gen mgr*; Cal Bollwinkel, *prog d*; Robert Parente, *gen sls mgr*; John Arnold, *prom d*.

KXTV — 10 CBS

P.O. Box 10, 95801; 916-441-2345; *Ownership:* Corinthian Broadcasting; *Rep:* Corinthian Television Sales; *Personnel:* Joseph E. Lake, *vp/gen mgr*; Bill Rancy, *prog d*; Bill Bradley, *gen sls mgr*.

*Salinas/Monterey/San Jose***KCBA — 35 SIN**

646 E. Alisal St., 93905; 408-422-3500; *Ownership:* Sainte Broadcasting Corporation; *Rep:* S.I.N. Sales; *Personnel:* Chester Smith, *gen mgr*; Harold Larson, *sls d*.

KICU-TV — 36 IND

P.O. 36, San Jose, 95109; 408-298-3636; *Ownership:* Ralph C. Wilson Industries; *Rep:* Seltel; *Personnel:* John H. Davison, *gen mgr/op*; Michelle Ball, *prog d*; Dan Romanelli, *d of sls/stn mgr*; Jim Evers, *prom d/opns mgr*.

KMST — 46 CBS

46 Garden Court, Monterey, 93940; 408-649-0460; *Ownership:* Retlaw Broadcasting; *Rep:* Petry Television, Inc.; *Personnel:* Benjamin W. Tucker, *vp/gen mgr*; Heidi S. Best, *prog d*; Bob Stock, *prom d*.

KNTV — 11 ABC

645 Park Ave., San Jose, 95110; 408-286-1111; *Ownership:* Landmark Communications; *Rep:* Katz; *Personnel:* Dick Fraim, *gen mgr*; Stewart B. Park, *prog d*; Robert Mahlman, *gen sls mgr*; Mike Lerner, *prom d*.

KSBW-TV — 8 NBC

P.O. Box 81651, 93912; 408-422-6422; *Ownership:* Blair; *Rep:* Blair; *Personnel:* Keith H. Moon, *p/gen mgr*; Teresa Saylor, *prog d*; Rickie Ellis, *nat sls mgr*; Clark Grant, *prom d*.

KSTS — 48 IND

2349 Bering Dr., San Jose, 95131; 408-946-3400; *Ownership:* National Group Television Inc.; *Rep:* Unirep; *Personnel:* John Rohrbach, *p/gen mgr*; Ellen Persa, *gen sls mgr*; N. John Douglas, *chrm/news dir*; Vic Cabrera, *prod mgr*; Joan Mackrell, *prom mgr*;

*San Diego***KCST-TV — 39 NBC**

8330 Engineer Rd, 92111; 619-279-3939; *Ownership:* Storer; *Rep:* Storer Television Sales; *Personnel:* Bill Fox, *gen mgr*; Dave Walker, *prom d*.

KFMB-TV — 8 CBS

7677 Engineer Rd, 92111; 619-292-5363; *Ownership:* Midwest Television; *Rep:* Petry Television Sales; *Personnel:* Robert L. Myers, *p/gen mgr*; Jules Moreland, *prog d*; Weldon Donaldson, *gen sls mgr*; Tim Hnedak, *prom d*; Bill Moylan, *vp/opers & sls*;

KGTV — 10 ABC

Box 81047, 92138; (619)-237-1010; *Ownership:* McGraw-Hill Broadcasting, Inc.; *Rep:* Harrington, Righter & Parsons; *Personnel:* Clayton H. Brace, *vp/gen mgr*; Don Lundy, *prog d*; Joan Carson, *gen sls mgr*; William Strubbe, *prom d*.

KUSI-TV — 51 IND

P.O. Box 11985/7377 Convoy Court, 92111; 619-571-5151; *Ownership:* University Television Inc.; *Rep:* Katz Independent; *Personnel:* Michael D. McKinnon, *gen mgr*; William E. Moore, *sta mgr*; Boy Jay, *natl sls mgr*.

XETV — 6 IND

8253 Ronson Rd., 92111; 714-279-6666; *Ownership:* Bay City TV; *Rep:* Blair; *Personnel:* Julian M. Kaufman, *vp/gen mgr*; Carol Healey, *prog d*; Martin M. Colby, *sta mgr*.

San Francisco

KBHK-TV — 44 IND

420 Taylor St., 94102; 415-885-3750; *Ownership*: Field Communications; *Rep*: ITVS; *Personnel*: Bill White, *gen mgr*; Heather Farnsworth, *gen sls mgr*; Suzanne Toner, *prom d*.

KCSM — 60 PBS

1700 W. Hillsdale Blvd., 99402; 415-574-6586; *Ownership*: San Mateo County Community College District; *Rep*: Frank Daly & Associates; *Personnel*: Stewart Cheifet, *gen mgr*; Ken Cowles, *prog mgr*; June Cope, *natl sls mgr*; Jim Gordon, *prom mgr*.

KDTV — 14 SIN

2200 Palou Ave, 94124; 415-641-1400; *Ownership*: Bahia de San Francisco Television; *Rep*: SIN; *Personnel*: Emilio Nicolas, Jr., *vp/gen mgr*; Jorge Belon, *prog d*; Emilio Nicolas, Jr., *gen sls mgr*; Cynthia Harris, *prom d*.

KGO-TV — 7 ABC

277 Golden Gate Ave., 94102; 415-863-0077; *Ownership*: ABC; *Rep*: ABC-TV Spot Sales; *Personnel*: Jim Osborn, *gen mgr*; Bob Woodruff, *prog d*; Bob Young, *gen sls mgr*; David Kenworthy, *prom d*; Phil Nye, *stat mgr*;

KFTY-TV — 50 IND

Box 1150, Santa Rosa, 95402; 707-526-5050; *Ownership*: Sonoma Broadcasting, Inc.; *Personnel*: James D. Johnson, *exec vp/gen mgr*; Frank Savage, *vp sls & mktg*; Ken Bailey, *opers mgr*.

KPIX — 5 CBS

855 Battery St., 94111; 415-362-5550; *Ownership*: Westinghouse Broadcasting; *Rep*: Group W TV Sales; *Personnel*: Arthur Kern, *gen mgr*; Herb Farber, *gen sls mgr*; Angie Gordon, *prom d*.

KRON-TV — 4 NBC

P.O. Box 3412, 94119; 415-441-4444; *Ownership*: Chronicle Broadcasting; *Rep*: Petry; *Personnel*: James H. Smith, *vp/gen mgr*; Dave Wilson, *mgr prog/pub serv*; Ron Collins, *gen sls mgr*; Bruce Lindgren, *creat serv d*.

KTSF-TV — 26 IND

185 Berry St., #1820, 94107; 415-495-4995; *Ownership*: Lincoln TV; *Personnel*: Bob Mart, *gen mgr*; Bryan Holton, *d oper*.

KTVU — 2 IND

2 Jack London Square, Oakland, 94607; 415-834-1212; *Ownership*: Cox Communications, Inc.; *Rep*: TeleRep; *Personnel*: Alan J. Bell, *vp/gen mgr*; Tom Breen, *prog d*; Rich Goldman, *gen sls mgr*; Dick Weise, *creat serv d*.

KTZO-TV — 20 IND

2500 Marin St., 94124; 415-821-2020; *Ownership*: Pacific FM; *Rep*: Blair; *Personnel*: Michael Lincoln, *gen mgr*; James Gabbert, *p/prog d*; Bob Swisher, *gen sls mgr*.

Santa Barbara/Santa Maria/ San Luis Obispo

KCOY-TV — 12 CBS

1503 McClelland St., Santa Maria, 93454; 805-922-0505; *Ownership*: Stauffer Communications; *Rep*: Katz; *Personnel*: Rush Evans, *gen mgr*; Bob Bradley, *sls mgr*; Larry Scott, *oper mgr*.

KEYT — 3 ABC

P.O. Drawer X, 93102; 805-965-8533; *Ownership*: Key Television, Inc.; *Rep*: Seltel; *Personnel*: William F. Luton Jr., *vp/gen mgr/prog d*; William F. Luton Jr., *gen sls mgr*; Bruce Franzen, *opers d*; Amy Rossi, *natl sls coord*.

KSBY-TV — 6 NBC

P.O. Box 1368, San Luis Obispo, 93406; 805-541-6666; *Ownership*: Blair; *Rep*: Blair; *Personnel*: David Cox, *gen mgr*; John Grimes, *opers mgr*; Vivi St. Amand, *prog d*; Rickie Ellis, *natl sls mgr*.

COLORADO

Colorado Springs

KKTV — 11 CBS

Box 2110, 80901; 303-634-2844; *Ownership*: Capitol Broadcasting; *Rep*: Katz; *Personnel*: George W. Jeffrey, *vp/gen mgr*; Carolyn Richardson, *prog d*; Don Purnell, *gen sls mgr*; Rhonda Machera, *prom d*.

KRDO-TV — 13 ABC

P.O. Box 1457, 80901; 303-632-1515; *Ownership*: Pikes Peak Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Harry W. Hoth, *p*; Neil Klocksiem, *gen mgr*; Hank Colvert, *natl sls mgr*; Patricia Burch, *prom d*.

Denver

KBTV — 9 ABC

1089 Bannock St., 80217; 303-825-5288; *Ownership*: Gannett; *Rep*: Blair; *Personnel*: Charles T. Leasure, *gen mgr*; Darla Ellis, *prog d*; Joe Franzgrote, *gen sls mgr*; Lee Minard, *prom d*.

KMGH-TV — 7 CBS

123 Speer Blvd., 80203; 303-832-7777; *Ownership*: McGraw-Hill; *Rep*: Harrington, Righter & Parsons; *Personnel*: Ray Watson, *vp/gen mgr*; Shirley Frederick, *prog d*; Elizabeth Saunders, *prom d*.

KOA-TV — 4 NBC

P.O. Box 5012 T.A., 80217; 303-861-4444; *Ownership*: General Electric; *Rep*: Katz; *Personnel*: Roger L. Ogden, *gen mgr*; Lon Lee, *prog mgr*; David LaFrance, *gen sls mgr*; Jim Girodo, *prom mgr*; J. H. MacDermott, *stat mgr*;

KWGN-TV — 2 IND

6160 S. Wabash Way, P.O. Box 5222, Englewood, 80155; 303-740-2222; *Ownership*: Tribune Broadcasting Company; *Rep*: Petry Television; *Personnel*: Joseph T. Loughlin, *p/gen mgr*; Marc Schacher, *prog d*; Tim Gilbert, *gen sls mgr*; Francis Eagle, *creat svcs d*.

Grand Junction

KJCT — 8 ABC

#8 Foresight Circle, 81501; 303-632-1515; *Ownership*: Pikes Peak Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Patti Hoth Crouse, *gen mgr*; Patricia Martin, *prog d*; Hank Colvert, *natl sls mgr*; Barbara Schmidt, *prom d*.

KREX-TV — 5 CBS/NBC

P.O. Box 789, 81502; 303-242-5000; *Ownership*: XYZ Television; *Rep*: Seltel; *Personnel*: Carl Anderson, *gen mgr*; Tom McGill, *prog d*; Bill Sullivan, *st mgr*; Lee D'Amassa, *prom d*.

Pueblo

KOAA-TV — 5 NBC

2200 7th Ave., 81003; 303-544-5781; *Ownership*: Sangre de Cristo Communications; *Rep*: Seltel; *Personnel*: John O. Gilbert, *gen mgr*; Jack Sinclair, *prog d*; Larry Keenan, *gen sls mgr*; Joe Navarro, *prom d*; Anthony Maisel, *stat mgr*;

CONNECTICUT

Hartford/New Haven/ Waterbury

WFSB-TV — 3 CBS

3 Constitution Plaza, 06115; 203-525-0801; *Ownership*: Post-Newsweek Stations; *Rep*: Petry Television Inc.; *Personnel*: G. William Ryan, *vp/gen mgr*; James Lutton, *prog d*; Michael T. Dorsey, *gen sls mgr*; Lois Koteen, *prom d*.

WTNH-TV — 8 ABC

135 College St., New Haven, 06508; 203-777-3611; *Ownership*: Capital Cities; *Rep*: Blair; *Personnel*: Peter K. Orne, *gen mgr*; Larry Manne, *prog d*; Don Gorman, *gen sls mgr*.

WVIT-TV — 30 NBC

1422 New Britain Ave, 06110; 203-521-3030; *Ownership*: Viacom Broadcasting; *Rep*: TelcRep; *Personnel*: Francis P. Brady, *gen mgr*; John Palmer, *prog d*; Al Bova, *gen sls mgr*; Harriet Woolf, *d commun*.

WTVX — 20 IND

414 Meadow St., Waterbury, 06702; 203-575-2020; *Ownership*: Channel 20 Enterprises Limited Partnership; *Rep*: MMT Sales Inc.; *Personnel*: Geoffrey Rose, *gen mgr*; Harvey Adelberg, *gen sls mgr*; William Raymond, *prog mgr*; Myles B. Derison, *natl sls mgr*; Michael Watt, *prom mgr*;

DISTRICT OF COLUMBIA

Washington DC

WCQR — 50 IND

Box 60688, District of Columbia WASHINGTON, 20039; 202-723-1040; *Ownership*: Theodore S. Ledbetter, Jr.; *Personnel*: Ted Ledbetter, *opns mgr*.

WDCA-TV — 20 IND

5202 River Rd., District of Columbia WASHINGTON, 20016; 301-654-2600; *Ownership*: Taft; *Personnel*: John C. Rose, *vp/gen mgr*; Farrell Meisel, *prog mgr*; Chuck Cowdrey, *gen sls mgr*; Pete McCormick, *natl sls mgr*.

WDVM-TV — 9 CBS

40th & Brandywine Sts; NW, District of Columbia WASHINGTON, 20016; 202-364-3900; *Ownership*: The Evening News Assn; *Rep*: MMT Sales; *Personnel*: Edwin W. Pfeiffer, *gen mgr*; Ronald Townsend, *stat mgr*; Ed Jones, *prog d*; Hank Yaggi, *gen sls mgr*; Jeffery G. Nettesheim, *d of creat svcs*;

WJLA-TV — 7 ABC

4461 Conn. Ave., NW, District of Columbia WASHINGTON, 20008; 202-686-3000; *Ownership*: Joe L. Allbritton; *Rep*: Petry; *Personnel*: Thomas B. Cookerly, *p/gen mgr*; Carol Myers, *prog d*; John Long, *gen sls mgr*; Lindy Spero, *prom d*.

WRC-TV — 4 NBC

4001 Nebraska Ave., NW, District of Columbia WASHINGTON, 20016; 202-686-4000; *Ownership*: NBC; *Rep*: NBC; *Personnel*: John Rohrbeck, *vp/gen mgr*; Bob Casazza, *prom d*; David Uhrich, *prog d*; Allan Horlick, *sls d*.

WTTG — 5 IND

5151 Wisconsin Ave., NW, District of Columbia WASHINGTON, 20016; 202-244-5151; *Ownership*: Metromedia; *Rep*: Katz; *Personnel*: Allan Ginsberg, *vp/gen mgr*; Sandra Pastoor, *prog d*; Lawrence Maloney, *vp/gen sls mgr*.

FLORIDA

Clearwater

WCFL — 22 IND

6922 142nd Ave. N., Largo, 33541; 813-535-5622; *Ownership*: Christian TV Corporation; *Personnel*: Robert D'Andrea, *p/gen mgr*: Lori Branham, *prom d/prog d*.

Cocoa

WTGL-TV — 52 IND

Box 1852, 32923; 305-631-2730; *Ownership*: Goodlife Broadcasting; *Personnel*: J. Brock Lesperance, *gen mgr*: Ken Mikesell, *prom d*: Dale Wright, *sls mgr/prog mgr*.

Fort Myers

WBBH-TV — 20 NBC

3719 Central Ave., 33901; 813-939-2020; *Ownership*: Waterman Broadcasting; *Rep*: Katz; *Personnel*: Howard L. Hoffman, *vp/gen mgr*: Kim Datema, *prog d*: Kent E. Schneider, *creat serv/prom d*.

WEVU — 26 ABC

P.O. Box N., Bonita Springs, 33923; 813-332-0076; *Ownership*: Caloosa Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Ray Karpowicz, *p*: Sue Caswell, *prog d*: Hank Douglas, *gen sls mgr*: Bill Roof, *vp/asst mgr*.

WINK-TV — 11 CBS

2824 Palm Beach Blvd., 33901; 813-334-1131; *Ownership*: Fort Myers Broadcasting; *Rep*: Blair; *Personnel*: Robert F. Doty, *gen mgr*: Jack Hardingham, *prog d*: Don Locke, *gen sls mgr*: Frank Watson, *stat mgr*.

Gainesville

WCJB-TV — 20 ABC

P.O. Box 13414, 32604; 904-372-3543; *Ownership*: Diversified Communications; *Rep*: Katz; *Personnel*: Alec C. Skiffington, *gen mgr*: Clay Brinker, *gen sls mgr*: Peter Bingham, *prom d*.

Jacksonville

WAWS-TV — 30 IND

8675 Hogan Road, 32216; 904-642-3030; *Ownership*: Malrite of Jacksonville, Inc.; *Rep*: Katz; *Personnel*: William H. Luchman, *vp/gen mgr*: John C. Bailie, *gen sls mgr*: Richard M. Sullivan, *d of prog & opers*: Richard M. Sullivan, *prom d*.

WJKS-TV — 17 NBC

9117 Hogan Road, 32216; 904-641-1700; *Ownership*: Media General Communications; *Rep*: TeleRep; *Personnel*: John Radech, *gen mgr*: Russ Myerson, *prog d*: Karen Heniger, *gen sls mgr*: Walter Smith, *prom d*.

WJXT-TV — 4 CBS

1851 Southampton Rd., 32207; 904-399-4000; *Ownership*: Washington Post; *Rep*: Petry Television Inc.; *Personnel*: Gus Bailey, Jr., *vp/gen mgr*: Barry Barth, *d bdst opers*: Lynn Fairbanks, *gen sls mgr*: Anne Pace, *prom d*.

WTLV — 12 ABC

P.O. Box TV-12, 32231; 904-354-1212; *Ownership*: Harte-Hanks communications; *Rep*: Blair; *Personnel*: Howard Kelley, *gen mgr*: Harry McClintock, *prog d*: Robert Epstein, *gen sls mgr*: Steve Rabb, *natl sls mgr*: Rosemary Shouldice, *prom d*.

WXAO-TV — 47 IND

P.O. Box 17547, 32216; 904-725-4700; *Ownership*: WXAO-TV, Inc.; *Personnel*: Jim Kontoleon, *gen mgr*: Ray Davis, *gen sls mgr*: Larry Jacobs, *prog d & prom d*.

Leesburg

WIYE — 55 IND

900 N. Blvd., 32748; 787-2287; *Ownership*: Sharp's Communications; *Personnel*: Claude Bowers, *prog opns mgr*: Carol Gentry, *sls mgr*.

Melbourne

WMOD — 43

4450-L Enterprise Court, 32901; 305-254-4343; *Ownership*: BMS Corporation and Southern Broadcasting Corporation; *Personnel*: Michael F. Starr, *gen mgr vp*: Berl Golub, *prog mgr*: Lon Mirulli, *sls mgr*: Roy Tym, *natl sls mgr*: Syd Golub, *prom mgr*.

Miami

WCIX-TV — 6 IND

1111 Brickell Ave., 33131; 305-377-0811; *Ownership*: Coral Television; *Rep*: TeleRep; *Personnel*: Edward Q. Adams, *gen mgr*: Barbara Smith, *prog d*: Harvey Cohen, *gen sls mgr*.

WCKT — 7 NBC

1401 79th St. Causeway, 33138; 305-751-6692; *Ownership*: Sunbeam Television; *Rep*: Harrington, Righter & Parsons; *Personnel*: Ed Ansin, *p*: Robert W. Leider, *vp/gen mgr*: David Bieber, *prog/opers mgr*: John Fenwick, *gen sls mgr*: Charmaine Meyer, *creat serv d*.

WDZL-TV — 39 IND

2055 Lee St., Hollywood, 33020; 305-925-3939; *Ownership*: 39 Broadcasting Ltd.; *Rep*: Katz; *Personnel*: Susan Taramillo, *gen mgr*: Bill Lincoln, *stat mgr*: John Walden, *prog mgr*: Ed Stankay, *prom mgr*.

WHFT — 45 IND

3324 Penbroke Rd., Penbroke Park, 33021; 305-624-1700; *Ownership*: Trinity Broadcasting of Florida; *Personnel*: Bernard Ridings, *gen mgr*: Glenn Martell, *prog d*.

WKID-TV — 51 IND

4035 N. 29th Ave., Hollywood, 33020; 305-920-9400; *Ownership*: Oak TV; *Personnel*: Bob Johnson, *gen mgr*: Bruce Dunn, *prog d*: Larry Pierce, *gen sls mgr*.

WLTV — 23 SIN

2525 S.W. 3rd Ave., 33169; 305-856-2323; *Ownership*: Spanish International Communications; *Rep*: SIN; *Personnel*: Joaquin Blaya, *vp/gen mgr*: Damaso V. Santana, *gen sls mgr*.

WPLG — 10 ABC

3900 Biscayne Blvd., 33137; 305-576-1010; *Ownership*: Post-Newsweek Stations; *Rep*: Petry Television Inc.; *Personnel*: Walter Liss, *vp/gen mgr*: Jim Paratore, *prog d*: Dick Wexo, *gen sls mgr*: Mark Darden, *prom d*.

WTVJ — 4 CBS

316 North Miami Ave, 33128; 305-579-1200; *Ownership*: Wometco; *Rep*: MMT Sales (NY); *Personnel*: William R. Brazil, *vp/gen mgr*: Linda DesMarais, *prog mgr*: Tom Fraioli, *gen sls mgr*: Gary Craven, *prom mgr*.

Orlando

WCPX-TV — 6 CBS

P.O. Box 1833, 32802; 305-843-0006; *Ownership*: Outlet Co.; *Rep*: Petry; *Personnel*: Leonard S. Davey, Jr., *vp/gen mgr*: Everett Hughes, *prog d*: Jim Posey, *natl sls mgr*: Jack Tinsley, *prom d*.

WESH-TV — 2 NBC

P.O. Box 7697, 32854; 305-645-2222; *Ownership*: Cowles Broadcasting; *Rep*: Katz; *Personnel*: John M. Haberman, *gen mgr*: Kenneth W. Smith, *prog d*: Robert Fowler, *gen sls mgr*: Red Koch, *prom d*.

WFTV — 9 ABC

P.O. Box 999, 32802; 305-841-9000; *Ownership*: Channel 9 of Orlando; *Rep*: Blair; *Personnel*: Walter M. Windsor, *gen mgr*: Clifford S. Pine, *opers mgr*: Clifton L. Conley, *gen sls mgr*: Walter S. McDowell, *dir creat succ*.

WOFL — 35 IND

P.O. Box 5729, 32855; 305-422-0035; *Ownership*: Omega Communications; *Rep*: MMT Sales; *Personnel*: Ray Balsom, *vp/gen mgr*: Paul Williamson, *prog d*: Anne Ragsdale, *gen sls mgr*: Margaret Rodgers, *prom d*: Al Long, *natl sls mgr*.

Panama City

WJHG-TV — 7 NBC

P.O. Box 2349, 32401; *Ownership*: Gray Communications Systems, Inc.; *Rep*: Katz; *Personnel*: Ray H. Holloway, *vp/gen mgr*: Roger Jones, *gen sls mgr/prog d*: Pamela Goulden, *prom d*.

WMBB-TV — 13 ABC

Box 1340, 32401; 904-769-2313; *Ownership*: Octagon Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Douglas M. Grimm, *gen mgr*: Patti Clements, *prog d*: Rob Doll, *gen sls mgr*: Joe Uliano, *prom d*.

Sarasota

WXLT-TV — 40 ABC

P.O. Box 940, 33578; 813-922-0777; *Ownership*: Sarasota-Bradenton Fla. TV; *Rep*: Avery-Knodel; *Personnel*: Robert R. Nelson, *p/gen mgr*: Linford C. Rickard, *prog d*: Thomas J. Johnson, *exec sls d*: Martha Higgins, *prom d*.

Tallahassee

WCTV-6 — CBS

P.O. Box 3048, 32303; 904-893-6666; *Ownership*: John H. Phipps Broadcasting Stations; *Rep*: Blair; *Personnel*: Frank Flynn, *gen mgr*: Jerry L. Williams, *prog d*: John Simons, *gen sls mgr*: Tom Graham, *nat sls mgr*.

WECA-TV — 27 ABC

P.O. Box 13327, 32308; 904-893-3127; *Ownership*: E.C. Allen; *Rep*: Avery-Knodel; *Personnel*: James J. Matthews, *gen mgr*: Lynne Stephenson, *prog d*: Bob Peretik, *gen sls mgr*: Bobbie Johnson, *prom d*.

WVGA — 44 ABC

Box 1588, Valdosta, GA, 31601; 912-242-4444; *Ownership*: Peachtree Telecasting, Inc.; *Rep*: Spotttime, Ltd.; *Personnel*: Betty Marshall, *gen/sls mgr*: Robert Mandella, *prog/prom d*.

Tampa/St. Petersburg

WFLA-TV — 8 NBC

905 E. Jackson St., 33602; 813-229-7781; *Ownership:* Media General; *Rep:* MMT; *Personnel:* William Faber, *ch of bd*; Robert Sutton, *p/ceo*; Harry C. Smith, *vp/gen mgr*; Doug Duperrault, *prog d*; Charlie High, *gen sls mgr*;

WFTS-TV — 28 IND

4501 E. Columbus Drive, 33605; 813-623-2828; *Ownership:* Family Television Corp.; *Rep:* Seltel; *Personnel:* I.N. Wheeler, *p/gen mgr*; Tom Watson, *gen sls mgr*; Patrick J. McNamara, *natl sls mgr*; Martha D. Wheeler, *prog/opers mgr*;

WTOG-TV — 44 IND

365-105th Terrace NE, St. Petersburg, 33702; 813-576-4444; *Ownership:* Hubbard Broadcasting, Inc.; *Rep:* Petry; *Personnel:* David A. Olmsted, *gen mgr*; Richard R. Dailey, *prog manager*; Ron Inman, *gen sls mgr*; Barry Stinson, *prom d*;

WTSP-TV — 10 ABC

P.O. Box 10,000, St. Petersburg, 33733; 813-577-1010; *Ownership:* Gulf United; *Rep:* Harrington, Righter & Parsons; *Personnel:* Lawrence M. Clamage, *p/gen mgr*; Jayne Boyd, *prog d*; John M. Purcell, *vp/gen sls mgr*; Mike Stopnick, *prom d*;

WTVT — 13 CBS

P.O. Box 22013, 33622; 813-876-1313; *Ownership:* Gaylord Broadcasting; *Rep:* TeleRep; *Personnel:* Harry M. Apel, *vp/gen mgr*; Dick A'Hearn, *prog d*; Bill Diaz, *gen sls mgr*; Jan Icyda, *prom mgr*;

West Palm Beach

WFLX-TV — 29 IND

4130 Blue Heron Blvd., 33404; 305-845-2929; *Ownership:* Malrite of Florida, Inc.; *Rep:* Petry; *Personnel:* Murray J. Green, *gen mgr*; Donita Welch, *prog mgr*; Alan Frank, *natl sls mgr*; Craig Nowack, *prom mgr*;

WPEC — 12 ABC

Fairfield Dr., 33407; 305-844-1212; *Ownership:* WPEC, Inc.; *Rep:* Katz; *Personnel:* Robert C. Wiegand, *gen mgr*; Thom Moody, *prog d*; Connie Albino, *natl sls mgr*; Robert Lawson, *gen sls mgr*;

WPTV — 5 NBC

622 North Flagler Drive, Palm Beach, 33401; 305-655-5455; *Ownership:* Scripps-Howard Broadcasting; *Rep:* Blair; *Personnel:* William J. Brooks, *gen mgr*; Arvo O. Katajisto, *prog d*; Edith Brackeen, *gen sls mgr*; Gary Beier, *prom mgr*;

WTVX — 34 CBS

P.O. Box 3434, 33450; 305-464-3434; *Ownership:* WTVW, Inc.; *Rep:* Avery-Knodel; *Personnel:* Lynwood Wright, *gen mgr*; Jay Oliver, *sls mgr*; John Van Dyke, *prog d*; Keith Carson, *prom d*;

GEORGIA

Albany

WALB-TV — 10 NBC

P.O. Box 3130, 31708; 912-883-0154; *Ownership:* Gray Communications Systems; *Rep:* Katz; *Personnel:* Raymond E. Carow, *vp/gen mgr*; R. Douglas Oliver, *vp sls*; Curtis White, *prodn d*; Jerry Smithwick, *gen sls mgr*;

WTSG — 31 IND

1211 N. Slappey Blvd., 31701; 912-435-3100; *Ownership:* Gordon Communications Company; *Rep:* Adam Young Inc.; *Personnel:* Jeff Evans, *exec vp/gen mgr*; Sid Perry, *prog mgr*; Fred Procise, *gen & natl sls mgr*; Sid Perry, *prom mgr*;

Atlanta

WAGA-TV — 5 CBS

P.O. Box 4207, 30302; 404-875-5551; *Ownership:* Storer; *Rep:* Storer Television Sales; *Personnel:* Paul Raymon, *gen mgr*; J. Marc Doyle, *d of prog ops*; John F. O'Hern, *gen sls mgr*; Richard Goss, *prom d*;

WANX-TV — 46 IND

P.O. Box 98097, 30029; 404-325-3103; *Ownership:* Continental Broadcasting; *Rep:* Independent TV Sales; *Personnel:* Herman Ramsey, *vp/gen mgr*; Dennis Moore, *prog d*; Robert Stroud, *gen sls mgr*; Barbara Wright, *prom d*;

WATL-TV — 36 IND

575 Ponce de Leon Ave. NE, 30308; 404-892-3636; *Ownership:* WATL-TL, Inc.; *Rep:* Seltel; *Personnel:* Robert F. X. Sillerman, *p*; Edward H. Herlihy, *gen mgr*; Don Hess, *prog d*; Matt Filla, *natl sls mgr*;

WSB-TV — 2 ABC

1601 W. Peachtree St., NE, 30309; 404-897-7000; *Ownership:* Cox Communications, Inc.; *Rep:* TeleRep; *Personnel:* Frederick R. Barber, Jr., *vp/gen mgr*; Brooke Spectorsky, *stat mgr*; A. R. Van Cantfort, *prog d*; John Garwood, *gen sls mgr*; David LaFontaine, *prom d*;

WTBS — 17 IND

1050 Techwood Dr., 30318; 404-892-1717; *Ownership:* Turner Broadcasting System, Inc.; *Rep:* Turner Broadcasting Sales; *Personnel:* James Kitchell, *vp adm & ops*; Sid Pike, *film acq*; Jack Petrik, *prog d*; Gerry Hogan, *gen sls mgr*; Bill Butler, *prom d*;

WVEU — 69 IND

2700 Northeast Expwy., Bldg. A, 30345; 404-321-0690; *Ownership:* Broadcast Corporation of Georgia; *Personnel:* Vance L. Eckersley, *vp/gen mgr*; Joseph A. Everett, *prog d*; Willard L. Dougherty, *gen sls mgr*;

WXIA-TV — 11 NBC

1611 W. Peachtree, NE, 30309; 404-892-1611; *Ownership:* Gannett; *Rep:* Blair; *Personnel:* Alvin G. Flanagan, *p & gen mgr*; Jack Lease, *d prog ops*; Howard Kaufmann, *gen sls mgr*; John Heinen, *prom mgr*;

Augusta

WAGT-TV — 26 NBC

P.O. Box 1526, 30903; 404-722-0026; *Ownership:* Schurz Comm.; *Rep:* Seltel; *Personnel:* Nick Evans, *p/gen mgr*; Lee Sheridan, *stat mgr*; James S. Halpin, *gen sls mgr*; Karin Sisk, *creat svcs d*;

WJBF — 6 ABC

P.O. Box 1404, 30903; 404-722-6664; *Ownership:* Western Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Doug Moore, *gen mgr*; Terry Sams, *prog d*; Roy Erb, *gen sls mgr*; Marshall Hites, *prom d*;

WRDW-TV — 12 CBS

Drawer 1212, 30903; 803-278-1212; *Ownership:* Ziff-Davis Broadcasting; *Rep:* Katz; *Personnel:* Jack West, *gen mgr*; Hal Edwards, *prog d*; Bill Kemple, *gen sls mgr*; Steve Johnston, *prom d*;

Columbus

WLTZ — 38 NBC

P.O. Box 12289, 31995; 404-561-3838; *Ownership:* Lewis Broadcasting Corp.; *Rep:* Katz Television; *Personnel:* Bob Walton, *vp/gen mgr*; T. B. Breazeale, *gen sls mgr*; Ron Bartlett, *prog d*; Dotty McMichael, *prom mgr*;

WRBL-TV — 3 CBS

1350 13th Ave., 31994; 404-323-3333; *Ownership:* Aviant Development; *Rep:* Blair; *Personnel:* James A. Underwood, *gen mgr*; David Murphy, *prog d*; Don Nahley, *gen sls mgr*; Lee Davis, *prom d*;

WTVM — 9 ABC

P.O. Box 1848, 31902; 404-324-6471; *Ownership:* Western Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Bob Lee, *gen mgr*; W. Carroll Ward, *prog d*; Wayne Daugherty, *gen sls mgr*; Steve Curry, *prom d*;

Macon

WCWB-TV — 41 NBC

Box 4328, 31208; 912-746-1455; *Ownership:* Morris Network Inc.; *Rep:* Adam Young Busby Finch, Southeast; *Personnel:* Lanny Finch, *p*; Loran Nesmith, *stat mgr*;

WGXA-TV — 24 ABC

P.O. Box 340, 31297; 912-745-2424; *Ownership:* Russell-Rowe Communications, Inc.; *Rep:* Blair Television; *Personnel:* Ken Gerdes, *gen mgr*; Dale Stafford, *prog mgr*; Jim Wilcox, *natl sls mgr*; Tony Williams, *prom mgr*;

WMAZ-TV — 13 CBS

1314 Gray Hwy., 31213; 912-746-1313; *Ownership:* Multimedia; *Rep:* Katz; *Personnel:* Don McGouirk, *gen mgr/prog d*; H. E. "Smokey" Simmons, *gen sls mgr*; Mary Jane Gabriel, *prom d*;

Savannah

WJCL — 22 NBC

P.O. Box 13646, 31406; 912-925-0022; *Ownership:* J. C. Lewis, Jr.; *Rep:* Seltel/Regional Busby Finch Latham & Widman; *Personnel:* J. Fred Pierce, *exec vp/gen mgr*; Christopher A. Barbieri, *sr vp/prog & sls*; Larry Walker, *prog d/opers mgr*;

WSAV-TV — 3 ABC

P.O. Box 2429, 31402; 912-236-0303; *Ownership:* News-Press & Gazette Co.; *Rep:* Blair Television; *Personnel:* Tom Matthews, *gen mgr*; Randy Peltier, *gen sls mgr*; Joe Harty, *prom d*;

WTOC-TV — 11 CBS

516 Abercorn St., 31401; 912-232-0127; *Ownership:* American Savannah Broadcasting; *Rep:* Katz; *Personnel:* Jess E. Mooney, *gen mgr*; Jess E. Mooney, *prog d*; Ronald E. Winders, *gen sls mgr*; Bud Bradbury, *prom d*;

Valdosta

WVGA — 44 ABC

275 Norman Dr., 31601; 912-242-4444; *Ownership:* Hi-Ho Telecasting; *Rep:* Spot Time, Ltd.; *Personnel:* Betty Marshall, *gen mgr*; Diane Schroer, *sls mgr*; Bob Mandelus, *prog d*; Richard Lee, *prodn mgr*;

HAWAII

Honolulu

KGMB-TV — 9 CBS

1534 Kapiolani Blvd., 96814; 808-944-5200; *Ownership*: Lee Enterprises; *Rep*: Katz; *Personnel*: Richard A. Weiner, *gen mgr*; Phil Arnone, *prog d*; Rick Blangiardi, *gen sls mgr*

KHON-TV — 2 NBC

615 Piikoi Street, Ste. 501, 96814; 808-531-8585; *Ownership*: Western Sun Inc.; *Rep*: Blair Television; *Personnel*: William L. Snyder, *p/gen mgr*; Al Hoffman, *prog d*; William D. Gaeth, *gen sls mgr*; Susan Driscoll Lamay, *prom d*.

KIKU-TV — 13 IND

150-B Puuhale Rd., 96819; 808-847-3246; *Ownership*: Mid-Pacific Assoc.; *Rep*: Adam Young, Inc.; *Personnel*: Richard F. Schaller, *gen mgr*; Marillyn Thompson, *prom mgr*.

KITV — 4 ABC

1290 Ala Moana Blvd., 96814; 808-537-3991; *Ownership*: Shamrock Broadcasting; *Rep*: Seltel; *Personnel*: Richard T. Grimm, *p*; Robert Fox, *gen mgr*; Larry Cazavan, *prog d*; Kris Blancq, *prom d*.

IDAHO

Boise

KBCI-TV — 2 CBS

P.O. Box 2, 83707; 208-336-5222; *Ownership*: Eugene Television; *Rep*: Katz; *Personnel*: Mary Miller, *gen mgr*; Jack Sausman, *sls mgr*; Frank Atkinson, *prom d*.

KIVI — 6 ABC

1866 E. Chisholm Dr., Nampa, 83651; 208-336-0500; *Ownership*: Evening Post Publishing; *Rep*: Seltel; *Personnel*: Larry J. Chase, *p/gen mgr*; Don Long, *opers mgr/prog d*; Rex L. McArthur, *gen sls mgr*.

KTRV — 12 IND

Box 1212, Nampa, 83651; 208-466-1200; *Ownership*: Peyton Broadcasting, Ltd.; *Rep*: Petry; *Personnel*: John A. Serrao, *p/gen mgr*; Cary D. Jones, *sr vp/st mgr/dir sls*; Gail Blanchard-Jones, *dir prog/prom*.

KTVB — 7 NBC

P.O. Box 7, 83707; 208-375-7277; *Ownership*: King Broadcasting; *Rep*: Blair; *Personnel*: Ancil H. Payne, *p*; Robert E. Krueger, *vp/gen mgr*; John Tischendorf, *prog d*; John Lewis, *gen sls mgr*.

Idaho Falls/Pocatello

KID-TV — 3 CBS

P.O. Box 2008, 83401; 208-522-5100; *Ownership*: KID Broadcasting; *Rep*: Katz; *Personnel*: J. Allen Jensen, *gen mgr*; Kim Southwick, *opers d*; Barbara Henriksen, *prog mgr*; Richard E. Carr, *stat mgr/gen sls mgr*.

KIFI-TV — 8 NBC

P.O. Box 2148, 83401; 208-523-1171; *Ownership*: The Post Co.; *Rep*: Avery-Knodel; *Personnel*: J. M. Brady, *gen mgr*; Herm Haefele, *prog d*; Tim Fowler, *prom d*.

KPVI — 6 ABC

P.O. Box 667, Pocatello, 83201; 208-233-6667; *Ownership*: Futura Corp.; *Rep*: Seltel; *Personnel*: Brian P. Hogan, *gen mgr*; Nancy Ufert, *gen sls mgr*; Rhea Surmelis, *natl sls mgr*.

Twin Falls

KMVT — 11 NBC/CBS/ABC

P.O. Box 1538, 83301; 208-733-1280; *Ownership*: Western Broadcasting Co.; *Rep*: Avery-Knodel; *Personnel*: Lee P. Wagner, *gen mgr*; George E. Brown, *prog d*; Robert Thomas, *local sls mgr*.

ILLINOIS

Chicago

WBBM-TV — 2 CBS

630 N. McClurg Court, 60611; 312-944-6000; *Ownership*: CBS; *Rep*: CTS National Sales; *Personnel*: Peter A. Lund, *vp gen mgr*; Edward Spray, *d of bdcst*; Joe Orso, *d of sls*; Lilly Eide, *d of comm*.

WBBS-TV — 60 IND

5525 N. Broadway, 60640; 312-271-7171; *Ownership*: Hatco/60; *Personnel*: Marcelino Miyares, *gen mgr*; Ivan Acosta, *prog mgr*; Roger Creaden, *natl sls mgr*; Rubiani de la Rosa, *prom mgr*.

WCFC-TV — 38 IND

20 N. Wacker Dr., 60606; 312-977-3838; *Ownership*: Christian Communications of Chicagoland, Inc.; *Personnel*: Jerry K. Rose, *p*; Harold D. Wheat, *stat mgr/prog d*; Allan Winters, *prom d*.

WCIU-TV — 26 IND

141 W. Jackson, 60604; 312-663-0260; *Ownership*: Weigel Broadcasting; *Rep*: SIN; *Personnel*: Howard Shapiro, *gen mgr*; Peter Zomaya, *prog d*; Robert Ward, *gen sls mgr*.

WFLD-TV — 32 IND

300 N. State St., 60610; 312-645-0300; *Ownership*: Field Enterprises; *Rep*: ITVS; *Personnel*: Vincent F. Barresi, *vp/gen mgr*; Thomas R. Spitz, *stat mgr*; Robert M. Simone, *prog mgr*; Gracelyn Brown, *prom mgr*.

WGN-TV — 9 IND

2501 Bradley Place, 60618; 312-528-2311; *Ownership*: Tribune Co.; *Rep*: Blair Television; *Personnel*: Robert K. King, *p*; Gary Simcox, *oper mgr*; Dennis FitzSimons, *gen sls mgr*; Peter Marino, *prom d*.

WLS-TV — 7 ABC

190 N. State St., 60601; 312-263-0800; *Ownership*: ABC; *Personnel*: Peter Blaise Desnoes, *vp/gen mgr*; Joseph Ahern, *stat mgr*; Jeff McGrath, *prog d*; Dick Taylor, *gen sls mgr*; Tim Bennett, *d of creat servs*;

WMAQ-TV — 5 NBC

Merchandise Mart Plaza, 60654; 312-861-5555; *Ownership*: NBC; *Rep*: NBC-TV Spot Sales; *Personnel*: Montelle Gage Newman, *gen mgr*; Dillon Smith, *prog d*; Dick Daggett, *sls d*; Nick Aranson, *d commum*; Bill Natale, *mgr/adv prom admin*;

WPWR-TV — 60 IND

3505 N. Ashland, 60657; 312-993-1100; *Ownership*: Metro West Corporation; *Rep*: Spot Time, Ltd.; *Personnel*: Fred Eychaner, *gen mgr*; Mark Kohlrus, *gen sls mgr/prog d*; Laura Devon, *prom d*.

WSNS — 44 IND

430 W. Grant Pl., 60614; 312-929-1200; *Ownership*: Harriscope of Chicago & Oak Communications; *Personnel*: Richard Plotkin, *gen mgr*; R. S. Plotkin, *prog d*; John Dickinson, *opers mgr*.

Peoria

WEEK-TV — 25 NBC

2907 Springfield Rd., 61611; 309-698-2525; *Ownership*: Mid-America Television; *Rep*: Katz; *Personnel*: William R. Adams, *p Mid-America Tel*; Frank J. Bussone, *gen mgr*; Joanne C. Wineke, *bdcst mgr*; Joseph R. Lentz, *gen sls mgr*.

WMBD-TV — 31 CBS

3131 N. University St., 61604; 309-688-3131; *Ownership*: Midwest Television, Inc.; *Rep*: Petry Television Inc.; *Personnel*: Gene C. Robinson, *gen mgr*; Lloyd L. Peterson, *prog d*; Jim Donovan, *sls & opers mgr*; John Birks, *prom d*.

WRAU-TV — 19 ABC

500 N. Stewart St., Creve Coeur, 61611; 309-698-1919; *Ownership*: Forward Communications; *Rep*: Seltel; *Personnel*: Robert E. Rice, *gen mgr*; Bart Lamb, *prog d*; William Thorson, *gen sls mgr*; Bart Lamb, *prom d*.

Quincy

KHQA-TV — 7 CBS

510 Maine St., 62301; 217-222-6200; *Ownership*: Lee Enterprises; *Rep*: Katz; *Personnel*: John Phillips, *gen mgr*; Hank Mayhall, *opers mgr*; Gary Schmedding, *gen sls mgr*; Van Gable, *prom mgr*.

WGEM-TV — 10 NBC

513 Hampshire, 62301; 217-222-6840; *Ownership*: Quincy Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Dave Oakley, *gen mgr*; Jack Varnier, *st mgr*; J. Ben Stewart, *gen sls mgr*.

Rockford

WIFR-TV — 23 CBS

P.O. Box 123, 61105; 815-987-5300; *Ownership*: Worrell Broadcasting; *Rep*: Katz; *Personnel*: Dennis Blake West, *gen mgr*; Michael Lennon, *gen sls mgr*; Barbara Schobinger, *prog sup*.

WQRF-TV — 39 IND

128 Kishwaukee St., 61104; 815-987-3950; *Ownership*: Lloyd Corp.; *Rep*: Avery Knodel Television; *Personnel*: Kim A. Carlson, *gen mgr*; Ken Staaf, *prog d*; Tony Fair, *gen sls mgr*; Jan Bacino, *prom d*.

WREX-TV — 13 ABC

Auburn & Winnebago Roads, 61105; 815-968-1813; *Ownership*: Gilmore Broadcasting; *Rep*: Seltel; *Personnel*: Jack McWeeny, *gen mgr*; Jim Smith, *natl sls mgr*; Jeanne Foster, *prom d*.

WTVO — 17 NBC

Box 470, 61105; 815-963-5413; *Ownership*: Winnebago Television; *Rep*: Adam Young; *Personnel*: Hal Froelich, *gen mgr*; Dick McDaniel, *prog d*; Tom Anderson, *gen sls mgr*.

Springfield/Decatur/Champaign

WAND — 17 ABC

904 Southside Dr., Decatur, 62525; 217-424-2500; *Ownership*: LIN Broadcasting; *Rep*: Blair; *Personnel*: Barrett H. Geoghegan, *p/gen mgr*; T.J. Vaughan, *vp prog & oper*; Larry Katt, *vp/sls*; Mike Cheever, *prom d*.

WCIA-TV — 3 CBS

509 S. Neil St., Champaign, 61820; 217-356-8333; *Ownership:* Midwest TV; *Rep:* Petry; *Personnel:* Guy Main, *exec vp*; Sheila Hickman, *prog d*; Jerry Johnson, *gen sls mgr*; Karen Reifsteck, *prom d*.

WICD-TV — 15 NBC

250 Country Fair Dr., Champaign, 61820; 217-351-8500; *Ownership:* Plains Television Partnership; *Rep:* Katz; *Personnel:* Joe Norris, *gen mgr*; Larry Waters, *prog d*; Ed Mason, *gen sls mgr*.

WICS-TV — 20 NBC

2680 E. Cook St., 62703; 217-753-5620; *Ownership:* WICS-TV, Inc.; *Rep:* Katz; *Personnel:* Milton D. Friedland, *vp/gen mgr*; Gary Spears, *prog d*; Don Squires, *gen sls mgr*; Carl Bauman, *prom d*; Virginia Rush, *natl sls mgr*;

WRST — 55 IND

3440 Clearlake Ave., 62702; 217-523-8855; *Ownership:* Cy Bahakel Communication; *Rep:* Seltel; *Personnel:* Carol Ondrula, *prog opns*; Ken Meyers, *opns & eng*; Ellen Martin, *prom d*; Carl Bruce, *prog d/stat mgr*.

INDIANA*Evansville***WEHT-TV — 25 CBS**

P.O. Box 25, 47701; 812-424-9215; *Ownership:* Gilmore Broadcasting; *Rep:* Seltel; *Personnel:* Ernest D. Madden, *gen mgr*; Brod Seymour, *prog d*; Dave Blythe, *gen sls mgr*; Pam Arnette, *prom d*.

WFIE-TV — 14 NBC

P.O. Box 1414, 47701; 812-426-1414; *Ownership:* Cosmos Broadcasting; *Rep:* Katz; *Personnel:* Conrad L. Cagle, *gen mgr*; Bob West, *d of opers*; Ms. Shirley Kirk, *prog mgr*; John R. Sandwell, *gen sls mgr*; Brad Hight, *prom d*;

WTVW — 7 ABC

P.O. Box 7, 47701; 812-422-1121; *Ownership:* Indiana Partners; *Rep:* Avery-Knodel; *Personnel:* Charles Woods, *p/gen mgr*; Deborah Corbett, *prog d*; Ken Schreiber, *gen sls mgr*.

*Ft. Wayne***WANE-TV — 15 CBS**

P.O. Box 1515, 46801; 219-424-1515; *Ownership:* Corinthian Broadcasting; *Rep:* Corinthian Television Sales; *Personnel:* Ted Kohl, *gen mgr*; Ron Mack, *prgm d*; Dick Hayes, *gen sls mgr*; Sharon Malmstone, *adv & prom mgr*.

WFFT-TV — 55 IND

Box 2255, 46801; 219-424-5555; *Ownership:* WFFT-TV Inc.; *Rep:* Seltel, Inc.; *Personnel:* John R. Stuart, *vp/gen mgr*; Thomas Hansen, *prog d*; Virginia Joyce, *natl sls mgr*.

WKJG-TV — 33 NBC

2633 W. State Blvd., 40808; 219-422-7474; *Ownership:* Thirty-Three, Inc; *Rep:* Katz; *Personnel:* Hilliard Gates, *gen mgr*; Bill Kline, *gen sls mgr*; Bill Nichols, *asst gen mgr/ops mgr*.

WPTA-TV — 21 ABC

3401 Butler Rd., 46808; 219-483-0584; *Ownership:* Gannett Co.; *Rep:* Blair; *Personnel:* Edwin C. Metcalfe, *p*; Barbara Wigham, *vp/ prog*; Marvin Gottlieb, *vp/gen sls mgr*.

*Indianapolis***WHMB-TV — 40 IND**

P.O. Box 50250, 46250; 317-773-5050; *Ownership:* LeSea Broadcasting; *Rep:* Spot Time; *Personnel:* Peter Sumrall, *vp/gen mgr*; Jim Shaffer, *gen sls mgr*.

WISH-TV — 8 CBS

P.O. Box 7088, 46207; 317-924-4381; *Ownership:* Corinthian Broadcasting; *Rep:* Corinthian Television Sales; *Personnel:* William B. Stough, *gen mgr*; Karen Miller, *prog d*; Phil Michael, *prom mgr*.

WRTV — 6 ABC

1330 N. Meridian St., 46206; 317-635-9788; *Ownership:* McGraw-Hill; *Rep:* Harrington, Righter & Parsons; *Personnel:* Jerry Chapman, *gen mgr*; Ken Ladage, *prog d*; Sharon Chalfin, *gen sls mgr*.

WTHR-TV — 13 NBC

1000 N. Meridian St., 46204; 317-636-1313; *Ownership:* VideoIndiana; *Rep:* Blair; *Personnel:* Bill Dunaway, *vp/gen mgr*; Tom Rose, *prog d*; Mel Grossman, *gen sls mgr*; Tobie Pate, *creat svcs d*.

WTTV — 4 IND

3490 Bluff Rd., 46217; 317-787-2211; *Ownership:* Teleco Indiana, Inc.; *Rep:* TeleRep; *Personnel:* Elmer C. Snow, *p/gen mgr*; Mike Davis, *prog d*; Clyde Dutton, *sr vp/gen sls mgr*; Joseph Logsdon, *prom d*.

*Lafayette***WLFI-TV — 18 CBS**

2605 Yeager Rd, 47906; 317-463-3516; *Ownership:* Toledo Blade; *Rep:* Avery-Knodel; *Personnel:* Harold Shively, *vp/gen mgr*; Nina Hart, *prog d*; Thomas Combs, *gen sls mgr*; Arvid Olson, *prom d*.

*South Bend/Elkhart***WHME-TV — 46 IND**

P.O. Box 12, 46624; 219-291-8200; *Ownership:* Lesca Broadcasting; *Rep:* Spot Time; *Personnel:* Peter Sumrall, *vp/gen mgr*; Jim Shaffer, *natl sls mgr*.

WNDU-TV — 16 NBC

P.O. Box 1616, 46634; 219-239-1616; *Ownership:* Michiana Telecasting (Notre Dame U.); *Rep:* Adam Young; *Personnel:* Basil O'Hagan, *p & gen mgr*; Paul Walton, *prog d*; Dave O'Shea, *gen sls mgr*; Gregory Giczi, *prom d*.

WSBT-TV — 22 CBS

300 W. Jefferson Blvd., 46601; 219-233-3141; *Ownership:* WSBT, Inc.; *Rep:* Katz; *Personnel:* E. Berry Smith, *p/gen mgr*; Skip Gassensmith, *vp/prog d*; Jerry Bleck, *vp/natl sls mgr*; Jim Freeman, *vp/gen sls mgr*; Justin Meacham, *d of creat serv*;

WSJV — 28 ABC

P.O. Box 1646, Elkhart, 46515; 219-293-8616; *Ownership:* WSJV-TV, Inc; *Rep:* Blair; *Personnel:* Don E. Fuller, *vp/gen mgr*; Martha Sims, *prog d*; Andy Rinaldi, *gen sls mgr*; Ralph Oakley, *asst stat mgr*.

*Terre Haute***WBAK-TV — 38 ABC**

138 Poplar St, 47808; 812-238-1515; *Ownership:* Bahakel Communications; *Rep:* Seltel; *Personnel:* Carl Bruce, *gen mgr*; Larry Blackerby, *prog d*; Tom Lawrence, *sls mgr*; Dennis Roberts, *prom d*.

WTHI-TV — 10 CBS

918 Ohio St, 47808; 812-232-9481; *Ownership:* Wabash Valley Broadcasting; *Rep:* Katz; *Personnel:* Russ Arnold, *gen mgr*; Ruth Baker, *prog d*; David Bailey, *gen sls mgr*; Kevin Ordurt, *prom d*.

WTWO-TV — 2 NBC

P.O. Box 299, 47808; 812-696-2121; *Ownership:* Illiana Telecasting; *Rep:* Blair; *Personnel:* Jack Gelder, *exec vp/gen mgr*; Steve Pozczanac, *prog d*; Robert B. Beall, *gen sls mgr*; Carolyn Bochnlein, *prom d*.

IOWA*Cedar Rapids/
Dubuque/Waterloo***KCRG-TV — 9 ABC**

2nd Ave at 5th St., SE, 52401; 319-398-8422; *Ownership:* The Gazette Co; *Rep:* Petry; *Personnel:* Edwin J. Lasko, *gen mgr*; Edna A. Herbst, *asst gen mgr*; James B. Oetken, *gen sls mgr*; James T. Donkel, *prom d*.

KDUB-TV — 40 ABC

One Dubuque Plaza, Dubuque, 52001; 319-556-4040; *Ownership:* Commercial Dispatch Publishing; *Rep:* Seltel; *Personnel:* Chuck Cyberski, *gen mgr*; John Sloan, *gen sls mgr*.

KGAN-TV — 2 CBS

Box 3131, 52406; 319-395-6100; *Ownership:* Guy Gannett Broadcasting Services; *Rep:* Katz; *Personnel:* Michael L. Bock, *gen mgr*; Tim Noonan, *prog d*; Dick Aune, *gen sls mgr*; Charalyn Bishop, *prom d*.

KIMT — 3 CBS

112 N. Pennsylvania, Mason City, 50401; 515-423-2540; *Ownership:* Iowa Television; *Rep:* Katz; *Personnel:* John Shott, *p/gen mgr*; Bart Curran, *prog d*; Earl Schoborg, *stat mgr/gen sls mgr*; Larry Robinson, *prom d*.

KWWL-TV — 7 NBC

500 E. 4th St., Waterloo, 50703; 319-291-1200; *Ownership:* American Black Hawk Broadcasting; *Rep:* Blair; *Personnel:* William L. Bolster, *gen mgr*; Ed Piette, *stat mgr*; Mike Smith, *gen sls mgr*; Rod Caszatt, *prom d*.

*Davenport/Rock Island/
Moline, IL***WHBF-TV — 4 CBS**

231 18th St., Rock Island, IL, 61201; 309-786-5441; *Ownership:* Rock Island Broadcasting; *Rep:* Petry; *Personnel:* Charles F. Harrison, *vp/gen mgr*; George Koplou, *prog d*; Dewey "Bud" Nelsen, *asst gen mgr, vp sls*; Tom Hexamer, *prom d*; Ken Keller, *news d*;

WOC-TV — 6 NBC

805 Brady St., 52808; 319-383-7000; *Ownership:* Palmer Communications; *Rep:* Blair; *Personnel:* Rick Thedwall, *prog d*; Harold Heath, *gen sls mgr*; David Lund, *prom d*.

WQAD-TV — 8 ABC

3003 Park 16th St., Moline, IL, 61265; 309-764-9694; *Ownership:* Register Broadcast Group; *Rep:* Katz; *Personnel:* Steve Israel, *prog d*; Gene Smith, *gen sls mgr*; Jeff Swanson, *prom d*.

*Des Moines/Ames***KCCI-TV — 8 CBS**

P.O. Box 10305, 50306; 515-247-8800; *Ownership:* Cowles Broadcasting; *Rep:* Katz; *Personnel:* Nolan Quam, *p/gen mgr*; Guy Koenigsberger, *prog d*; John Leifheit, *gen sls mgr*; Robert Day, *prom d*.

WHO-TV — 13 NBC

1801 Grand Avenue, 50308; 515-242-3500; *Ownership*: Palmer Communications Incorporated; *Rep*: Blair; *Personnel*: George C. Carpenter, III, *gen mgr*; William H. Jackson, *prog d*; Talmage Thompson, *gen sls mgr*; Holly Lowe, *prom d*.

WOI-TV — 5 ABC

WOI Building, Ames, 50011; 515-294-5555; *Ownership*: Iowa State University of Science & Technology; *Rep*: Seltel; *Personnel*: Janis E. Marvin, *prog mgr*; Ted Tostlebe, *gen sls mgr*; Robert G. Helmers, *opers coord*.

*Lewiston***KLEW-TV — 3 CBS**

Box 615, 83501; 208-746-2636; *Ownership*: NWG Broadcasting Co.; *Rep*: Seltel; *Personnel*: Gerry Cornwell, *gen mgr/sls mgr*; Stu Seibel, *prog d*; Scott Gagel, *prom d*.

*Ottumwa***KTVO — 3 ABC**

P.O. Box 945, Kirksville, MO, 63501; 816-665-7781; *Ownership*: Post Corp; *Rep*: Seltel; *Personnel*: Alvina M. Britz, *gen mgr*; Ruth Siegal, *prom d*; Lowell Johnson, *gen sls mgr*; Dean Weitenhagen, *prog dir*.

*Sioux City***KCAU-TV — 9 ABC**

7th & Douglas Sts., 51101; 712-277-2345; *Ownership*: Forward Communications; *Rep*: Seltel; *Personnel*: William F. Turner, *p/gen mgr*; Ray Cole, *vp/stat mgr*; Paul O'Bryan, *vp sls*; Jack Gilbert, *sr vp*.

KMEG — 14 CBS

P.O. Box 675, 51102; 712-277-3554; *Ownership*: Fetzer Television; *Rep*: Avery-Knodel; *Personnel*: Robert B. Donovan, *gen mgr*; Bruce Lewis, *prog d*; Tim Poppen, *prom d*.

KTIV — 4 NBC

Signal Hill, Box 87, 51105; 712-239-4100; *Ownership*: American Black Hawk; *Rep*: Blair; *Personnel*: Jim Waterbury, *vp/gen mgr*; David Ward, *vp/prog & opers*; Raymond P. Maselli, *vp/sls & gen sls mgr*; Rande Summerlin, *prom d*.

KANSAS*Dodge City***KTVC — 6 CBS**

P.O. Box 157, 67801; 316-227-3121; *Ownership*: Southwest Kansas Television; *Rep*: Kansas Broadcasting System; *Personnel*: William H. Bailey, *gen mgr*.

*Hays***KAYS-TV — 7 CBS**

P.O. Box 817, 67601; 913-625-2578; *Ownership*: Kays, Inc.; *Rep*: Blair Television-KBS; *Personnel*: Robert E. Schmidt, *vp/gen mgr*; Bernie Brown, *stat mgr*; Larry Dreiling, *prom d*.

*Topeka***KSNT — 27 NBC**

PO Box 2700, 66601; 913-582-4000; *Ownership*: Topeka Television, Inc.; *Rep*: Katz Communications, Inc.; *Personnel*: Harry L. Strader, *vp/gen mgr/prog d*; Herbert L. Brown, *gen sls mgr*; Jerry Boehm, *prom d*.

WIBW-TV — 13 CBS

Box 119, 66601; 913-272-3456; *Ownership*: Stauffer Communications; *Rep*: Blair; *Personnel*: George Logan, *gen mgr*; Carlos Fernandez, *prog d*; Vince Fryc, *gen sls mgr*; Bill Conly, *prom d*.

*Wichita***KAKE-TV — 10 ABC**

Box 10, 67201; 316-943-4221; *Ownership*: Chronicle Broadcasting; *Rep*: Petry; *Personnel*: Robert "Rob" Dalton, *gen mgr*; Ron Loewen, *stat mgr/prog d*; Jacque Spaur Gegen, *prog mgr*; Bryce Benedict, *gen sls mgr*; Cindy Martin, *creat serv d*;

KSNW-TV — 3 NBC

833 N. Main, 67201; 316-265-5631; *Ownership*: Kansas State Network; *Rep*: Katz; *Personnel*: Robert C. Waddill, *exec vp/gen mgr*; Mike Mitchell, *stat mgr*; Ralph Butler, *natl sls mgr*; Jerryanne Hadley, *creat servs d*.

KTVH — 12 CBS

P.O. Box 12, 67201; 316-838-1411; *Ownership*: Kansas Broadcasting System, Inc.; *Rep*: Blair; *Personnel*: Ronald J. Bergamo, *gen mgr*; Julius Efflandt, *prog d*; Joe Mahan, *gen sls mgr*; Jennifer Isenhower, *prom d*.

KENTUCKY*Bowling Green***WBKO — 13 ABC**

P.O. Box 1198, 42101; 502-781-1313; *Ownership*: Bluegrass Media; *Rep*: Katz Continental; *Personnel*: Clyde Payne, *gen mgr*; Gene Prather, *prog d*.

*Hazard***WKYH-TV — 57 NBC**

P.O. Box 929, 41701; 606-436-4444; *Ownership*: Hazard TV; *Personnel*: William D. Gorman, *p/gen mgr*; Tammy Duff, *prog d*; Darwin Singleton, *stat mgr*; Terry Blosser, *sls mgr*.

*Lexington***WKYT-TV — 27 CBS**

P.O. Box 5037, 40555; 606-299-0411; *Ownership*: Kentucky Central Television; *Rep*: H.R.P.; *Personnel*: Ralph W. Gabbard, *exec vp/gen mgr*; Jere L. Piguc, *vp sls*; Sally Briley, *prom d*.

WLEX-TV — 18 NBC

P.O. Box 1457, 40591; 606-255-4404; *Ownership*: WLEX-TV, Inc; *Rep*: Blair; *Personnel*: Harry C. Barfield, *p/gen mgr*; Larry Neuzel, *prog d*; R. B. Davidson, *vp/local sls*; J. Oliver, *vp/natl/reg sls*.

WTVQ-TV — 36 ABC

2940 Bryant Rd., 40555; 606-299-6262; *Ownership*: Shamrock Broadcasting; *Rep*: Katz; *Personnel*: William L. Service, *gen mgr*; Jerry W. Fox, *prog d*; John Midbo, *prom d*; Bill Stanley, *gen sls mgr*.

*Louisville***WAVE-TV — 3 NBC**

P.O. Box 32970, 40232; 502-585-2201; *Ownership*: Cosmos Broadcasting Corporation; *Rep*: Katz; *Personnel*: James M. Keelor, *gen mgr*; Anne G. Coleman, *prog d*; S. Wheeler Rudd, *gen sls mgr*.

WDRB-TV — 41 IND

Independence Square, 40203; 502-584-6441; *Ownership*: Cowles Media Co.; *Rep*: Petrey; *Personnel*: Elmer F. Jaspan, *gen mgr*; Arch Chapman, *gen sls mgr*; Ray Foushee, *prom d*.

WHAS-TV — 11 CBS

P.O. Box 1084, 40201; 502-582-7840; *Ownership*: WHAS, Inc.; *Rep*: HRP; *Personnel*: Bob Morse, *gen mgr*; Steve Steinberg, *vp*; Donna Zapata, *stat mgr*; Tom Bauer, *prom admin*; Dick Swency, *prog d*;

WLKY-TV — 32 ABC

Box 6205, 40206; 502-893-3671; *Ownership*: Gannett; *Rep*: Blair; *Personnel*: Paul Blue, *p/gen mgr*; Jack Shafer, *prog d*; Bill Campbell, *vp/gen sls mgr*; Katy Baetz, *prom d*.

*Paducah/Cape Girardeau MO/Harrisburg, IL***WDDD-TV — 27 IND**

Rte. 37 North, Marion, IL, 62959; 618-997-9333; *Ownership*: Channel 27, Inc.; *Rep*: Spot Time; *Personnel*: Dutch Doelitzsch, *gen mgr*; Bob Owens, *stat/sls mgr*; Joann Doelitzsch, *prog/prom dir*.

WPSD-TV — 6 NBC

100 Television Lane, 42001; 502-442-8214; *Ownership*: Paducah Newspapers; *Rep*: Blair; *Personnel*: John Williams, *gen mgr*; Jim English, *prog d*; Dan Steele, *admin mgr*.

WSIL-TV — 3 ABC

21 W. Poplar St., Harrisburg, 62946; 618-549-0011; *Ownership*: Turner Farrar Inc.; *Rep*: Avery-Knodel; *Personnel*: Rick Lipps, *gen mgr*; Fred Stacy, *sls mgr*; Norma Keen, *prog d*; Leslie Ehrbright, *prom d*.

LOUISIANA*Alexandria***KALB-TV — 5 NBC**

605-11 Washington St., 71301; 318-445-2456; *Ownership*: Lanford Telecasting; *Rep*: Katz; *Personnel*: Robert E. Miller, *vp gen mgr*; Berton E. Chaudoir, *asst gen mgr*; Frances Millet, *prog d*; Dowell Bushnell, *sls mgr*.

*Baton Rouge***WAFB-TV — 9 CBS**

P.O. Box 2671, 70821; 504-383-9999; *Ownership*: Guaranty Broadcasting Corp.; *Rep*: Katz; *Personnel*: Tom E. Gibbens, *p/gen mgr*; Ed T. Lamy, *vp/prog*; Mervyn E. Rhys, *vp/gen sls mgr*; Margie Larson, *prom d*.

WBRZ-TV — 2 ABC

P.O. Box 2906, 70821; 504-387-2222; *Ownership*: Louisiana Television Broadcasting; *Rep*: Blair; *Personnel*: Richard F. Manship, *gen mgr*; Barbara Bree, *prog d*; Bob Headlee, *asst gen mgr/d sls*; Jim Primeaux, *prom d*.

WRBT — 33 NBC

5220 Essen Lane, 70808; 504-766-3233; *Ownership*: Cyril E. Vetter; *Rep*: Avery-Knodel; *Personnel*: Cyril E. Vetter, *gen mgr*; Joyce Harvey, *prog d*; William Hathorn, *gen sls mgr*; Ed Lakin, *prom d*.

*Lafayette***KADN — 15 IND**

1500 Eraste Landry Rd., 70506; 318-237-1500; *Ownership*: KADN Broadcasting, Inc.; *Personnel*: Charles Chatelain, *gen mgr*; W. Bryan Welborn, *prog d*.

KATC — 3 ABC

P.O. Box 3347, 70502; 318-232-6111; *Ownership*: The Abellor Corp.; *Rep*: Katz; *Personnel*: William A. Patton, *gen mgr*; Roy K. Rhodes, *gen sls mgr*; Paul G. Brown, *prog d*.

KLFY-TV — 10 CBS

P.O. Box 90665, 70509; 318-981-4823; *Ownership*: Texoma Broadcasters; *Rep*: Seltel; *Personnel*: Thomas G. Pears, *gen mgr*; Terry Dover, *prog d*; Charlotte Guidry, *prom d*.

*Lake Charles***KPLC-TV — 7 NBC**

P.O. Box 1488, 70602; 318-439-9071; *Ownership*: Calcasieu TV & Radio; *Rep*: Katz; *Personnel*: G. Russell Chambers, *owner*; Rita Guillory, *p/gen mgr*; Jerry W. Goos, *sls mgr*; Albert H. Smith, *exec vp*.

*Monroe/El Dorado, AR***KARD-TV — 14 ABC**

701 Parkwood Dr., 71291; 318-388-0114; *Ownership*: Monroe TV; *Rep*: Avery-Knodel; *Personnel*: Melvin Caldwell, *gen mgr*; Shirley Kennedy, *opers mgr*.

KNOE-TV — 8 CBS

P.O. Box 4067, 71203; 318-322-8155; *Ownership*: Noe Enterprises; *Rep*: Katz; *Personnel*: James A. Noe, Jr., *p/gen mgr*; Jack McCall, *prog d*; Allen Jones, *natl sls mgr*; Lloyd Voorhees, *local/reg sls mgr*; George Grubbs, *prom d*;

KTVE-TV — 10 NBC

400 W. Main St., El Dorado, 71730; 501-862-6651; *Ownership*: Gray Communications; *Rep*: Seltel; *Personnel*: Hugh V. Roche, *gen mgr*; Jo Shipman, *prom d*.

*New Orleans***WDSU-TV — 6 NBC**

520 Royal St., 70130; 504-527-0666; *Ownership*: Cosmos Broadcasting; *Rep*: Blair; *Personnel*: Michael J. Corken, *gen mgr*; Rod Cartier, *prog d*; Richard Herd, *gen sls mgr*; Shelley Paul, *prom d*.

WGNO-TV — 26 IND

#2 Canal St., Suite 2912 I.T.M. Bldg., 70130; 504-581-2600; *Ownership*: General Media; *Rep*: Seltel; *Personnel*: Dean Ward, *gen mgr*; Paul Krimsier, *prog d*; John Curren, *gen sls mgr*; Janice Stillman, *prom d*.

WVUE-TV — 8 ABC

1025 S. Jefferson Davis Pkwy, 70125; 504-486-6161; *Ownership*: Gaylord; *Rep*: TeleRep; *Personnel*: Jack C. Long, *vp/gen mgr*; Donald B. Wilburn, *prog d*; Ben Canada, *gen sls mgr*; Richard Brase, *prom d*.

WWL-TV — 4 CBS

1024 N. Rampart St., 70176; 504-529-4444; *Ownership*: Loyola U.; *Rep*: Katz; *Personnel*: J. Michael Early, *vp/gen mgr*; Jean Luecke, *prom d*.

*Shreveport***KSLA-TV — 12 CBS**

1812 Fairfield, 71104; 318-222-1212; *Ownership*: KSLA-TV, Inc; *Rep*: Harrington, Righter & Parsons; *Personnel*: Winston Linam, *gen mgr*; John Renshaw, *prog d*; Ben McLaughlin, *gen sls mgr*; Robert Weimar, *prom d*.

KTAL-TV — 6 NBC

3150 N. Market St., 71137-7428; 318-425-2422; *Ownership*: KTAL-TV, Inc; *Rep*: Blair; *Personnel*: H. Lee Bryant, *vp/gen mgr*; Jean Byrd, *prog d*; Douglas Yoder, *gen sls mgr*; Gladys Greathouse, *prom d*.

KTBS-TV — 3 ABC

P.O. Box 44227, 71104; 318-868-3644; *Ownership*: KTBS, Inc; *Rep*: Katz; *Personnel*: Newton Wray, *p*; Edwin Wray, *vp/gen mgr*; Marvin Perry, *prog d*; Allan Stoll, *gen sls mgr*; Don Wiegel, *creat servs*;

MAINE*Bangor***WABI-TV — 5 CBS**

35 Hildreth St., 04401; 207-947-8321; *Ownership*: Community Broadcasting Service; *Rep*: Seltel; *Personnel*: George J. Gonyar, *gen mgr*; Towle Tompkins, *prog d*; Charles Sias, *reg sls mgr*; Betti Laverly, *prom d*.

WLBZ-TV — 2 NBC

P.O. Box 934, 04401; 207-942-4822; *Ownership*: WLBZ Television; *Rep*: Katz; *Personnel*: Margo Cobb, *gen mgr*; Joan Grindal, *prog coord*; Sharon Goss, *natl sls coord*; Phillip Thompson, *prom d*.

WVII-TV — 7 ABC

41 Farm Rd., 04401; 207-945-6457; *Ownership*: Bangor Communications Inc.; *Rep*: Avery-Knodel; *Personnel*: Barbara J. Cyr, *stat mgr/gen sls mgr*; Judith Cooper, *prog d*; Gary Kasperek, *prom d*.

*Portland***WCSH-TV — 6 NBC**

One Congress Square, 04101; 207-772-0181; *Ownership*: Maine Radio and Television; *Rep*: Katz; *Personnel*: Bruce McGorrill, *gen mgr*; Lew Colby, *prog d/stat mgr*; Fred Thompson, *asst prog d*; Bob Burtl, *natl sls mgr*.

WGAN-TV — 13 CBS

Broadcast Center, Northport Plaza, 04104; 207-797-9330; *Ownership*: Guy Gannett Broadcasting Services; *Rep*: Blair; *Personnel*: David G. King, *gen mgr*; Kenneth MacKenzie, *prog d*; William Whitten, *sls mgr*; Janice Craig, *prom d*.

WMTW-TV — 8 ABC

P.O. Box 4075, Station A, 04101; 207-773-5664; *Ownership*: Harron Communications; *Rep*: Avery-Knodel; *Personnel*: Alfred Ritter, *gen mgr*; Claus Wiese, *oper mgr*; John Martin, *gen sls mgr*; Richard Gove, *prom d*.

*Presque Isle***WAGM-TV — 8 CBS/NBC/ABC**

P.O. Box 1149, 04769; 207-764-4461; *Ownership*: Aroostook Broadcasting; *Rep*: Seltel; *Personnel*: Norman W. Johnson, *gen mgr*; Gary Bowden, *prog mgr*.

MARYLAND*Baltimore***WBAL-TV — 11 NBC**

3800 Hooper Ave., 21211; 301-467-3000; *Ownership*: Hearst; *Rep*: Blair; *Personnel*: Malcolm D. Potter, *vp/gen mgr*; Lynn McIntyre, *prog d*; David Tressel, *prom d*; John J. Gilmore, *vp sls*.

WBFF — 45 IND

3500 Parkdale Ave, 21211; 301-462-4500; *Ownership*: Chesapeake Television, Inc.; *Rep*: Adam Young; *Personnel*: Julian S. Smith, *p*; Frederick M. Himes, *exec vp*; Robert Simmons, *vp sls*; Brock Abernathy, *sls mgr*.

WJZ-TV — 13 ABC

Television Hill, 21211; 301-466-0013; *Ownership*: Group W; *Personnel*: Paul W. Yates, *gen mgr*; Stanley Rudick, *prog d*.

WMAR-TV — 2 CBS

6400 York Rd., 21212; 301-377-2222; *Ownership*: Abell Communications; *Rep*: Katz; *Personnel*: Arnold J. Kleiner, *vp/gen mgr*; Charles Horich, *prog d*; Jack Marks, *gen sls mgr*; Lou Zaccheo, *vp of adv & prom*.

WNUV-TV — 54 FNN

3001 Druid Park Dr., 21215; 301-462-5400; *Ownership*: New Vision, Inc.; *Personnel*: Samuel Kravetz, *gen mgr*; Mark Salditch, *prog mgr*; Robert Housen, *natl sls mgr*.

*Hagerstown***WHAG-TV — 25 NBC**

Alexander Motor Inn, 13 E. Washington St., 21740; 301-797-4400; *Ownership*: Great Trails Broadcasting Corporation; *Rep*: Avery-Knodel; *Personnel*: George J. Wymer, *vp/gen mgr*; Kevin Staubs, *prog d*; Jerry Staggs, *gen sls mgr*; Francie Shepherd, *natl sls coord*.

*Salisbury***WBOC-TV — 16 CBS**

Radio-TV Park, 21801; 301-749-1111; *Ownership*: Mid-Atlantic Communications; *Rep*: Katz; *Personnel*: Thomas H. Draper, *gen mgr*; Larry B. Young, *prog d*; William K. Kenton, Jr, *gen sls mgr*; Donna I. Cloyd, *prom d*.

WMDT — 47 ABC, NBC

Box 321, 21801; 301-742-4747; *Ownership*: Delmarva Broadcast Service Limited Partnership; *Rep*: Adam Young; *Personnel*: Frank Pilgrim, *gen mgr*; Mike Travis, *gen sls mgr*; Dan Stanton, *prom d*.

MASSACHUSETTS*Boston***WBZ-TV — 4 NBC**

1170 Soldiers Field Rd, 02134; 617-787-7000; *Ownership*: Group W; *Personnel*: Sy Yanoff, *vp/gen mgr*; George Miles, *stat mgr*; Dick Kurlander, *prog d*; Jonathan Klein, *gen sls mgr*; Ann Karellitz, *mktg mgr*;

WCVB-TV — 5 ABC

5 TV Place, Needham Br., 02192; 617-449-0400; *Ownership:* Metromedia, Inc.; *Rep:* Katz; *Personnel:* S. James Coppersmith, *vp/gen mgr:* Clifford J. Curley, *prog mgr:* Gerald McGarvick, *vp/d of sls:* Jill Katz, *creat svcs d.*

WLVI-TV — 56 IND

75 Morrissey Blvd., 02125; 617-228-3200; *Ownership:* Field Communications; *Rep:* ITVS; *Personnel:* Gerald R. Walsh, *gen mgr:* Howard Stevens, *prog d:* Kevin J. Dunn, *gen sls mgr:* Liz Wrublin, *prom d.*

WQTV — 68 IND

390 Commonwealth Avenue, 02215; 617-267-1530; *Ownership:* Boston Star Broadcasting, Inc.; *Personnel:* Allen S. Feuer, *exec vp/gen mgr:* Constantine Manologas, *d sls/mktg:* Marca Giquinta, *opers mgr.*

WSBK-TV — 38 IND

83 Birmingham Parkway, Brighton, 02135; 617-783-3838; *Ownership:* Storer; *Rep:* Storer Television Sales; *Personnel:* Daniel J. Berkery, *gen mgr:* Judith L. Jurisich, *prog d:* Stuart Tauber, *gen sls mgr:* Ellie Hashian, *prom d.*

WXNE-TV — 25 IND

100 Second Ave., Needham Heights, 02194; 617-449-4200; *Ownership:* CBN Continental Broadcasting; *Rep:* Seltel; *Personnel:* Charles F. Verell, *vp/gen mgr:* Lynne Bramlett, *d on-air opers:* Douglas Johnston, *gen sls mgr:* Gayton N. Masters, *d of adv.*

WSMW-TV — 27 IND

127 Beverly Rd, Worcester, 01605; 617-852-0027; *Ownership:* Sibos, Inc.; *Rep:* Sibos Time Sales; *Personnel:* Brian A. Higgins, *vp/gen mgr:* Chris Holub, *prog mgr:* Greg Lano, *gen sls mgr:* Mario Finocchio, *prom d.*

Springfield**WGGB-TV — 40 ABC**

P.O. Box 3633, 01101; 413-785-1911; *Ownership:* Guy Gannett Broadcasting; *Rep:* Katz; *Personnel:* Gilbert M. Lefkovich, *gen mgr:* Larry Therien, *prod d:* Richard Wylie, *gen sls mgr:* Carolino A. Centeno, Jr., *prom d.*

WWLP-TV — 22 NBC

P.O. Box 2210, 01101; 413-786-2200; *Ownership:* Springfield Television; *Rep:* Seltel; *Personnel:* William M. Pepin, *sta mgr/prog d:* E. Holland Low, *vp/natl sls:* Daniel T. Sullivan, Jr., *gen sls mgr:* W "Buzz" Sawyer, *vp/corp prog.*

MICHIGAN**Alpena****WBKB-TV — 11 CBS**

1390 Bagley St, 49707; 517-356-3434; *Ownership:* Thunder Bay Broadcasting; *Rep:* Seltel; *Personnel:* Margaret L. Stephens, *gen mgr:* Glen Guse, *prom d.*

Ann Arbor**WIHT-TV — 31 IND**

Box 2267, 48106; 313-973-7900; *Ownership:* Satellite Television Systems, Inc.; *Personnel:* Kip Farmer, *vp/gen mgr:* David Dowdy, *prog sup.*

Detroit**CBET — 9 CBC**

P.O. Box 9, 48226; 313-961-7200; *Ownership:* Canadian Broadcasting Corp; *Rep:* Standard Broadcasting; *Personnel:* Harry Hackney, *loc mgr:* Elie Savoie, *d of tv:* R. Povdin, *mgr, sls & prom:* Neil Addison, *mgr, comm & pub rels.*

WDIV-TV — 4 NBC

622 W. Lafayette Blvd., 48231; 313-222-0444; *Ownership:* Post-Newsweek Stations; *Rep:* Top Market Television; *Personnel:* Amy McCombs, *vp/gen mgr:* Jim Corno, *prog mgr:* Duane Kell, *gen sls mgr:* Marty Iker, *d of mktg svcs.*

WGPR-TV — 62 IND

3140 E. Jefferson Ave., 48207; 313-259-8862; *Ownership:* WGPR, Inc.; *Personnel:* William Banks, *p/gen mgr:* Tenicia Gregory, *vp/st mgr:* Joe Spencer, *prog d:* James Panagos, *vp/gen sls mgr.*

WJBK-TV — 2 CBS

Box 2000, Southfield, 48037; 313-557-2000; *Ownership:* Storer; *Rep:* Storer Television Sales; *Personnel:* William J. Flynn, *vp/gen mgr:* Jim Clayton, *gen sls mgr:* Marianne Mazer, *prog coord:* Cathy Czerwinski, *mgr adv & creat serv.*

WKBD-TV — 50 IND

P.O. Box 50, Southfield, 48037; 313-444-8500; *Ownership:* Field Communications; *Rep:* Katz Independent Television; *Personnel:* George H. Williams, *vp & gen mgr:* William P. Castleman, *prog mgr:* George J. Kapel, *natl sls mgr:* Anna J. Howie, *prom mgr.*

WXON-TV — 20 IND

27777 Franklin Rd., Southfield, 48034; 313-355-2900; *Ownership:* WXON-TV, Inc.; *Personnel:* Aben E. Johnson, *p:* Doug Johnson, *vp/prog mgr.*

WXYZ-TV — 7 ABC

P.O. Box 789, Southfield, 48037; 313-827-7777; *Ownership:* ABC; *Rep:* ABC Television Spot Sales; *Personnel:* Jeanne Findlater, *vp/gen mgr:* Larry Alt, *prog d:* Lee Gannon, *gen sls mgr:* Ruth Whitmore, *prom d:* Robert White, *stat mgr.*

Flint/Saginaw/Bay City**WEYI-TV — 25 CBS**

P.O. Box 250, Clio, 48420; 313-687-1000; *Ownership:* Ziff-Davis Broadcasting; *Rep:* Katz; *Personnel:* Robert B. Farrow, *vp/gen mgr:* George C. Leh, *stat mgr:* Barbara A. Kelly, *vp/gen sls mgr:* Alan N. Eaton, *prom d.*

WJRT-TV — 12 ABC

2302 Lapeer Rd, 48503; 313-233-3130; *Ownership:* Knight-Ridder Broadcasting, Inc.; *Rep:* Blair; *Personnel:* Vincent T. DeLuca, *p/gen mgr:* Sara Jo Gallock, *prog d:* Jim Graham, *gen sls mgr:* Dan Aube, *natl sls:* Jo Jo Shutty MacGregor, *creat svcs d;*

WNEM-TV — 5 NBC

P.O. Box 531, Saginaw, 48606; 517-755-8191; *Ownership:* Meredith; *Rep:* MMT Sales; *Personnel:* Todd Holmes, *gen mgr:* Bill Avery, *prog d:* Paul Virciglio, *gen sls mgr:* Michelle Frasier, *prom d.*

Grand Rapids/Kalamazoo**WKZO-TV — 3 CBS**

590 Maple St., Kalamazoo, 49008; 616-345-2101; *Ownership:* Fetzer Television; *Rep:* Avery-Knodel; *Personnel:* Carl E. Lee, *p/gen mgr:* Gordon S. Anderson, *sta mgr:* Jerry Raffel, *gen sls mgr:* Lee Dershem, *prom d.*

WOTV — 8 NBC

P.O. Box B, 49501; 616-459-4125; *Ownership:* Time, Inc; *Rep:* Katz; *Personnel:* Marvin R. Chauvin, *gen mgr:* Russell Vossen, *st mgr/prog d:* Richard A. Groat, *gen sls mgr:* Rich Bevak, *prom mgr.*

WUHQ-TV — 41 ABC

P.O. Box 1616, Battle Creek, 49016; 616-968-9341; *Ownership:* John W. & William J. Lawrence; *Rep:* Seltel; *Personnel:* Jerry P. Colvin, *gen mgr/sls mgr:* Linda Dosh, *prog d/prom d:* Mike Laemers, *chief eng/oper mgr.*

WWMA-TV — 17 IND

3117 Plaza Dr., N.E., 49505; 616-364-8722; *Ownership:* TV 17 Unlimited Inc.; *Rep:* Adam Young; *Personnel:* Harold Shively, *gen mgr:* Mark Krause, *prog mgr:* Judy Hayer, *natl sls mgr:* Becky Lynn, *prom mgr.*

WZZM-TV — 13 ABC

P.O. Box Z, 49501; 616-784-4200; *Ownership:* Wometco Enterprises, Inc. Miami, Fla.; *Rep:* MMT Sales, Inc.; *Personnel:* George Lyons, *p/gen mgr:* Michael Seagly, *prog/opers mgr:* Bill Smith, *gen sls mgr:* Tiuu Arrak, *prom d.*

Lansing**WFSL — 47 IND**

660 W. St. Joseph St., 48933; 517-484-7747; *Ownership:* F & S Comm/News; *Rep:* Adam Young Inc.; *Personnel:* Thomas B. Jones, *gen mgr:* Kip Bohne, *prog mgr:* Bob Bailey, *natl sls mgr:* John A. Tallero Jr., *gen sls mgr:* Jeffrey L. Cardinal, *prom mgr.*

WLIX-TV — 10 NBC

P.O. Box 30380, 48909; 517-783-2621; *Ownership:* Figgie Communications Inc.; *Rep:* Katz; *Personnel:* Ronald J. Kwasnick, *gen mgr:* Janet L. Barkell, *natl sls mgr:* Nancie Gee, *prog/prom d:* Joseph P. Murphy, *stat mgr.*

WJIM-TV — 6 CBS

2820 E. Saginaw St., 48901; 517-372-8282; *Ownership:* Gross Telecasting; *Rep:* Harrington, Righter & Parsons; *Personnel:* James H. Gross, *gen mgr:* Philip E. Sherck, *gen sls mgr:* Harriot Geier, *prom d/pub ser d.*

Marquette**WLUC-TV — 6 CBS/ABC**

P.O. Box 460, 49855; 905-475-4161; *Ownership:* Post Corp.; *Rep:* Seltel; *Personnel:* Guy O. Spitsberg, *gen mgr:* Jack LaForest, *prog d:* Larry Deloria, *prom d.*

Traverse City/Cadillac**WGTU-TV — 29 ABC**

201 E. Front St, 49684; 616-946-2900; *Ownership:* Michigan Center Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Errol R. Kapellusch, *exec vp/gen mgr:* Jack Harper, *sls mgr:* Nancy Sundstrom, *prog/prom coord:* B. David Smith, *gen sls mgr.*

WPBN-TV — 7 NBC

P.O. Box 546, 49684; 616-947-7770; *Ownership:* U.S. Tobacco Company; *Rep:* Katz; *Personnel:* Manuel Leitao, *p:* Donald R. Cote, *vp/gen mgr:* Warren Mikula, *prog d:* Juli Gilbert, *prom d.*

WWTW/WWUP — 9 & 10 CBS

Box 627, Cadillac, 49601; 616-775-3478; *Ownership:* Wilson Comm, Inc.; *Rep:* Blair Television; *Personnel:* Fred Hutching, *vp/gen mgr:* Alice Lovell, *prog d:* Dick Schappa, *gen sls mgr:* Durry Jones, *opers mgr.*

MINNESOTA

Alexandria

KCMT-TV — 7 CBS

720 Hawthorne St., 56308; 612-763-5166; *Ownership*: Central Minnesota Television; *Rep*: Avery-Knodel; *Personnel*: Glenn Flint, *gen mgr*; Bruce Barnstable, *st mgr/prog d*; John Ginther, *gen sls mgr*.

Duluth

KBJR-TV — 6 NBC

KBJR Building, 230 E. Superior St., 55802; 218-727-8484; *Ownership*: RJR Communications; *Rep*: Katz; *Personnel*: Robert J. Rich, *gen mgr*; Jack McKenna, *prog d*; John M. Rich, *gen sls mgr*; Steven Rich, *prom d*.

KDLH-TV — 3 CBS

425 W. Superior St., 55802; 218-727-8911; *Ownership*: Palmer Broadcasting; *Rep*: Blair; *Personnel*: John LaForge, *gen mgr*; Earl Henton, *prog d*; James J. Golden, *gen sls mgr*; James Hubal, *prom d*.

WDIO-TV — 10 ABC

10 Observation Rd., 55811; 218-727-6864; *Ownership*: HBJ; *Rep*: Avery-Knodel; *Personnel*: Frank P. Befera, *gen mgr*; David Poirier, *prog d*; Rollie Runions, *gen sls mgr*; Diane Scargent, *prom d*.

Mankato

KEYC-TV — 12 CBS

1570 Lookout Dr., 56001; 507-625-7905; *Ownership*: Mankato Broadcasting Corp.; *Rep*: Katz; *Personnel*: Hap Halligan, *gen mgr*; Chuck Pasek, *prog d*; Lloyd Miller, *gen sls mgr*; Elaine Peterson, *opers mgr*.

Minneapolis/St. Paul

KMSP-TV — 9 IND

6975 York., S., 55435; 612-925-3300; *Ownership*: United TV; *Rep*: Blair; *Personnel*: Donald Swartz, *p*; Stuart Swartz, *vp/gen mgr*; Joe Carney, *opers d*; James B. Clark, *gen sls mgr*; Steve Thaxton, *prom d*;

KSTP-TV — 5 ABC

3415 University Ave., St. Paul, 55114; 612-646-5555; *Ownership*: Hubbard Broadcasting; *Rep*: Petry; *Personnel*: Stanley S. Hubbard, *p/gen mgr*; Terry Dolan, *prog d*; James Blake, *vp/gen sls mgr*; Jeanne Kosek, *prom d*; Ralph Dolan, *vp/stat mgr*;

WCCO-TV — 4 CBS

50 South 9th St., 55402; 612-330-2400; *Ownership*: Midwest Communications, Inc.; *Rep*: TeleRep; *Personnel*: Ron Handberg, *vp/gen mgr*; Bob McGann, *d of sls*; Chuck Sorlien, *prog d*; Ken Rees, *d lcl prog/prog dev*; Martha Stanville, *d adv & prom c*;

WFBT-TV — 29 IND

7325 Aspen Lane, 55428; 612-424-2929; *Rep*: Adam Young Inc.; *Personnel*: Robert J. Basar, *gen mgr*; Jonathan E. Byrd, *prog mgr*; Jonathan E. Byrd, *natl sls mgr*; Jonathan E. Byrd, *prom mgr*.

WTCN-TV — 11 NBC

441 Boone Ave. No., 55427; 612-546-1111; *Ownership*: Metromedia; *Rep*: Metro TV Sales; *Personnel*: Raymond J. Schonbak, *gen mgr*; Arthur Ludwig, *prog d*; Al DeVancy, *gen sls mgr*; Eric Block, *prom d*.

Rochester/Austin

KAAL — 6 ABC

P.O. Box 777, Austin, 55912; 507-433-8836; *Ownership*: News Press & Gazette; *Rep*: Blair; *Personnel*: John A. MacGregor, *gen mgr*; William L. Cathcart, *prog d*; Rich Flack, *sls mgr*.

KTTC — 10 NBC

601 1st Ave., SW, 55901; 507-288-4444; *Ownership*: Quincy Newspapers; *Rep*: Avery-Knodel; *Personnel*: Ed Hutchings, *vp/gen mgr*; Jack Connors, *stat mgr*; Ron Gruber, *opers mgr*; Joe St. George, *natl sls mgr*; Bonnie Bickel, *prom coord*.

St. Cloud

KXLI — 41 IND

800 Saint Germain St., 56301; 612-252-0110; *Ownership*: N. Walter Goins; *Rep*: Seltel; *Personnel*: N. W. Goins, *gen mgr*; J. P. Stick, *prom mgr*; R. King, *natl sls mgr*; P. A. Sims, *stat mgr*.

MISSISSIPPI

Biloxi

WLOX-TV — 13 ABC

P.O. Drawer 4596, 39531; 601-896-1313; *Ownership*: WLOX Broadcasting; *Rep*: Avery-Knodel; *Personnel*: T. B. Majure, *gen mgr*; Darlene Duffano, *prog d*; Leon Long, *gen sls mgr*; Barbara Salloum, *prom d*.

Columbus

WCBI-TV — 4 CBS

P.O. Box 271, 39701; 601-327-4444; *Ownership*: Columbus Television; *Rep*: Seltel; *Personnel*: Tommy G. Bond, *gen mgr*; Don Neil, *gen sls mgr*.

Greenwood/Greenville

WABG-TV — 6 ABC

2001 Garrard Ave, 38930; 601-453-4001; *Ownership*: Bahakel Broadcasting; *Rep*: Katz; *Personnel*: Jerry K. Moore, *oper mgr*; Amaryliss Mallette, *prog mgr*; Keith Bland, *gen sls mgr*.

WXVT — 15 CBS

P.O. Box 5815, Greenville, 38701; 601-334-1500; *Ownership*: Big River Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Joe George, *gen mgr*; Ann Daley, *prog d*; Pat Moose, *gen sls mgr*; Drew Lindnoff, *prom d*.

Hattiesburg

WDAM-TV — 7 NBC

P.O. Box 1978, 39401; 601-544-4730; *Ownership*: Service Broadcasters Inc.; *Rep*: Adam Young; *Personnel*: Marvin Reuben, *gen mgr*; Ann Daley, *prog d*; Cliff Brown, *gen sls mgr*; Bobby Brown, *opers mgr*.

Jackson

WAPT — 16 ABC

P.O. Box 10297, 39209; 601-922-1607; *Ownership*: Clay Broadcasting; *Rep*: Seltel; *Personnel*: Ben Strickland, *vp/gen mgr*; Joe Root, *st mgr*; Len Giacone, *gen sls mgr*; Jim Hutto, *prom d*.

WJTV — 12 CBS

P.O. Box 8887, 39204; 601-372-6311; *Ownership*: Capitol Broadcasting; *Rep*: Katz; *Personnel*: Owens F. Alexander, *gen mgr*; Gen Ward, *prog d*; Alan Axtell, *st mgr*; John Cochran, *opers mgr*.

WLBT — 3 NBC

P.O. Box 1712, 39205; 601-948-3333; *Ownership*: TV-3, Inc; *Rep*: Blair; *Personnel*: William H. Dilday, Jr., *gen mgr*; Hewitt Griffin, *gen mgr*; Thomas Devens Walsh, *gen sls mgr*; Jeff Bell, *prom d*.

Meridian

WHTV — 24 CBS

P.O. Box 5185, 39301; 601-693-2933; *Ownership*: Central Television; *Rep*: Avery-Knodel; *Personnel*: Robert Horton, *p/gen mgr*; Ray Denton, *opers mgr*; Gary Michelles, *gen sls mgr*; Dawn Walker, *prog d*.

WTOK-TV — 11 ABC

P.O. Box 2988, 39301; 601-693-1441; *Ownership*: Channel Eleven Television Company; *Rep*: Petry; *Personnel*: Robert F. Ward, *gen mgr*; Bernice Stewart, *prog d*; John Buffington, *stat mgr/gen sls mgr*.

Tupelo

WTVA — 9 NBC/ABC

Box 350, 38801; 601-842-7620; *Ownership*: WTUV Inc; *Rep*: Katz; *Personnel*: Mark Ledbetter, *gen mgr*; Ed Bishop, *prog d*.

MISSOURI

Columbia/Jefferson City

KCBJ-TV — 17 NBC

501 Business Loop 70 E, 65201; 314-449-0917; *Ownership*: Channel Seventeen Inc; *Rep*: Spot Time; *Personnel*: Tom Koenig, *gen mgr*; Judith Pulliam, *prom d*.

KOMU-TV — 8 ABC

Highway 63 South, 65201; 314-442-1122; *Ownership*: University of Missouri; *Rep*: Avery-Knodel; *Personnel*: Thomas R. Gray, *gen mgr*; Robert Austin, *prog d*; Don Ruggles, *gen sls mgr*; Charlyn Law, *prom d*.

KRCG — 13 CBS

Box 659, Jefferson City, 65102; 314-896-5144; *Ownership*: Mid America TV; *Rep*: Katz; *Personnel*: Edward J. Schuelein, *gen mgr*; Lee Gordon, *prog d/prom d*; Odie Jarrett, *reg sls mgr*.

Joplin/Pittsburg, KS

KOAM-TV — 7 CBS

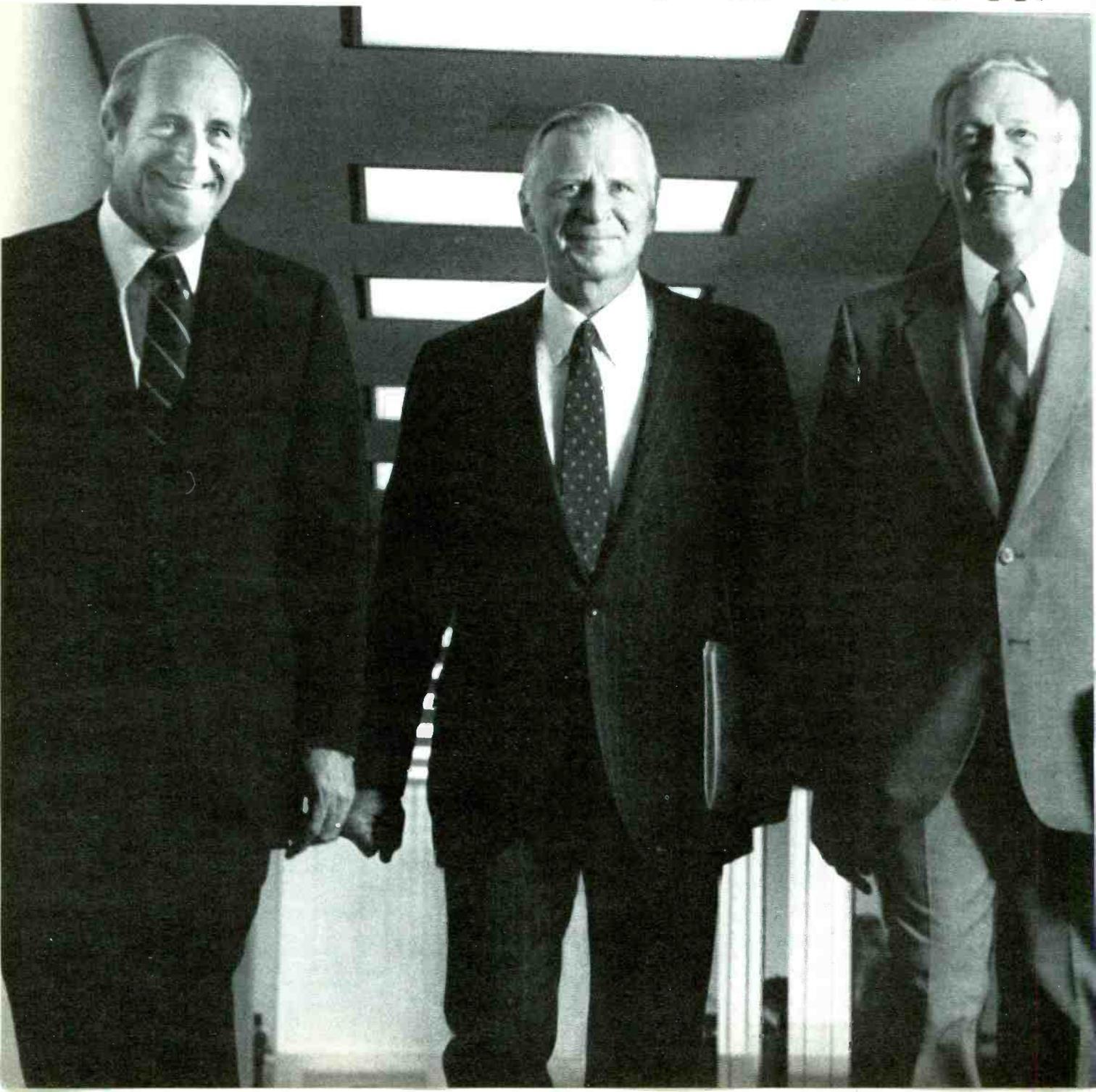
P.O. Box 659, Pittsburg, 66762; 316-231-0400; *Ownership*: Mid Continent Telecasting; *Rep*: Blair TV; *Personnel*: Bill Bengston, *gen mgr*; Lou Martin, *prog d*; Bill Ward, *natl sls mgr*; Bill Arnall, *prom d*.

KODE-TV — 12 ABC

P.O. Box 46, 64801; 417-623-7260; *Ownership*: Gilmore Broadcasting; *Rep*: Seltel; *Personnel*: John S. Markward, *gen mgr*; June Shelton, *prog d*; Clyde Helton, *gen sls mgr*; Jim Lobbey, *prom-comm affairs d*.

Blair's Top Management Team:

**THEIR EXPERIENCE
GIVES THEM THE
PERSPECTIVE TO HELP
BLAIR STATIONS GROW.**



Blair is a unique organization—the only company in the Fortune 1000 that derives a significant amount of its revenue from the representation of TV stations. It's been the leader in that industry for more than 30 years.

And it takes a unique management team to run the company. Jack Fritz, Harry Smart, and Wally Schwartz share in over 85 years of successful experience in broadcast management and sales. Their backgrounds in the industry reflect the innovation, pioneering, and outstanding leadership in sales effectiveness that has become the hallmark of Blair Television.

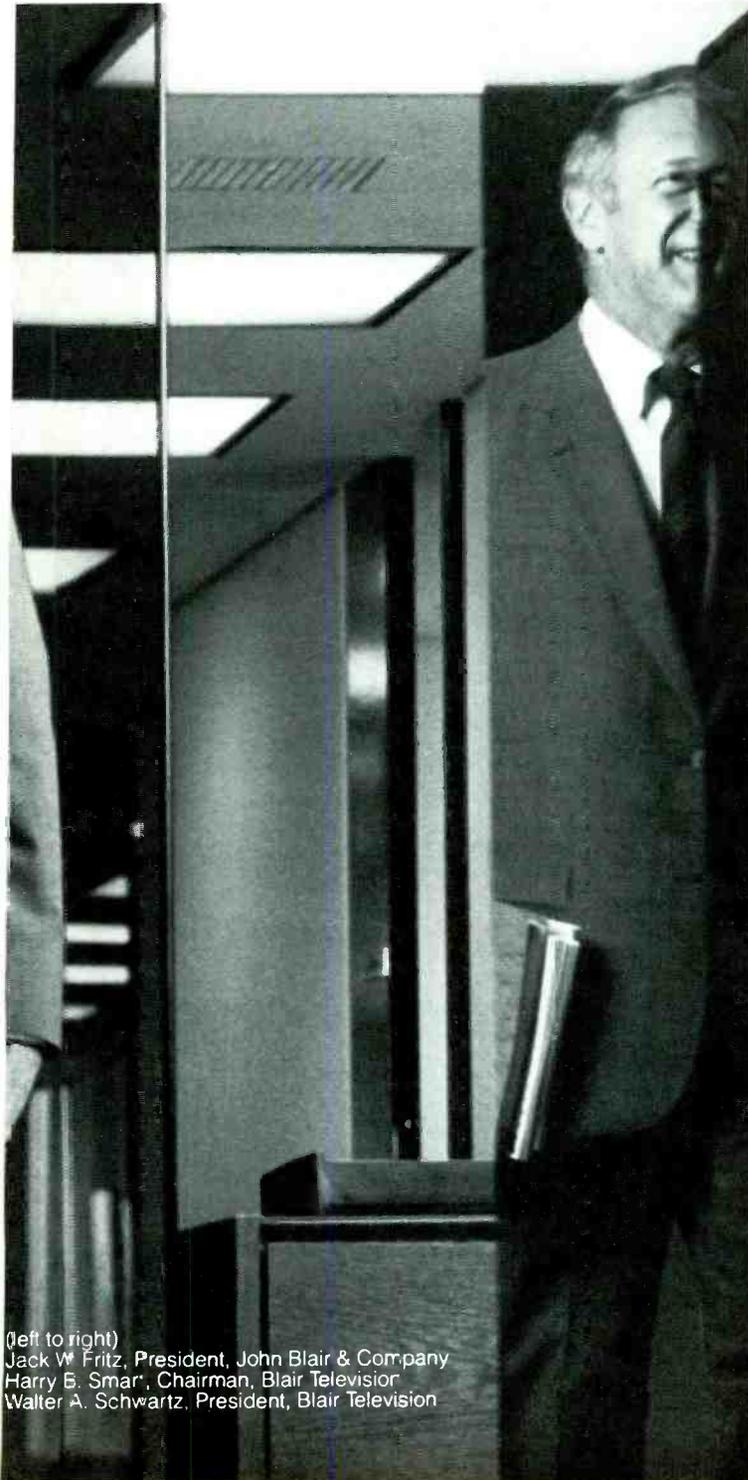
Fritz, Smart, and Schwartz set the tone for Blair's strong partnership with the nation's most successful stations and broadcast groups. They're businessmen who understand the objectives of station top management. And they use their planning, administrative, and motivational skills to help client stations meet those objectives.

Blair represents stations in ADI's covering 80% of all U.S. TV households, with more stations in major markets than any other representative. And Blair's top management makes certain that each client station is able to take full advantage of Blair's resources.

It has always been the focus of Blair Television's management to make sure their clients grow. That's how Blair grows. And that perspective and commitment has helped Blair become the industry's biggest and most effective sales organization, generating over a half billion dollars in annual spot billing for its television station clients last year. Results like that are impressive from any perspective.

 **Blair Television**
A division of John Blair & Company

Our perspective helps our stations grow.



(left to right)
Jack W. Fritz, President, John Blair & Company
Harry B. Smart, Chairman, Blair Television
Walter A. Schwartz, President, Blair Television

KSNF — 16 CBS

P.O. Box 1393, Joplin, 64801; 417-781-2345; *Ownership*: Kansas State Network Inc.; *Rep*: Katz; *Personnel*: David Chubb, *stat mgr*; Becky Kinnard, *opers mgr/prom mgr*; Sandy Evenson, *gen sls mgr*.

Kansas City

KCMO-TV — 5 CBS

4500 Johnson Dr., 66205; 913-677-5555; *Ownership*: Meredith; *Rep*: MMT; *Personnel*: Philip A. Jones, *gen mgr*; Erv Parthe, *prog d*; John De Roche, *gen sls mgr*; Duke Uridge, *prom d*.

KFVS-TV — 12 CBS

P.O. Box 100, Cape Girardeau, 63701; 314-335-1212; *Ownership*: American Hirsch Broadcasting; *Rep*: Katz; *Personnel*: Larry M. Harris, *vp/gen mgr*; John Shine, *prog d*; Ray Sullivan, *sls mgr*.

KMBC-TV — 9 ABC

1049 Central, 64105; 816-421-2650; *Ownership*: The Hearst Corporation; *Rep*: KATZ American Television; *Personnel*: R. Kent Replogle, *gen mgr*; Gene Cless, *prog d*; Robert Harris, *gen sls mgr*.

KQTV — 2 ABC

P.O. Box 247, St. Joseph, 64506; 816-364-2222; *Ownership*: Elba Development; *Rep*: Katz; *Personnel*: George Loar, *vp/gen mgr*; Sally Pike, *prog coord*; Mark Prather, *gen sls mgr*; Rob Deason, *prom d*; Randy Parlett, *opns mgr*;

KYFC — 50 IND

4715 Rainbow Blvd., Shawnee Mission, 66205; 913-262-1700; *Ownership*: Kansas City Youth for Christ; *Personnel*: David Lewis, *gen mgr/ prog d*.

KSHB-TV — 41 IND

4720 Oak, 64112; 816-753-4141; *Ownership*: Scripps-Howard Broadcasting; *Rep*: Blair; *Personnel*: Bob Wormington, *gen mgr*; Stuart Powell, *asst gen mgr (prog)*; Julie Lux, *prom mgr*; Pete Brake, *gen sls mgr*.

WDAF-TV — 4 NBC

3030 Summit, 64108; 816-753-4567; *Ownership*: Taft; *Rep*: TeleRep; *Personnel*: Earl Beall, *gen mgr*; Buddy Turner, *opns mgr*; Janeen Bjork, *prog d*; Elliott Troshinsky, *gen sls mgr*; Andre Renaud, *prom mgr*;

St. Louis

KDNL-TV — 30 IND

1215 Cole St., 63106; 314-436-3030; *Ownership*: Miami Valley Broadcasting Corp.; *Rep*: MMT Sales; *Personnel*: William L. Viands, *gen mgr*; David Sullivan, *prog d*; Dick Williams, *gen sls mgr*; Paul Klick, *prom d*.

KMOX-TV — 4 CBS

#1 Memorial Dr., 63102; 314-621-2345; *Ownership*: CBS; *Rep*: CBS; *Personnel*: Allan R. Cohen, *gen mgr*; Donald L. Merl, *prog d*; Eglon Simons, *sls d*; James Rothschild, *prom d*.

KPLR-TV — 11 IND

4935 Lindell Blvd, 63108; 314-367-7211; *Ownership*: Koplar Communications; *Rep*: TeleRep; *Personnel*: Harold E. Protter, *gen mgr*; Paul Prange, *prog mgr*; Mike Fisher, *d of sls*; Paul Prange, *prom d*; Edward (Ted) Koplar, *p*;

KSDK — 5 NBC

Television Plaza, 1000 Market St., 63101; 314-421-5055; *Ownership*: Pulitzer Publishing; *Rep*: Blair; *Personnel*: Ken J. Elkins, *gen mgr*; Rebecca Goodrum, *prog d*; Anthony Bello, *gen sls mgr*; Don Wells, *dir creat svcs*.

KTVI — 2 ABC

5915 Berthold Ave, 63110; 314-647-2222; *Ownership*: Times Mirror; *Rep*: Harrington, Righter & Parsons; *Personnel*: Wayne Thomas, *vp/gen mgr*; Vic Skaggs, *prog d*; Steve Pontius, *gen sls mgr*; Robert Smith, *prom d*.

Springfield

KMTC — 27 ABC

P.O. Box 3417 GSS, 65808; 417-862-2727; *Ownership*: Meyer Communications; *Rep*: Avery-Knodel; *Personnel*: Kenneth E. Meyer, *gen mgr*; Betty Allen, *prog d*; Bob Burke, *gen sls mgr*; Mary Ellen Nelson, *prom d*.

KOLR-TV — 10 CBS

PO Box 1716, 65805; 417-862-1010; *Ownership*: Independent Broadcasting Co.; *Rep*: Katz; *Personnel*: Ellis Shook, *vp/gen mgr*; Robert Kennedy, *prog opers mgr*; Bill Watts, *gen sls mgr*; Dean Wasson, *prom mgr*.

KYTV — 3 NBC

P.O. Box 3500, 65808; 417-866-2766; *Ownership*: Harte-Hanks Communications; *Rep*: Blair; *Personnel*: Donald S. Moeller, *p/gen mgr*; Donald Hicks, *gen sls mgr*; Clarence Martin, *prom d*.

MONTANA

Billings

KTVQ — 2 CBS

3203 3rd Ave., N., 59103; 406-252-5611; *Ownership*: Garryowen Corp.; *Rep*: Avery-Knodel; *Personnel*: Victor Miller, *gen mgr*; Lee Lareva, *prog d*; Sarah Etchart, *gen sls mgr*; Virginia Smith, *prom d*.

KULR-TV — 8 ABC

P.O. Box 2512, 59103; 406-252-4676; *Ownership*: Harriscop Broadcasting; *Rep*: Katz; *Personnel*: E. D. "Bob" Merrill, *gen mgr*; Ron Olsen, *prog d*; Bob Korum, *gen sls mgr*; Donnette Cloninger, *prom d*.

Butte

KTVM — 6 NBC/CBS

3219 Harrison Ave., 59701; 406-494-7603; *Ownership*: Eagle Communications Inc.; *Rep*: Katz Agency; *Personnel*: Mike Stocklin, *gen mgr*; Muriel Shultz, *prog mgr*; Marshall Prindle, *natl sls mgr*; Marshall Prindle, *prom mgr*.

KXLF-TV — 4 ABC/CBS

P.O. Box 3500, 59702; 406-792-0444; *Ownership*: Garryowen Corp.; *Rep*: Avery-Knodel, Art Moore, John McQuire; *Personnel*: Ron Cass, *gen mgr/gen sls mgr*.

Glendive

KXGN-TV — 5 CBS

210 S. Douglas, 59330; 406-365-3377; *Ownership*: Glendive Broadcasting; *Rep*: Spot Time Ltd., NY; Hooper Jones Assoc., Chicago; *Personnel*: Dan Frenzel, *gen mgr*; Winnifred Norton, *prog d/gen sls mgr*.

Great Falls

KFBB-TV — 5 ABC/NBC/CBS

Box 1139, 59403; 406-453-4377; *Ownership*: KFBB Corporation; *Rep*: Seltel; *Personnel*: Stan Whitman, *gen mgr*; Ted Schroeder, *opers/prog mgr*; Jack J. Fisher, *gen sls mgr*.

KRTV — 3 NBC/CBS

P.O. Box 1331, 59403; 406-453-2433; *Ownership*: Garryowen Corp; *Rep*: Avery-Knodel; *Personnel*: Clifford E. Ewing, *gen mgr*; Glenn Lockwood, *prog d*; Diana Crants, *gen sls mgr*; Larry McDaniel, *prom d*.

Hardin

KOUS-TV — 4 NBC

Drawer D, 59034; 406-665-3320; *Ownership*: KOUS-TV, Inc; *Rep*: Seltel; *Personnel*: Thom Curtis, *gen mgr*; Bette Chew, *opns d*; Steve Lakey, *prom d*; Harold Kelso, *sales manager*.

Helena

KTVG — 12 NBC

Box 6125, 59604; 406-443-5050; *Ownership*: Helena Tv Inc; *Rep*: Spot Time; *Personnel*: Lynn H. Koch, *gen mgr*; Hal Peck, *prog d*; Roger Edmunson, *gen sls mgr*.

Kalispell

KCFW-TV — 9 NBC/CBS

401 1st Ave. East, 59901; 406-755-5239; *Ownership*: Eagle Communications, Inc.; *Rep*: Katz; *Personnel*: Mike Stocklin, *gen mgr*; Mike Stocklin, *natl sls mgr*.

Miles City

KYUS-TV — 3 NBC

P.O. Box 760, 59301; 406-232-3540; *Ownership*: Custer Broadcasting; *Rep*: Spot Time & S/R Reps; *Personnel*: David Rivenes, *pres & mgr*; Ella Rivenes, *prog d*.

Missoula

KECI-TV — 13 NBC/CBS

P.O. Box 5268, 59801; 406-721-2063; *Ownership*: Eagle Communications; *Rep*: Katz Continental; *Personnel*: Michael Stocklin, *gen mgr*; Muriel Schulze, *prog d*.

KPAX-TV — 8 ABC/CBS

P.O. Box 4827, 59806; 406-543-7106; *Ownership*: Garryowen Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Peter B. Friden, *gen mgr*.

NEBRASKA

Lincoln/Hastings/Kearny

KHAS-TV — 5 NBC

Box 578, Hastings, 68901; 402-463-1321; *Ownership*: Nebraska Television; *Rep*: Seltel, Inc.; *Personnel*: John T. Benson, *gen mgr*; Caryl Napoli, *prog d*; Bill Hughes, *gen sls mgr*; Anne Stout, *prom d*.

KHGI-TV — 13 ABC

P.O. Box 220, Kearney, 68847; 308-234-5513; *Ownership*: Amaturo Group; *Rep*: Katz; *Personnel*: Frank E. Brosseau, *p/gen mgr*; Glenda McCutcheon, *prog d*; Wayne W. Lansche, *vp/gen sls mgr*.

KOLN-TV — 10 CBS

P.O. Box 30350, 68503; 402-467-4321; *Ownership*: Cornhusker Television; *Rep*: Avery-Knodel; *Personnel*: A. James Ebel, *p*; Paul Jensen, *vp/mgr*; Deborah McDermott, *prog d*; Wes Maser, *gen sls mgr*.

*North Platte***KNOP-TV — 2 NBC**

Box 749, 69101; 308-532-2222; *Ownership*: Shively Communication; *Rep*: Adam Young; *Personnel*: Ulysses A. Carlini, *vp/gen mgr*.

*Omaha***KETV — 7 ABC**

27th & Douglas Sts., 68131; 402-345-7777; *Ownership*: Pulitzer Publishing; *Rep*: Blair; *Personnel*: Gary R. Nielsen, *gen mgr*; Ron Tillery, *prog d*; Howard Shrier, *gen sls mgr*.

KMTV — 3 NBC

10714 Mockingbird Dr., 68127; 402-592-3333; *Ownership*: May Broadcasting; *Rep*: Katz; *Personnel*: Roger C. Ottenbach, *gen mgr*; Don Browers, *prog mgr*; Richard Roncka, *gen sls mgr*; Maureen Waldron, *prom d*.

WOWT — 6 CBS

3501 Farnam, 68131; 402-346-6666; *Ownership*: Chronicle Broadcasting; *Rep*: Petry; *Personnel*: Edward L. Zachary, *gen mgr*; John Dixon, *prog d*; John Dowd, *natl sls mgr*; Judy Horan, *prom d*.

NEVADA*Las Vegas/Henderson***KLAS-TV — 8 CBS**

P.O. Box 15047, 89114; 702-733-8850; *Ownership*: Landmark Communications; *Rep*: Katz; *Personnel*: Mark Smith, *vp/gen mgr*; Ralph Toddre, *oper/prog mgr*; Ed Tabor, *gen sls mgr*; Ralph Toddre, *prom d*.

KTNV-TV — 13 ABC

3355 S. Valley View Blvd., 89102; 702-876-1313; *Ownership*: Milwaukee Journal; *Rep*: MMT; *Personnel*: Ed Quinn, *gen mgr*; Sherri Tolar, *prom d*.

KVBC-TV — 3 NBC

P.O. Box 44169, 89116; 702-649-0500; *Ownership*: Valley Broadcasting; *Rep*: Blair; *Personnel*: Rolla D. Cleaver, *gen mgr*; Buzz Floyd, *prog d*; David W. Grace, *natl sls mgr*; Bob Miller, *prom d*.

KVVU-TV — 5 IND

1555 E. Flamingo Rd., 89109; 702-735-3191; *Ownership*: Carson Broadcasting; *Rep*: Seltel; *Personnel*: Rusty Durante, *gen mgr*; Bill Utton, *gen sls mgr*.

*Reno***KAME-TV — 21 IND**

Box 11129, 89510; 702-786-2121; *Ownership*: Page Enterprises, Inc.; *Rep*: Adam Young; *Personnel*: Bill Andrews, *p/gen mgr/film byr*; Ron Garrett, *vp/sls mgr*; B.J. Andrews, Jr., *opers mgr*.

KCRL-TV — 4 NBC

P.O. Box 7160, 89510; 702-322-9145; *Ownership*: Circle L. Inc; *Rep*: Avery-Knodel/Tacher; *Personnel*: Charles E. Cord, *p/gen mgr*; Jim Elliott, *stat mgr*; Sheila Murchie, *prog d*.

KOLO-TV — 8 ABC

P.O. Box 10, 000, 89510; 702-786-8880; *Ownership*: Donrey Media Group; *Rep*: Blair Television; *Personnel*: James C. Herzig, *gen mgr*; John Csia, *prog d*; Jack Hartman, *gen sls mgr*; Cal Plugrath, *prom d*.

KTVN — 2 CBS

P.O. Box 7220, 89510; 702-786-2212; *Ownership*: Sarkes Tarzian; *Rep*: Katz; *Personnel*: Lee Hirshland, *vp/gen mgr*; Sharon Asher, *prog d*; Jack Porray, *stat mgr*.

*Scottsbluff***KDUH-TV — 4 NBC**

1523 First Ave., 69361; 308-632-3071; *Ownership*: Duhamel Broadcasting; *Rep*: Katz Television; *Personnel*: William Duhamel, *gen mgr*; Wes Haugen, *gen sls mgr*; Monte Loos, *prog d*; Pat Duoos, *prom d*.

NEW HAMPSHIRE*Manchester***WMUR-TV — 9 ABC**

1819 Elm St., 03104; 603-623-8061; *Ownership*: Commercial Dispatch Publishing Inc.; *Rep*: Seltel; *Personnel*: Joseph "Skip" Simms, *vp/gen mgr*; Thomas Bonnar, *prog & prom mgr*; Dan Borengasser, *sls mgr*.

NEW JERSEY*Newark***WNJU-TV — 47 IND**

1020 Broad St., 07102; 212-233-6240; *Ownership*: A. Jerrold Perenchio/Alan D. Yorkin/Norman Lear; *Rep*: Howard Weiss; *Personnel*: Carlos R. Barba, *p/gen mgr*; Julio A. Omaña, *stat mgr*; Thomas Johansen, *vp/sls*; Jack Mulderg, *vp/mktg*; Cristobal Roman, *natl sls mgr*.

WWHT-TV — 68/60 IND

P.O. Box TV 68, 07107; 201-643-6800; *Ownership*: Wometco; *Personnel*: Herb Lefkowitz, *vp/gen mgr*; Arnold Kohler, *sls mgr*; Lia Afriat, *prog mgr*.

*Wildwood***WAAT — 40 NBC**

15 Shore Road, Lynwood, 08221; 609-927-4440; *Ownership*: South Jersey Broadcasting, Inc.; *Personnel*: Howard Green, *p/gen mgr*; Michel Wilk, *prog d*; Jane B. Stark, *gen sales mgr*.

NEW MEXICO*Albuquerque***KGGM-TV — 13 CBS**

P.O. Box 1294, 87103; 505-243-2285; *Ownership*: Bruce Hebenstreit; *Rep*: Katz; *Personnel*: Paul Thorne, *gen mgr*; Scott Randall, *prog d*; Stan Byars, *gen sls mgr*; Kathryn Garnett, *prom d*.

KGSW-TV — 14 IND

1377 University Blvd., NE, 87102; 505-842-1414; *Ownership*: Galaxy/Southwest Television; *Rep*: Avery-Knodel; *Personnel*: Erick Steffens, *gen mgr*; Mary Noskin, *prog mgr*; Shirli Mix, *gen sls mgr*; Dick Bolles, *prom mgr*.

KNAT-TV — 23 IND

1510 Coors Bvd., NW, 87105; 505-836-1992; *Ownership*: Carson Communications Corporation; *Rep*: Seltel; *Personnel*: Rusty Durante, *gen mgr*; Bob Brewer, *stat mgr*; Stony Stoneking, *gen sls mgr*; Sandie Bosley, *prog mgr*; Rich Greene, *prom mgr*.

KOAT-TV — 7 ABC

3801 Carlisle Blvd., NE, 87107; 505-884-7777; *Ownership*: Pulitzer Publishing; *Rep*: Blair; *Personnel*: Max Sklower, *gen mgr*; Elvin Smith, *natl sls mgr*; Debbie Duran, *prom d*.

KOB-TV — 4 NBC

4 Broadcast Plaza, SW, 87103; 505-243-4411; *Ownership*: Hubbard Broadcasting; *Rep*: Petry; *Personnel*: Jerry Danziger, *gen mgr*; Dave Herman, *gen sls mgr*; Dan Klintworth, *prom d*.

*Clovis***KMCC — 12 ABC**

Box 2049, 88101; 505-769-1932; *Ownership*: McAlister Television Enterprises; *Rep*: Katz Television; *Personnel*: Jerry Rogers, *gen mgr*; John Gentry, *sls mgr*; Polly Welden Seals, *prom d/contin*; Mark Petroski, *prod n*.

*Farmington***KIVA-TV — 12 NBC**

P.O. Box 1620, 87499; 8749926-1141; *Ownership*: Four States Television; *Rep*: Katz; *Personnel*: Michael Clark, *gen mgr*; Paul Stenstrom, *gen sls mgr*; Lisa Adkins, *prom d*.

*Roswell***KBIM-TV — 10 CBS**

P.O. Box 910, 88201; 505-622-2120; *Ownership*: Holsum, Inc.; *Rep*: Avery-Knodel; *Personnel*: Joseph A. Carriere, *exec vp/gen mgr*; Marc Reischman, *natl sls mgr*; Lana Schafer, *opers mgr*.

NEW YORK*Albany/Schenectady/Troy***WNYT — 13 NBC**

15 N. Pearl Street, P.O. Box 4035, Menands, 12204; 518-436-4791; *Ownership*: Viacom Broadcasting; *Rep*: TeleRep; *Personnel*: Paul D. Arnzen, *gen mgr*; Don Perry, *gen sls mgr*; Cynthia Williams, *prom*.

WRGB — 6 CBS

1400 Balltown Rd., Schenectady, 12309; 518-385-1385; *Ownership*: General Electric; *Rep*: Katz; *Personnel*: James J. Delmonico, *vp & gen mgr*; David Lynch, *stat mgr*; Terry Walden, *prog mgr*; Mann Reed, *gen sls mgr*.

WTEN — 10 ABC

341 Northern Blvd., 12204; 518-436-4822; *Ownership*: Knight-Ridder Broadcasting; *Rep*: MMT Sales; *Personnel*: Ronald Pulera, *p/gen mgr*; Gene Collins, *d of opers*; Archie Goodbee, *gen sls mgr*; Mrs. Bonnie Tymann, *prom d*.

Binghamton

WBNG-TV — 12 CBS

50 Front St., 13902; 607-723-7311; *Ownership*: Gateway Communications; *Rep*: Blair; *Personnel*: Donald F. Snyder, *gen mgr/op*; Monty Pinker, *gen sls mgr*; Ray McCormack, *reg sls mgr*; Mark Prutisto, *prom mgr*; John Mucha, *prog mgr*.

WICZ-TV — 40 NBC

Vestal Pkwy E., 13902; 607-798-7873; *Ownership*: Stainless Broadcasting; *Rep*: Seltel; *Personnel*: Jesse Pevear, *gen mgr*; John Leet, *gen sls mgr*; JoAnn Priebe, *prom d*.

WMGC-TV — 34 ABC

Box 813, 13902; 607-723-7464; *Ownership*: Pinnacle Communications; *Rep*: Avery-Knodel; *Personnel*: Philip D. Marella, *gen mgr*; Lori Townsend, *prog coord*; Roy Sova, *gen sls mgr*; Anne Schoonover, *prom d*.

Buffalo/Grand Island

WGR-TV — 2 NBC

259 Delaware Ave., 14202; 716-856-1414; *Ownership*: Taft Broadcasting; *Rep*: TeleRep; *Personnel*: Raymond S. Rajewski, *vp/gen mgr*; Vicki Gregorian, *prog d*; Jim Conschalter, *gen sls mgr*; Greg Carroll, *prom mgr*.

WIVB-TV — 4 CBS

2077 Elmwood Ave., 14207; 716-874-4410; *Ownership*: Buffalo Broadcasting Co., Inc.; *Rep*: Harrington, Righter & Parsons; *Personnel*: Leslie G. Arries, Jr., *p/gen mgr*; Quintin E. Renner, *prog d*; Patricia K. Sroka, *gen sls mgr*; Joe Rape, *prom d*; Lyn P. Stoyer, *stat mgr*.

WKBW-TV — 7 ABC

7 Broadcast Plaza, 14202; 716-845-6100; *Ownership*: Capital Cities; *Rep*: Blair; *Personnel*: Philip R. Beuth, *gen mgr*; Ronald Martzoff, *prog d*; Richard C. Shepard, *gen sls mgr*; Kathlene McGarry, *prom d*.

WUTV — 29 IND

951 Whitehaven Rd., Grand Island, 14072; 716-773-7531; *Ownership*: Whitehaven Entertainment; *Rep*: ITVS; *Personnel*: Herman Pease, *p/gen mgr*; Lois Ringle, *prog d*; Victor Marrale, *gen sls mgr*.

Elmira

WENY-TV — 36 ABC

P.O. Box 208, 14902; 607-739-3636; *Ownership*: WENY, Inc.; *Personnel*: Howard L. Green, *exec vp*; C. Robert Edwards, *gen sls mgr/stat mgr*.

New York

WABC-TV — 7 ABC

7 Lincoln Square, 10023; 212-887-7777; *Ownership*: ABC; *Rep*: ABC-TV Spot Sales; *Personnel*: William C. Fyffe, *gen mgr*; Brooke Bailey, *prog d*; John Watkins, *gen sls mgr*; Timothy Miller, *creat svcs d*; John S. Bonanni, *stat mgr*.

WCBS-TV — 2 CBS

524 W. 57th St., 10019; 212-975-4321; *Ownership*: CBS; *Rep*: CBS; *Personnel*: Neil E. Derrough, *p*; Ron Tindiglia, *vp/gen mgr*; Phil Press, *d of sls*; Paula McCorkle, *d of comm*.

WNBC-TV — 4 NBC

30 Rockefeller Pl., 10020; 212-664-4444; *Ownership*: NBC; *Rep*: NBC; *Personnel*: Carl V. Carey, *vp/gen mgr*; Richard M. Lobo, *sta mgr*; Karen Lee Copeland, *prog d*; Hilary Hendler, *sls d*; San Glick, *adv/prom mgr*.

WNEW-TV — 5 IND

205 E. 67th St., 10021; 212-535-1000; *Ownership*: Metromedia; *Rep*: Katz; *Personnel*: Bob O'Connor, *vp/gen mgr*; John von Soosten, *vp/prog d*; C. T. "Budd" Meehan, *vp/gen sls mgr*; Phyllis Seifer, *vp/prom d*.

WOR-TV — 9 IND

1440 Broadway, 10018; 212-764-7000; *Ownership*: RKO General; *Rep*: Blair; *Personnel*: Robert T. Fennimore, *vp/gen mgr*; Terry Planell, *d prog & opers*; Thomas Ryan, *vp/sls mgr*; Richard Hammer, *d adv/prom*.

WPIX — 11 IND

220 E. 42nd St., 10017; 212-949-1100; *Ownership*: WPIX, Inc.; *Rep*: TeleRep; *Personnel*: Leavitt J. Pope, *p*; Gerry Mulderrig, *sr vp sls*; Donna Hutchinson, *vp prog*.

WTBY-TV — 54 IND

P O Box N, Poughkeepsie, 12602; 914-471-8400; *Ownership*: Trinity Broadcasting of New York, Inc.; *Personnel*: Paul F. Crouch, *p*.

WXTV — 41 SIN

Twinbridge Plaza, 24 Meadowland Parkway, Secaucus, NJ, 07094; 201-348-4141; *Ownership*: Spanish Intentl. Comm.; *Rep*: SIN; *Personnel*: Ivan Egas, *vp/gen mgr*; Osvaldo Odo, *prog d*; Wayne Casa, *gen sls mgr*.

WWHT — 68 IND

390 W. Market St., Newark, N.J. 07107; 201-643-6800; *Ownership*: Wometco; *Personnel*: Herbert Lefkowitz, *vp/gen mgr*; Lia Afriat-Hernandez, *prog mgr*.

Rochester

WHCC-TV — 10 CBS

191 East Ave., 14604; 716-546-5670; *Ownership*: Beni Broadcasting; *Rep*: Katz; *Personnel*: A. Stephen Kronquest, *sr vp/gen mgr*; William Carroll, *vp/prog d*; David Kennedy, *gen sls mgr*; Kim Bene, *prom d*.

WOKR — 13 ABC

P.O. Box L, 14623; 716-334-8700; *Ownership*: Post Corp; *Rep*: Harrington Righter & Parsons; *Personnel*: Thomas L. Gagnon, *gen mgr*; Jonathan B. Murray, *prog d*; Kent Beckwith, *gen sls mgr*; Gordon Sclar, *prom d*.

WRCC-TV — 8 NBC

201 Humboldt St., 14610; 716-288-8400; *Ownership*: Ziff-Davis Broadcasting; *Rep*: Petry; *Personnel*: Frank A. DiProsa, *vp/gen mgr*; Craig Millar, *gen sls mgr*; Diane O'Brien, *prom d*; Terry Fauth, *prog d*.

WUHF — 31 IND

360 East Ave., 14604; 716-232-3700; *Ownership*: Malrite TV; *Rep*: Blair; *Personnel*: Jerry Carr, *vp/gen mgr*; Richard Rambaldo, *gen sls mgr*; Steven Satterwhite, *prom d*.

Syracuse

WIXT-TV — 9 ABC

P.O. Box 9, 13214; 315-446-4780; *Ownership*: Transcontinent Communications; *Rep*: Katz; *Personnel*: Robert Fishman, *gen mgr*; Bernie Aiello, *prog d*; Sherry Sala/Dennis Calkins, *prom assocs*.

WSTM-TV — 3 NBC

1030 James St., 13203; 315-474-5000; *Ownership*: Times-Mirror; *Rep*: Harrington, Righter & Parsons; *Personnel*: David J. Shurtleff, *gen mgr*; Donald L. Edwards, *prog d*; Norman Cissna, *gen sls mgr*; Marni Blount-Gowan, *prom d*.

WTVH — 5 CBS

980 James St., 13203; 315-425-5555; *Ownership*: Meredith Corp; *Rep*: MMT Sales; *Personnel*: Larry Rhodes, *vp/gen mgr*; Cathy Creany, *prog d*; Robert Stettner, *gen sls mgr*; David Oetjen, *prom d*.

Utica

WKTV — 2 NBC

P.O. Box 2, 13503; 315-733-0404; *Ownership*: Harron Communications; *Rep*: Avery-Knodel; *Personnel*: Sheldon F. Storrer, *gen mgr*; Daniel German, *prog d*; Sheldon F. Storrer, *gen sls mgr*.

WUTR-TV — 20 ABC

P.O. Box 20, 13503; 315-797-5220; *Ownership*: Roy H. Park Broadcasting; *Rep*: Blair; *Personnel*: David L. Zamichow, *vp/gen mgr*; Pam Syper, *prog d*.

Watertown

WWNY-TV — 7 CBS/NBC/ABC

120 Arcade St., 13601; 315-788-3800; *Ownership*: Watertown/Cathage TV Corp.; *Rep*: Katz; *Personnel*: Allen W. Murphy, *gen mgr*; David Graves, *prog d*; David J. Alteri, *gen sls mgr*; Thomas Bruce, *prom d*.

NORTH CAROLINA

Charlotte

WBTV — 3 CBS

1 Julian Price Pl., 28208; 704-374-3500; *Ownership*: Jefferson-Pilot Broadcasting; *Rep*: Petry; *Personnel*: John A. Edgerton, *vp/gen mgr*; Mark deCastrique, *prog d*; Don Baxter, *gen sls mgr*; Cathy Painter, *prom d*.

WCCB — 18 IND

One TV Place, 28205; 704-372-1800; *Ownership*: Cy N. Bahakel; *Rep*: Katz; ITVS; *Personnel*: Robert K. Larr, *gen mgr*; Beverly Poston, *prog d*; Debbie Patrick, *prom d*.

WPCQ-TV — 36 NBC

P.O. Box 18665, 28218; 704-536-3636; *Ownership*: Westinghouse Broadcasting & Cable Co. Inc.; *Rep*: Group W. Television Sales; *Personnel*: John J. Spinola, *gen mgr*; Nat Tucker, *prog d*; Albert C. Lucero, *gen sls mgr*; Phil Arrington, *prom d*.

WSOC-TV — 9 ABC

Box 34665, 28234; 704-372-0930; *Ownership*: Cox; *Rep*: TeleRep; *Personnel*: Greg Stone, *gen mgr*; Jack Callaghan, *sta mgr*; Alan Batten, *prom d*; Gary Bogart, *gen sls mgr*.

Fayetteville

WKFT-TV — 40 IND

230 Donaldson Street, TV-40 Bldg., 28301; 919-323-4040; *Ownership*: Fayetteville Television, Inc.; *Personnel*: Thomas Scanlan, *vp/gen mgr*; Pat Mullen, *gen sls mgr*.

Greensboro/High Point/Winston Salem

WFMY-TV — 2 CBS

P.O. Box TV 2, 27420; 919-379-9369; *Ownership*: Harte-Hanks; *Rep*: Blair; *Personnel*: Mike Conly, *vp/gen mgr*; Jack Forchand, *opers/prog mgr*; Leslie Wilson, *prom d*.

WGGT-TV — 48 IND

330 South Green St., P.O. Box 1618, 27401; 919-275-1353; *Ownership*: Guilford Telecasters; *Rep*: Seltel Inc.; *Personnel*: Mark Conrad, *gen mgr*; LaRhe Vestal, *prog mgr*; Janet Schoff, *natl sls mgr*.

WGHP-TV — 8 ABC

P.O. Box 2688, High Point, 27261; 919-883-7131; *Ownership*: WGHP-TV Inc; *Rep*: MMT Sales, Inc.; *Personnel*: Eugene H. Bohi, *p/gen mgr*; C. David Whitaker, *vp/stat mgr*; Kathy Thompson, *prom d*.

WJTM-TV — 45 IND

3500 Myer-Lee Dr, Winston-Salem, 27101; 919-722-4545; *Ownership*: Tim McDonald/TVX Corp.; *Rep*: Adam Young; *Personnel*: Chuck McFadden, *gen mgr*; Cathy Ball, *prog d*; John Walsler, *gen sls mgr*; Stuart Norfleet, *prod mgr*.

WXII — 12 NBC

P.O. Box 11847, Winston-Salem, 27106; 919-721-9944; *Ownership*: Multimedia; *Rep*: Katz; *Personnel*: Reynard A. (Rennie) Corley, *gen mgr*; Meyer Davis, *prog d*; David Summers, *gen sls mgr*; Jerry Kenion, *prom d*.

**Greenville/Washington/
New Bern****WCTI-TV — 12 ABC**

P.O. Box 2325, New Bern, 28560; 919-637-2111; *Ownership*: Malrite Communications Group; *Rep*: Katz; *Personnel*: Bill Jenkins, *gen mgr*; Patrice Mohn, *prog d*; Luther Griffin, *natl sls mgr*.

WITN-TV — 7 NBC

P.O. Box 468, Washington, 27889; 919-946-3131; *Ownership*: WITN-TV Inc.; *Rep*: Seltel; *Personnel*: W.R. Roberson Jr., *chm/CEO*; Dick Paul, *p/coo*; Paul Oughton, *prog d*; Robert S. Culler, *gen sls mgr*; Anne Parker, *prom d*;

WNCT-TV — 9 CBS

3221 Evans St. Extension, 27834; 919-756-3180; *Ownership*: Roy H. Park Broadcasting; *Rep*: Blair; *Personnel*: Richard Armfield, *gen mgr*; Shirley Dale, *prog d*; William D. "Woodie" Webb, *gen sls mgr*.

Hickory**WHKY-TV — 14 IND**

526 Main Ave SE, 28601; 704-322-5115; *Ownership*: Catawba Valley Broadcasting; *Rep*: Spot Time; *Personnel*: Tom Long, *gen mgr*; Jeff Long, *prog mgr*.

Raleigh/Durham**WLFL-TV — 22 IND**

Box 15366, Durham, 27704; 919-471-4461; *Ownership*: Family Television Corporation; *Rep*: Seltel; *Personnel*: Grant Cotton, *gen mgr*; Ben Whitaker, *vp/gen sls mgr*; Jonte Blackwell, *prog d*; Casey Herbert, *prom/prodn mgr*.

WPTF-TV — 28 NBC

P.O. Box 1511, 27602; 919-832-8311; *Ownership*: Durham Life Broadcasting Inc.; *Rep*: Telerep Inc.; *Personnel*: Felton P. Colcy, *p*; Hatti Jackson, *prog d*; Bob Butler, *gen sls mgr*; Bob Wolfe, *prom d*; Wilbur W. Brann, *d of ops*;

WRAL-TV — 5 ABC

P.O. Box 12000, 27605; 919-821-8555; *Ownership*: Capitol Broadcasting; *Rep*: Katz; *Personnel*: John Greene, *sr vp/gen mgr*; Neil Kuvin, *stat mgr*; Paul D. Quinn, *gen sls mgr*; Judith Timmerman, *prom d*.

WTVD — 11 CBS

411 Liberty St., Durham, 27701; 919-683-1111; *Ownership*: Capital Cities; *Rep*: Blair; *Personnel*: Paul L. Bures, *gen mgr*; Jon Miller, *prog d*; Denis O'Connor, *gen sls mgr*; Thomas G. Domer, *prom d*.

Wilmington**WECT-TV — 6 NBC**

P.O. Box 4029, 28406; 919-791-8070; *Ownership*: Atlantic Telecasting; *Rep*: Katz; *Personnel*: Dan D. Cameron, *p*; C. D. Martin, *gen mgr*; Joe Schlegel, *sls mgr*; Bill Elks, *opns mgr*.

WWAY-TV — 3 ABC

615 North Front St, 28402; 919-762-8581; *Ownership*: Clay Broadcasting; *Rep*: Seltel; *Personnel*: George Diab, *p/flm byr*; Mitchell L. Saiced, *gen mgr*; George Allen, *sta mgr/prog d*; Ty Watts, *gen sls mgr*; Art Bannon, *prom d*;

NORTH DAKOTA**Bismarck/Minot****KFYR-TV — 5 NBC**

P.O. Box 1738, 58502; 701-223-0900; *Ownership*: Meyer Broadcasting Company; *Rep*: Blair; *Personnel*: William A. Ekberg, *gen mgr*; Claire Anne Holmberg, *stat mgr*; Mert Johnsrud, *prog mgr/prom mgr*; Jerry Hegel, *gen sls mgr*; Dave Stuart and Mert Johnsrud, *natl sls mgr*.

KQCD-TV — 7 NBC

Box 1577, Dickinson, 58601; 701-225-6843; *Ownership*: Meyer Broadcasting Company; *Rep*: Blair; *Personnel*: Steve Skjelvik, *gen mgr*; Penny Borg, *sls mgr*; D. Rolf Aanestad, *prodn mgr*.

KXMC-TV — 13 CBS/ABC

Box 1686, Minot, 58701; 701-852-2104; *Ownership*: KXMC-TV, Inc; *Rep*: Katz; *Personnel*: Henry Beuchler, *gen mgr*; Rod Romine, *prog d*; Jerry Romine, *prom d*.

Dickinson**KDIX-TV — 2 CBS/ABC**

P.O. Box 1368, 58601; 701-225-5133; *Ownership*: Dickinson Broadcasting Corp.; *Rep*: Katz; *Personnel*: Stan Deck, *p*; June Deck, *vp*; Lauren Haacke, *gen mgr/treas*; Warren Vranna, *stat mgr/sls mgr*.

Fargo**KTHI-TV — 11 ABC**

P.O. Box 1878, 58107; 701-237-5211; *Ownership*: Spokane TV, Inc.; *Rep*: Harrington, Righter & Parsons; *Personnel*: John P. Hrubesky, *gen mgr*; Greg R. Holder, *gen sls mgr*; Dale Bosch, *opers mgr*; Janet Zahn, *creat svcs d*.

KXJB-TV — 4 CBS

1805 E. Main Ave., West Fargo, 58078; 701-282-0444; *Ownership*: North American Communication; *Rep*: Avery-Knodel/Hurley; *Personnel*: Tom Barnes, Jr, *p/gen mgr*; Becky Chwialkowski, *prog assi*; Paul Wickre, *gen sls mgr*; Cindy Mayerich, *prom d*.

WDAY-TV — 6 NBC

301 S. 8th St., 58103; 701-237-6500; *Ownership*: WDAY, Inc; *Rep*: Katz; *Personnel*: Sumner Rasmussen, *gen mgr*; Susan Eider, *prog d*; Cole Carley, *gen sls mgr*; Robert Prowse, *prom d*.

OHIO**Akron****WAKR-TV — 23 ABC**

853 Copley Rd, 44320; 216-535-7831; *Ownership*: Summit Radio Corp.; *Rep*: Spot Time; *Personnel*: Robert I. Bostian, *vp/gen mgr*; Bill O'Neil, Jr., *prog d*; Chip Fox, *gen sls mgr*; Joyce Lagios, *prom d*.

Canton**WJAN — 17 IND**

6600 Atlantic Blvd., Louisville, 44641; 216-875-5542; *Ownership*: David Livingston Missionary Foundation; *Personnel*: Denny Hazen, *gen mgr/prod d*.

WOAC — 67 IND

4867 Fulton Rd., 44718; 612-492-5267; *Ownership*: Morton Kent; *Personnel*: Michael W. Gee, *gen mgr*; Lizz Tucker, *prog mgr*; R. Michael Larson, *natl sls mgr*; Dan Borowicz, *prom mgr*.

Cincinnati**WBTI — 64 IND**

5177 Fishwick Dr, 45216; 513-641-3220; *Ownership*: United Cable Television Corp.; *Rep*: Adam Young; *Personnel*: Harry J. Kangis, *gen mgr*; Robert Waiss, *oper mgr*; Steve Kent, *gen sls mgr*.

WCPO-TV — 9 CBS

500 Central Ave., 45202; 513-721-9900; *Ownership*: Scripps-Howard Broadcasting; *Rep*: Blair; *Personnel*: Robert R. Regalbuto, *vp/gen mgr*; Rick Reeves, *prog d*; Clint Pace, *gen sls mgr*; Bob Doerr, *d of info svcs*.

WKRC-TV — 12 ABC

1906 Highland Ave, 45219; 513-651-1200; *Ownership*: Taft; *Rep*: TeleRep; *Personnel*: Ed Herbert, *gen mgr*; Lois Hinkle, *prog d*; James O'Shields, *gen sls mgr*; Robbin Dell, *prom d*.

WLWT — 5 NBC

140 W. 9th St., 45202; 513-352-5000; *Ownership*: Multimedia; *Rep*: Katz; *Personnel*: Robert Gordon, *vp/gen mgr*; Bill Spiegel, *prog d*; Thomas Ashwell, *d creat svcs*; Rob Kreighoff, *gen sls mgr*.

WXIX-TV — 19 IND

10490 Taconic Terrace, 45215; 513-772-1919; *Ownership*: Metromedia; *Rep*: Metro TV Sales; *Personnel*: Kevin P. O'Brien, *gen mgr*; Robert Friedman, *prog d*; Lee Rudnick, *gen sls mgr*; Robert Thaman, *prom d*.

Cleveland**WCLO-TV — 61 IND**

6000 W. Creek Road, 44131; 216-524-6161; *Ownership*: Cleveland Associates Co.; *Rep*: Adam Young; *Personnel*: Gary L. Brandt, *gen mgr*; Tom Bush, *opers mgr*.

WEWS — 5 ABC

3001 Euclid Ave., 44115; 216-431-5555; *Ownership*: Scripps-Howard Broadcasting; *Rep*: Blair; *Personnel*: Edward D. Cervenak, *vp/gen mgr*; Gary Stark, *prog d*; James Knight, *gen sls mgr*; Tom Polk, *prom d*.

WJKW-TV — 8 CBS

5800 S. Marginal Rd., 44103; 216-431-8888; *Ownership*: Storer; *Rep*: Storer Television Sales; *Personnel*: Joseph C. Dimino, *vp/gen mgr*; Louis Gattozzi, *prog d*; Spencer Koch, *gen sls mgr*; Joanne Stern, *prom d*.

WKYC-TV — 3 NBC

1403 E. 6th St., 44114; 216-344-3333; *Ownership*: NBC; *Rep*: NBC Spot TV Sales; *Personnel*: Neal Van Ells, *vp/gen mgr*; John M. Llewellyn, *stat mgr*; Greg Stehlin, *prog d*; Marysue Gaudio, *mgr adv & prom*; David Boylan, *sls d*;

WUAB-TV — 43 IND

8443 Day Dr., 44129; 216-845-6043; *Ownership*: Gaylord; *Rep*: TeleRep; *Personnel*: John J. Moffitt, *op & gen mgr*; Ron St. Charles, *asst gen mgr/prog d*; Bill Scaffide, *gen sls mgr*; Frank Fletcher, *prom d*.

*Columbus***WBNS-TV — 10 CBS**

770 Twin Rivers Dr., 43215; 614-460-3700; *Ownership*: The Dispatch Printing Co; *Rep*: Blair; *Personnel*: Eugene C. D'Angelo, *gen mgr*; John A. Haldi, *prog d*; Arnold N. Routson, *gen sls mgr*; David Sams, *prom d*.

WCMH-TV — 4 NBC

3165 Olentangy River Rd., 43202; 614-263-5441; *Ownership*: Outlet Broadcasting; *Rep*: Petry; *Personnel*: David Miller, *prog d*; Rick Lowe, *gen sls mgr*; Dave Smith, *prom d*.

WSFJ — 51 IND

P.O. Box C, Newark, 43055; *Ownership*: Christian Television of Ohio; *Personnel*: Jean Rodabaugh, *p/gen mgr*; Charlotte Reichley, *prog d*.

WTVN-TV — 6 ABC

Box 718, 43215; 614-481-6666; *Ownership*: Taft; *Rep*: TeleRep; *Personnel*: Dino Dinovitz, *gen mgr*; Chris Schring, *gen sls mgr*; Dave Parr, *prom d*; Sue Schwartz, *prog d*.

*Dayton***WDTN — 2 ABC**

P.O. Box 741, 45401; 513-293-2101; *Ownership*: Hearst Corporation; *Rep*: Petry; *Personnel*: Howard F. Ritchie Jr., *gen mgr*; Steve Fisher, *stat mgr*; Ira Slakter, *gen sls mgr*; Pat Baldwin, *prom d*.

WHIO-TV — 7 CBS

1414 Wilmington Ave., P.O. Box 1206, 45401; 513-259-2111; *Ownership*: Cox; *Rep*: TeleRep; *Personnel*: Stanley G. Mouse, *p/gen mgr*; Neil Pugh, *vp/stat mgr*; John Clark, *prog d*; Don Kemper, *gen sls mgr*; Bob Wells, *prom d*;

WKEF — 22 NBC

1731 Soldiers Home Rd., 45418; 513-263-2662; *Ownership*: Springfield Television; *Rep*: Katz; *Personnel*: James Graham, *gen mgr*; Bill Snider, *gen sls d*; Sandy Patton, *prom d*.

*Lima***WLIO — 35 NBC**

1424 Rice Ave., 45805; 419-228-8835; *Ownership*: Lima Communications; *Rep*: Katz; *Personnel*: James C. Dages, *gen mgr*; Douglas A. Ferguson, *st mgr*; Bruce A. Opperman, *sls mgr*.

WTLW — 44 IND

1844 Baty Rd., 45807; 419-339-4444; *Ownership*: American Christian TV Services; *Personnel*: Ron Mighell, *gen mgr*; Roger Rhodes, *prog d*.

*Newark***WSFJ — 52 IND**

Box "C", 43055; 614-927-0700; *Ownership*: Christian Television of Ohio, Inc.; *Personnel*: Jean Rodabaugh, *p*; Charlotte Reichley, *prog dir*.

*Sandusky***WGGN-TV — 52 IND**

3809 Maple Ave., Castalia, 44824; 419-684-9598; *Ownership*: Wayside Temple, Inc.; *Personnel*: Ernest McClellan, *vp/gen mgr*.

*Springfield***WTJC — 26 IND**

P.O. Box 26, Dayton, 45401; 513-323-0026; *Ownership*: Miami Valley Christian Television, Inc.; *Personnel*: Marvin D. Sparks, *vp/gen mgr*; Rod Robinson, *prom d*; Jene Mac, *opns d/sls*.

*Steubenville***WTOV-TV — 9 NBC**

P.O. Box 9999, 43952; 614-282-0911; *Ownership*: Ziff-Davis Broadcasting; *Rep*: Petry; *Personnel*: Ray J. Chumley, *vp/gen mgr*; Steve Dant, *vp/gen sls mgr*; Toni Ventresca, *prom d*.

*Toledo***WDHO-TV — 24 ABC**

300 S. Byrne Rd., 43615; 419-535-0024; *Ownership*: D. H. Overmyer Telecasting Co., Inc. D.I.P.; *Rep*: Katz; *Personnel*: William J. Shock, *vp/gen mgr*; Brynn Meyers, *prog coord*; Garry Miller, *gen sls mgr*; Scott Sheridan, *prom d*.

WTOL-TV — 11 CBS

P.O. Box 715, 43695; 419-248-1111; *Ownership*: Cosmos Broadcasting; *Rep*: MMT Sales, Inc.; *Personnel*: Guy Hempel, *stat mgr*; Mel Siebkins, *gen sls mgr*.

WTVG — 13 NBC

4247 Dorr Street, 43607; 419-531-1313; *Ownership*: Storer; *Rep*: Storer Television Sales; *Personnel*: H. W. "Buddy" Ray, *gen mgr*; Marsha Schroeder, *prog d*; Douglas Sinn, *gen sls mgr*; Chris States, *prom mgr*.

*Youngstown***WFMJ-TV — 21 NBC**

101 W. Boardman St., 44503; 216-744-8611; *Ownership*: Vindicator Printing; *Rep*: Blair; *Personnel*: Edward J. Adams, *stat mgr*; Eugene L. Donahay, *prog d*.

WKBN-TV — 27 CBS

3930 Sunset Blvd., 44501; 216-782-1144; *Ownership*: WKBN Broadcasting; *Rep*: Katz; *Personnel*: Warren P. Williamson III, *gen mgr*; William F. Decker, *stat mgr*; Norman Berger, *prog d*; C. Richard Wade, *natl sls mgr*.

WYTV — 33 ABC

3800 Shady Run Rd., 44502; 216-783-2930; *Ownership*: Adams-Russell Co.; *Rep*: Adam Young; *Personnel*: Geoffrey Pearce, *gen mgr*; Frank Marafiotte, *prog d*; Roderick Guerdan, *gen sls mgr*; Tony Mancino, *prom d*.

*Zanesville***WHIZ-TV — 18 NBC**

Lind Arcade Bldg., N. 5th St., 43701; 614-452-5431; *Ownership*: Southeastern Ohio Broadcasting System; *Rep*: Avery-Knodel; *Personnel*: Allan Land, *vp/gen mgr*; Barbara Mitter, *prog d*; Van Vannelli, *sls mgr*.

OKLAHOMA*Ada***KTEN — 10 ABC/NBC/CBS**

P.O. Box 10, 74820; 405-332-3311; *Ownership*: Eastern Oklahoma TV; *Rep*: Avery-Knodel; *Personnel*: Bill Hoover, *p/gen mgr*; Dan Hoover, *prog d/gen sls mgr*; Rod Payne, *prom d*.

*Oklahoma City***KAUT-TV — 43 IND**

P.O. Box 14843, 73113; 405-478-4300; *Ownership*: Golden West; *Rep*: Petry; *Personnel*: Jerry Birdwell, *gen mgr*; Bill Davis, *gen sls mgr*; Tom Kemper, *prom mgr*; Tim Cowden, *prog d*.

KGMC-TV — 34 IND

1501 NE 85th St., 73113; 405-478-3434; *Ownership*: Seraphim Corp; *Rep*: Seltel; *Personnel*: Ted Baze, *gen mgr*; Harlan Reams, *gen sls mgr*; Lee Reams, *prom d*; Janis Hudson, *opers mgr*.

KOCO-TV — 5 ABC

Box 14555, 73113; 405-478-3000; *Ownership*: Gannett Co.; *Rep*: Katz; *Personnel*: Al Parsons, *p/gen mgr*; Mike Palmer, *vp/prog d*; David Loveland, *vp/gen sls mgr*; Ann Abernethy, *vp/prom d*.

KOKH-TV — 25 IND

P.O. Box 14925, 73113; 405-843-2525; *Ownership*: Blair Broadcasting of Oklahoma; *Rep*: Blair; *Personnel*: David E. Murphy, *p/gen mgr*; Mel House, *stat mgr*; Paul Saltin, *gen sls mgr*; David Bass, *prom d*.

KTBO-TV — 14 IND

3705 N.W. 63rd., 73116; 405-848-1414; *Ownership*: Trinity Broadcasting of Oklahoma City; *Personnel*: Al Brown, *gen mgr*.

KTVY 4 — 4 NBC

P.O. Box 14068, 73113; 405-478-1212; *Ownership*: KTVY, Inc; *Rep*: MMT Sales; *Personnel*: Lee Allan Smith, *vp/gen mgr*; Bill Thrash, *prog mgr*; Dan Bates, *asst mgr/gen sls mgr*; Charles Andrew, *prom mgr*.

KWTV — 9 CBS

P.O. Box 14159, 73113; 405-843-6641; *Ownership*: John T. Griffin; *Rep*: Harrington, Righter & Parsons; *Personnel*: Duane Harm, *p*; Ken Taishoff, *stat mgr*; Fran Conway, *gen sls mgr*.

Tulsa

KGCT-TV-41— 41-IND

5807 S. Garnett, F, 74145; 918-252-9589; *Ownership:* Green Country TV; *Personnel:* Ray Beindorf, *gen mgr*; Tommy Gray, *stat mgr*.

KJRH-TV — 2 NBC

P.O. Box 2, 74101; 918-743-2222; *Ownership:* Scripps-Howard Broadcasting; *Rep:* Blair; *Personnel:* F. Ben Hevel, *vp/gen mgr*; Wally Dunham, *asst mgr/prog d*; Charles Pfaff, *natl sls mgr*; Mike Vrabac, *gen sls mgr*; Rusty Wilcoxen, *prom d*;

KOKI-TV — 23 IND

P.O. Box 33223, 74135; 918-663-6880; *Ownership:* Tulsa 23; *Rep:* Katz Independent Sales; *Personnel:* James U. Lavenstein, *gen mgr*; Eugene Wilkin, *prog d*; Buzz McCabe, *gen sls mgr*; G. Richard Enderwood, *prom d*.

KOTV — 6 CBS

P.O. Box 6, 74101; 918-582-6666; *Ownership:* Corinthian Broadcasting; *Rep:* Corinthian Television Sales; *Personnel:* John Irvin, *gen mgr*; Bob Allen, *prog d*; Joe Matthews, *gen sls mgr*; Rick Herrmann, *prom d*.

KTUL-TV — 8 ABC

P.O. Box 8, 74101; 918-446-3351; *Ownership:* Leake Industries; *Rep:* Petry; *Personnel:* Saidie Adwon, *vp/gen mgr*; Kent Doll, *opers d*; Ed Hunt, *nat sls mgr*; Carl Bartholomew, *prom d*.

OREGON

Bend

KTUZ — 21 CBS/NBC

Box 149, 97709; 503-389-6511; *Ownership:* Sierra Cascade Communications Inc.; *Rep:* Avery-Knodel; *Personnel:* John Larkin, *gen mgr*; Bob Rector, *sls mgr*; Teresa Bollard, *prog d*.

Eugene

KEZI-TV — 9 ABC

P.O. Box 7009, 97401; 503-485-5611; *Ownership:* Liberty Communications; *Rep:* Blair; *Personnel:* Jim Putney, *gen mgr*; Dave Larson, *prog d*; Robin Tappan, *prom d*.

KMTR-TV — 16 NBC

Box 7365, 97401; 503-746-1600; *Ownership:* KMTR, Inc.; *Rep:* Seltel; *Personnel:* Robert W. Davis, *p/gen mgr*; Judith E. Bell, *prog d*; Cam Wilson, *gen sls mgr*; Faye Dodge, *prom d*.

KVAL-TV — 13 NBC/CBS

P.O. Box 1313, 97440; 503-342-4961; *Ownership:* Eugene TV; *Rep:* Katz; *Personnel:* Glenn Nickell, *vp/gen mgr*; Dec Kramer, *prog coord*; Bonnie Cole, *natl sls mgr*; Gwen Bogh, *prom d*.

Klamath Falls

KOTI — 2 ABC/CBS

P.O. Box 2K, 97601; 503-884-8131; *Ownership:* California-Oregon Broadcasting Inc.; *Rep:* Blair; *Personnel:* Michele Irving, *stat mgr*.

Medford

KOBI — 5 ABC/CBS

Box 5M, 97501; 503-779-5555; *Ownership:* California-Oregon Broadcasting; *Rep:* John Blair Television; *Personnel:* Edward W. Zander, *gen mgr/sls mgr*; Tam Moore, *prog d*; Paul Young, *prom d*.

KTVL — 10 NBC/CBS

P.O. Box 10, 97501; 503-773-7373; *Ownership:* Freedom Communications Inc.; *Rep:* Katz; *Personnel:* Dennis Williamson, *vp/gen mgr*; Marvin Rhodes, *prog d*; Tom Miles, *prom d*.

Portland

KATU — 2 ABC

P.O. Box 2, 97207; 206-231-4222; *Ownership:* Fisher Broadcasting; *Rep:* Katz; *Personnel:* Thomas R. Dargan, *gen mgr*; Bob Kalstad, *prog d*; Tom Oberg, *gen sls mgr*; Tonia Secanti, *prom d*.

KECH — 22 IND

9320 S.W. Barbur Blvd., 97219; 503-293-6687; *Ownership:* Greater Williamette Vision Ltd.; *Rep:* Adam Young Inc.; *Personnel:* Robert A. Cook, *gen mgr*; Judy Koenig, *prog mgr*; Sherman Alldredge, *natl sls mgr*; Colleen Hawkins, *prom mgr*.

KGW-TV — 8 NBC

1501 SW Jefferson, 97201; 503-226-5000; *Ownership:* King Broadcasting; *Rep:* Blair; *Personnel:* Dean H. Woodring, *gen mgr*; Craig Smith, *prog mgr*; Mike Gehring, *gen sls mgr*; Barbara Sobocinski, *prom mgr*.

KOIN-TV — 6 CBS

140 SW Columbia St., 97201; 503-243-6666; *Ownership:* Lee Enterprises; *Rep:* Harrington, Righter & Parsons; *Personnel:* R. M. Schafbuch, *vp/gen mgr*; Howard Kennedy, *stat mgr*; C. Stephen Currie, *prog d*; Lee E. Carlson, *gen sls mgr*; Jane Hoyt, *prom d*;

KPTV — 12 IND

P.O. Box 3401, 97208; 503-222-9921; *Ownership:* Chris Craft; *Rep:* TeleRep; *Personnel:* John Hansen, *p*; Martin Brantley, *gen mgr*; Gordon White, *prog d*; Connie Martin, *gen sls mgr*; Craig Miller, *prom d*;

PENNSYLVANIA

Allentown

WFMZ-TV — 69 IND

E. Rock Rd., 18103; 215-797-4530; *Ownership:* Maranatha Broadcasting; *Rep:* Spot Time; *Personnel:* Richard C. Dean, *gen mgr*; David Hinson, *prog d*; Dean Dallmann, *gen sls mgr*; Allen Fleming, *loc sls mgr*.

Erie

WICU-TV — 12 NBC

3514 State St, 16508; 814-454-5201; *Ownership:* Great Lakes Communications; *Rep:* Katz; *Personnel:* Clarence J. Paolella, *gen mgr/gen sls mgr*; John Ivan Tomcho, *prog mgr*.

WJET-TV — 24 ABC

8455 Peach St., 16509; 814-864-4902; *Ownership:* Jet Broadcasting; *Rep:* Blair; *Personnel:* John Kanzius, *vp/gen mgr*; Ken Fanazini, *prog d*.

WSEE — 35 CBS

1220 Peach St., 16501; 814-455-7575; *Ownership:* SCS Communications of Erie, Inc.; *Rep:* MMT Sales, Inc.; *Personnel:* Jerry Montgomery, *gen mgr*; David Reid, *gen sls mgr*; Dave Campbell, *prom d*.

Harrisburg/Lancaster/Lebanon

WGAL-TV — 8 NBC

Columbia Pike, Lancaster, 17604; 717-393-5851; *Ownership:* Pulitzer Publishing; *Rep:* Blair; *Personnel:* David R. Dodds, *gen mgr*; Nelson Sears, *prog d*; John Carpenter, *gen sls mgr*; J. Jude Schlager, *prom d*.

WGCB-TV — 49 IND

Box 88, Windsor Rd., Red Lion, 17356; 717-246-1681; *Ownership:* Red Lion Television; *Rep:* Spot Time; *Personnel:* Lou Castriota, *vp/gen mgr*.

WHP-TV — 21 CBS

P.O. Box 1507, 17105; 717-238-2100; *Ownership:* Commonwealth Communications Services; *Rep:* Katz; *Personnel:* Donald D. Wear, *gen mgr*; Mary Elaine Hughes, *prog d*; Tom Miller, *gen sls mgr*; Scott Brickell, *prom d*.

WHTM-TV — 27 ABC

P.O. Box 2775, 17105; 717-236-2727; *Ownership:* Times-Mirror; *Rep:* Harrington, Righter & Parsons; *Personnel:* Paul S. Abbott, *vp*; Paul J. Baker, *prog d*; Don Yeiser, *gen sls mgr*; Joanne P. Alexis, *prom d*.

WLYH-TV — 15 CBS

1126 Park City Center, Lancaster, 17601; 717-273-4551; *Ownership:* Gateway Communications; *Rep:* Avery-Knodel; *Personnel:* Robert Eolin, Jr., *gen mgr*; Ed Fulginiti, *prog d*; R. Rigby Wilson, *gen sls mgr*; John Baldwin, *prom d*.

WSBA-TV — 43 CBS

P.O. Box 1868, York, 17405; 717-843-0043; *Ownership:* Susquehanna Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Leroy K. Strinc, *gen mgr*; Sonia Strohman, *prog d*; Elizabeth Duval, *prom d*.

WTVE — 51 IND

1729 N. 11th St., Reading, 19604; 215-921-9181; *Ownership:* Reading Broadcasting; *Rep:* Seltel; *Personnel:* John M. Forcier, *gen mgr*; Judy Gertner, *sls mgr*.

Johnstown/Altoona

WJAC-TV — 6 NBC

Hickory Lane, 15905; 814-255-5831; *Ownership:* WJAC, Inc.; *Rep:* Harrington, Righter & Parsons; *Personnel:* James M. Edwards, Sr., *p/gen mgr*; Chris Taylor, *prom mgr*; Richard D. Schrott, *gen sls mgr*; Linda Piper, *prog asst*.

WOPC — 23 ABC

Box 609, Altoona, 16603; 814-943-2607; *Ownership:* John R. Powley; *Rep:* Spot Time; *Personnel:* John Powley, *gen mgr*.

WTAJ-TV — 10 CBS

P.O. Box 10, Altoona, 16603-0010; 814-944-2031; *Ownership:* Gateway Communications; *Rep:* Blair; *Personnel:* J. Thomas Conners, *vp/gen mgr*; Doug Parker, *prog mgr*; Lesley Ruskowski, *prom d*.

Philadelphia

KYW-TV — 3 NBC

Independence Mall E., 19106; 215-238-4700; *Ownership:* Westinghouse; *Rep:* Group W Sales; *Personnel:* Pat Polillo, *gen mgr*; Bill Aber, *stat mgr*; Chuck Gingold, *prog d*; Gregg LeMiere, *gen sls mgr*; Brian O'Neill, *prom d*.

WCAU-TV — 10 CBS

City & Monument Aves., 19131; 215-839-7000; *Ownership:* CBS; *Rep:* Columbia Television Stations Sales; *Personnel:* Jay R. Feldman, *vp/gen mgr*; Tom Pearson, *brdcast d*; Carol Q. Netter, *sls d*; Yvonne Forston, *prom d*.

WHYY-TV — 12

150 N. Sixth St., 19106; 215-923-0800; *Ownership:* WHYY Inc; *Personnel:* Jim Karayn, *p/gen mgr*; Mike Quattrone, *prog mgr*; Don Burgess, *vp/prog*.

WKBS-TV — 48 IND

3201 S. 26th St., 19145; 215-336-6400; *Ownership:* Field Communications; *Rep:* Ind TV Sales; *Personnel:* Kenneth T. MacDonald, *vp/gen mgr*; Joseph Weber, *prog d*; John Fignar, *gen sls mgr*; Kim Kline, *prom d*.

WPHL-TV — 17 NBC

5001 Wynnefield Ave., 19131; 215-878-1700; *Ownership:* Providence Journal; *Rep:* Petry; *Personnel:* Eugene McCurdy, *p/gen mgr*; Zvi Shoubin, *sta mgr*; Gordon French, *d of sls*; Jeff Sohinki, *prom d*.

WPVI-TV — 6 ABC

4100 City Line Ave., 19131; 215-878-9700; *Ownership:* Capital Cities; *Rep:* Blair; *Personnel:* Lawrence J. Pollock, *vp/gm*; Charles Bradley, *d of prog & opns*; Richard W. Spinner, *d of sls*; Art Moore, *d of adv & prom*.

WRBV — 65 IND

4449 N. Delsea Dr., Vineland, NJ, 08360; 609-691-6565; *Ownership:* Renaissance Broadcasting Corp.-R. Milstead, Esq.; *Personnel:* Carmen J. Colucci, *gen mgr*; Brian Eckert, *prog mgr*.

WTAF-TV — 29 IND

Fourth & Market Sts., 19106; 215-925-2929; *Ownership:* Taft; *Rep:* TeleRep; *Personnel:* Randall E. Smith, *vp/gen mgr*; Greg Miller, *prog d*; Chuck Wing, *gen sls mgr*; Karen Corbin, *creat svcs mgr*.

WWSG-TV — 57 IND

300 Domino Lane, 19128; 215-483-4550; *Ownership:* Channel 57 Corporation; *Personnel:* Albert Tedesco, *gen mgr*.

Pittsburgh

KDKA-TV — 2 CBS

One Gateway Center, 15222; 412-392-2200; *Ownership:* Westinghouse Broadcasting; *Rep:* Group W Television Sales; *Personnel:* Thomas L. Goodgame, *vp/gen mgr*; Carolyn Wean, *sta mgr*; Deb Zeyen, *prog d*; Joe Berwanger, *gen sls mgr*; Barbara Klauscher and Carolyn McClair, *creat svcs/info svcs*;

WPGH-TV — 53 IND

750 Ivory Ave., 15214; 412-931-8600; *Ownership:* Meredith; *Rep:* MMT Sales; *Personnel:* Norris Reichel, *vp/gen mgr*; Bill Saltzgeber, *prog d*; Ed Trimble, *gen sls mgr*; Sue Hooper, *prom d*.

WPTT-TV — 22 IND

Box 2809, 15230; 412-856-9010; *Ownership:* CRI, Inc; *Rep:* Adam Young; *Personnel:* Ken Buschman, *stat mgr*; Mike Silvert, *sls mgr*; Virginia Neville, *prom mgr*.

WPXI-TV — 11 NBC

11 Television Hill, P.O. Box 1100, 15230; 412-237-1113; *Ownership:* Cox Communications, Inc.; *Rep:* TeleRep, Inc.; *Personnel:* Patrick J. Gmitter, *vp/gen mgr*; Byron Williams, *dir opers*; Lou Supowitz, *natl sls mgr*; Maureen Durkin, *prog mgr*.

WTAE-TV — 4 ABC

400 Ardmore Blvd, 15230; 412-242-4300; *Ownership:* Hearst; *Rep:* Katz; *Personnel:* Fred Young, *gen mgr*; Judy Girard, *prog d*; Richard Wolk, *vp sls*; Tony Vincequerra, *gen sales mgr*; Kerry Richards, *d prom/creat svcs*;

Scranton/Wilkes-Barre

WBRE-TV — 28 NBC

P.O. Box 28, 18773; 717-823-3101; *Ownership:* WBRE-TV, Inc; *Rep:* Petry; *Personnel:* David M. Baltimore, *p/gen mgr*; Terry S. Baltimore, *vp/gen sls mgr*; Tom Wilson, *promotion d*.

WDAU-TV — 22 CBS

415 Lackawanna Ave., 18503; 717-961-2222; *Ownership:* Megargee Family Heirs; *Rep:* Blair; *Personnel:* Madge Holcomb, *gen mgr*; Mort Rosenthal, *prog d*; Gene Malone, *gen sls mgr*; Doug Holcomb, *prom d*.

WNEP-TV — 16 ABC

Wilkes-Barre/Scranton Airport, 18641; 717-346-7474; *Ownership:* NEP Communications, Inc.; *Rep:* Katz; *Personnel:* Elden A. Hale, Jr., *vp/gen mgr*; Mary Cordaro, *prog mgr*; Warren Reed, *gen sls mgr*; Sheryl Bourisk, *creat svcs d*; William Christian, *exec prog prod*;

Wall

WPCB-TV — 40 IND

Channel 40, 15148; 412-824-3930; *Ownership:* Western Pennsylvania Christian Broadcasting Co.; *Personnel:* Rev. R. Russell Bixler, *p*; David Kelton, *gen mgr*; Joe Scharbrough, *sls mgr*.

York

WSBA-TV — 43 CBS

2005 S. Queen St., 17403; 717-843-0043; *Ownership:* Susquehanna Broadcasting Co.; *Rep:* Avery-Knodel, Inc.; *Personnel:* Jack Herr, *gen mgr/sls mgr*; Sonia L. Strohman, *prog mgr*; Elizabeth Duval, *prom d*.

RHODE ISLAND

Providence/New Bedford, MA

WJAR-TV — 10 NBC

111 Dorrance St., 02903; 401-751-5700; *Ownership:* Outlet Co.; *Rep:* Petry; *Personnel:* John D. Sawhill, *gen mgr*; Chris Walden, *prog d*; Jim Macfarlan, *gen sls mgr*; Dean Whitlow, *prom d*.

WLNE-TV — 6 CBS

430 County St., New Bedford, MA, 02741; 617-992-6666; *Ownership:* Freedom Newspaper, Inc.; *Rep:* Blair; *Personnel:* Gary Chapman, *vp/gen mgr*; Charlotte Hall, *prog d*; John Quintan, *gen sls mgr*; Lee Spieckerman, *prom d*.

WPRI-TV — 12 ABC

25 Catamore Blvd., 02914; 401-438-7200; *Ownership:* Knight-Ridder Broadcasting; *Rep:* MMT Sales; *Personnel:* William E. Wuerch, *gen mgr*; Cathy Perron, *prog d*; Gary E. Masters, *gen sls mgr*; Leslie Smith, *prom d*.

WSTG — 64 IND

Homestead & Pine., Rehoboth Twp., MA, 02769; 617-252-6935; *Ownership:* Subscription TV of America; *Personnel:* Robert Thompson, *p*.

SOUTH CAROLINA

Charleston

WCBD-TV — 2 ABC

P.O. Box 879, 29402; 803-884-4141; *Ownership:* State Record Co; *Rep:* Blair; *Personnel:* W. Frank Harden, *p/gen mgr*; Gerald Ziobro, *mgr bdcst opers*; J. W. Evans, III, *d sls/mktg*.

WCIV — 4 NBC

Highway 703, Mt. Pleasant, 29464; 803-884-8513; *Ownership:* First Charleston Corp.; *Rep:* Katz; *Personnel:* William E. Lucas, *p/gen mgr*; Celia Shaw, *stat mgr*; Don Moody, *prog d*; Stephen G. Brock, *gen sls mgr*; Lanna Peavy, *prom d*;

WCSC-TV — 5 CBS

P.O. Box 186, 29402; 803-723-8371; *Ownership:* WCSC, Inc; *Rep:* MMT Sales, Inc.; *Personnel:* Mark H. Pierce, *vp/gen mgr*; C. William DeWert, *vp prog/opers*; Doug Atherton, *gen sls mgr*; Eve Olasov, *prom d*.

Columbia

WCCT-TV — 57 IND

Box 5757, West Columbia, 29171; 803-796-7757; *Ownership:* James H. Thompson; *Personnel:* Paul Gorman, *gen mgr*.

WIS-TV — 10 NBC

P.O. Box 367, 29202; 803-799-1010; *Ownership:* Cosmos Broadcasting; *Rep:* HR & P; *Personnel:* Dixon Lovvorn, *vp/gen mgr*; William Logan, *prog d*; C. Joseph Tonsing, *gen sls mgr*; Diane Bagwell, *prom d*.

WLTX — 19 CBS

P.O. Drawer M, 29250; 803-776-3600; *Ownership:* Capital Communications; *Rep:* Katz; *Personnel:* Richard T. Laughridge, *gen mgr/gen sls mgr*; Gene Upright, *prog d/prom d*.

WOLO-TV — 25 ABC

P.O. Box 4217, 29240; 803-754-7525; *Ownership:* Bahakel Communications; *Rep:* Seltel; *Personnel:* Donald H. Krauss, *gen mgr*; David Aiken, *prog d*; Donald H. Krauss, *gen sls mgr*.

Florence

WBTW — 13 CBS

3430 N. TV Rd., 29501; 803-662-1565; *Ownership:* Daily Telegraph Printing; *Rep:* Katz; *Personnel:* Joseph B. Foster, *vp/sta mgr*; George L. Sansbury, *gen sls mgr*.

WPDE-TV — 15 ABC

P.O. Box F-15, 29502; 803-665-1515; *Ownership:* Eastern Carolinas Broadcasting; *Rep:* Seltel; *Personnel:* Jerry Condra, *p/gen mgr*; Beth Allen, *prog mgr*; Paul Brewer, *gen sls mgr*; Beth Allen, *prom mgr*.

Greenville/Spartanburg/Asheville, SC

WFBC-TV — 4 NBC

Box 788, 29602; 803-242-4404; *Ownership:* Multimedia; *Rep:* Katz; *Personnel:* Douglas A. Smith, *gen mgr;* William A. Wheless, *prog d;* John Scott, *gen sls mgr;* Andy Scott, *prom d.*

WGGG-TV — 16 IND

P.O. Box 1616, 29602; 803-244-1616; *Ownership:* Carolina Christian Broadcasting; *Personnel:* Terri Anderson, *sales mgr;* Cathy Bryant, *prog mgr;* Mike Ward, *prod mgr.*

WLOS-TV — 13 ABC

P.O. Box 2150, Asheville, NC, 28802; 704-255-0013; *Ownership:* Wometco; *Rep:* MMT; *Personnel:* Morton S. Cohn, *gen mgr;* Dave DeArmond, *sta mgr;* Bill Pfeiffer, *prog d;* Ken Glover, *gen sls mgr.*

WSPA-TV — 7 CBS

Box 1717, Spartanburg, 29304; 803-576-7777; *Ownership:* Walter Brown; *Rep:* Blair; *Personnel:* K. James Yager, *exec vp;* Joseph R. Varholly, *gen mgr;* David Handy, *prog d;* Raymond Johnson, *gen sls mgr.*

SOUTH DAKOTA

Rapid City

KEVN-TV — 7 ABC

P.O. Box 677, 57701; 605-394-7777; *Ownership:* Dakota Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Ray Moser, *gen mgr;* Joy Benson, *prog d;* Gerry Fenske, *lcl sls mgr.*

KOTA-TV — 3 NBC

P.O. Box 1760, 57709; 605-342-2000; *Ownership:* Duhamel Broadcasting; *Rep:* Katz; *Personnel:* William F. Duhamel, *gen mgr;* Monte Loos, *prog d;* Wes Haugen, *gen sls mgr;* Pat Duos, *prom d.*

Sioux Falls/Mitchell

KDLT-TV — 5 ABC

P.O. Box 1200, Mitchell, 57301; 605-996-7501; *Ownership:* Dakotaland Broadcasting Corp.; *Rep:* Avery-Knodel; *Personnel:* Hal Greene, *gen mgr;* Tom Slocum, *gen sls mgr.*

KELO-TV — 11 CBS

501 S. Phillips Ave., Sioux Falls, 57102; 605-336-1100; *Ownership:* Midcontinent Broadcasting; *Rep:* Seltel; *Personnel:* Joe L. Floyd, *chairman;* Evans A. Nord, *p/gen mgr;* Thomas M. Sheeley, *prog d;* Jerry Lofgren, *gen sls mgr;* Lynne Zubaty, *prom d;*

KSFY-TV — 13 NBC

300 N. Dakota Ave., Suite 13, Sioux Falls, 57102; 605-336-1300; *Ownership:* South Dakota Broadcasting; *Rep:* Katz; *Personnel:* Jim Dunham, *gen mgr;* Marge Hokenstad, *prog d;* John Dunicliff, *prom d.*

TENNESSEE

Chattanooga

WDEF-TV — 12 CBS

3300 Broad St., 37408; 615-267-3392; *Ownership:* Roy H. Park Broadcasting; *Rep:* Blair; *Personnel:* Gary R. Bolton, *vp/gen mgr;* Doris Ellis, *prog d;* Ralph Dawn, *gen sls mgr;* Latrayl Skelton, *prom d.*

WRCB-TV — 3 NBC

900 Whitehall Rd., 37405; 615-267-5412; *Ownership:* Sarkes Tarzian; *Rep:* Katz; *Personnel:* William G. Evans, *gen mgr;* Gary L. Rocky, *prog d;* Dennis Siewert, *gen sls mgr;* Vivian Burns, *prom d.*

WRIP-TV — 61 IND

Chattanooga Broadcast Ctr., Rossville, GA, 30741; 404-866-3855; *Ownership:* WRIP, Inc.; *Rep:* Spot Time; *Personnel:* Col. Jay Sadow, *p/gen mgr;* Jim Hester, *opers mgr;* Gerry Sadow, *prom d.*

WTVC — 9 ABC

410 W. 6th St., 37402; 615-756-5500; *Ownership:* Belo Broadcasting; *Rep:* Petry; *Personnel:* Lewis Robertson, *gen mgr;* Lee Armstrong, *prog d.*

Jackson

WBBJ-TV — 7 ABC

P.O. Box 2387, 38301; 901-424-4515; *Ownership:* Jackson Telecasters; *Rep:* Katz; *Personnel:* Bud Borchert, *gen mgr;* Chuck Dolejs, *natl sls mgr;* Don Hill, *prom d.*

*Johnson City/Kingsport/
Bristol, VA*

WCYB-TV — 5 NBC

P.O. Box 2069, Bristol, VA, 24203; 703-669-4161; *Ownership:* Appalachian Broadcasting; *Rep:* Katz; *Personnel:* Joseph T. Conway, *exec vp/gen mgr;* Charles Lineberger, *prog d;* Jack Shaver, *gen sls mgr;* Sandhi Kozsuch, *d of creat servs.*

WJHL-TV — 11 CBS

P.O. Box 1130, 37601; 615-926-2151; *Ownership:* Roy H. Park Broadcasting; *Rep:* Blair; *Personnel:* W. Hanes Lancaster, Jr, *vp/gen mgr;* Alfred Gregory, *prog d;* Doug Short, *gen sls mgr.*

WKPT-TV — 19 ABC

P.O. Box WKPT, Kingsport, 37662; 615-246-9578; *Ownership:* Holston Valley Broadcasting; *Rep:* Avery-Knodel; *Personnel:* George F. DeVault, Jr., *gen mgr;* Ray Walker, *gen sls mgr/stat mgr;* Fred Falin, *prog d.*

Knoxville

WATE-TV — 6 ABC

P.O. Box 2349, 37901; 615-637-9666; *Ownership:* Nationwide Communications; *Rep:* Blair; *Personnel:* Jack W. Lee, *gen mgr;* Jim Duncan, *prog d;* Jim Mikels, *gen sls mgr.*

WBIR-TV — 10 CBS

1513 Hutchinson Ave., 37917; 615-637-1010; *Ownership:* Multimedia; *Rep:* Katz; *Personnel:* James M. Hart, *gen mgr;* Peter N. Fennelly, *prog d;* R. Lynn Leopper, *gen sls mgr;* Steve Dean, *prom d.*

WTVK — 26 NBC

P.O. Box 1388, 37901; 615-687-2312; *Ownership:* South Central Broadcasting; *Rep:* Seltel; *Personnel:* Duane V. Eastvold, *gen mgr;* Bill Eckstein, *prog d;* Jerry Whitener, *gen sls mgr;* Dan Sullivan, *loc sls mgr;* Emily Yarborough, *prom d;*

Memphis

WHBQ-TV — 13 ABC

485 S. Highland St., 38111; 901-320-1313; *Ownership:* RKO General; *Rep:* Harrington, Righter & Parsons; *Personnel:* Alex Bonner, *gen mgr;* Bob Lewis, *prog d;* Jack Bolton, *gen sls mgr;* Jim Armacost, *prodn d.*

WMC-TV — 5 NBC

1960 Union Ave., 38104; 901-726-0555; *Ownership:* Scripps-Howard Broadcasting; *Rep:* Blair; *Personnel:* M. E. Greiner, Jr, *vp gen mgr;* Ron Klayman, *d bdcstg servs;* Philip Slavick, *prog d;* J. P. Tucker, *gen sls mgr;* Olivia Holmes, *prom d;*

WPTY-TV — 24 IND

P.O. Box 42424, 38104; 901-278-2424; *Ownership:* Delta Television; *Rep:* Petry; *Personnel:* Lew Freifeld, *vp/gen mgr;* Nancy Palmer, *d opers;* Paul Bankston, *sls mgr;* Tommy Warren, *prom sup.*

WREG-TV — 3 CBS

803 Channel 3 Dr, 38103; 901-525-3333; *Ownership:* New York Times; *Rep:* Katz; *Personnel:* Charles Brakefield, *gen mgr;* Jack Michael, *prog d;* Frank Roberts, *exec vp;* Robert Eoff, *prom d.*

Nashville

WNGE-TV — 2 ABC

441 Murfreesboro Rd., 37210; 615-259-2200; *Ownership:* General Electric Broadcasting; *Rep:* Blair; *Personnel:* Mendes Napoli, *vp/gen mgr;* Evelyn Keller, *prog d;* Paul Syracuse, *gen sls mgr;* Thomas Allen, *prom d.*

WSMV — 4 NBC

Box 4, 37202; 615-749-2244; *Ownership:* Gillett Broadcasting; *Rep:* MMT Sales, Inc.; *Personnel:* Brian Byrnes, *p/gen mgr;* Brenda Jordan, *prog d;* Sam Littleton, *gen sls mgr;* Carolyn Lawrence, *prom d;* Dan Akens, *opers mgr;*

WTVF — 5 CBS

474 James Robertson Parkway, 37219; 615-244-5000 *Ownership:* Channel 5 Television; *Rep:* TeleRep; *Personnel:* Thomas E. Ervin, *gen mgr;* Bill Jay, *prog d;* Bob Clift, *natl sls mgr;* Norm Woodel, *prom d.*

WZTV — 17 IND

P.O. Box 90764, 37209; 615-329-1717; *Ownership:* Multimedia Broadcasting; *Rep:* Katz; *Personnel:* Robert K. Zelle, *gen mgr;* Dan Maslan, *stat mgr;* Judy Jenkins, *prog opers;* Margaret Ann Warner, *prog d;* Mim Crowley and Bob Gilbert, *sls mgrs;*

TEXAS

Abilene

KRBC-TV — 9 NBC

P.O. Box 178, 79608; 915-692-4242; *Ownership:* Abilene Radio & TV; *Rep:* Blair; *Personnel:* Dale Ackers, *p/gen mgr;* Ken Knox, *sta mgr;* Jerry Shackelford, *prog d;* Briana Brooks, *prom d.*

KTAB — 32 CBS

P.O. Box 5676, 79608; 915-695-2777; *Ownership:* Big Country Television; *Rep:* Katz; *Personnel:* William Terry, *gen mgr/gen sls mgr;* Bryan Mandy, *prog d;* Carolyn Platt, *prom d.*

KTXS-TV — 12 ABC

P.O. Box 2997, 79604; 915-677-2281; *Ownership:* Prima, Inc; *Rep:* Avery-Knodel; *Personnel:* Charles Woods, *gen mgr;* Bill Blann, *prog d;* Emery McCullough, *gen sls mgr;* Sheila Corley, *prom d.*

Amarillo

KAMR-TV — 4 NBC

P.O. Box 751, 79189; 806-383-3321; *Ownership:* Cannan Communications; *Rep:* Blair; *Personnel:* Ray Poindexter, *vp/gen mgr;* Irl Brown, *gen sls mgr;* Blynn Bryson, *prom d.*

KFDA-TV — 10 CBS

P.O. Box 1400, 79189; 806-383-2226; *Ownership*: Panhandle Telecasting; *Rep*: Avery-Knodel; *Personnel*: R. F. Herndon, Jr., *vp/gen mgr*; Harry Neuhardt, *stat mgr*; Tom York, *gen sls mgr*; Jack Byrd, *opers mgr*.

KVII-TV — 7 ABC

Box 13,000, 79101; 806-373-1787; *Ownership*: Marsh Media, Inc.; *Rep*: Katz; *Personnel*: James R. McCormick, *p/gen mgr*; Charles M. (Mac) Douglas, *prog d*; John Patrick, *gen sls mgr*.

Austin

KTBC-TV — 7 CBS

P.O. Box 2223, 78768; 512-476-7777; *Ownership*: Times-Mirror; *Rep*: HR & P; *Personnel*: Wendell Harris, *gen mgr*; Charlie King, *gen sls mgr*; Ken Snow, *prom d*; Londa Trial, *prog d*.

KTVV — 36 NBC

P.O. Box 490, 78767; 512-476-3636; *Ownership*: LIN Broadcasting; *Rep*: Blair; *Personnel*: Al Tanksley, *gen mgr*; Mel Pennington, *prog d*; Larry Cole, *gen sls mgr*; Marilyn Osborn, *prom d*.

KVUE-TV — 24 ABC

P.O. Box 9927, 78766; 512-459-6521; *Ownership*: Evening News Assn.; *Rep*: MMT Sales; *Personnel*: Joe Jerkins, *gen mgr*; Al Helton, *prog d*; Jim Norton, *gen sls mgr*; Bob Kobarg, *prom d*.

Beaumont/Port Arthur

KBMT — 12 ABC

P.O. Box 1550, 77704; 713-833-7512; *Ownership*: Texas Telecasting; *Rep*: Blair; *Personnel*: H. Dean Hinson, *gen mgr*; L.A. Sturdivant, *gen sls mgr*; Aubrey Wood, *opers mgr*.

KFDM-TV — 6 CBS

P.O. Box 7128, 77706; 713-892-6622; *Ownership*: Belo Broadcasting; *Rep*: Petry; *Personnel*: Larry Beaulieu, *gen mgr*; Rix Garey, *gen sls mgr*.

KJAC-TV — 4 NBC

P.O. Box 3257, Port Arthur, 77640; 713-985-5557; *Ownership*: Clay Communications; *Rep*: Katz; *Personnel*: Roy D. Shotts, *gen mgr*; Robert Schnarr, *prog d*; Jack Dahmer, *gen sls mgr*.

Bryan

KBTX — 3 ABC/CBS

P.O. Box 3730, 77801; 409-846-7777; *Ownership*: Brazos Broadcasting; *Rep*: Seltel; *Personnel*: Harry Gillam, *vp & sta mgr*; Ulman McMullen, *oper mgr/gen sls mgr*; Bob Rose, *prom d*.

Corpus Christi

KIII-TV — 3 ABC

P.O. Box 6669, 78411; 512-854-4733; *Ownership*: So. Texas Telecasting; *Rep*: Blair; *Personnel*: Michael D. McKinnon, *p/gen mgr*; Bob White, *prog d*; Billy Brotherton, *vp/gen sls mgr*.

KORO — 28 SIN

102 Mesquite, 78401; 512-883-2823; *Ownership*: Telcorpus, Inc.; *Personnel*: Servando Caballero, *gen mgr*.

KRIS-TV — 6 NBC

P.O. Box 840, 78403; 512-883-6511; *Ownership*: Gulf Coast Broadcasting; *Rep*: Katz; *Personnel*: T. Frank Smith, Jr., *p/gen mgr*; Van Johnson, *vp sls*; Jack Farmer, *gen sls mgr*; Marlive Lee, *prog d*.

KXIX — 19 ABC

1 Eastgate Industrial Pl., Victoria, 77902; 512-576-5131; *Ownership*: Victoria Communications Corporation; *Rep*: UNIREP (National) KLM Media (Dallas-regional); *Personnel*: Dewey T. Acker, *p/gen mgr*; Doris Littles, *prog d*; Wendall Maloy, *prom d*.

KZTV — 10 CBS

601 Leopard St., 78401; 512-884-1616; *Ownership*: K-Six Television, Inc.; *Rep*: Seltel; *Personnel*: Vann M. Kennedy, *p/gen mgr*; Gene Looper, *prog d*; Jim Bixler, *gen sls mgr*; Mary L. Kennedy, *prom d*.

Dallas/Ft. Worth

KDFW-TV — 4 CBS

400 N. Griffin, 75202; 214-744-4000; *Ownership*: Times-Mirror; *Rep*: Harrington, Righter & Parsons; *Personnel*: John A. McKay, *vp/gen mgr*; D. Demirjian, *gen sls mgr*; Dave Fanning, *prom d*.

KNBN-TV — 33 SIN

3333 Harry Hines Blvd., 75201; 214-745-1425; *Ownership*: Nat'l Business Network; *Rep*: SIN Network; *Personnel*: Sheldon Turner, Noland Hill, *mgng ptrs*.

KTVT — 11 IND

Box 2495, Fort Worth, 76113; 817-738-1951; *Ownership*: Gaylord Broadcasting Co.; *Rep*: TeleRep; *Personnel*: Jack Berning, *vp/gen mgr*; Clem Candelaria, *prog d*; Harry Delaney, *gen sls mgr*; Ron McCoy, *prom d*.

KTWS-TV — 27 IND

Box 470427, 75247; 214-637-2727; *Ownership*: Liberty Television, Inc.; *Rep*: Spot Time; *Personnel*: Terry K. Shockley, *p*; Tom Fieweger, *stat mgr*; Philip Palmer, *d bdst opers*.

KTXA-TV — 21 IND

1712 E. Randol Mill Rd., Arlington, 76011; 817-265-2100; *Ownership*: Channel 21 Inc.; *Rep*: Seltel; *Personnel*: Milton Grant, *p/gen mgr*; Earl L. Jones, Jr., *vp/d of sls*; Pat Stiphout, *prom mgr*; Lynnsy Logue, *prog mgr*.

KXAS-TV — 5 NBC

P.O. Box 1780, Fort Worth, 76101; 817-429-1550; *Ownership*: LIN Broadcasting; *Rep*: Blair; *Personnel*: Frank O'Neil, *p/gen mgr*; Russ Thornton, *prog d*; BJ Anderson, *prom d*.

KXTX-TV — 39 IND

3900 Harry Hines Blvd., 75219; 214-521-3900; *Ownership*: Continental Broadcasting; *Rep*: Katz; *Personnel*: Roger Baerwolf, *vp/gen mgr*; Linda Hulse, *prog d*; Dick Bove, *gen sls mgr*; Paul Forrest, *prom d*; John Thomas, *creat d*.

WFAA-TV — 8 ABC

Communications Center, 75202; 214-748-9631; *Ownership*: Belo Broadcasting; *Rep*: Petry; *Personnel*: Dave Lane, *vp/TV*; Terry Ford, *gen mgr*; Chris Westerkamp, *gen sls mgr*.

El Paso/Las Cruces, NM

CKIC — 14 IND

3100 North Stanton, 79902; 915-533-1414; *Ownership*: Cristo Rey Corporation; *Rep*: Spot Time; *Personnel*: George Ivcy, *gen mgr*; Peter Parise, *opers mgr*; Velma Celis, *prog d*; Walt Dalton, *sls mgr*; Donald Orr, *prom d*.

KDBC-TV — 4 CBS

P.O. Box 1799, 79999; 915-532-6551; *Ownership*: Portal Communications; *Rep*: Seltel; *Personnel*: Edward Sleighel, *gen mgr*; Charles Maly, *prog d*; Sam Kobren, *sta mgr*; Mary Carnie, *prom d*; Don Caparis, *gen sales mgr*.

KTSM-TV — 9 NBC

801 N. Oregon, 79902; 915-532-5421; *Ownership*: Tri-State Broadcasting; *Rep*: Avery-Knodel; *Personnel*: Karl O. Wyler, Sr., *p*; Jack Rye, *exec vp/prog*; John Phelan, *gen sls mgr*; Karen Lewis, *prom d*.

KVIA-TV — 7 ABC

4140 Rio Bravo, 79902; 915-532-7777; *Ownership*: Marsh Media of El Paso; *Rep*: Katz; *Personnel*: Wayne M. Roy, *gen mgr*; Don Guill, *prog d/prom d*; Richard Pearson, *gen sls mgr*.

Harlingen/Weslaco/Brownsville

KGBT-TV — 4 CBS

Drawer 711, 78550; 512-423-3910; *Ownership*: Harbenito Broadcasting; *Rep*: Katz; *Personnel*: David Lykes, *vp/gen mgr*; Gary Bowers, *prog d*; Don Hale, *sls mgr*.

KRGV-TV — 5 ABC

P.O. Box 5, Weslaco, 78596; 512-968-5555; *Ownership*: Manship Stations; *Rep*: Blair; *Personnel*: Ray Alexander, *gen mgr*; Julian Adame, *opers d*; Larry Taylor, *gen sls mgr*; Mary Grace Landsberg, *prom d*.

KVEO-TV — 23 NBC

394 N. Expressway, Brownsville, 78521; 512-544-2323; *Ownership*: Tierra Del Sol Broadcasting Corp.; *Rep*: Avery-Knodel; *Personnel*: Darrell Davis, *p*; Nick Rice, *opers mgr*.

Houston

KHOU-TV — 11 CBS

1945 Allen Parkway, 77019; 713-526-1111; *Ownership*: Corinthian Broadcasting; *Rep*: Corinthian Television Sales; *Personnel*: Thomas F. Kenney, *gen mgr*; Alma Newsom, *prog d*; Frank B. Gregg, *gen sls mgr*; Tom Spaulding, *prom d*.

KHTV — 39 IND

7700 Westpark Ave., 77063; 713-781-3930; *Ownership*: Gaylord; *Rep*: TeleRep; *Personnel*: Gene R. Jacobsen, *gen mgr*; Clyde A. Formby, *prog d*; Roger Ashley, *asst gen/gen sls mgr*; Don Houglund, *prom d*.

KPRC-TV — 2 NBC

Box 2222, 77001; 713-771-4631; *Ownership*: Channel Two Television; *Rep*: Petry; *Personnel*: Jack Harris, *p*; Harold Crump, *gen mgr*; Tom Reiff, *prog d*; Jeff Lee, *stat mgr*; Larry Shrum, *gen sls mgr*.

KRIV-TV — 26 IND

P.O. Box 22810, 77027; 713-626-2610; *Ownership*: Metromedia; *Rep*: Metro TV Sales; *Personnel*: Jerry Marcus, *gen mgr*; Neil Hoffman, *prog d*; Mary Delaney, *prom d*.

KTRK-TV — 13 ABC

P.O. Box 13, 77001; 713-666-0713; *Ownership*: Capital Cities; *Rep*: Blair; *Personnel*: Kenneth M. Johnson, *gen mgr*; James Masucci, *prod d*; James Keeley, *gen sls mgr*; Charles Wolf, *prom d*.

KTXH — 20 IND

8950 Kirby Drive, 77054; 713-661-2020; *Rep*: Seltel; *Personnel*: Milton Grant, *p/gen mgr*; Earl L. Jones, *d sls*; Michael B. Rix, *natl sls mgr*; John Boles, *prom mgr*.

Laredo

KGNS-TV — 8 NBC/ABC

P.O. Box 2829, 78041; 512-727-8888; *Ownership:* Gulf Coast Broadcasting; *Rep:* Katz; *Personnel:* Bill McDonald, *op/gen mgr:* Velia Herrera, *prog d:* Frank Smith, IV, *gen sls mgr:*

KVTV — 13 CBS

2600 Shea St., 78040; 512-723-2923; *Ownership:* K-Six Television; *Rep:* Seltel; *Personnel:* Vann M. Kennedy, *gen mgr:* Gene Looper, *prog d:* Mike King, *gen sls mgr:* Danny Alcocer, *prom d:*

Lubbock

KAMC-TV — 28 ABC

P.O. Box 2805, 79408; 806-745-2828; *Ownership:* McAlister Television Enterprises; *Rep:* Katz; *Personnel:* Bill McAlister, *gen mgr:* A. C. Wimberly, *prog d:* Alvie Strickland, *gen sls mgr:* Dean Martin, *prom mgr:*

KCBD-TV — 11 NBC

P.O. Box 2190, 79408; 806-744-1414; *Ownership:* State Telecasting; *Rep:* Blair; *Personnel:* W. Robert McKinsey, *op/gen mgr:* Ed Zack, *prog d:* Carl Minor, *gen sls mgr:* Rod McCleendon, *prom d:*

KJAA — 34 IND

Box 3757, 79452; *Ownership:* Ray Moran; *Rep:* Adam Young; *Personnel:* Ray Moran, *gen mgr:* Brad Moran, *natl sls mgr/prom d:*

KLBK-TV — 13 CBS

7400 University, 79423; 806-745-2345; *Ownership:* Prima; *Rep:* Avery-Knodel; *Personnel:* Charles Woods, *gen mgr:* Bill deTournillon, Jr., *prog d:* Bill deTournillon, Jr., *gen sls mgr:* Alisse Sikes, *prom d:*

Odessa/Midland

KMID-TV — 2 ABC

Drawer B, 79701; 915-563-2222; *Ownership:* Midessa Television; *Rep:* Avery-Knodel; *Personnel:* Ray Herndon, *op gen mgr:* John Foster, *gen sls mgr:* Donna Livingston, *prom d:*

KOSA-TV — 7 CBS

P.O. Box 4186, 79760; 915-337-8301; *Ownership:* Forward Communications; *Rep:* Seltel; *Personnel:* Doyce Elliott, *p/gen mgr:* Tom Hughes, *op/sta mgr:* Vic Ludington, *ntl sls mgr:* Ed Costello, *lcl sls mgr:*

KTPX-TV — 9 NBC

PO Box 6699, 79711; 915-563-4210; *Ownership:* Permiam Basin TV Corp.; *Rep:* Blair; *Personnel:* Bob Good, *gen mgr:* Carl Rogers, *prog d:* Dave Orell, *gen sls mgr:*

San Angelo

KCTV — 8 CBS

P.O. Box 1941, 76902; 915-655-7383; *Ownership:* Jewell Television; *Rep:* Katz; *Personnel:* John McGee, *gen mgr:* Gordon Hay, *prog d:* Lynn Williams, *local sls mgr:*

San Antonio

KENS-TV — 5 CBS

P.O. Box TV-5, 78299; 512-366-5000; *Ownership:* Harte-Hanks Communications; *Rep:* Katz; *Personnel:* Linda Rios Brook, *gen mgr:* Dave Sankovich, *gen sls mgr:* Carol Grun, *prom d:* Patty Jernberg, *prog mgr:*

KMOL-TV — 4 NBC

P.O. Box 2641, 78299; 512-226-4251; *Ownership:* United TV; *Rep:* Blair; *Personnel:* Edward V. Cheviot, *op/gen mgr:* John E. Carroll, *prog d:* Morton A. Barrett, *gen sls mgr:* Shar Pitluk, *prom d:*

KSAT-TV — 12 ABC

1408 N. St. Mary's, Box 2478, 78298; 512-226-7611; *Ownership:* Outlet Company; *Rep:* Petry; *Personnel:* James Schiavone, *gen mgr:* Rick Andrycha, *prog d:* Jack Dix, *gen sls mgr:* Jeanne Janes, *prom d:*

KWEX-TV — 41 SIN

P.O. Box 9225, 78204; 512-227-4141; *Ownership:* Spanish Intntl Communications; *Rep:* SIN; *Personnel:* Emilio Nicolas, *op/gen mgr:* Pedro Belandero, *gen sls mgr:* Juan Gattas, *sta mgr:* Rick Sowa, *oper mgr:*

Sherman

KXII — 12 CBS/NBC

P.O. Box 1175, 75090; 214-892-8123; *Ownership:* Texoma Broadcasting; *Rep:* Seltel; *Personnel:* Rich Adams, *gen mgr:* Betty Dockray, *prog d:* Janis Nance, *prom d:* Larry Pogue, *gen sales mgr:*

Temple

KCEN-TV — 6 NBC

Box 188, 76501; 817-773-1633; *Ownership:* Channel 6, Inc; *Rep:* Blair; *Personnel:* Frank W. Mayborn, Jr., *p:* Daniel C. Lesmeister, *op/gen mgr:* Raymond Britton, *prog d:* Bruce Boone, *gen sls mgr:* Tim Stephens, *prom d:*

Tyler

KLTV — 7 ABC/NBC/CBS

P.O. Box 957, 75710; 214-592-3871; *Ownership:* Buford Television; *Rep:* Katz; *Personnel:* Frank Melton, *gen mgr:* Gayle Helms, *prog d:* L. W. Heyman, *gen sls mgr:* Marcus Crouch, *prom d:*

Victoria

KXIX — 19 ABC

Box 1879, 77902; 512-576-5131; *Ownership:* Victoria Communications Corp.; *Personnel:* Dewey T. Acker, *p/gen mgr:* Doris Littles, *prog d:* Wendel Maloy, *prom d:*

Waco/Temple

KWTX-TV — 10 ABC/CBS

P.O. Box 7528, 76710; 817-776-1330; *Ownership:* KWTX Broadcasting; *Rep:* Seltel; *Personnel:* M. N. Bostick, *p/gen mgr:* Ralph Webb, *prog mgr:* Ray Deaver, *sta mgr:* Kit Newburey, *prom d:*

Wichita Falls/Lawton, OK

KAUZ — 6 CBS

P.O. Box 2130, 76307; 817-322-6957; *Ownership:* Wichita Falls Telecasters II; *Rep:* Blair; *Personnel:* Ray Clymer, *owr:* Max Andrews, *gen mgr:* Ted Buss, *gen sls mgr:* Nancy Walck, *prom d:*

KFDX-TV — 3 NBC

P.O. Box 4000, Seymour Hwy., 76308; 817-692-4530; *Ownership:* Clay Communications; *Rep:* Katz; *Personnel:* Warren W. Silver, *gen mgr:* Tom Witherspoon, *prog d:* Charles C. Howard, *gen sls mgr:* Lynn Marshall, *prom d:*

KSWO-TV — 7 ABC

P.O. Box 708, Lawton, OK, 73502; 405-355-7000; *Ownership:* KSWO-TV, Inc; *Rep:* Avery-Knodel; *Personnel:* Larry Patton, *gen mgr:* J. P. Goode, *prog d:* Jerry Pursley, *gen sls mgr:* Pat Pitts, *prom d:*

UTAH

Salt Lake City

KSL-TV — 5 CBS

145 Social Hall Ave., 84111; 801-237-2500; *Ownership:* Bonneville Intl Corp; *Rep:* Petry; *Personnel:* Jay W. Lloyd, *p/gen mgr:* Scott R. Clawson, *op prog:* William R. Murdoch, *vp/st mgr/gn sls mgr:* Mike Mischler, *mktg d:*

KSTU — 20 IND

5020 Amelia Earhart Dr., 84116; 801-539-1220; *Ownership:* Springfield Television; *Rep:* Seltel; *Personnel:* Bruce Barrett, *gen mgr/gen sls mgr:* Vickie Street, *prog d:* Susan McCandless, *prom d:*

KTVX — 4 ABC

1760 Fremont Dr., 84104; 801-972-1776; *Ownership:* United TV; *Rep:* Blair; *Personnel:* Hack Woolley, *op/gen mgr:* Gordon Acker, *opers mgr:* L. Boyd Mullins, *gen sls mgr:* Sam Dalton, *prom d:*

KUTV — 2 NBC

2185 S. 3600 W., 84119; 801-973-3000; *Ownership:* KUTV, Inc.; *Rep:* Katz; *Personnel:* Robert H. Temple, *sr op/gen mgr:* LaMar Smith, *prog d:* Al Seethaler, *vp/stat mgr:*

VERMONT

Burlington/Plattsburgh, NY

WCAX-TV — 3 CBS

P.O. Box 608, Joy Drive, 05401; 802-658-6300; *Ownership:* Mt. Mansfield TV; *Rep:* Avery-Knodel; *Personnel:* Stuart T. Martin, *p/gen mgr:* Peter Martin, *vp/prop:* Phillip C. Waterman, *vp/gen sls mgr:* Ken Green, *prom d:*

WNNE-TV — 31 NBC

P.O. Box 906, White River Jet, 05001; 802-295-3100; *Ownership:* Paul E. Taft; *Rep:* Kettell-Carter; *Personnel:* Charles E. Webb, *gen mgr:* Brad Worthen, *gen sls mgr:* Karen Creighton, *prog/prom d:*

WPTZ — 5 NBC

Old Moffitt Rd., Plattsburgh, NY, 12901; 518-561-5555; *Ownership:* Rollins; *Rep:* Blair; *Personnel:* M. J. Groothand, *gen mgr/prog d:* Steve Herman, *gen sls mgr:* Kirk Schwartz, *prom d:*

WVNY-TV — 22 ABC

Box 22, 05401; 802-658-8022; *Ownership:* Champlain Communications Corporation; *Rep:* Katz Television/Target Broadcast Sales, Can. Rep.; *Personnel:* Phillip J. Lombardo, *pres/gen mgr:* William Bradley, *vp/sta mgr:* George Rousseau, *dir broadcast oper:* Charles Kail, *regional acct mgr:* Greg O'Connor, *local sales mgr:*

VIRGINIA

Charlottesville

WVIR-TV — 29 NBC

P.O. Box 751, 22902; 804-977-7082; *Ownership:* Virginia Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Harold Wright, *gen mgr:* Jim Fer-nald, *gen sls mgr:* Bob Doyle, *prog d.*

Harrisonburg

WHSV-TV — 3 ABC

P.O. Box TV3, 22801; 703-433-9191; *Own-ership:* Shenandoah Valley Television Systems, Inc.; *Rep:* Katz Continental; *Personnel:* Arthur Hamilton, *p/gen mgr:* Sammy Bland, *vp sls & prog:* Philip Updike, *prom d.*

Manassas

WTKK — 66 IND

9008 Center St., 22110; 703-369-3400; *Own-ership:* National Capital Christian Broadcast-ing, Inc.; *Personnel:* Lester Raker, *gen mgr:* Rhine Nyen, *gen sls mgr.*

Norfolk/Portsmouth

WAVY-TV — 10 NBC

801 Wavy St., Portsmouth, 23704; 804-393-1010; *Ownership:* LIN Broadcasting; *Rep:* Blair; *Personnel:* James Saunders, *gen mgr:* Jane Wallace, *prog d:* Mike McGrew, *gen sls mgr:* Judy McDonald, *prom d.*

WTKR-TV — 3 CBS

720 Boush St., 23510; 804-446-1000; *Own-ership:* Knight-Ridder Broadcasting; *Rep:* Har-rington, Righter & Parsons; *Personnel:* Thomas F. Hartman, *p/gen mgr:* Joseph C. Perkins, Jr., *prog d:* Marjorie Nelowet, *gen sls mgr:* Tom Roland, *prom d.*

WTVZ-TV — 33 IND

418 Boush St., 23510; 804-622-3333; *Own-ership:* Television Corp of Va; *Rep:* Seltel; *Per-sonnel:* Dick Kiteilyn, *stat mgr:* Cindy Moore, *prog d:* Linda Lawton, *natl sls mgr.*

WVEC-TV — 13 ABC

1930 E. Pembroke Ave., Hampton, 23663; 804-722-6331; *Ownership:* Corinthian Broad-casting; *Rep:* Corinthian Television Sales, Inc.; *Personnel:* Thomas P. Chisman, *gen mgr:* David Whitener, *prog d:* Tony McMahon, *gen sls mgr:* Lynn Lovick, *adv/prom d.*

WYAH-TV — 27 IND

1318 Spratley St., Portsmouth, 23704; 804-393-2501; *Ownership:* M. G. Robertson; *Rep:* CBN Continental Broadcasting; *Personnel:* Thomas W. Smith, *gen mgr:* James Reid, *prog d:* Jerry Machovina, *gen sls mgr:* Lynda Thomas, *prom d.*

Richmond

WRLH-TV — 35 IND

Box 11169, 23230; 804-359-3510; *Ownership:* TVX; *Rep:* Adam Young; *Personnel:* Steve Peskin, *vp/gen mgr:* Jim Jacobs, *prog mgr/prom mgr:* Brindell Deziura, *gen sls mgr.*

WTVR-TV — 6 CBS

3301 W. Broad St., 23230; 804-254-3600; *Ownership:* Park Broadcasting; *Rep:* Blair; *Personnel:* Ronald W. Philips, *gen mgr:* John V. Shand, *prog mgr:* Richard Pegram, *gen sls mgr:* Dennis Ballard, *prom d.*

WWBT — 12 NBC

P.O. Box 12, 23201; 804-233-5461; *Ownership:* Jefferson Pilot Broadcasting; *Rep:* Petry; *Per-*

sonnel: Robert L. McRaney, Jr., *vp/mng d:* Rae Maupin, *prog d:* Ellen B. Shuler, *gen sls mgr:* Rae Maupin, *prom d.*

WXEX-TV — 8 ABC

21 Buford Road, 23235; 804-320-3201; *Own-ership:* Nationwide Communications; *Rep:* Katz Communications; *Personnel:* Ben McKeel, *gen mgr:* Gene Walsh, *prog d:* Pete Devereaux, *gen sls mgr:* Mary Zuzze-Hawkins, *prom d.*

Roanoke/Lynchburg

WDBJ-TV — 7 CBS

P.O. Box 7, 24022; 703-344-7000; *Ownership:* Schurz Communications; *Rep:* Harrington, Righter & Parsons; *Personnel:* C. H. "Chuck" McKeever, *gen mgr:* Kay Hall, *prog d:* Tom Burkhart, *gen sls mgr:* Lorraine Snebold, *prom mgr.*

WSET-TV — 13 ABC

P.O. Box 11588, Lynchburg, 24506; 804-528-1313; *Ownership:* Allbritton Communications; *Rep:* Katz; *Personnel:* David F. McAtee, *p/gen mgr:* Jack Tackett, *gen sls mgr:* Jan Fitchett, *prom d.*

WLSL-TV — 10 NBC

P.O. Box 2161, 24009; 703-981-9110; *Own-ership:* Roy H. Park Broadcasting; *Personnel:* W. Randy Odil, *vp/gen mgr:* Mel Lincous, *prog mgr.*

WASHINGTON

Bellingham

KVOS-TV — 12 CBS

1151 Ellis, 98225; 206-671-1212; *Ownership:* Wometco; *Rep:* Adam Young; *Personnel:* Frank Jank, *gen mgr:* Robert L. Lewis, *prog d:* Derek Moore, *gen sls mgr:* Jim Langford, *prom d.*

Richland/Pasco

KEPR-TV — 19 CBS

P.O. Box 2648, Tri Cities, 99302; 509-547-0547; *Ownership:* NWG Broadcasting; *Rep:* Seltel; *Personnel:* Gary Neiman, *gen mgr:* Stu Seibel, *prog d.*

KNDU — 25 NBC

3312 W. Kennewick Ave., Kennewick, 99336; 509-783-6151; *Ownership:* Hugh Davis; *Rep:* Katz Television; *Personnel:* Elliot Kleeman, *gen mgr:* Lee Madden, *stat mgr.*

Seattle/Tacoma

KCPQ-TV — 13 IND

P.O. Box 98828, Tacoma, 98499; 206-582-8613; *Ownership:* Kelly Television; *Rep:* Seltel; *Per-sonnel:* Robert Kelly, *ptr/prog d:* Julianna Guy, *stat mgr:* Roy Albertson, *gen sls mgr:* Bob Galvin, *prom d:* Dan Jensen, *prog/oper mgr:*

KING-TV — 5 NBC

P.O. Box 24525, 98124; 206-343-3000; *Own-ership:* King Broadcasting; *Rep:* Blair; *Per-sonnel:* Sturges D. Dorrance, *vp/gen mgr:* Bob Jones, *prog d:* Bob Glover, *gen sls mgr:* Jan Gray, *prom/mktg/adv d.*

KIRO-TV — 7 CBS

3rd Ave. & Broad Sts., 98121; 206-624-7077; *Ownership:* Bonneville International; *Rep:* Petry; *Personnel:* Glenn Wright, *stat/gen mgr:* Judy Law, *prog d:* Judy Spannagel, *prom d.*

KOMO-TV — 4 ABC

100 4th Ave. N., 98109; 206-223-4008; *Own-ership:* Fisher; *Rep:* Katz; *Personnel:* John F. Behnke, *p:* Jay W. Giesea, *vp/gen mgr:* Patrick Scott, *prog d:* Michael Tanner, *prom d.*

KSTW — 11 IND

P.O. Box 11411, Tacoma, 98411; 206-572-5789; *Ownership:* Gaylord; *Rep:* TeleRep; *Personnel:* Charles L. Edwards, *gen mgr:* Donald M. Lacy, *asst gen mgr/prog d:* Bruce K. Lumpkin, *gen sls mgr:* William R. McLain, *prom d.*

Spokane

KAYU-TV — 28 IND

P.O. Box 8115, 99203; 509-448-2828; *Own-ership:* KAYU-TV Partners Limited; *Rep:* Tel-eRep; *Personnel:* Robert J. Hamacher, *gen mgr:* George F. Boggs, *prog mgr:* Richard Sheingold, *natl sls mgr:* Judy Schultz, *prom mgr.*

KHQ-TV — 6 NBC

4202 S. Regal, 99203; 509-448-4666; *Own-ership:* Cowles Publishing; *Rep:* Katz; *Personnel:* J. Birney Blair, *gen mgr:* Larry Gants, *prog d:* Jack Reber, *gen sls mgr:* Barbara Hall, *prom d.*

KREM-TV — 2 CBS

P.O. Box 8037, 99203; 509-448-2000; *Own-ership:* King Broadcasting; *Rep:* Blair; *Personnel:* Dennis Williamson, *vp/gen mgr:* Bill Hall, *prog d:* Tony Twibell, *gen sls mgr:* Linda Kuhns, *prom d.*

KXLY-TV — 4 ABC

W. 500 Boone Ave., 99201; 509-328-9084; *Ownership:* Morgan Murphy Television; *Rep:* H.R.P.; *Personnel:* Stephen R. Herling, *gen mgr:* Darrell Blue, *opers mgr:* Ted Bravakis, *gen sls mgr.*

Yakima

KAPP — 35 ABC

Box 1747, 98907; 509-453-0351; *Ownership:* Apple Valley Broadcasting; *Rep:* Blair; *Per-sonnel:* Gary Pierone, *vp/gen mgr.*

KIMA-TV — 29 CBS

P.O. Box 702, 98907; 509-575-0029; *Ownership:* Cascade Broadcasting; *Rep:* Seltel; *Personnel:* Dale Hazen, *vp/gen mgr:* Stu Siebel, *prog/prom:* Ken Messer, *stat mgr.*

KNDQ-TV — 23 NBC

P.O. Box 10028, 98909; 509-248-2300; *Own-ership:* Columbia Empire Broadcasting; *Rep:* Katz; *Personnel:* Hugh Davis, *p:* Elliot Klee-man, *gen mgr:* Judy Adams, *prog d:* Ben Shropshire, *natl sls mgr:* Marcella Whitish, *prom d:*

WEST VIRGINIA

Bluefield

WVVA-TV — 6 NBC

Rt 460 By-Pass, 24701; 304-325-5487; *Own-ership:* Quincy Newspapers; *Rep:* Avery-Knodel; *Personnel:* Al Marra, *gen mgr:* Erlene Branch, *prog d:* Jack Delisi, *gen sls mgr.*

Charleston/Huntington/ Bridgeport

WCHS-TV — 8 CBS

1111 Virginia St., E., 25301; 304-346-5358; *Ownership:* Rollins; *Rep:* Petry Television Inc.;

Personnel: Robert O. Paxson, *gen mgr*; Josephine "Jo" Corey, *prog mgr*; Dennis E. Adkins, *gen sls mgr*; Michael J. Hooper, *prom mgr*.

WDTV — 5 CBS/ABC

Box 480, Bridgeport, 26330; 304-842-3558; *Ownership:* Withers Broadcasting; *Rep:* Avery-Knodel; *Personnel:* Dustyn Wayman, *gen mgr*; Bruce Beam, Jr., *sls mgr*.

WOWK-TV — 13 ABC

Box 13, Huntington, 25701; 304-525-7661; *Ownership:* Gateway Comm; *Rep:* Blair; *Personnel:* Leo M. MacCourtney, *vp/gen mgr*; Paul Dicker, *prog d*; Jack Dempsey, *gen sls mgr*; Bob Willis, *prom d*.

WSAZ-TV — 3 NBC

P.O. Box 2115, Huntington, 25721; 304-697-4780; *Ownership:* Lee Enterprises; *Rep:* Katz; *Personnel:* George R. Andrick, *gen mgr*; George "Mickey" Curry, *prog mgr*; Harold Hall, *d of sls*.

WVAH-TV — 23 IND

23 Broadcast Plaza, Hurricane, 22526; 304-757-8823; *Ownership:* West Virginia Telecasting Inc.; *Rep:* Seltel; *Personnel:* Gary Dreispul, *gen mgr*; Gary Dreispul, *prog mgr*; Bill White, *gen sls mgr*; Diana Sole, *prom mgr*.

Clarksburg

WBOY-TV — 12 NBC

P.O. Box 1590, 26302; 304-623-3311; *Ownership:* Commercial Dispatch Publishing; *Rep:* Seltel; *Personnel:* Stan Siegal, *gen mgr*; Frances Basile, *prog d*; Mel Kofod, *gen sls mgr*.

WLYJ — 46 IND

P.O. Box 2544, 26301; 304-623-5783; *Ownership:* WLYJ, Inc.; *Personnel:* Jack L. Kincaid, *gen mgr*; Dale Adams, *opers mgr*.

Oak Hill/Beckley

WOAY-TV — 4 ABC

P.O. Box 251, 25901; 304-469-3361; *Ownership:* Thomas Broadcasting; *Rep:* Seltel; *Personnel:* Curtis W. Butler, *vp/gen mgr*; Don Black, *prom d*.

Parkersburg

WTAP-TV — 15 NBC

121 W. 7th St., 26101; 304-485-4588; *Ownership:* Benedek Broadcasting; *Rep:* Seltel; *Personnel:* Sherman A. Grimm, *gen mgr*; Glenn Wilson, *prom d*.

Wheeling

WTRF-TV — 7 CBS

96--16th St., 26003; 304-232-7777; *Ownership:* Forward Communications; *Rep:* Seltel; *Personnel:* Charles E. Sherman, *p/gen mgr*; Garry Vorhees, *prog d*; Frank Curtis, *gen sls mgr*; Janice Webster, *prom d*.

WISCONSIN

Green Bay

WBAY-TV — 2 CBS

115 So. Jefferson St., 54301; 414-432-3331; *Ownership:* Nationwide Communications; *Rep:* Blair; *Personnel:* C. Richard Burnton, *gen mgr*; Richard D. Millhiser, *prog d*; Michael Norten, *gen sls mgr*; Susan M. Groh, *prom d*.

WFRV-TV — 5 NBC

1181 E. Mason St., 54301; 414-437-5411; *Ownership:* Midwest Communications; *Rep:* TeleRep; *Personnel:* Robert O. Southard, *gen mgr*; Mitch Lambert, *gen sls mgr*; Judy Burnett, *prom d*.

WLRE-TV — 26 IND

P.O. Box 26, 54305; 414-437-2626; *Ownership:* TV 26, Inc.; *Personnel:* James McCarthy, *vp/gen mgr*; Mike Schuster, *opers mgr*; Hal Ponthious, *prog d*; Maria Kent, *sls mgr*.

WLUK-TV — 11 ABC

P.O. Box 7711, 54303; 414-494-8711; *Ownership:* WLUK, Inc; *Rep:* HR & P; *Personnel:* Lawrence Busse, *gen mgr*; Monty G. Stock, *prog mgr*; Frank Jonas, *gen sls mgr*; Don Schunke, *prom d*.

La Crosse/Eau Claire

WEAU-TV — 13 NBC

P.O. Box 47, Eau Claire, 54702-0047; 715-832-3474; *Ownership:* Post Corp.; *Rep:* Seltel; *Personnel:* Clark L. Wideman, *gen mgr*; Ken Larvick, *gen sls mgr*; Denise Noonan, *natl sls mgr*; Susan Akerlund, *prom d*; John Noonan, *prog d*;

WKBT — 8 CBS

141 S. 6th St., 54601; 608-782-4678; *Ownership:* Gross Telecasting of Wisconsin; *Rep:* Avery-Knodel; *Personnel:* Peter S. Good, *gen mgr*; Joyce Christensen, *prog d*; Bill Roush, *natl sls mgr*; Ralph Steele, *local sls mgr*; Larry Johnson, *prom d*;

WXOW-TV — 19 ABC

Box 128, 54601; 608-785-1919; *Ownership:* TCI, Inc.; *Rep:* Katz; *Personnel:* D. F. Peschau, *gen mgr*; Bruce Liljegen, *prog d*; Sharon Wood, *prom d*.

Madison

WISC-TV — 3 CBS

7025 Raymond Rd., 53711; 608-271-4321; *Ownership:* Evening Telegram; *Rep:* Blair Television; *Personnel:* Gary DeHaven, *gen mgr*; David Sanks, *opers/prod mgr*; Jill Koehn, *mgr-prod opers*; Donna Kirner, *natl sls mgr*.

WKOW-TV — 27 ABC

P.O. Box 100, 53701; 608-274-1234; *Ownership:* Liberty TV; *Rep:* Katz; *Personnel:* Terry K. Shockley, *p*; Bob Selvey, *gen mgr*; Bruce Liljegen/Meg Antonius, *vp prog/prog d*; Jack Brennan, *vp/sls*; Sheila Gumtow, *prom d*;

WMTV — 15 NBC

615 Forward Dr., 53711; 608-274-1515; *Ownership:* Forward Television; *Rep:* Seltel; *Personnel:* Laurie Leonard, *p/gen mgr*; Fred Sole, *opers mgr*; Don Hopke, *gen sls mgr*; Al Schlicher, *prom d*.

Milwaukee

WCGV — 24 IND

5445 N. 27th St., 53209; 414-527-2424; *Ownership:* B & F Broadcasting; *Rep:* Adam Young; *Personnel:* George Drymalski, *gen mgr*; Mary Kwiatkowski, *prog*; George Drymalski, *gen sls mgr*.

WISN-TV — 12 ABC

P.O. Box 402, 53201; 414-342-8812; *Ownership:* Hearst; *Rep:* Blair; *Personnel:* Mickey L. Hooten, *vp/gen mgr*; Stan Marinoff, *d of bdcst opers*; Eric L. Henry, *gen sls mgr*; Peter Barnes, *prom d*.

WITI-TV — 6 CBS

9001 No. Green Bay Rd., 53217; 414-355-6666; *Ownership:* Storer; *Rep:* Storer Television Sales; *Personnel:* Andrew P. Potos, *gen mgr*; Kathy Koenen, *prog d*; Greg Moody, *prom d*.

WTMJ-TV — 4 NBC

P.O. Box 693, 53201; 414-332-9611; *Ownership:* WTMJ, Inc; *Rep:* MMT Sales; *Personnel:* Wayne Godsey, *vp/gen mgr*; Gerald McGrath, *prog d*.

WVTV — 18 IND

4041 N 35th St., 53216; 414-442-7050; *Ownership:* Gaylord; *Rep:* TeleRep; *Personnel:* Michael E. Schuch, *gen mgr*; Bill Franks, *prog d*; Al Leitel, *gen sls mgr*; Lori Wucherer, *prom d*.

Rhineland

WAEO-TV — 12 NBC

P.O. Box 858, 54501; 715-369-4700; *Ownership:* Northland TV; *Rep:* Blair Television; *Personnel:* Carl R. Hilstrom, *vp/gen mgr*; Julie Swan, *prog d*; Bette Becker, *prom d*.

Wausau

WAOW-TV — 9 ABC

1908 Grand Ave., 54401; 715-842-2251; *Ownership:* Liberty Television; *Rep:* Katz; *Personnel:* Laurin Jorstad, *gen mgr*; Meg Antonius, *prog d*; Kent Hutchison, *stat mgr*; Sharon Reyer, *prom d*.

WSAW-TV — 7 CBS

1114 Grand Ave., 54401; 715-845-4211; *Ownership:* Forward Communications; *Rep:* Seltel; *Personnel:* Bart Kellnhauser, *p/gen mgr*; Jack Crowley, *vp/prog d*; James W. Frey, *vp sls*.

WYOMING

Casper

KCWY-TV — 14 CBS/ABC

P.O. Box 170, 82601; 307-234-1111; *Ownership:* Chrysostom Corp.; *Rep:* Seltel-Bob Hix; *Personnel:* Peter G. Sieler, *gen mgr*; Mike T. Reed, *gen sls mgr*; Mike Sullwa, *prom d*.

KTWO-TV — 2 ABC/NBC

4200 E. Second St., 82601; 307-237-3711; *Ownership:* Harriscope Broadcasting; *Rep:* Katz; *Personnel:* Bob Dallas Price, *vp/gen mgr*; Dave Borino, *prog d*; P. J. Malsom, *gen sls mgr*; Michael Gerson, *prom d*.

Cheyenne

KYCU-TV — 5 CBS/ABC

2923 E. Lincolnway, 82001; 307-634-7755; *Ownership:* Wyneco Communications; *Rep:* Katz; *Personnel:* Carl J. Occhipinti, *gen mgr*; Jo Adsit, *prog d*; Margie O'Brien, *natl sls mgr*.

Riverton

KTNW-TV — 10 NBC

P.O. Box 991, 82501; 307-856-0875; *Ownership:* Hi Ho Broadcasting Corp of Wyoming; *Rep:* Unirep; *Personnel:* Tom Maguire, *vp/gen mgr/prog d*.

KATZ PROGRAMMING

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Informed decisions minimize programming risks—and your Katz Programming Consultant has the information you need to help you make decisions ahead of your competition.

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Katz Programming is the best because we have the best people. Programming Specialists who are committed to giving you the programming support you need to develop long-range, winning strategies.



Katz Programming Consultants. The best.

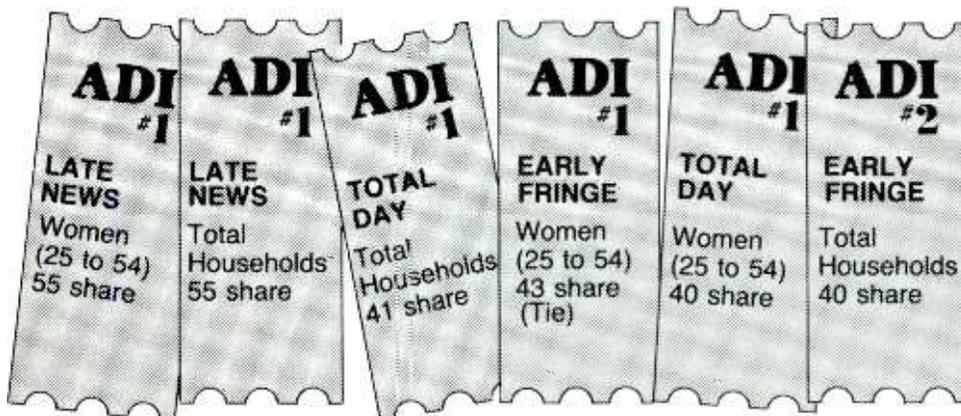
KATZ PROGRAMMING/A SERVICE OF KATZ TELEVISION

Television/Radio Age Spot Report

MARCH 14, 1983

Arbitron Sweepstakes Winner!

**Kelo-land TV
again tops nationwide sweeps.**



Plus No. 1 among all CBS stations



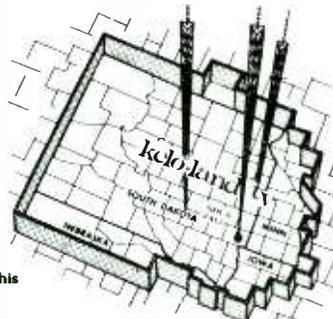
A CBS AFFILIATE

kelo-land tv

KELO-TV SIOUX FALLS, S.D.
and satellites KDLO-TV, KPLO-TV

Source: Arbitron Sweeps, Nov. 1982.
Above estimates include all time slots
and demographic information in equal
facilities markets as analyzed by
TV/Radio Age. Survey data estimates
subject to usual qualifications.

We sweep your
message through this
91-county market!



Represented nationally by **SUT** In Minneapolis by WAYNE EVANS



**IS PLEASED TO ANNOUNCE
OUR APPOINTMENT OF
KATZ AMERICAN TELEVISION,
REPRESENTATIVES OF
AFFILIATED STATIONS
IN 33 MAJOR MARKETS.
KSDK. KATZ AMERICAN. THE BEST.**



KATZ AMERICAN TELEVISION / A DIVISION OF KATZ COMMUNICATIONS INC

Spot Report

Television/Radio Age, March 14, 1983

Arbitron 2-way cable study results said to strengthen argument for meters

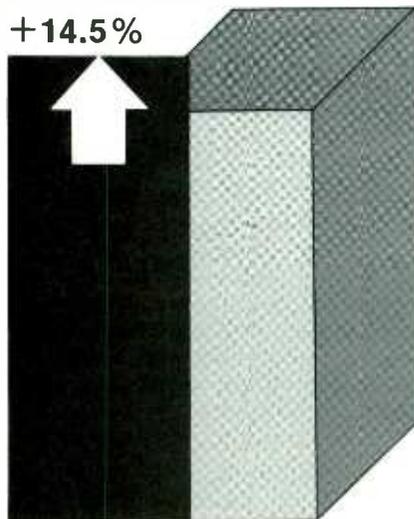
Results of Arbitron's two-way cable validation study in four markets were said to be one more argument in favor of the metered measurement that the company is working to push into more TV markets. The chief findings, according to David Lapovsky, director of research in Arbitron's Laurel, Md. office, are that:

- Meters are the only current means of viewing measurement that can maintain a reasonably high level of accuracy as the number of cable channels proliferate in more and more markets.
- In markets blessed with 36 channel cable systems, diaries accurately reflected tuning 77 per cent of the time. (Arbitron says that in non-cable homes, with access to only two, three or four channels, it expects diary accuracy to be higher.)
- A special cable diary that indicated which cable channels were live in each market "seemed to help," but the level of improvement was not too significant. Arbitron says it expects to do further testing in this area.
- The test turned up "no evidence" that telephone recall represents a viable methodology for measurement of viewing to multiple cable channels. Therefore Arbitron is considering dropping all use of the telephone recall method in its further testing.
- Overall, as the number of viewing options increases on a market's cable systems, the more the accuracy of non metered methodologies is negatively affected.

Test households in the four markets both kept diaries and were electronically monitored, thus enabling the researchers to validate diary results. Each of the four test markets are served by cable systems with 30 or more channels. And Arbitron says that the results of this test will serve as a basis for further studies of viewing measurement" in an increasingly complex cable environment."

January

National business (millions)



1983: \$271.7

1982: \$237.3

Complete Business Barometer details p. 122

'82 political TV advertising 29% higher than '80

Political advertising on commercial TV amounted to \$117 million last year, according to the TvB. This includes spot, local and network buys, though the latter accounted for only \$861,900 by the BAR tabulations, the basis for the expenditure estimates.

The 1982 expenditures were 29 per cent greater than the 1980 figure, though it involved a presidential election, and last year's spending was 103 per cent above the 1978 expenditure level, the last comparable period.

Fourth quarter political expenditures totaled \$58.5 million, or 50.4 per cent of the spot political expenditures. The amount spent during the earlier months—\$57.6 million—reflected primaries and the length of many campaigns.

Patrick O'Neal to host Big Apple Radio Awards

This year's Big Apple Radio Awards operation scheduled for March 16 can point to two firsts. With actor Patrick O'Neal as host, that makes 1983 the first year that the event has been hosted by a personality—outside of radio. It will also be the first year that the Awards presentation has ever been sponsored by a rep firm, in this case McGavren Guild Radio.

However, as in past years, the event remains, the only awards devoted exclusively to advertising heard on radio in the New York market. Winners in each of 11 categories will be announced at the luncheon-presentation.

Actor O'Neal is also chairman of a group that owns five restaurants that advertise heavily on radio, he's appeared in television commercials for local radio stations and he is also "the unofficial spokesman for easy listening radio stations."

Spot Report

Television/Radio Age



Arthritis Expo

Arthritis is the number onecrippler in the United States, a painful disease that can strike at any age. So when Arthritis Expo '82, an important source of information on the subject, was held in Grand Rapids, WKZO-TV in nearby Kalamazoo focused on promoting the program.

Throughout the Expo, the public was invited to hear free lectures given by specialists, to attend question and answer sessions conducted by doctors and to pick up literature on the disease. The Michigan Chapter of the Arthritis Foundation recognized WKZO-TV's role in making the Expo a success by writing, "We know that without your assistance, this wonderful event would not have been possible."

Helping viewers find the information they need to cope with physical and mental health problems is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City

Campaigns

Abbott Laboratories, TV
(Laurence, Charles & Free, New York)

MURINE EAR DROPS are being prescribed for four weeks starting in mid-March in a coast-to-coast lineup of television markets. Media team arranged for fringe and news placement to reach both men and women 25-plus.

American Honda Motor Co., radio
(Dailey & Associates, Los Angeles)
DEALER OPEN HOUSE INVITATION has been extended for three weeks starting in early March in a nationwide spread of radio markets. Buyers set schedules to appeal to young males, 18 to 34.

Anderson Clayton Foods, TV
(The Bloom Agency, Dallas)
SALAD DRESSING is being offered in a good many western and midwestern television markets for eight weeks, with schedules that started in mid-February in some markets and are set to start in mid-March in others. Negotiators lined up fringe and news adjacencies to attract women 25 and up.

Conwood Corp., radio
(Tucker Wayne & Co., Atlanta)
LEVI GARRETT CHEWING TOBACCO will be using 10 weeks of radio advertising in a long list of midwestern and sunbelt markets starting in mid-March. The media target is men 18 and up.

Curtice-Burns, TV
(Hicks & Greist, New York)
COMSTOCK PIE FILLING is being served for five weeks, having started in late February in a widespread lineup of television markets. Buyers used daytime, fringe and news placement to reach women 18 and up.

E. I. DuPont de Nemours, radio
(N. W. Ayer/New York)
HOUSE PAINT will be spread across a long and widespread list of radio markets for two weeks starting in late March. Negotiators worked to impress both men and women 25-plus.

Goody Products, Inc., TV
(Della Femina, Travisano & Partners, New York)
HAIR CARE PRODUCTS are being featured for five to seven weeks in a select but widespread lineup of television

Retail Report

markets. Advertising started in late February and is directed to women from 12 to 49 via the full range of day-parts.

Guild Wineries & Distillers, radio
(*Dailey & Associates, Los Angeles*)
WINE is being toasted for four weeks starting in mid-March in a coast-to-coast lineup of radio markets. Media plan specifies women 25 to 49 as well as men.

Gulf Oil Corp., TV
(*Young & Rubicam, New York*)
DEALER SERVICE is being promoted for five weeks having started in early March in a fair list of Sunbelt television markets. Negotiators arranged for primetime and fringe showing to appeal to both men and women 18 and up.

ITT Continental Baking Co., TV
(*Grey Advertising, New York*)
RYE BREAD is making television appearances for four to five weeks that started in late February in a wide scattering of consumer markets. Media used fringe and daytime spot to reach women 25 and up.

Howard Johnson Co., radio
(*N W Ayer, New York*)
RESTAURANT CHAIN is being advertised in a good many Pennsylvania and southeastern radio markets. The three-to-four-week flights started in late February in most markets, with followup flights planned for later March or April start dates. Target demographics include both men and women 25-plus.

Manufacturer's Hanover Consumer Services, radio
(*Elkman Advertising Co., Bala Cynwyd, Pa.*)
FINANCIAL SERVICES are being offered via 13 weeks of radio advertising in a long and nationwide lineup of markets. Media group is directing the advertising to both men and women 25 and up.

Skaggs/Alpha Beta, radio
(*Eisaman, Johns & Laws Advertising, Los Angeles*)
SUPERMARKET CHAIN is using 26 weeks or year-round advertising in a long lineup of western and Sunbelt radio markets. First flights kicked off in some markets in early February and in others the start date is mid-March. Target audience is women 25 and up.

Cashing in on co-op



There are four billion co-op dollars available to retailers, and almost one half is unspent. That's what many media people say. They imply that retailers are downright foolish to let this money slip through their fingers.

Almost every store and every department has merchandise from manufacturers, who agree to share in the costs of the store's advertising. Co-op plans vary. Generally a manufacturer gives the retailer an allowance ranging from 2 per cent to 5 per cent of the cost of the goods sold to the store. In drugs, food and some other commodities it is often X dollars per case. Usually the retailer must match the vendor's allowance dollar for dollar. Some resources only pay 25 per cent. Others go as high as 75 per cent. Some even pay 100 per cent based on a percentage of the goods bought. There are advantages to both parties. Disadvantages, too. Being big, continuous advertisers in their cities, retailers earn advantageous local rates in their newspapers; these are often half the price of the national open rate. This is a reason why newspapers had a head start in grabbing co-op dollars. Manufacturers have advantages of (a) the low retail rates, (b) their name and product linked to a locally respected retailer, (c) local advertising that produces immediate and checkable sales for both parties, (d) often getting the store to increase its buying and (e) securing window and interior displays, posters and counter cards to promote the products.

Yet co-op funds aren't peaches and cream for retailers. An objection is that it takes a full-time person to keep track of correspondence, checking media bills, charge-outs to departments, accruals and arguments with suppliers. But the real turn-down of co-op comes from merchandise reasons:

- 1) *Store buyers can wind up buying advertising instead of merchandise, overbuying to obtain the most generous co-op allowance.*
- 2) *An overuse of co-op can throw a store's advertising and image out of balance.*
- 3) *A store might have a reputation for unusual and expensive items in, for example, cookware. The maker of a low-priced line could offer a big ad allowance. Overuse would attract some customers but trade down the department in the eyes of its regular customers. Result: A moderate use of co-op funds.*
- 4) *Every store has limited co-op from vendors where its low-level of purchases doesn't warrant a print ad or broadcast commercial considering production and media costs. Result: This money is unspent even though the items and basic allowances are satisfactory.*

However, many stores solve this problem. This is where radio and television salespeople have a big opportunity. Stores create thematic campaigns on an event, a fashion or a category of merchandise. The openings and closings of these spots sell the store and the theme. Sandwiched between are vendors' items, alternated from spot to spot. The manufacturer who provides small co-op funds only gets a few spots. The resources with larger allowances get more. The sum total of several small co-op allowances adds to an impressive campaign.

A broadcast salesperson can study the promotion plan of a store. If the store does not make its scrapbooks available, the rep can examine the newspaper file at the library. This reveals the store's major events such as January clearances, February furniture sale, April white sale, Mother's and Father's Day, vacation needs, back-to-school, etc. The next step is to plan a thematic event with emphasis on co-op funds. It's best to recommend a media mix because that's how a retailer thinks.

Having put the plan together, the station rep stands a good chance of getting a major share of the budget.—Howard P. Abrahams

Monsieur Henri Wines, Ltd., radio
(*Calet, Hirsch, Kurnit & Spector,*
New York)

YAGO SANT'GRIA is being served for four weeks in a select but nationwide spread of major radio markets, which started in early March. Negotiators specified schedules to reach young adults.

North American Philips, radio
(*Campbell-Ewald Co., Warren,*
Mich.)

ODYSSEY GAMES are being featured for seven weeks having started in late February in a long and coast-to-coast lineup of radio markets. Target audience is teenagers.

Outboard Marine Corp., TV
(*Clinton E. Frank Advertising, Chi-*
cago)

LAWN BOY MOWERS will be seen for 13 or more weeks that started in early March in a long and widespread list of television markets. Media is aiming news, sports and fringe spot at men 25 and up.

Pennzoil Co., radio
(*Eisaman, Johns & Laws Advertising,*
Los Angeles)

MOTOR OIL is scheduled for four weeks of radio exposure that started in late February or early March in numerous midwestern, southeastern and Texas markets. Target audience is men 18 and up.

Imports add weight

Twenty weeks of radio activity on over 200 stations across the U.S. for Heineken Holland Beer, and more than 75 radio spots a week in each of 11 markets for Amstel Light Beer, will be part of the increased ad weight backing the two beer imports this year. Network and local spot TV and magazine ads, as well as spot radio, will combine to deliver the Heineken message to 90 per cent of the brand's primary prospects more than 35 times each, according to Leo Van Munching, Jr., president of Van Munching & Co., Inc., exclusive importer for both labels. Agency is SSC&B, and the primary target audience is drinking age males. Van Munching also reports that 1982 Heineken sales increased about 8 per cent over 1983, making it "by far the nation's largest selling imported beer, with approximately a 40 per cent share of the category market."

Appointments

Agencies



Maxeen Schonfeld has joined Dancer Fitzgerald Sample's DFS Direct as vice president, media director. She moves in from Wunderman, Ricotta & Kline, where she had been a vice president and associate media director.



Al Herring has been appointed media director and head of Media Consultants, a new media service division of Aviso, Inc., Lansing, Mich. He returns to Aviso from W.B. Doner and Co., Detroit.

Jay Kosanke has been promoted to associate media director at Foote, Cone & Belding/New York. He joined the agency as a planner in 1979 and now steps up from media supervisor.

Kathleen Nolan and **Susan Connolly** have joined SSC&B Inc. in New York. Connolly comes from J.B. Williams and is a group research manager, and Nolan is a broadcast media supervisor. She had previously been with SFM Media Corp.

Willard L. Hemsworth is now an associate media director at D'Arcy-MacManus & Masius/Chicago, directing media operations on the American Dairy Association and Alberto-Culver accounts. He was formerly a partner and director of media research at Tatham-Laird & Kudner.

Beth Donica has joined Hood, Hope & Associates in Tulsa as a media buyer. She'll report to **Leslie Todd**, director of media services and work on such accounts as Agrico, Beverage Products Corp., Telex Corp., Williams Brothers Engineering and Edgcomb Metals.

Jayne Minardi and **John Quigley** have been promoted to media planners at BBDO New York. They had been assistant planners at the agency.



Judi Titch has been named a vice president of the Reimel Carter agency in Philadelphia. She joined the agency five years ago and is its media director.



Kerry Clawson has been promoted to media supervisor at Ketchum Advertising/Pittsburgh. She joined the agency four years ago as an administrative assistant and now works for such accounts as Heinz, PPG Corporate, Rockwell Corporate and Consolidated Natural Gas.

David Slavick has joined W. B. Doner and Co. in Detroit as a senior media

Expanding radio

Black Consumer Inserts, already backing its money-saving coupon program to black consumers with spot radio in four major markets, plans to expand its radio advertising to seven markets starting in May. The BCI program, which "offers advertisers the chance to reach a significant portion of the \$164 billion black consumer market, is already on the air in New York, Los Angeles, Atlanta and Dallas-Fort Worth. In May radio will be added in Chicago, Houston and in Washington, D.C. Agency is Joel P. Martin Associates.

BCI says it increases awareness of an advertiser's product by providing point-of-purchase displays and in-store merchandising to inner-city retail outlets to improve shelf facings. The program involves calls to 23 major super-market headquarters and to 875 chain stores. The coupons promoted via radio enable consumers to save up to \$26, says BCI.

One Seller's Opinion

planner. He had been a media analyst for Kimberly-Clark Corp. and before that he had been a media planner at Foote, Cone & Belding.

Cinda Lou Gibson has been promoted to media supervisor at Taylor Advertising in Tuscon, Ariz. She came to the agency three years ago and now steps up from a planner-buyer's post.

Nadine Eichhorn is now a media buyer with Cranford/Johnson/Hunt & Associates, Little Rock, Ark. She had been assistant business manager and national sales coordinator for KOKY and KLAZ(FM) Little Rock.

Steve Kramer and **Kathryn Matthews** have joined the media department at Tatham-Laird & Kudner, Chicago. Kramer moves in as a spot buyer from a similar post with The Media Bureau International. Matthews comes aboard as an assistant planner. She had been selling for the Mutual Life Insurance Co. of New York.

Jacque Hunter has been promoted to media planner at N W Ayer/Los Angeles. She steps up from junior planner.

Media Services



Daniel Chepley, Jr. has been named a corporate senior vice president of Ed Libov Associates, and **Stanley S. Kaye** and **Robert L. Turner** have joined the company as associate broadcast directors. Chepley joined Libov in 1978 as a planning director and is now responsible for management supervision of its Youth and Leisure Activities Group. Kaye, a vice president, had been a partner, vice president and media director of Asher Gould, Los Angeles. Turner had been a vice president of American Home Products' John F. Murray Broadcast Group.

Roberta H. Blick and **Ronald M. Shapiro** have been named vice presidents of Vitt Media International. Blick moves up from account executive to become a management director in charge of planning. Shapiro joined

Easy listening shake out



Patton

Everybody says that the beautiful music format is dead. Stop and think for a minute when you last (before this) read something positive about this beleaguered format. And to be honest, we must admit that gross share of audience has declined over the past few years, and that, as a result, more and more stations are defecting.

In defense, we can point to the fact that almost all radio audiences have been fragmenting in recent years. And we can point to other poor souls like us who now

seem to be in trouble. Just go through your back issues of the trade press, cross out "beautiful music" and insert "AOR" for all those negative stories, and you'll be on top of the "format doom" news for the next year.

Worse news than the decline of total audience has been the increasing disaffection of our core listeners—women 25-54—in the midday. This trend (which has just been reversed by many stations in the fall Arbitron) is *not* related to the vagaries of the research, but to the programming.

Because of the programming problems, beautiful music, or easy listening (as we prefer to call it) has also suffered from terrible sales and image problems. The competitors of easy listening radio stations in every market tell the same story about us over and over again. They claim that easy listening is "background music," and that the audience is ancient, and that, in any event, they don't hear the commercials. The net result is that the format has become a decidedly difficult sell. Instead of fighting back, those of us in the business seem to have developed a group inferiority complex.

In market after market, weak easy listening stations are being phased out of the format. However, this seemingly bad news is, in fact, good news. Operators who are not committed, who don't want to spend money to promote their product and who don't want to pioneer new ways to sell it, are changing to adult contemporary or country or to "other" in droves. In almost every market where there were once three stations in the format there are now two; where there were two, only one remains; and a few markets are down to zero. In fact, almost 10 per cent of the rated markets now have *no* easy listening service.

Why is this mass exodus good news? Because the trend is going to increase the shares of the longterm players. What's good for the survivors is that in addition to a strong and stable position in the marketplace, the longterm player will find his franchise almost impervious to attack because of the formidable barriers to entry by new competitors. It takes tremendous promotional weight, superior programming and a good deal of time to unseat an entrenched station in this format.

Further, because the stark economics of gearing up to produce the necessary new music, coupled with the need to develop a real time delivery system, make beautiful music syndication most unattractive as a prospect for new investment, it is reasonable to assume that as the number of stations decrease, so will the number of syndicators. Fewer sources of programming will lead to fewer stations. The process feeds upon itself.

At the same time though, the positive news is that the latest ratings lead us to believe that we have identified the causes of our programming problems and are well on the way to correcting them. Bonneville International Corp. has conducted a massive amount of research in recent years, and the results make it clear that to remain viable, the format had to be infused with an increasing amount of expensive new music. Only then would it be able to maintain its appeal to audiences who wanted to stay with easy listening, but were simply exhausted with the selection of tunes and styles of performance available. At the same time the new music was the only real hope to attract new 25-54 listeners who were becoming "burned" by their favorite stations, which were running out of new material from the record industry.—**John E. Patton**, chairman and chief executive officer, Bonneville Broadcasting System

Media Professionals



Terrance F. Cussat
Director, media and research
Korey, Kay & Partners
New York

Media "should be an investment and not merely an expenditure," believes Terry Cussat. And he says that at his agency, Korey, Kay & Partners, "This is the underlying philosophy that guides all of our planning and buying."

To illustrate, Cussat says that because one of the agency's major assignments is promoting the local news for WCBS-TV New York, one of the most exciting and interesting times for the agency is the TV sweep period. He points out that television news is a highly perishable product, "So unlike packaged goods it has no shelf life. Being in this highly competitive arena, each station generally adds editorial news reporting in its own style in

order to separate and define its own personality. Due to such special characteristics of televised news, defining the target audience and maintaining control of schedules become the key factors in making the media buy an investment instead of an expenditure."

Cussat emphasizes that "realistic targeting" is mandatory. By realistic targeting, he says he means, "giving consideration to the availability of the audience. For example, seeking a young audience for early news is unrealistic because that audience isn't home. Finite placement and control of schedules is equally important. Broad dayparts should be analyzed to determine where peak audience concentration occurs."

He adds that it is equally important to know where and when *not* to run the message. He says that, "Due to these demands, radio becomes an integral element in the media mix used to promote TV news. Its inherent characteristics make it practically a necessity, since radio is such a highly targetable medium. Radio allows us to home in on our key segments, both demographic and psychographic. Also, with good communication, and fair and honest relations, the desired placement can be achieved."

Cussat has been part of the agency, client and supplier sides of the advertising business. And he says that he finds the opportunity to be in on the ground floor of a new agency "the single most interesting and rewarding experience in my career to date."

Vitt last year from Rider Systems as an assistant comptroller and now becomes comptroller, responsible for financial planning and management, reporting to **Roy Muro**, president of the media service.

Representatives

Joel A. Segall has been named vice president/national sales manager of the New York office of Group W Television Sales, and **Alan H. Buckman** succeeds Segall as sales manager of the rep's Los Angeles office. Buckman had been national sales manager of WBZ-TV Boston.

K. Laverne Cole has joined Petry Television as sales manager of the rep's new office in Charlotte, N.C. He comes to Petry from a post as manager of the Washington, D.C. office of Katz Communications.

Nelson Trotter has returned to Katz Television as manager of the Washington, D.C. sales office. He first joined Katz TV Continental in 1977 and now returns from WLWT(TV) Cincinnati where he had been the station's general sales manager.

Stations



Robert D. Gordon has been appointed senior vice president of Multimedia Broadcasting Co. and general manager of WLWT(TV) Cincinnati. He had been president and chief operating officer of Western Broadcasting Co., and before that was general manager of WCPO-TV Cincinnati and a vice president of Scripps-Howard Broadcasting.



Keith K. Ketcham has been named general manager of WO1 AM-FM and WO1-TV Ames, Iowa. He joined WO1 in 1949 as an engineer and now steps

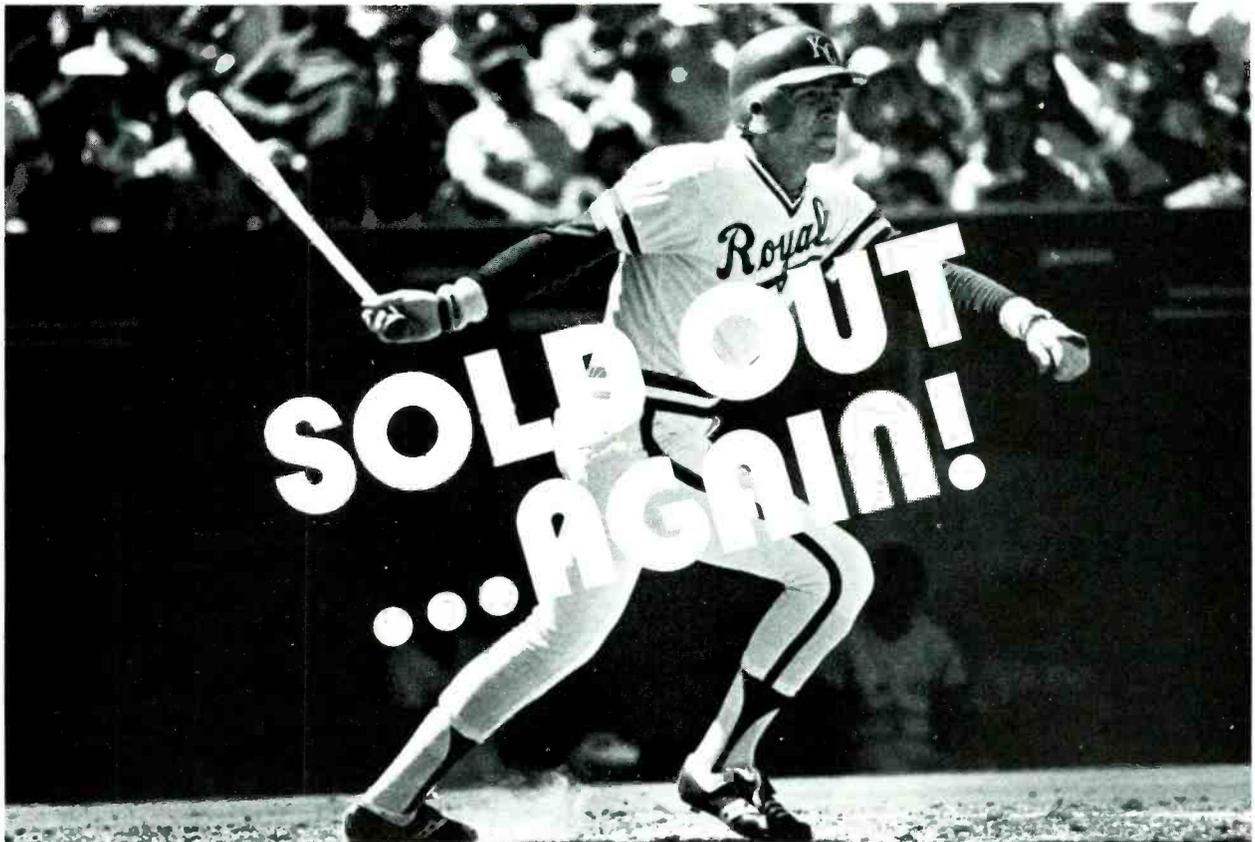
up from chief engineer to succeed **Bob Mulhall** who died.



Donald W. O'Connor has been appointed general manager for KSPR-TV Springfield, Mo. He comes to the new independent from Green Bay, Wis., where he had been general sales manager of WLRE-TV.

Peter A. Lund has been named vice president, general manager of WCBS-TV New York. He is replaced as vice president, general manager of WBBM-TV Chicago by **Eric Ober**. Ober had been vice president, station manager at WCBS-TV.

John Winkel and **Brian Stone** have been elected corporate senior vice presidents of Affiliated Broadcasting Inc., Boston. Winkel, most recently general manager of WOKV and WAIV(FM) Jacksonville, Fla., will



Thanks to the incredible enthusiasm of the Royals' baseball fans and to the fine performance of the team, the Royals Radio Network is SOLD OUT already for the 1983 season.

The games are broadcast on the largest radio network in the American League (112 stations) and their fans turn out as never before.

We're sold out because advertisers recognize the enthusiasm of Royals fans. As a matter of fact, a five-month survey conducted last summer by the Field Research Corporation showed that, during any given month, more than 35% of the total adult population in the 209 counties surveyed (in six states) listened to a Royals game on radio. More than 35%!!

If you want to be recognized in the Midwest, be patient, there WILL be a 1984 season. But hurry, before we're sold out again.

WE'RE WHERE YOU WANT TO BE

Royals Baseball Radio Network

Call  **KATZ RADIO (212) 572-5506**

IN KANSAS CITY CALL

Bob Fromme or Bob Stiegler (816) 921-2200, ext. 318

BROADCAST SERVICES OF STAUFFER COMMUNICATIONS, INC.

Jerry Holley, Vice President - Broadcasting

WIBW TV-AM-FM
CBS-Topeka

KGNC-AM-FM
CBS-Amarillo

KRNT-KRNQ
CBS-Des Moines

KGFF RADIO
ABC-Shawnee, Ok.

now be in charge of Affiliated's West Coast Division. Stone adds the Jacksonville stations to his existing responsibilities as area chief for the company's New England stations.

Garry Eaves has joined WDBO Orlando as general manager. He comes to the Katz Broadcasting property from WBZZ(FM) Pittsburgh.

Thomas J. Fieweger has been appointed station manager of Liberty Television's KTWS-TV Dallas-Ft. Worth, and **Philip Palmer** becomes director of broadcast operations at the station.

Buyer's Checklist

New Representatives

Blair Television has been appointed national sales representatives for Field Communications' WLVI-TV Boston and for WFTS-TV Tampa-St. Petersburg. Both stations are independents. Field's sale of WLVI-TV to Gannett Broadcasting is still pending FCC approval.

Jack Masla & Co. has added WBLZ(FM) Cincinnati to its list of represented radio stations. WBLZ broadcasts an urban contemporary format.

McGavren Guild Radio is now selling nationally for KFIM(FM) El Paso, Texas; WWWE and WDOK(FM) Cleveland; and WSSV and WPLZ(FM) Richmond, Va. WPLZ spins an urban contemporary format, and WSSV features an adult contemporary/top 40 mix.

New for jocks

Spot television in 20 markets kicked off in late February to launch Thompson Medical's Sportscreme, a new pain-relieving rub for relief of minor sports-related aches and pains. Agency is The Marschalk Co.

The advertising is aimed at some 135 million amateur athletes "who often experience muscle soreness or pain after participating in sporting activities." The new TV commercial, backing the product's magazine advertising, centers around the theme of the 1980s being "the decade of physical fitness," and promises that Sportscreme, "the pain reliever of the '80s," will give users "fast, effective relief for sore muscles without heat or strong liniment odor."

Hispanic Media Guide

Directories International, New York, has published *Hispanic Media Guide USA*, providing advertising rates, circulation figures and mechanical specs for 210 Spanish language radio stations, 19 television stations and some 95 Spanish language publications. The Guide also lists leading outdoor billboard advertising companies in Hispanic markets throughout the U.S. Price is \$45.

WWWE plays country music, and WDOK offers beautiful music. KFIM is an adult contemporary station that features its personalities.

Roslin Radio Sales has been named national station representative for WMCA New York. The Straus Communications station features local New York talk-show hosts.

Selcom Radio is the new national sales representative for WUSN(FM) Chicago, WABX(FM) Detroit, and for KLIV and KARA(FM) San Jose. KARA offers oldies and KLIV airs *Music of Your Life*. WUSN transmits both country and contemporary music, and WABX has an adult contemporary format.

Torbet Radio has been selected to be the national sales voice of KSD AM-FM St. Louis. KSD features a country format, and its FM sister offers an adult contemporary sound.

New Call Letters

WNAV-FM Annapolis, Md., has filed with the FCC to change its call designation to WLOM. The Mutual affiliate plans to use "mello" as its primary image line as it shifts its present beautiful music format to appeal to the younger 35-49 age bracket.

New Affiliates

ABC's Contemporary Network has added KMJK(FM) Portland, Ore.; WNYS(FM) Buffalo; WBJW(FM) Orlando, and two Indiana stations. Latter are WMEE(FM) Fort Wayne and WAZY(FM) Lafayette.

ABC Television Network has signed three new affiliates owned by South Dakota Broadcasting Co. They are KSFY-TV Sioux Falls and its satellites, KABY-TV Aberdeen and KPRY-TV Pierre, which are scheduled to join the lineup within the next six months.

NBC Radio Network is now supplying programming to KLGM Buffalo, Wyo., and to WDBI Tawas City, Mich. Both stations offer MOR formats.

New Transactions

Harte-Hanks Radio, Inc. has agreed to sell WEZI(FM) Memphis to **Firstcom Corp.** of Little Rock, subject to FCC approval.

Seven Hills Communications, Ltd., headed by Charles K. Murdock, has agreed to purchase the assets of WLW Cincinnati and its sister station WSKS(FM) Hamilton, also Ohio, from **Mariner Communications, Inc.**, subject to FCC approval.

New teams



Washington

London

Katz Television has formed two new sales teams following its assignment to represent six Metromedia stations. The new team at Katz Independent Television is the Swords, to be headed by John Washington as vice president, national sales manager, with Stuart Zuckerman named New York sales manager.

The Eagles is the new team at Katz American Television, which will be selling for WCVB-TV Boston and WTCN-TV Minneapolis-St. Paul. Rich London has been named vice president, national sales manager of the Eagles. Katz Independent Television will be representing Metromedia's WNEW-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington and KRIV-TV Houston.

Taking over London's previous post as national sales manager of Katz American's White team is Russ White, and Ibra Morales becomes White's New York sales manager. Assuming Washington's former job as sales manager of Katz Independent's Lancers is Joanna Hemleb, one of the sales executives who has moved in from Metromedia TV Sales. Current plans call for all former Metro TV Sales personnel to join either Katz Independent TV or Katz American.

**WELCOME
NATPE '83!**

**...FROM AMERICA'S
#1 INDEPENDENT***

**...AND THE BEST
IS YET TO COME!**



CARSON BROADCASTING CORPORATION

● Number One Independent Station in the Nation, Arbitron, February 1978 through November 1982, Sign On/Sign Off, ADI Share.

Las Vegas

REPRESENTED NATIONALLY BY:

SELTEL

Happily Ever After

In simpler times, how you lived your adult life was a simple choice. Married or not married.

But the way it was, isn't any more.

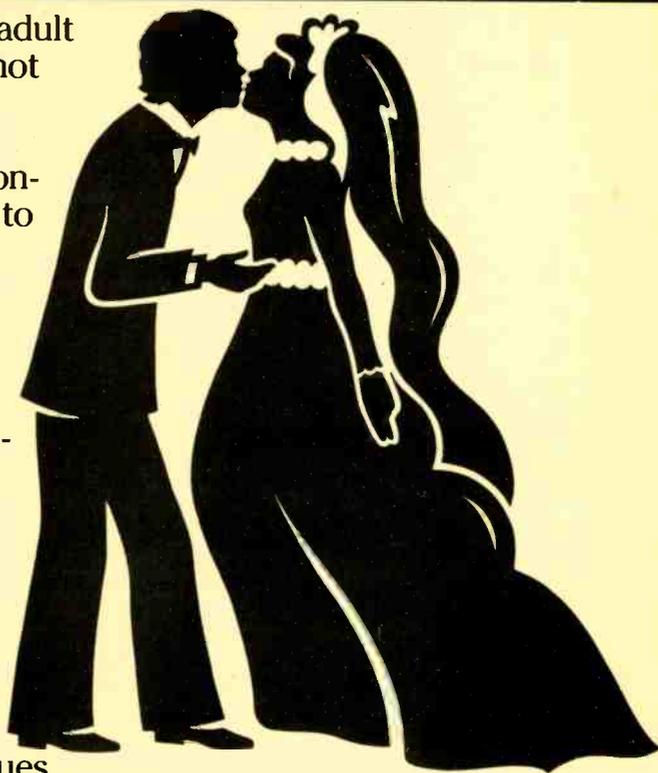
Today, family lifestyles and adult relationships vary from person to person, family to family. There are traditional married couples, unmarried couples, "blended families"—the result of two divorced people remarrying, the single lifestyle, expanded families, and many more.

This March, as part of RKO General Television's on-going "Changing Family" series, we will focus on the revolution in the way Americans get together in the second phase of the broadcast project called, "Happily Ever After."

In Los Angeles, Memphis and New York, each station's documentary, discussion and week of special support programming will reflect and address the issues

that affect their local communities. And with special discussion or phone-in segments and referral services, each show is not only an example of responsible television, but responsive television as well.

"Happily Ever After." It's what everybody wants out of life. And in March, we'll examine the many ways people try to find it.



RKOG
TELEVISION
DIVISION OF RKO GENERAL, INC.

9
WOR-TV
new york

13
WHBQ-TV
memphis

9
KHJ-TV
los angeles

Wall Street Report

CBS Inc. net income for 1982 declined 31% on revenue increase of 4%

Wyman says company is 'well positioned' for rebound

Analysts see improved performance this year

Net income for CBS, Inc., in the year ended December 31, 1982, declined 31 per cent from the previous year on a revenue gain of 4 per cent. The '82 net income was \$112.5 million or \$4.01 per share, compared to '81's \$162.8 million or \$5.83 per share. Revenues in '82 were \$4.12 billion, up from '81's \$3.96 billion.

Income from continuing operations dropped 25 per cent while losses from discontinued operations totaled \$37.5 million or \$1.34 per share. Among the discontinued businesses were CBS Cable and the company's retail stores unit. Income from continuing operations for fiscal '82 totaled \$150 million or \$5.35 per share, compared to \$200.2 million or \$7.17 per share in 1981.

For the fourth quarter alone, net income declined 12 per cent to \$35.7 million or \$1.27 per share from the previous year's \$40.5 million or \$1.45 per share.

Revenues were up 8 per cent to \$1.22 billion from \$1.13 billion.

Loss on discontinued operations for the three months ended December 31, 1982 were \$16.8 million or 60¢ per share. Income from continuing operations declined by 23 per cent to \$52.5 million or \$1.87 per share from \$68.4 million or \$2.45 per share. The fourth quarter loss from discontinued operations stemmed mainly from the dissolution of the company's mass market paperback book business.

Thomas H. Wyman, president, believes the company is "well positioned" for a turnaround in 1983. He says CBS took steps in '82 to "enhance the leadership" of its broadcasting business, "restructure and reposition other businesses; and to establish new operations in high-growth fields closely related to our basic entertainment and information businesses."

The CBS/Broadcast Group's profits declined in '82, attributed by the company to a "lackluster sales environment" and startup costs related to expanded news and sports programming for the television network. The Television Stations Division, however, had a record year.

CBS Inc. and subsidiaries consolidated income statements (a)

	Fourth quarter		Year ended Dec. 31	
	1982	1981	1982	1981
	(dollars in thousands)			
Revenues:				
Net Sales	\$1,194,792	\$1,099,748	\$4,052,271	\$3,859,228
Interest and other income	23,163	28,030	70,511	96,698
Total revenues	1,217,955	1,127,778	4,122,782	3,955,926
Net income	\$ 35,748	\$ 40,533	\$ 112,509	\$ 162,829
Net income per share	\$1.27	\$1.45	\$4.01	\$5.83

(a) Operating results for 1981 have been restated for changes in the method of accounting for sales returns and for the discontinuance of the Company's advertiser-supported cable programming service and its retail stores unit. Per share data for income from continuing operations and net income are computed after deduction of preference dividends, using the weighted average number of common shares outstanding during the respective periods.

Several broadcast security analysts interviewed for TV/RADIO AGE's outlook issue (January 3) concurred in the belief that the company's performance should be improved in 1983 based on the current management team's decision to eliminate unprofitable operations.

For instance, Tony Hoffman, vice president of A.G. Becker, described CBS as "a company beset by problems for a number of years. Management has cleaned up the company. They should have significant earnings gains after four years of declining earnings."

John A. McConville, analyst at Morgan Stanley & Co., added that CBS "is divesting itself of a lot of nonbroadcast properties. They're getting back to what they know best."

Shorter (from page 148)

three or four runs. The cost for the movies in the past two-to-three years has gone up by 50 per cent or more. I think the prices are getting out of hand."

On the positive side, Fennimore sees potential for recouping the investment by virtue of the fact that, "the major titles in these packages are large enough and recognizable enough that you could schedule them in prime-time and maybe do them as specials."

Lev Pope, president of WPIX(TV) New York, also reports having purchased two of the new packages—again from Paramount and Warner Bros. Pope adds, however, that, "Some of the theatrical films are getting so much pre-play on cable prior to their release in syndication to us that we are concerned they may be losing some of their value."

Pope does not believe that this is basically a supply-and-demand situation based on a limited number of available movies. "The movie companies are trying to be more restrictive as to the amount of time you have to play (features) because they're trying to keep themselves flexible for re-sale back to cable or to other outlets like that. They're trying to cut down on the number of years in which these films are available in syndication, but the number of fea-

Network primetime made-for-TV movies

September 27, 1982 through February 21, 1983

Rank	Title	Network	Date	Rating	Share
1.	The Executioner's Song, Part 2	NBC	11/29	24.0	36
2.	Drop-Out Father	CBS	9/27	23.8	37
3.	Little Gloria: Happy At Last, Part 2	NBC	10/25	23.4	35
4.	The A Team	NBC	1/23	23.0	35
5.	Forbidden Love	CBS	10/18	22.7	37
6.	Something So Right (GE Theatre)	CBS	11/30	22.6	35
7.	Bare Essence (Part 2)	CBS	10/5	22.4	36
8.	Rage of Angels (Part 1)	NBC	2/20	22.3	34
9.	Who Will Love My Children?	ABC	2/14	22.2	33
10.	Rage of Angels (Part 2)	NBC	2/21	22.1	33
11.	I Was A Mail Order Bride	CBS	12/14	21.8	34
12.	Remembrance Of Love	NBC	12/6	21.3	32
13.	Money On The Side	ABC	9/29	21.0	33
14.	Malibu (Part 2)	ABC	1/24	21.0	31
15.	Murder In Coweta County	CBS	2/15	20.9	33
16.	Confessions Of A Married Man	ABC	1/31	20.7	31
17.	The Executioner's Song, Part 1	NBC	11/28	20.7	32
18.	Grace Kelly	ABC	2/21	19.8	29
19.	Bare Essence, Part 1	CBS	10/4	19.7	31
20.	Little Gloria, Part 1	NBC	10/17	19.7	31

(continued on page 318)

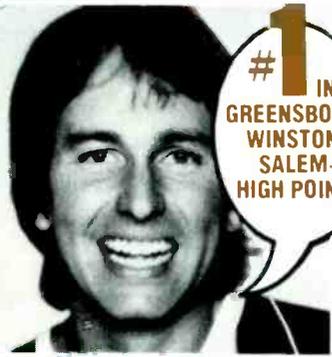
tures offered does not seem to be markedly different."

The shorter license terms, combined

with the fact that many of the more popular films are being sold on a futures basis, have convinced several affiliate

"Z," I, and "Cousin, Cousine," are two of the foreign-language products available in the syndication package from Almi Television Productions called "The Entertainers."





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	RTG	SHR
THREE'S COMPANY	12	33
Eight Is Enough	8	22
Laverne & Shirley	5	13

Source: ARB/Nov. '82

D.L. TAFFNER SYNDICATION SALES

Contact: DICK CIGNARELLI (213) 937-1144

executives that the 1983 NATPE convention will be a good time for watchful waiting insofar as feature films are concerned.

Explaining why his station has not purchased any of the new packages this year, Richard Kurlander, program manager of WBZ-TV Boston reports, "We have MCA Champagne and the MCA Hit List, which are both as yet untouched and start during the next year. Between that and other smaller packages that we've bought in the last couple of years we're in really good shape right now until 1985-'86."

Kurlander, although he anticipates a

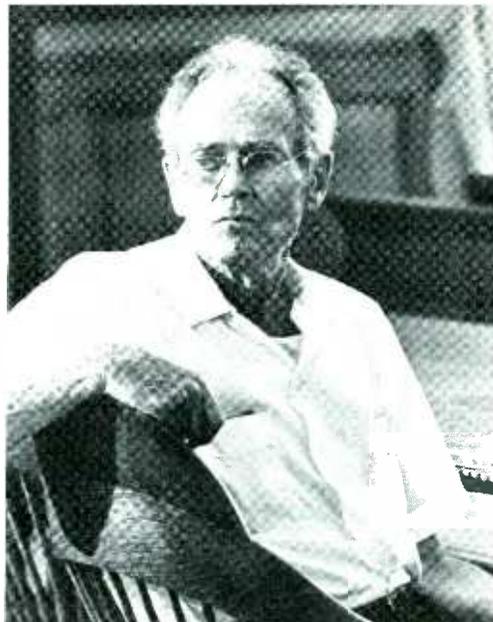
possible purchase of films which will become available in syndication by 1987, adds that, "Quite honestly, I think we've come to the end of the road in terms of feature films as far as our needs are concerned. More and more I've been looking towards original kinds of programming, such as *The Larry King Show*, a talk show which is replacing our Sunday night 11:30 movie.

"But I'm personally disenchanted with feature films at this point for an affiliate like ourselves, because by the time they get to us we're talking about too many runs on cable and network. I'm more intrigued with the possibility of avoiding network plays. In the past few months there has been some development in that area towards ad hoc network situations, which would at least get to us after cable and before network."

Dillon Smith, director of programming for WMAQ-TV Chicago, also reports that his station has not bought any of the new packages. "And we do not intend to purchase any," he adds. According to Smith, "We air approximately 50-to-60 films a year, mainly late Saturday night, and we now have one film package that's sufficient for our needs—Viacom Movie Greats."

Smith points out that, "our movie runs quite late so it's not a period that gener-

Henry Fonda's performance in "Gideon's Trumpet" is one of the made-for-TV features included in Worldvision's Prime VII package, announced at last year's NATPE convention and now being made available for syndication.



ates strong revenue for us. So the more expensive titles would not be efficient for us."

A similar assessment is made by Ralph Gabbard, vice president and general manager of WKYT-TV Lexington. Gabbard says the station has decided to get by on the packages that it has already purchased, adding that, "The problem right now is that we are not running primetime movies, due to

our CBS affiliation. Right now I have no place to run such inventory."

Gabbard adds that, since his station is in the 78th ADI, the cost of the newer packages is simply too high to expect the investment to be recouped. The recent exceptions have included *Friday The 13th*, which WKYT-TV purchased through the Paramount First Run Network package. "It played well," Gabbard reports. "We played it around Hallow-

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Station Call Letters _____

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Name _____ Title _____

Station Call Letters _____

Address _____

City _____ State _____ Zip _____

Phone _____

Theatrical movies (from page 147)

16. The Hunter	CBS	2/12	17.5	29
17. Just You and Me Kid	ABC	1/10	17.3	27
18. The Jerk	ABC	12/5	17.3	26
19. Blazing Saddles	CBS	10/23	17.2	30
20. The Blue Lagoon	NBC	11/14	17.1	24
21. Star Trek: The Motion Picture	ABC	2/20	17.0	29
22. Brubaker*	ABC	11/1	17.0	29
23. The Final Countdown	ABC	12/12	17.0	26
24. The Big Red One	ABC	10/24	16.7	27
25. The Outlaw Josey Wales*	ABC	9/27	16.1	26
26. Jaws II*	ABC	2/4	16.1	25
27. North Dallas Forty*	NBC	1/9	16.1	24
28. Battle Beyond The Stars	NBC	12/26	15.9	27
29. "10"*	CBS	2/5	15.9	25
30. Young Frankenstein*	NBC	1/16	15.8	25
31. The Gauntlet	NBC	12/5	15.7	24
32. Mary Poppins*	CBS	11/25	15.6	28
33. Halloween	NBC	10/31	15.6	26
34. Moonraker*	ABC	10/25	15.3	25
35. Smokey and the Bandit I*	ABC	1/30	14.9	22
36. Any Which Way You Can	CBS	2/6	14.7	20
37. Starting Over	ABC	10/11	14.3	22
38. Love At First Bite*	CBS	12/22	14.0	23
39. My Bodyguard	CBS	10/30	13.8	25
40. Dressed To Kill	NBC	11/15	13.0	20
41. Seems Like Old times	NBC	9/28	12.9	20
42. The First Deadly Sin	NBC	12/12	12.6	20
43. Hopscotch	NBC	10/4	12.5	19
44. The Island	ABC	1/14	12.0	19
45. Alligator*	ABC	1/21	11.8	19
46. The Muppet Movie*	CBS	12/24	11.7	28
47. Meteor*	ABC	12/26	11.6	20
48. From Russia With Love*	ABC	12/3	11.4	19
49. Doctor No*	ABC	12/17	11.4	19
50. The Return of Maxwell Smart	NBC	1/11	11.4	17
51. The Main Event*	ABC	10/20	10.8	16
52. First Family	ABC	2/18	10.7	17
53. The Fog*	ABC	1/28	10.1	16
54. The In-Laws	CBS	2/9	9.7	14
55. The Fish That Saved Pittsburgh	ABC	12/24	8.3	20

Source: ABC * denotes rerun

een time as a one-shot special, and it did pretty well. We were outside of a ratings period, so I don't know its audience share, but it did sell well."

Last year saw the beginning of a trend towards entire packages of features that were originally made for television. McCarthy is among those who believe that there will be more of these in the future.

"They have proven their worth in syndication. They are playing very well. They don't have the heavy network exposure prior to syndication, and they have no cable exposure—they come right

to the stations. They are contemporary, they are promotable, and I think their record over the past two or three years gives strong evidence that they compete very well."

Aiken has observed in regard to made-for-TV features that, "When they run on network they tend to perform at about the same level as theatricals, and when they get into syndication they perform a little less effectively from a pure ratings standpoint. But they also cost less."

Fennimore reports that, "Some of the research indicates that made-for-TV

features are doing a lot better than they did years ago. I think this is because the movies that are now being made for TV are a lot better than they were a few years ago."

Use in theme weeks

Krimsier points out that "Some of the made-fors have worked fairly well, and you can mix them in with theatricals for a theme week. We did this recently with a "Disaster Week" that included *The Poseidon Adventure* and a couple of made-for-TV disaster films, and that would work all right."

He adds that made-fors pose little editing trouble in syndication. "We have three, two-minute headline newscasts in our primetime movie," says Krimsier. "We re-cut them because we don't have as many commercial breaks as the made-fors were originally designed to have. So you will see a place where the feature has an obvious break and then we come right back with the next scene. But we don't have to pad it out or anything."

Pope is watching this area of production very carefully with an eye to the future. "We have always felt that the theatrical ones probably did better, although there are so many factors that affect how well a show does that it's really hard to put your finger on it—because it involves not only what we are playing, but what the competition has on at the same time as well."

With theatrical features losing value due to overexposure, Pope says that, "We are therefore looking a little harder at made-for-TV features which have had less prior play and may possibly do better for us than we originally thought they would."

Made for cable

Productions that were originally done for cablecasting have been considered as syndication buys at a number of the stations. However, shortage of product, combined with the "narrowcasting" approach of cable productions, have minimized this sort of syndication.

"There isn't very much that has been done originally for cable that has come to our attention at this stage," says Pope. "Most of what they have done has been musical specials and other productions that aren't really of the caliber that we need to compete with. I suppose that, as time goes along, as they begin to get into more original productions, we may even consider doing some co-production with them."

Pope adds, however, that no such arrangements have been made.

McCarthy also observes that very little of this sort of production has been made available in syndication at this

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Made-for-TV movies (from page 314)

21. The First Time	ABC	11/8	19.2	30
22. Witness For The Prosecution (Hallmark Hall Of Fame)	CBS	12/4	19.1	31
23. The Shadow Riders	CBS	9/28	19.1	30
24. Skeezer	NBC	12/27	19.1	30
25. Kentucky Woman	CBS	1/11	18.9	29
26. Bill (GE Theater)	CBS	12/21	18.6	32
27. Malibu (Part One)	ABC	1/23	18.6	28
28. A Day For Thanks	NBC	11/22	18.3	29
29. Wait Til Your Mother Gets Home	NBC	1/17	18.3	27
30. Country Gold	CBS	11/23	18.1	29
31. The Kid With The 200 IQ	NBC	2/6	18.1	24
32. The Scarlet and The Black	CBS	2/2	18.0	26
33. Not In Front of the Children	CBS	10/26	17.9	28
34. Dixie: Changing Habits	CBS	2/16	17.9	29
35. Farrell: For The People	NBC	10/18	17.8	29
36. Illusions	CBS	1/18	17.8	28
37. I Desire	ABC	11/15	17.1	27
38. Having It All	ABC	10/13	17.1	26
39. Rosie: The Rosemary Clooney Story	CBS	12/8	17.1	28
40. Running Out (GE Theater)	CBS	1/26	17.1	25
41. Honey Boy	NBC	10/17	17.1	26
42. One Shoe Makes It Murder	CBS	11/6	16.6	29
43. The Invisible Woman	NBC	2/13	16.6	22
44. Born Beautiful	NBC	11/1	16.2	26
45. The Kid From Nowhere	NBC	1/3	16.2	24
46. Assault Force	ABC	1/9	16.1	24
47. Missing Children	CBS	12/1	16.0	24
48. Two Of A Kind (GE Theater)	CBS	10/9	15.9	27
49. Another Woman's Child	CBS	1/19	15.8	24
50. The Scarlet Pimpernel	CBS	11/9	15.7	25
51. Life Of The Party	CBS	9/28	15.7	25
52. Games Mother Never Taught Me	CBS	11/27	15.6	26
53. Cocaine and Blue Eyes	NBC	1/2	15.4	24
54. Hear No Evil	CBS	11/20	15.1	25
55. In Love With An Older Woman	CBS	11/24	15.1	24
56. Touched By Love	NBC	10/11	15.0	23
57. Johnny Belinda	CBS	10/19	14.8	23
58. Deadly Encounter	CBS	12/18	14.1	24
59. White Water Rebels	CBS	1/8	14.1	24
60. Packin' It In	CBS	2/7	13.7	19
61. Uncommon Valor	CBS	1/22	13.6	23
62. Take Your Best Shot	CBS	10/12	13.5	20
63. Miss All-American Beauty	CBS	12/29	13.5	22
64. I Married Wyatt Earp	NBC	1/10	13.5	21
65. On The Road Again	NBC	9/27	13.4	21
66. Phantom Of The Opera	CBS	1/29	12.2	21
67. Hard Country	NBC	10/5	11.9	19
68. I Take These Men	CBS	1/5	11.9	19
69. The Fighter	CBS	2/19	11.4	20
70. Cry For The Strangers	CBS	12/11	11.1	19
71. Don't Go To Sleep	ABC	12/10	10.9	17
72. The Ivory Ape	ABC	12/31	8.4	17

Source: ABC

point in time. However, he adds that, "I suspect there will be examples of that coming along as the quality of cable production improves and as they earn their way into syndication—so to speak. But I am sure that it's going to happen eventually."

Very little in the way of original cable productions has been made available in syndication, according to Harrington, Righter & Parsons' Dean McCarthy. "I suspect there will be examples of that coming along," he says, "as the quality of cable production improves and as they earn their way into syndication—so to speak. I am sure that it's going to happen eventually."

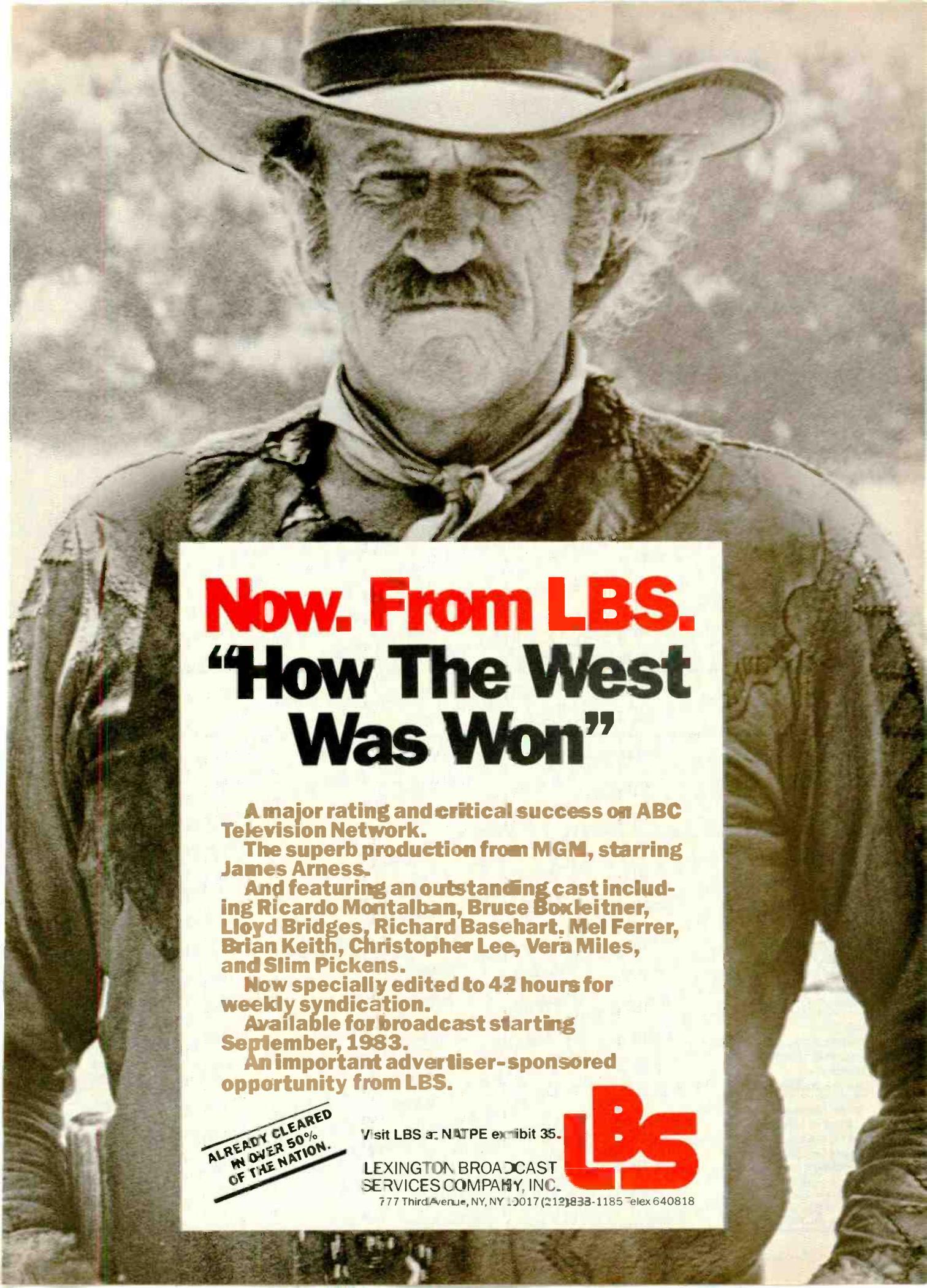
"It's growing," says Aiken about the same subject. "I have seen nothing that could be characterized as a recent success in this regard except for the four musical specials that Paramount is now syndicating, which are right off of pay cable."

Aiken adds that he knows of several distributors who are currently in the talking stages insofar as the re-cycling of cable product to broadcasting is concerned.

Pay specialization

One possible after-effect of the increased number of pay-TV windows is defined by Larsen in terms of "greater specialization" in pay-TV. "I think what you're going to see," Larsen says "is less of the situation that we have had in the last few years—whereby a movie comes out and it's automatically on every pay TV network that's available."

Larsen foresees greater "exclusivity." As he states, "I think what will probably start to happen is that a movie will come out and it will be on one major pay TV network and not on the others. I think that's very apparent by the manner in which the major film companies have been acquiring pay TV operations in the last few months." □



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Leading national and regional spot TV advertisers by classification, 1982 vs. 1981

Product categories	1981	1982	% change	Product categories	1981	1982	% change
Agriculture & farming	\$ 18,284,400	\$ 21,094,900	+ 15	Horticulture	33,761,600	31,868,800	- 6
Apparel, footwear & accessories	107,541,900	95,639,200	- 11	Household equipment	118,633,200	130,294,300	+ 10
Automotive	284,717,900	361,033,000	+ 27	Household furnishings	25,204,800	20,914,300	- 17
Beer & wine	182,178,800	205,980,600	+ 13	Insurance	47,513,500	51,106,600	+ 8
Building material, equipment & fixtures	56,672,300	53,328,400	- 6	Jewelry, optical goods & cameras	56,360,800	53,299,800	- 5
Confectionery & soft drinks	252,380,500	265,783,000	+ 5	Office equipment, stationery	19,916,400	52,136,600	+162
Consumer services	97,111,500	140,429,000	+ 45	Pet foods & supplies	37,290,600	54,884,800	+ 47
Food & food products	580,798,100	704,958,400	+ 21	Proprietary medicines	101,614,100	107,303,100	+ 6
Gasoline, lubricants & other fuels	83,913,600	90,059,100	+ 7	Publishing & media	81,258,900	97,041,600	+ 19
Freight & industrial development	12,019,900	40,732,600	+239	Smoking materials	11,561,300	10,840,600	- 6
Home electronics equipment, musical instruments	76,631,000	107,934,900	+ 41	Soaps, cleansers & polishes	115,839,600	156,734,000	+ 35
				Sporting goods & toys	109,370,200	120,343,200	+ 10
				Toiletries & toilet goods	225,466,100	221,934,300	- 2
				Travel, hotels & resorts	89,946,600	121,485,700	+ 35
				Miscellaneous	20,656,700	24,987,900	+ 21
				TOTAL	\$2,846,644,100	\$3,342,148,800	+ 17

Source: Television Bureau of Advertising from Broadcast Advertisers Reports (BAR) data in 75 monitored markets.

Leading network TV advertisers by classification, 1982 vs. 1981

Product categories	1981	1982	% change	Product categories	1981	1982	% change
Apparel, footwear & accessories	\$155,497,500	\$160,300,300	+3	Soaps, cleansers & polishes	314,276,900	321,977,300	+2
Automotive	508,964,000	595,543,300	+17	Sporting goods & toys	101,843,500	100,444,100	-1
Beer & wine	267,399,900	303,221,200	+13	Toiletries & toilet goods	851,777,100	897,480,800	+5
Building material, equipment & fixtures	65,357,800	69,779,700	+7	Travel, hotels & resorts	37,857,700	72,663,700	+92
Confectionery & soft drinks	283,358,800	300,250,700	+6	Miscellaneous	53,698,900	54,785,600	+2
Consumer services	128,524,300	157,631,900	+23	<i>Retail categories</i>			
Food & food products	897,220,200	994,901,500	+11	Auto supply & accessory stores	\$ 2,206,000	\$ 5,366,000	+143
Gasoline, lubricants & other fuels	79,243,100	54,863,600	-21	Auto repair & service stations	8,497,000	9,133,400	+7
Freight & industrial development	20,023,600	24,243,500	+21	Appliance stores	9,233,600	8,906,400	-4
Home electronics equipment & musical instruments	100,740,800	163,823,300	+63	Bake shops	5,191,500	6,999,100	+35
Horticulture	14,088,800	18,382,100	+30	Builders & real estate agents	21,013,900	11,455,900	-44
Household equipment & supplies	223,289,500	217,869,000	-2	Department stores	98,882,400	111,330,600	+13
Household furnishings	19,855,000	21,209,700	+7	Discount department stores	11,800,100	32,469,800	+175
Insurance	76,207,900	73,385,100	-4	Food stores & supermarkets	10,984,600	7,846,700	-29
Jewelry, optical goods & cameras	120,122,200	151,294,100	+26	Hardware stores	4,825,800	8,388,200	+74
Office equipment, stationery & writing supplies	85,712,200	129,310,000	+51	Hotels & resorts, U.S.	19,356,300	21,746,900	+12
Pet foods & supplies	141,775,200	148,918,400	+5	Investment brokers	21,744,200	25,779,200	+19
Proprietary medicines	488,273,900	528,966,100	+8	Loan & mortgage companies	7,496,700	11,364,800	+52
Publishing & media	37,413,700	75,898,200	+103	Movies	112,469,300	109,611,200	-3
Smoking materials	15,170,300	7,066,800	-53	Restaurants & drive-ins	141,084,100	170,104,100	+21
				Miscellaneous	30,343,200	47,600,800	+16
				TOTAL NETWORK	\$5,592,821,500	\$6,232,313,100	+11

Note: Unlike past network releases, "retail categories" have not been integrated with the national product categories. The 1981 data has been adjusted accordingly. Source: Broadcast Advertisers Reports (BAR) compiled by the Television Bureau of Advertising (TVB).

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65% OF THE NATION!**

A major hit Saturday mornings on ABC. Now... a powerhouse strip in syndication. In just months, SUPERFRIENDS already has the second highest DMA Kids rating of *all programs in syndication*.

The November '82 Nielsen Report on Syndicated Programs confirms it.

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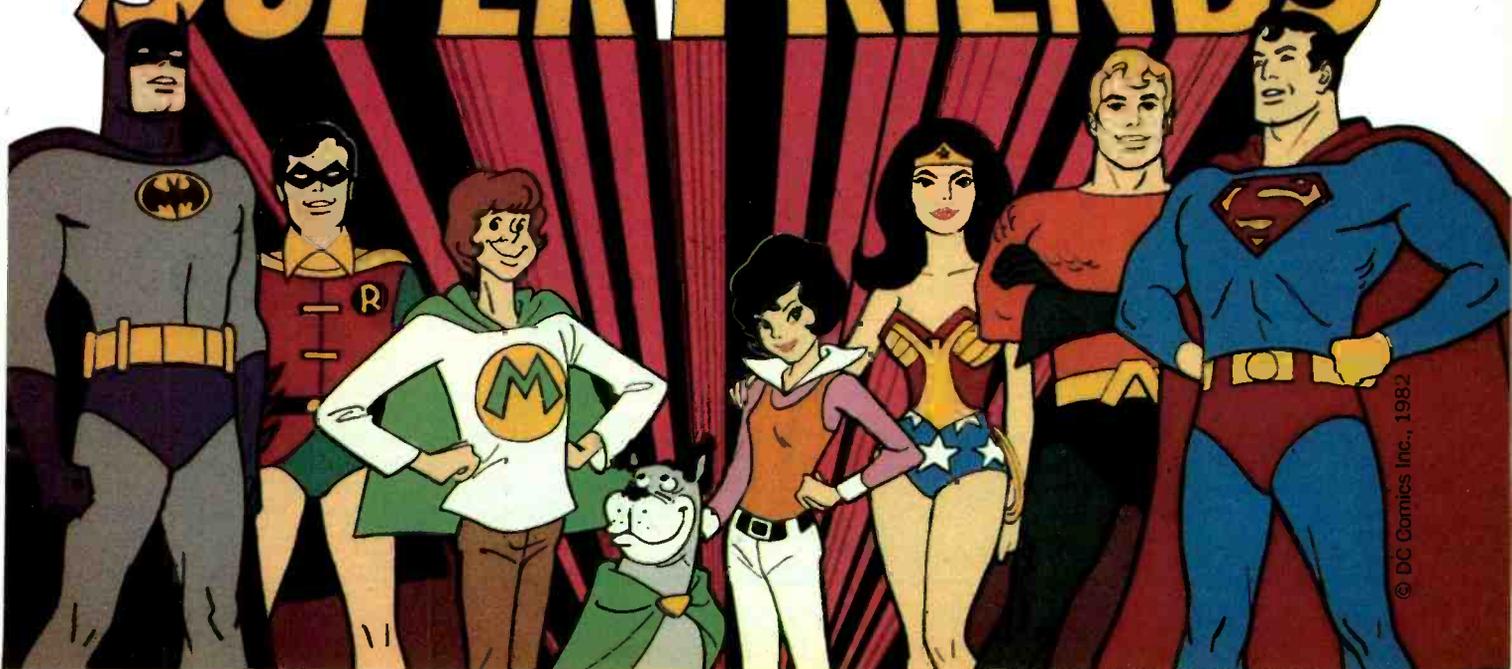
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SUPER FRIENDS





Above 1. a segment from "Afternoon," Corinthian Broadcasting stations, which is being distributed for syndication by Comworld; already on-air syndication includes Tribune Productions' "At The Movies"; and 1., Sandy Frank's "Lie Detector."



prises, as noted previously.

Two of the ambitious joint efforts involving stations are from Metromedia and from a consortium of four station groups consisting of the Tribune Co., Taft, Gaylord and Chris-Craft, with both planning direct acquisitions of theatricals for station airplay. Both planned ventures, especially the one proposed by Metromedia, (TV/RADIO AGE, February 13) have revived cries of a "fourth network."

Reps are taking the "fourth network" concept seriously, although they believe collectively that the term is a misnomer technically. Katz's Valle says the idea "has the potential of working, but it depends on how different the possibility will be over what the networks are doing. The networks themselves may go for the same type of product, therefore diminishing to some extent the new appeal of such a notion."

Petry's Aiken sees the Metromedia and the consortium-proposed projects both working, "given the players who are in it now. The dollars they represent are immense."

TeleRep's Isabella, on the skeptical side, notes that similar networks have been attempted before without success.

Isabella, however, admits that it's hard to be objective about "network plans" of others when he's part of Operation Prime Time, itself a network of a sort. OPT's last two productions, *A Woman Called Golda* and *Smiley's People 2*, both did well in ratings and had station lineups of slightly more than 120 each. Next on tap for OPT are four specials: *Blood Feud*, four-hour miniseries on the conflict between Robert Kennedy and James Hoffa, set for a

May airing; *Sadat*, four-hour miniseries scheduled to air in November; in May and November 1984, will come *Helen and Teacher*, two-hour movie on the adult life of Helen Keller, and *Woman of Substance*, six-hour miniseries. Then there's SFM Entertainment's Holiday Network, which is offering 11 movies beginning March 25 and running through December 4, during various holidays.

For the most part, the advertising community says it sees new ad-hoc ventures as an advertising opportunity but it needs coverage and consistency to make it work. (See *Programming* section, this issue.)

Meanwhile, off-network series being offered new for the convention are sparse, with most of the futures already announced. One series, *Too Close For Comfort* (D. L. Taffner), will not be put into the NATPE pot officially this year, but it already has several pre-sales, including one from the Metromedia stations. It's understood the group paid

bucks equal to the big dollars fetched for Taffner's *Three's Company*. *Comfort* will get its official NATPE unveiling next year.

Hours available for mid-season are *Police Woman* (Columbia), and the rest of list gets smaller with each year. For the fall: *Cannon* (Viacom); *Family* (LBS); *Fantasy Island* (Columbia); *Lou Grant* (Victory Television); *How West Was Won* (LBS); and *Quincy, M.E.* and *Switch* (both MCA). For the fall, 1984: *Dallas* (Lorimar); *Dukes of Hazzard* (Warner Bros.); *Hart to Hart* (Columbia); and *Trapper John M.D.* (20th Century-Fox). Going into the fall of 1985: *Fall Guy* (20th-Fox); *Knots Landing* (Lorimar); and *That's Incredible* (MCA), according to Katz Programming's syndication report, 1983-84.

In half hours, features for NATPE begin with *House Calls*, for mid-season and *BJ/Lobo Show*, already airing, and is offered as an hour, (MCA for both); and *The Best of the Comedy Shop* (Goldwyn). For the fall: *Blondie* (King Features); *Fantasy Island* (Columbia); *Laugh-In* (Lorimar); *Phyllis/Tony Randall* (Donnelly); *Red Skelton Comedy Show* (Group W); and *Taxi* (Paramount). For the fall, 1984: *Benson* and *Carson's Comedy Classics* (both Columbia); and *Diffrent Strokes* (Embassy); fall 1985: *Facts of Life* (Embassy); *That's Incredible* (MCA) as an hour as well; and *Too Close for Comfort* (D. L. Taffner). To be announced are *Archie Bunker's Place* and *Gimme a Break* (both Embassy); and *Harper Valley* (MCA). Worldvision will distribute 44½ new episodes of *Little House on the Prairie*, seasons eight and nine, beginning this September, with half available this fall, the other half in the fall, 1984. □



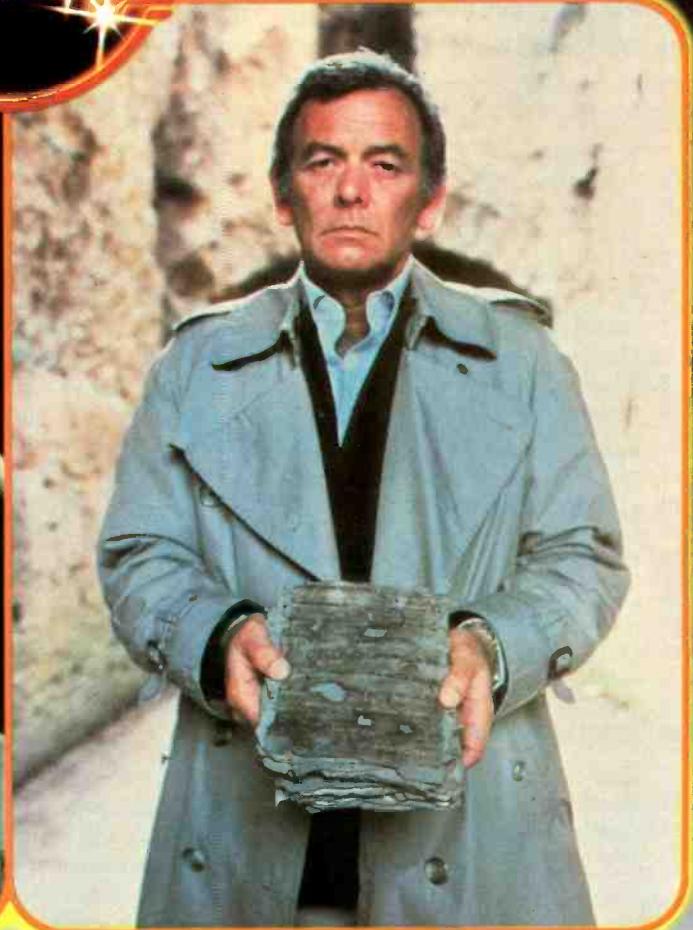
Off-network hours, both present and future, include "Love Boat" and "Little House on the Prairie," both from Worldvision, l.-r., top, and Warner Bros. "Dukes of Hazzard," available for fall, 1984.

PRIME!



HOLLYWOOD PROFILES

Six superb feature films centering on the lives of show business greats. "Sophia Loren: Her Own Story"; "Bogie"; "Bud & Lou"; "Rainbow"; "Deadman's Curve" and "Can You Hear The Laughter? The Story of Freddie Prinze."



"THE WORD"

Based on Irving Wallace's explosive best-selling novel and filmed on location around the world. "The Word" features an all-star cast headed by David Janssen, James Whitmore, John Huston and Eddie Albert.

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Sitcoms (from page 152)

The one major series showing up in Arbitron's top 25 that wasn't among the Nielsen leaders is *BJ/Lobo Show*. Arbitron ranks it 14th with an 8.1 household rating; Nielsen ranked the same program 32nd with a 4.2 rating.

On the other hand, major series in Nielsen's top 25 that did not make the Arbitron leaders' list included: *Solid Gold*, *Soap* and *Joker's Wild*.

Although only one hour-long drama/adventure program shows up in

Mindy, 36th/5.7/25; *What's Happening*, 38th/5.6/29; *All in the Family*, 42nd/5.2/97; and *Good Times*, 45th/5.1/57.

Nineteen of the top 25 shows on a households basis also surfaced as leaders in ratings for women 18-49. The highest rated programs for women 18-49 not in the households top 25 were *One Day at a Time* and an *SFM Holiday Special*, both of which tied for 19th with *Alice* with a 4.4 rating. The *SFM Special*, *Mogambo*, was seen in 57 markets. Other programs among the leaders for women 18-49 but not among the top 25 on a households basis were: *Eight is Enough*, 22nd, 4.3 rating; *BJ and Lobo Show*, tied for 23rd/4.2; *Charlie's Angels*, tied for 23rd/4.2; and *Welcome Back Kotter*, tied for 23rd/4.2.

Among men 18-49, there were nine programs in the top 25 that were not among the household leaders. These were: *Lumberman's 500*, 13th, 4.6 rating, 17 markets; *Star Trek*, 14th/4.5/66; *Bear Bryant*, 16th/4.4/5; *Benny Hill Show*, tied for 19th/4.0/79; *Buck Rogers vs. Planet of the Apes* (a one-time special), tied for 19th/4.0/33; *Rodeo Pro Tour*, tied for 19th/4.0/5; *Paul Hogan*, tied for 22nd/3.9/8; *Vince Dooley*, 24th/3.7/8; and *That's Hollywood*, 25th/3.6/13.

Sitcoms were far and away the strongest category for women 18-49, accounting for 10 of the shows in the top 25. Next best was music/variety, with

five programs. Popularity of program types were more spread out among the leaders for men 18-49. Sitcoms, music/variety and sports shows each accounted for 5 entries.

In the teens category, 14 of the top 25 shows were sitcoms, including the first five: *Three's Company*, 11.1; *Happy Days*, 9.1; *What's Happening*, 9.0; *Laverne and Shirley*, 8.9; and *M*A*S*H*, 8.9.

In addition to *What's Happening*, other sitcoms among the teen leaders that weren't among the top 25 among households or men and women 18-49 were: *Mork and Mindy*, 10th with a 7.0 rating; and the *Brady Bunch*, tied for 19th with a 6.0 rating.

Second most prevalent program category among teen leaders was the one hour drama/adventure. Top-rated show in this genre was *CHiPS Patrol*, ranked ninth with a 7.1 rating.

In the kids' category, 14 of the top 25 shows, including the first five, were programs aimed specifically at children. The five top shows, in order, were: *Scooby Doo*, 14.2 rating in 110 markets; *Challenge of the Superfriends*, 13.0/10; *Pink Panther*, 12.7/36; *Tom and Jerry*, 11.1/95; and *Sesame Street*, 11.0/5. The second most important program type among kids' leaders was sitcoms, with six making the top 25. Top-ranked sitcom in the kids' category was the *Brady Bunch*, in sixth place with a 10.8 rating. □

Leading syndicated shows by women 18-49 ratings

Top 25 programs, ranked by weighted DMA ratings

1. M*A*S*H	9.7
2. Family Feud PM	7.3
3. The Jeffersons	7.2
3. Solid Gold (original)	7.2
5. PM Magazine	7.0
6. Three's Company	6.9
7. WKRP in Cincinnati	6.3
8. Dance Fever	6.1
9. Soap	6.0
10. Entertainment Tonight	5.8
11. People's Court	5.6
12. Barney Miller	5.5
13. Little House on the Prairie	5.3
14. Laverne and Shirley	4.9
14. Smiley's Place, Part 2	4.9
16. Hee Haw	4.7
17. Happy Days	4.5
17. Let's Go to the Races	4.5
19. Alice	4.4
19. One Day at a Time	4.4
19. SFM Holiday Special	4.4
22. Eight is Enough	4.3
23. BJ and Lobo Show (60)	4.2
23. Charlie's Angels	4.2
23. Welcome Back Kotter	4.2

Source: NSI (Cassandra) November, 1982. Syndicated series in five or more markets.

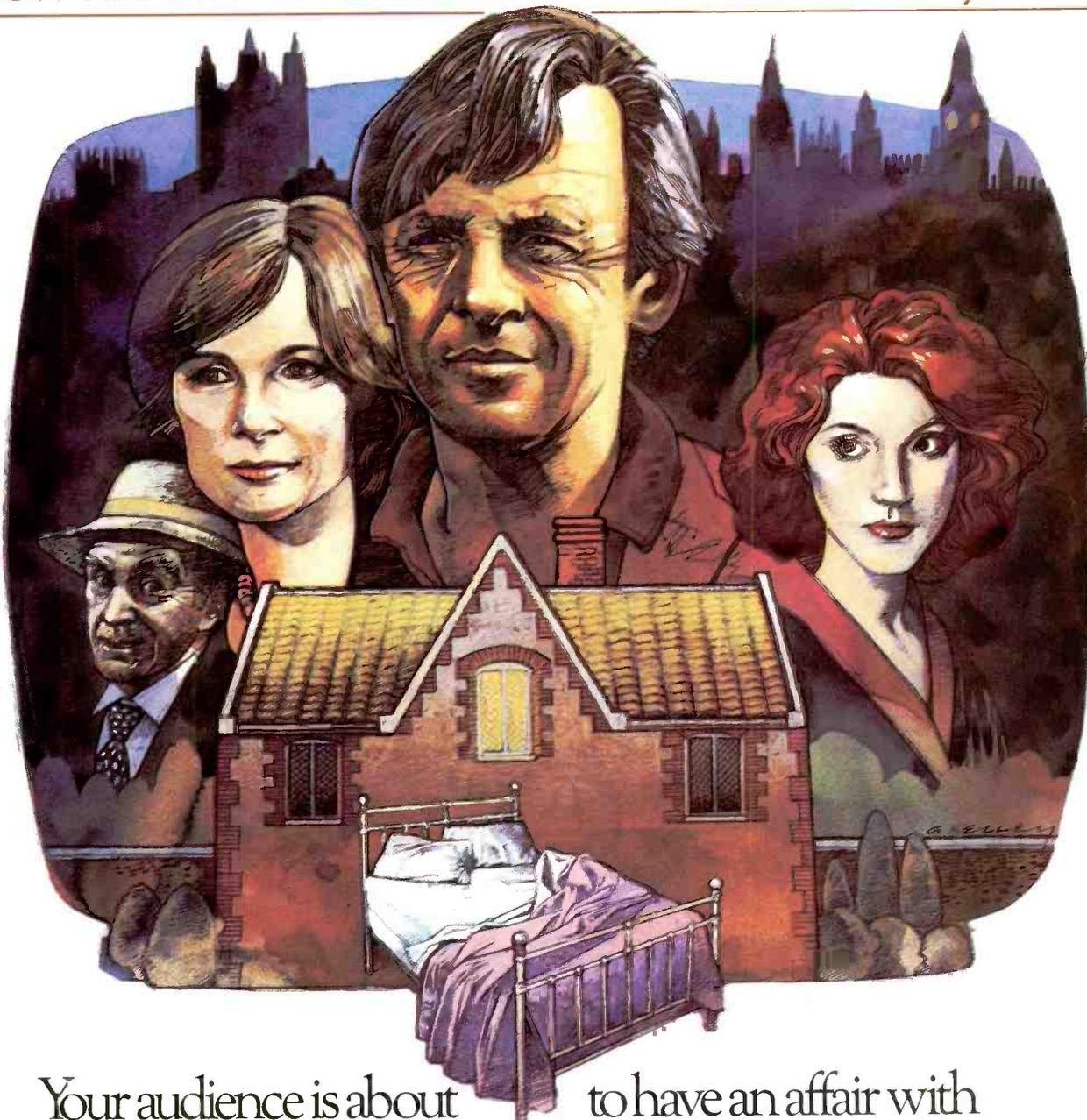
the top 25 on a households basis, this category did considerably better among the syndicated shows ranked 26-50. Six hour-long dramas surfaced among the second 25. They were: *Charlie's Angels*, 26th with a 6.1 rating in 59 markets; *CHiPS Patrol*, 26th/6.1/49; *Barnaby Jones*, 30th/5.9/16; *BJ and Lobo*, 32nd/5.8/14; *Eight Is Enough*, 39th/5.5/58; and *Star Trek*, 42nd/5.2/66.

There were also six sitcoms among the second 25 shows, as measured by NSI. They were: *One Day at a Time*, 29th with a 6.0 rating in 31 markets; *Welcome Back Kotter*, 30th/5.9/34; *Mork and*

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Your audience is about to have an affair with
A MARRIED MAN

Tribune Productions, syndicators of this year's top new show, Siskel and Ebert "At The Movies," proudly announces "A Married Man," a powerful new mini-series drama written and directed by an Emmy and Golden Globe award-winning team.

Anthony Hopkins is brilliant in this blockbuster thriller where power, lust, greed and jealousy

ultimately lead to murder – and riveting entertainment. Ciaran Madden, John Le Mesurier and Lise Hilboldt round out the cast.

This first-run programming is available for the first time anywhere at NATPE. Don't miss this opportunity to bring "A Married Man" home to your market.

TRIBUNE
Productions Inc.

Visit Suite 2861 at the Las Vegas NATPE convention for more information.

SYNDICATION STATISTICS

Syndicated shows ranked by average DMA household rating

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
M. A. S. H.	177	13.5	29	1	93.9	9.7	1	9.4	3	9.8	1	9.4	1
FAMILY FEUD PM	124	12.4	22	2	86.0	7.3	2	10.8	1	5.1	6	7.6	3
PM MAGAZINE	76	12.0	21	3	72.7	7.0	5	9.6	2	5.9	2	7.9	2
THREE'S COMPANY	104	9.6	20	4	76.1	6.9	6	6.3	9	5.1	6	5.1	12
HEE HAW	176	9.3	21	5	86.5	4.7	16	7.4	5	4.3	17	7.1	4
JEFFERSONS	94	9.1	20	6	69.5	7.2	3	6.8	8	4.7	11	4.8	15
PEOPLES COURT	136	9.0	24	7	90.2	5.6	11	7.1	6	4.1	18	5.3	11
ENTERTAINMENT TONIGH	121	8.8	18	8	79.2	5.8	10	7.0	7	4.7	11	5.5	9
TIC TAC DOUGH	89	8.6	20	9	59.8	3.9	27	7.5	4	2.5	56	4.8	15
BARNEY MILLER	126	8.5	20	10	81.5	5.5	12	6.0	11	5.0	8	5.6	7
SOLID GOLD ORG	180	7.9	19	11	96.2	7.2	3	5.9	12	5.3	4	4.6	17
DANCE FEVER	114	7.8	19	12	80.1	6.1	8	6.3	9	3.9	22	4.3	22
WKRP IN CINCINNATI	29	7.8	16	12	27.0	6.3	7	5.1	18	5.3	4	4.4	20
SMILEYS PPL P2	16	7.4	12	14	18.0	4.9	14	5.2	17	5.9	2	6.8	5
LET'S GO TO RACES	23	7.3	17	15	8.7	4.5	17	5.5	13	3.5	26	4.5	18
FIGHT BACK	22	7.0	17	16	22.6	3.7	34	5.3	15	3.5	26	4.4	20
BART STARR	6	6.9	21	17	1.9	3.4	37	3.9	29	4.8	10	5.7	6
LAVERNE AND SHIRLEY	86	6.8	17	18	61.0	4.9	14	3.9	29	3.1	33	2.7	58
LITTLE HOUSE ON THE SOAP	30	6.8	14	18	44.2	5.3	13	4.9	20	2.4	61	2.5	66
HAPPY DAYS	145	6.7	18	21	79.5	6.0	9	4.9	20	4.9	9	4.3	22
ALICE	64	6.5	15	22	36.6	4.5	17	3.7	33	3.0	36	2.6	64
HAYDEN FRY	5	6.5	24	22	1.5	2.4	75	3.5	37	4.5	14	5.6	7
JOKER'S WILD	59	6.3	18	24	50.3	2.7	58	5.3	15	1.6	124	3.2	37
PHIL DONAHUE SHOW	167	6.2	31	25	96.4	3.6	35	5.1	18	1.2	157	2.2	87
CHARLIE'S ANGEL	59	6.1	15	26	59.6	4.2	23	4.1	26	2.7	47	2.9	45
CHIPS PATROL	49	6.1	15	26	45.3	4.1	26	3.5	37	3.2	32	2.9	45
RODEO PRO TOUR	5	6.1	16	26	0.9	2.3	83	2.5	81	4.0	19	5.5	9
ONE DAY AT A TIME	31	6.0	14	29	19.8	4.4	19	4.1	26	2.6	50	2.5	66
BARNABY JONES	16	5.9	18	30	27.6	2.6	62	4.7	22	1.4	140	2.7	58
WELCOME BACK KOTTER	34	5.9	15	30	31.7	4.2	23	3.5	37	3.1	33	2.8	51
BJ AND LOBO SHOW 60	14	5.8	14	32	9.2	4.2	23	3.6	36	3.5	26	3.3	33
MEMORY-L. WELK	122	5.8	12	32	73.2	1.2	175	5.4	14	0.8	208	3.5	30
MORE REAL PEOPLE	63	5.8	15	32	45.9	2.8	53	4.0	28	2.4	61	3.4	32
MUPPET SHOW	116	5.8	14	32	78.5	3.3	40	3.2	47	2.7	47	2.7	58
MORK AND MINDY	25	5.7	13	36	20.6	3.8	30	2.8	65	3.1	33	2.3	79
SFM HOLIDAY SPECIAL	57	5.7	17	36	34.8	4.4	19	4.6	23	2.9	42	3.2	37
WHATS HAPPENING	29	5.6	16	38	27.4	3.9	27	3.2	47	2.0	91	1.8	114
AGRONSKY AND COMPANY	6	5.5	19	39	6.7	1.3	162	3.8	31	2.1	82	4.0	25
EIGHT IS ENOUGH	58	5.5	15	39	37.4	4.3	22	3.5	37	2.1	82	1.9	104
BUCK ROGERS VS PLANE	33	5.3	13	41	35.2	3.8	30	2.8	65	4.0	19	3.3	33
ALL IN THE FAMILY	97	5.2	15	42	73.9	3.3	40	3.7	33	2.6	50	3.1	39
BENNY HILL SHOW	79	5.2	15	42	71.2	3.1	45	3.1	51	4.0	19	4.2	24
STAR TREK	66	5.2	17	42	55.1	3.8	30	2.8	65	4.5	14	3.5	30
BEAR BRYANT	5	5.1	19	45	1.8	2.1	105	2.6	75	4.4	16	4.9	14
GOOD TIMES	57	5.1	14	45	51.3	3.9	27	3.3	44	2.3	67	2.1	91
HR MAGAZINE	121	5.1	21	45	75.9	2.7	58	4.4	25	0.7	221	1.6	133
THRILL SEEKERS	5	5.1	18	45	0.4	2.6	62	3.0	57	2.9	42	3.9	26
THAT'S HOLLYWOOD	13	5.0	10	49	24.6	3.3	40	3.2	47	3.6	25	3.6	27
VINCE DOOLEY	8	5.0	22	49	3.0	2.6	62	3.3	44	3.7	24	4.5	18
BRADY BUNCH	48	4.9	15	51	30.7	2.2	91	1.7	129	1.0	186	0.9	207
SCOOBY DOO	110	4.8	16	52	80.7	1.4	153	1.1	189	0.8	208	0.7	229
GLEN CAMPBELL	132	4.7	11	53	82.1	2.3	83	3.8	31	1.9	100	2.8	51
HIGH CHAPARRAL	5	4.7	20	53	3.4	3.1	45	3.1	51	3.0	36	3.0	42
LUMBERMANS 500	17	4.7	13	53	7.4	0.8	227	1.0	197	4.6	13	5.0	13
WONDER WOMAN	41	4.7	15	53	29.3	2.8	53	2.5	81	2.5	56	2.3	79
GRIZZLY ADAMS - LIFE	38	4.6	15	57	32.7	3.2	43	3.5	37	1.9	100	2.2	87
HAWAII 5-0	60	4.6	16	57	55.5	2.6	62	3.3	44	2.3	67	3.0	42

Source for demographic ratings: A.C. Nielsen (Cassandra), November, 1982. DMA program averages are weighted by market universe. Syndicated shows aired in five or more markets.

NUMBER ONE



#	1	NOVEMBER	'81
#	1	FEBRUARY	'82
#	1	MAY	'82
#	1	NOVEMBER	'82

The #1 first-run strip has just been renewed by the NBC O&Os for the new '83-'84 season.

Goodson-Todman's

FAMILY FEUD

Hosted by Richard Dawson



SOURCE: Nielsen ROSP, November 1981, 1982; February 1982; May 1982. Audience estimates subject to qualifications available on request.

SYNDICATION STATISTICS

Syndicated shows (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
YOU ASKED FOR IT	76	4.6	11	57	66.1	2.3	83	3.1	51	2.3	67	3.1	39
BATTLESTAR GALACTICA	31	4.5	12	60	33.2	3.0	50	2.4	86	3.4	29	2.7	58
LASSIE	7	4.5	15	60	7.0	3.1	45	2.8	65	2.5	56	2.3	79
JIM ROCKFORD	77	4.5	17	60	56.6	2.7	58	3.0	57	2.6	50	2.9	45
SANDFORD AND SON	68	4.5	13	60	50.2	3.4	37	3.0	57	2.9	42	2.8	51
WHITE SHADOW	8	4.5	10	60	21.8	3.6	35	2.8	65	2.8	46	2.2	87
CAROL BURNETT & FRIE	34	4.4	13	65	31.0	2.6	62	3.2	47	1.7	115	2.3	79
MERV GRIFFIN SHOW	46	4.4	12	65	45.5	1.4	153	3.7	33	0.8	208	2.0	97
PINK PANTHER	36	4.4	15	65	47.9	1.3	162	1.0	197	1.0	186	0.8	218
CHLLG-SUPERFRIEND	10	4.4	14	65	20.3	1.1	186	0.8	241	0.9	198	0.7	229
TOM AND JERRY	95	4.4	19	65	71.4	1.4	153	1.2	170	1.0	186	0.9	207
VEGAS	9	4.4	12	65	5.0	3.0	50	3.1	51	2.6	50	2.7	58
CARTER COUNTRY	22	4.3	17	71	10.7	2.2	91	3.1	51	2.5	56	3.1	39
NFL'S BEST EVER	9	4.3	12	71	11.8	1.8	121	2.0	118	3.4	29	3.6	27
TARZAN	27	4.3	17	71	25.7	2.9	52	2.5	81	2.6	50	2.4	73
WALTONS	77	4.3	16	71	57.8	3.1	45	3.4	43	1.2	157	1.5	140
JOHNNY MAJORS	5	4.2	18	75	2.1	1.3	162	1.9	123	3.3	31	3.6	27
YOUNG PEOPLE'S SPCL	74	4.2	13	75	52.7	2.6	62	3.1	51	1.8	107	2.1	91
BLONDIE	8	4.1	15	77	7.3	3.4	37	2.7	72	2.3	67	1.8	114
ROY ROGERS SHOW	5	4.1	16	77	3.4	2.8	53	2.4	86	1.8	107	2.3	79
WILD KINGDOM	153	4.1	12	77	72.0	2.1	105	2.8	65	2.2	78	2.9	45
MAVERICK	8	4.0	12	80	6.5	2.8	53	2.9	61	2.5	56	2.5	66
ALIAS SMITH-JONES	13	3.9	12	81	5.5	2.3	83	2.2	98	2.4	61	2.6	64
BOB BRAUN	8	3.9	16	81	5.1	1.9	115	3.5	37	0.4	269	1.1	180
SHIRLEY TEMPLE SHOW	18	3.9	15	81	11.2	3.2	43	2.6	75	1.7	115	1.4	149
JACQUES COUSTEAU	8	3.8	14	84	6.7	1.2	175	2.2	98	1.7	115	2.5	66
SAINT	9	3.8	10	84	14.0	2.5	70	2.7	72	3.0	36	3.3	33
SOUL TRAIN	60	3.8	15	84	44.1	3.8	30	3.0	57	2.3	67	1.9	104
THREE STOOGES	20	3.8	16	84	30.7	2.2	91	1.6	141	2.4	61	1.9	104
BEVERLY HILLBILLIES	54	3.7	12	88	28.3	2.2	91	2.1	110	2.0	91	1.9	104
JACK ANDERSON	60	3.7	11	88	53.1	1.5	146	2.8	65	1.3	147	2.4	73
KOJAK	16	3.7	11	88	30.8	2.0	110	2.4	86	1.9	100	2.5	66
NASHVILLE MUSIC	112	3.7	12	88	48.1	1.6	134	2.9	61	1.4	140	2.4	73
SESAME STREET	5	3.7	19	88	0.8	1.6	134	1.2	170	0.4	269	0.4	285
CHMP WRESTLING	128	3.7	15	88	78.3	1.8	121	1.7	129	3.0	36	3.0	42
BUGS BUNNY	68	3.6	18	94	58.1	1.2	175	0.9	216	1.1	174	0.9	207
GILLIGAN'S ISLAND	62	3.6	14	94	49.0	1.8	121	1.4	154	1.2	157	1.0	194
GOSPEL SING JUBILEE	28	3.6	28	94	9.1	1.7	129	2.9	61	1.5	133	2.5	66
KUNG FU	47	3.6	12	94	44.8	2.4	75	2.1	110	3.0	36	2.7	58
SIX MILLION DOLLAR M	37	3.6	17	94	34.4	2.4	75	2.1	110	1.7	115	1.5	140
ANDY GRIFFITH SHOW	61	3.5	14	99	40.8	2.3	83	2.2	98	1.8	107	1.9	104
COUNTRY JAMBOREE	23	3.5	10	99	9.2	2.6	62	2.6	75	2.0	91	2.1	91
ENTERTAINMENT-WK R60	5	3.5	6	99	14.2	3.1	45	2.9	61	2.3	67	2.4	73
GUNSMOKE	53	3.5	14	99	28.9	2.1	105	2.3	91	2.2	78	2.4	73
NEW WILDERNESS	80	3.5	11	99	50.4	1.5	146	2.1	110	2.2	78	2.5	66
STEVE SLOAN	5	3.5	15	99	0.7	2.3	83	2.7	72	2.7	47	2.9	45
AT THE MOVIES	87	3.4	11	105	71.3	2.4	75	2.3	91	2.4	61	2.2	87
WILD-WORLD-ANIMALS	11	3.4	13	105	13.4	1.9	115	2.3	91	2.0	91	2.3	79
WOODY WOODPECKER & F	58	3.4	16	105	53.6	1.0	198	0.8	241	0.7	221	0.6	245
BOB NEWHART SHOW	38	3.3	11	108	34.8	2.4	75	2.2	98	2.0	91	2.0	97
COURTSHIP OF EDDIE'S	6	3.3	12	108	3.5	1.7	129	1.7	129	1.0	186	1.1	180
ENTERTAINMENT THIS W	117	3.3	15	108	84.3	2.5	70	2.6	75	1.8	107	1.8	114
FLINTSTONES	69	3.3	14	108	63.2	1.2	175	0.9	216	0.6	239	0.5	267
HANNA BARBERA-CARTNS	6	3.3	9	108	8.7	2.5	70	2.5	81	2.9	42	2.8	51
HARDY BOYS/NANCY DRE	84	3.3	11	108	66.3	2.5	70	2.1	110	1.7	115	1.6	133
INCREDIBLE HULK	27	3.3	11	108	25.5	2.5	70	2.1	110	2.1	82	1.8	114
IN SEARCH OF ...	57	3.3	9	108	58.6	2.1	105	2.2	98	2.3	67	2.3	79
JETSONS	52	3.3	22	108	31.8	1.4	153	1.0	197	1.2	157	0.9	207

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SYNDICATION STATISTICS

Syndicated shows (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
POP GOES THE COUNTR	93	3.3	12	108	39.7	1.7	129	2.6	75	1.2	157	2.1	91
AUBURN FOOTBALL	5	3.2	11	118	3.0	1.2	175	1.5	147	2.6	50	2.8	51
BIG VALLEY	60	3.2	15	118	45.7	2.2	91	2.2	98	1.5	133	1.6	133
BONANZA	56	3.2	13	118	41.0	1.8	121	2.2	98	1.6	124	1.8	114
DARK SHADOWS	19	3.2	12	118	8.9	2.8	53	2.5	81	1.2	157	1.1	180
FELIX AND OSCAR	27	3.2	9	118	33.5	2.7	58	2.4	86	2.3	67	2.0	97
STARSKY AND HUTCH	29	3.2	12	118	33.7	2.6	62	2.3	91	2.0	91	1.9	104
VALLEY OF DINOSAURS	7	3.2	17	118	5.2	2.2	91	1.6	141	1.6	124	1.2	168
ABBOTT AND COSTELLO	19	3.1	14	125	15.0	2.2	91	1.7	129	2.3	67	1.8	114
AMAZING ANIMALS	61	3.1	8	125	52.2	2.2	91	2.2	98	1.7	115	1.9	104
BULLSEYE	7	3.1	15	125	5.9	1.1	186	2.3	91	0.5	250	1.2	168
IRONSIDE - RAYMOND B	10	3.1	15	125	15.5	1.6	134	2.3	91	0.9	198	1.4	149
MARY TYLER MOORE SHO	69	3.1	12	125	59.6	2.1	105	2.2	98	1.4	140	1.5	140
MIKE WHITE	5	3.1	18	125	1.4	1.6	134	1.7	129	2.4	61	2.8	51
NASHVILLE ON THE ROA	76	3.1	11	125	36.9	1.7	129	2.6	75	1.2	157	2.0	97
COWBOY WEEKLY	15	3.0	11	132	6.3	1.2	175	1.5	147	1.6	124	2.1	91
HERE'S RICHARD	83	3.0	8	132	63.2	2.2	91	2.1	110	1.5	133	1.6	133
LAW WORKS	9	3.0	11	132	13.1	1.6	134	1.3	162	1.3	147	1.6	133
MATCH GAME PM	12	3.0	14	132	19.2	1.1	186	2.3	91	0.7	221	1.3	160
SOAP WORLD M-F	74	3.0	14	132	62.0	2.3	83	2.4	86	0.5	250	0.6	245
TWILIGHT ZONE	47	3.0	11	132	45.2	2.2	91	1.8	126	2.2	78	1.9	104
AMERICAN TOP 10	108	2.9	14	138	73.4	2.2	91	1.7	129	1.5	133	1.3	160
CARD SHARKS	7	2.9	16	138	11.2	1.3	162	2.2	98	0.5	250	1.0	194
COMBAT	5	2.9	16	138	1.4	1.7	129	1.6	141	2.1	82	2.0	97
EARLE BRUCE	7	2.9	12	138	4.8	0.8	227	1.0	197	2.1	82	2.3	79
LITTLE RASCALS	36	2.9	18	138	38.1	1.3	162	1.1	189	1.2	157	1.1	180
LONE RANGER	33	2.9	15	138	23.5	1.9	115	1.7	129	1.8	107	1.7	123
BEWITCHED	38	2.8	11	144	33.1	1.9	115	1.5	147	1.0	186	0.9	207
BIONIC WOMAN	23	2.8	11	144	21.4	1.9	115	1.6	141	1.6	124	1.4	149
DANIEL BOONE	17	2.8	9	144	13.6	2.0	110	2.1	110	1.7	115	1.7	123
FRED FLINTSTONE AND	11	2.8	14	144	14.6	1.1	186	0.7	258	0.4	269	0.3	305
JOSIE AND PUSSYCATS	7	2.8	15	144	16.6	1.0	198	0.7	258	0.5	250	0.4	285
RAWHIDE	13	2.8	9	144	10.6	2.3	83	2.0	118	2.1	82	1.9	104
RICHARD SIMMONS	156	2.8	15	144	91.3	2.4	75	2.2	98	0.4	269	0.5	267
SOLID GOLD RPT	57	2.8	10	144	41.8	2.4	75	2.0	118	1.6	124	1.4	149
DAFFY DUCK & PORKY P	16	2.7	16	152	14.8	0.9	207	0.7	258	0.8	208	0.6	245
BACKSTAGE AT GRAND O	55	2.7	9	152	23.2	1.4	153	2.2	98	1.2	157	1.7	123
HERES LUCY	46	2.7	11	152	40.5	1.6	134	1.7	129	1.2	157	1.3	160
LEAVE IT TO BEAVER	41	2.7	11	152	37.5	1.8	121	1.4	154	1.4	140	1.1	180
MADAME PLC M-F	47	2.7	9	152	54.7	2.2	91	1.8	126	1.9	100	1.6	133
MAUDE	9	2.7	10	152	10.8	2.2	91	2.0	118	1.4	140	1.3	160
RIFLEMAN	16	2.7	12	152	20.4	2.0	110	1.7	129	1.8	107	1.7	123
SO YOU-GOT TROUBLE	94	2.7	12	152	69.6	1.6	134	2.0	118	1.0	186	1.2	168
VOYAGE-BOTTOM OF SEA	10	2.7	11	152	9.7	2.0	110	1.5	147	2.1	82	1.8	114
WILD WILD WEST	29	2.7	10	152	27.9	1.9	115	1.6	141	2.0	91	1.8	114
BOZO'S BIG TOP	6	2.6	14	162	7.6	1.0	198	0.8	241	0.5	250	0.4	285
HARRY-O	5	2.6	8	162	4.4	1.6	134	1.7	129	2.0	91	2.4	73
HEALTHBEAT	40	2.6	7	162	35.1	1.3	162	1.9	123	1.2	157	1.5	140
HOGAN'S HEROES	51	2.6	11	162	42.5	1.4	153	1.3	162	1.7	115	1.8	114
I LOVE LUCY	53	2.6	12	162	46.6	2.2	91	1.7	129	1.0	186	0.9	207
NFL WEEK-REVIEW	53	2.6	9	162	51.9	0.8	227	1.2	170	1.9	100	2.0	97
SAT NITE ROCKS	73	2.6	12	162	68.0	2.0	110	1.4	154	2.3	67	1.7	123
SUPERMAN	15	2.6	11	162	12.7	1.5	146	1.2	170	1.8	107	1.5	140
TOM LANDRY	16	2.6	14	162	7.0	0.7	243	0.9	216	2.1	82	2.1	91
WANTED DEAD OR ALIVE	10	2.6	10	162	3.6	1.8	121	1.6	141	1.8	107	1.7	123
DICK VAN DYKE SHOW	26	2.5	11	172	26.7	1.6	134	1.4	154	1.4	140	1.4	149
KIDSWORLD	56	2.5	13	172	50.4	0.9	207	0.8	241	1.5	133	1.3	160
MUNSTERS	19	2.5	9	172	29.3	1.2	175	0.9	216	0.9	198	0.8	218



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SYNDICATION STATISTICS

Syndicated shows (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
PENN STATE FOOTBALL	5	2.5	10	172	5.1	0.9	207	1.4	154	2.1	82	2.9	45
PERRY MASON	22	2.5	11	172	20.6	1.8	121	1.8	126	1.1	174	1.2	168
POPEYE	46	2.5	13	172	52.7	0.7	243	0.5	287	0.5	250	0.4	285
ADDAMS FAMILY	13	2.4	13	178	10.5	1.6	134	1.2	170	1.4	140	1.1	180
F TROOP	12	2.4	9	178	20.1	1.4	153	1.0	197	0.9	198	0.8	218
GOMER PYLE, USMC	22	2.4	9	178	19.2	1.3	162	1.3	162	1.3	147	1.3	160
SCAA CAN-AM	12	2.4	7	178	11.4	0.9	207	1.0	197	1.9	100	2.0	97
SHA-NA-NA	61	2.4	9	178	49.4	1.5	146	1.4	154	1.3	147	1.2	168
WOODS WORKSHOP	9	2.4	8	178	2.8	0.6	259	1.2	170	0.8	208	1.4	149
BATTLE OF THE PLANET	11	2.3	14	184	11.5	0.5	267	0.4	307	0.6	239	0.4	285
NEW CASPER CARTOON	18	2.3	12	184	23.7	0.5	267	0.4	307	0.3	291	0.3	305
FLIPPER	12	2.3	13	184	17.9	1.4	153	1.1	189	0.7	221	0.6	245
I DREAM OF JEANNIE	25	2.3	10	184	27.3	1.3	162	1.2	170	1.1	174	1.1	180
PAUL ANKA	9	2.3	6	184	5.3	1.3	162	1.9	123	0.8	208	1.1	180
PAUL HOGAN	8	2.3	6	184	11.1	2.4	75	1.7	129	3.9	22	2.8	51
PLS DON'T EAT CAISIE	6	2.3	9	184	12.8	1.5	146	1.2	170	0.6	239	0.5	267
BURNS AND ALLEN	5	2.2	11	191	5.4	1.5	146	1.4	154	0.7	221	0.8	218
EMERGENCY	38	2.2	11	191	36.0	1.3	162	1.2	170	1.2	157	1.2	168
GENTLE BEN	8	2.2	13	191	6.7	1.2	175	1.0	197	0.7	221	0.6	245
JONNY QUEST	33	2.2	17	191	15.0	1.0	198	0.7	258	0.6	239	0.5	267
OUTER LIMITS	9	2.2	7	191	20.4	1.8	121	1.2	170	1.6	124	1.4	149
RAT PATROL	14	2.2	9	191	11.5	0.8	227	0.9	216	1.9	100	1.7	123
RHODA	10	2.2	9	191	19.0	1.6	134	1.5	147	0.8	208	0.8	218
STREETS OF SAN FRANC	20	2.2	10	191	26.2	1.0	198	1.5	147	0.9	198	1.4	149
ADAM-12	14	2.1	8	199	16.3	1.1	186	1.2	170	2.0	91	1.6	133
A HITCHCOCK PRESENTS	7	2.1	9	199	10.0	1.0	198	1.0	197	1.0	186	1.1	180
INVADERS	5	2.1	9	199	4.0	1.5	146	1.2	170	1.7	115	1.5	140
MISSION IMPOSSIBLE	16	2.1	10	199	25.3	1.2	175	1.3	162	1.1	174	1.2	168
NASHVILLE SWING	5	2.1	6	199	1.9	1.0	198	1.5	147	0.9	198	1.7	123
BATMAN	19	2.0	10	204	15.0	1.1	186	0.8	241	0.7	221	0.5	267
FRED AKERS	6	2.0	11	204	1.1	0.5	267	0.6	276	1.6	124	1.7	123
LOST IN SPACE	7	2.0	10	204	7.2	1.3	162	1.0	197	1.2	157	0.9	207
MADAME PLACE 60	89	2.0	11	204	62.3	1.6	134	1.3	162	1.3	147	1.2	168
MIGHTY MOUSE/POPEYE	11	2.0	11	204	14.6	0.5	267	0.4	307	0.3	291	0.2	336
SOUTHERN SPORTSMAN	14	2.0	9	204	5.5	1.1	186	1.2	170	1.3	147	1.5	140
SPIDERMAN	16	2.0	10	204	16.2	0.8	227	0.6	276	0.7	221	0.5	267
UNCLE FLOYD	6	2.0	10	204	14.4	0.9	207	0.8	241	1.3	147	1.0	194
COORS OUTDOORSMAN	14	1.9	6	212	9.8	0.9	207	1.0	197	1.3	147	1.7	123
DR. SNUGGLES	30	1.9	14	212	33.7	0.8	227	0.6	276	0.3	291	0.3	305
GREAT SPORTS LEGENDS	64	1.9	7	212	44.9	0.7	243	0.9	216	1.2	157	1.2	168
LAUREL AND HARDY	10	1.9	12	212	12.0	0.9	207	0.9	216	1.6	124	1.4	149
MCHALE'S NAVY	13	1.9	8	212	16.2	0.9	207	0.9	216	0.9	198	1.0	194
SGT PRESTON OF YUKON	11	1.9	11	212	11.7	0.9	207	0.9	216	1.1	174	1.1	180
THIS WEEK IN FTBL	5	1.9	9	212	2.8	0.5	267	0.6	276	0.8	208	1.1	180
AGRICULTURE U.S.A.	5	1.8	8	219	6.5	0.9	207	1.1	189	1.2	157	1.5	140
BARETTA	6	1.8	7	219	5.4	1.0	198	1.1	189	1.1	174	1.2	168
BEST-MIDNIGHT SPCL	101	1.8	9	219	74.8	1.4	153	1.3	162	1.1	174	0.9	207
CHARLIE CHAN	8	1.8	8	219	7.0	1.1	186	1.0	197	1.2	157	1.2	168
ENT TONITE R30	13	1.8	11	219	24.1	1.2	175	1.3	162	0.7	221	0.6	245
FAMILY AFFAIR	12	1.8	9	219	9.5	1.1	186	0.8	241	0.7	221	0.7	229
GREEN ACRES	10	1.8	7	219	12.5	0.9	207	0.9	216	0.8	208	0.7	229
MARCUS WEIBY, M.D.	14	1.8	9	219	25.6	1.3	162	1.2	170	0.6	239	0.7	229
NFL WEEKLY MAGAZINE	49	1.8	7	219	51.9	0.3	312	0.5	287	1.5	133	1.5	140
SHOPSMITH	30	1.8	6	219	8.8	0.8	227	0.9	216	1.3	147	1.4	149
WILDLIFE ADVENTURES	6	1.8	11	219	16.6	0.5	267	0.8	241	1.1	174	1.2	168
DONNIE DUNCAN	7	1.7	7	230	2.0	0.8	227	0.7	258	1.5	133	1.3	160
FACE TO FACE	10	1.7	6	230	8.8	0.5	267	0.9	216	0.7	221	1.1	180
GET SMART	18	1.7	6	230	16.2	0.9	207	0.8	241	1.3	147	1.0	194

**26 ALL NEW SHOWS
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Source: November, 1982 Nielsen Report on Syndicated Programs

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SYNDICATION STATISTICS

Syndicated shows (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
GREAT SPACE COASTER	69	1.7	11	230	72.0	0.5	267	0.3	335	0.2	323	0.1	370
HONEYMOONERS	12	1.7	5	230	9.1	0.7	243	0.9	216	2.3	67	1.9	104
KROFFT SUPER STARS	15	1.7	10	230	20.6	0.5	267	0.3	335	0.2	323	0.1	370
ONE OF A KIND	5	1.7	13	230	2.9	0.3	312	0.2	364	0.2	323	0.3	305
OUTDOOR SPORTSMAN	9	1.7	10	230	1.7	0.9	207	1.0	197	1.0	186	1.3	160
US FARM REPORT	33	1.7	14	230	11.1	0.6	259	0.9	216	0.7	221	1.0	194
BARRY FARBER	25	1.6	9	239	26.8	0.6	259	0.9	216	1.2	157	1.4	149
COUPLES	18	1.6	8	239	17.2	1.1	186	1.3	162	0.4	269	0.5	267
FITNESS-MOTIVATION	11	1.6	7	239	2.8	0.5	267	0.5	287	0.7	221	1.1	180
HOOR OF POWER	155	1.6	11	239	93.4	0.5	267	1.4	154	0.3	291	0.7	229
HUCKLEBERRY HOUND	10	1.6	13	239	11.5	0.4	296	0.4	307	0.3	291	0.3	305
MEDICAL CENTER	5	1.6	10	239	4.5	0.9	207	1.2	170	0.6	239	0.7	229
PORTRAIT OF A LEGEND	46	1.6	7	239	31.7	0.8	227	0.9	216	0.8	208	0.8	218
S.W.A.T.	6	1.6	8	239	3.4	0.9	207	0.9	216	0.9	198	1.0	194
TAKE MY WORD FOR IT	10	1.6	8	239	5.2	0.9	207	1.2	170	0.4	269	0.5	267
UNDERDOG	32	1.6	10	239	18.4	0.4	296	0.3	335	0.3	291	0.2	336
VIRGINIAN	6	1.6	8	239	4.1	1.1	186	1.1	189	0.8	208	0.9	207
CHICO AND THE MAN	6	1.5	12	250	3.2	1.0	198	0.7	258	0.7	221	0.6	245
ERIC SEVAREID'S CHRO	5	1.5	5	250	9.7	0.8	227	0.9	216	0.6	239	0.8	218
INSIGHT	48	1.5	7	250	43.6	1.3	162	1.2	170	0.5	250	0.6	245
LAUGH TRAX	80	1.5	7	250	69.9	1.2	175	0.9	216	1.1	174	0.9	207
MR. MOON-CIRCUS	12	1.5	19	250	11.4	0.4	296	0.3	335	0.2	323	0.2	336
ORAL ROBERTS	187	1.5	10	250	98.2	0.6	259	1.2	170	0.3	291	0.7	229
ROOKIES	6	1.5	10	250	10.9	0.9	207	0.9	216	0.5	250	0.7	229
VICTORY AT SEA	5	1.5	5	250	8.4	0.4	296	0.4	307	1.0	186	1.0	194
WALL ST JOURNAL	27	1.5	4	250	41.6	0.5	267	0.8	241	0.7	221	1.0	194
BOBBY BOWDEN	9	1.4	6	259	5.2	0.7	243	0.9	216	1.0	186	1.1	180
BUCKROO SPER HEROES	5	1.4	6	259	2.9	0.4	296	0.3	335	0.3	291	0.2	336
CISCO KID	5	1.4	7	259	5.2	0.8	227	0.7	258	1.1	174	1.0	194
DAVID SUSSKIND SHOW	5	1.4	10	259	12.6	0.8	227	1.2	170	0.5	250	0.6	245
FOCUS	19	1.4	5	259	8.4	0.5	267	0.8	241	0.5	250	0.7	229
IT TAKES A THIEF	11	1.4	5	259	8.1	0.9	207	0.9	216	1.1	174	1.0	194
LOVE, AMERICAN STYLE	6	1.4	6	259	10.8	0.7	243	0.7	258	0.4	269	0.5	267
MAKIN IT	7	1.4	11	259	9.2	0.6	259	0.5	287	0.3	291	0.3	305
MORMON CHOIR	14	1.4	14	259	8.2	0.7	243	1.0	197	0.9	198	1.0	194
SPORTS BILLY	29	1.4	11	259	21.4	0.3	312	0.2	364	0.2	323	0.2	336
CNN HEADLINE NEWS	72	1.3	10	269	48.7	0.5	267	0.8	241	0.5	250	0.8	218
EVE AT IMPROV	67	1.3	13	269	36.3	0.8	227	0.6	276	1.0	186	0.8	218
HANDS ON	11	1.3	8	269	5.7	0.3	312	0.5	287	0.8	208	0.8	218
MASS FOR SHUT-INS	16	1.3	10	269	15.1	0.3	312	1.1	189	0.2	323	0.6	245
MY THREE SONS	22	1.3	8	269	25.0	1.1	186	0.9	216	0.5	250	0.4	285
PETTICOAT JUNCTION	10	1.3	7	269	9.7	0.7	243	0.7	258	0.5	250	0.5	267
ROCKY AND HIS FRIEND	41	1.3	11	269	24.7	0.5	267	0.4	307	0.4	269	0.3	305
SPEED RACER	6	1.3	6	269	6.5	0.5	267	0.4	307	0.4	269	0.3	305
STAR BLAZERS	6	1.3	6	269	7.4	0.2	334	0.2	364	0.5	250	0.3	305
THAT AWFUL QUIZ SHOW	5	1.3	5	269	8.7	0.5	267	0.8	241	0.4	269	0.7	229
TOM COITTE	34	1.3	8	269	43.1	0.7	243	1.0	197	0.3	291	0.4	285
ACC FOOTBALL	14	1.2	7	280	9.1	0.5	267	0.4	307	1.1	174	1.0	194
BANANA SPLITS-FRND	7	1.2	11	280	10.8	0.3	312	0.2	364	0.2	323	0.1	370
FANTASTIC VOYAGE	6	1.2	8	280	2.7	0.4	296	0.4	307	0.4	269	0.3	305
INCREASE FAITH	8	1.2	8	280	15.6	0.8	227	1.0	197	0.5	250	0.6	245
IN TOUCH	19	1.2	5	280	15.3	0.4	296	0.9	216	0.4	269	0.7	229
REV JIMMY SWAGGART	180	1.2	10	280	95.8	0.7	243	1.0	197	0.5	250	0.7	229
JOURNEY TO ADVENTURE	16	1.2	4	280	12.2	0.3	312	1.1	189	0.3	291	0.3	305
LOWELL LUNDSTROM	40	1.2	13	280	10.9	0.5	267	1.0	197	0.3	291	0.6	245
MIRACLE REV HR	6	1.2	18	280	0.8	0.6	259	1.0	197	0.2	323	0.6	245
CATHEDRAL TOMORROW	183	1.2	8	280	96.9	0.4	296	1.0	197	0.3	291	0.6	245
AVENGERS	6	1.1	3	290	6.8	0.7	243	0.7	258	0.7	221	0.9	207

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Directed by Paulo Afonso Grisolli and Luiz Antonio Piá.

With Nelson Xavier, Tania Alves, Roberto Bonfim, José Dumont and Jofre Soares.



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SYNDICATION STATISTICS

Syndicated shows (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
CALVARY TEMPLE	10	1.1	6	290	2.5	0.5	267	0.8	241	0.4	269	0.6	245
GRAND PRIX ALSTR	27	1.1	7	290	29.8	0.5	267	0.4	307	0.3	291	0.2	336
INN NEWS/INDEPENDENT	55	1.1	4	290	50.3	0.5	267	0.7	258	0.6	239	0.8	218
JIM WHITTINGTON	21	1.1	7	290	9.9	0.3	312	0.6	276	0.2	323	0.3	305
MIDDAY EDITION	39	1.1	5	290	41.8	0.4	296	0.6	276	0.4	269	0.6	245
REAL MCCOYS	11	1.1	7	290	5.2	0.8	227	0.7	258	0.3	291	0.4	285
ROMANCE THEATRE	79	1.1	6	290	34.5	0.8	227	0.8	241	0.3	291	0.3	305
THAT TEEN SHOW	30	1.1	5	290	33.3	0.7	243	0.7	258	0.5	250	0.4	285
BIG 10 FTBL	26	1.0	5	299	11.9	0.3	312	0.4	307	0.4	269	0.5	267
COUNTRY DAY	24	1.0	22	299	6.3	0.5	267	0.7	258	0.4	269	0.6	245
DANCE CONNECTION	9	1.0	7	299	8.8	0.9	207	0.7	258	0.7	221	0.5	267
MORNING STRETCH	66	1.0	16	299	40.0	0.9	207	0.8	241	0.3	291	0.3	305
ROMPER ROOM	28	1.0	7	299	38.2	0.2	334	0.2	364	0.1	355	0.1	370
TEXAS A M FTBL	5	1.0	2	299	3.8	0.3	312	0.4	307	0.5	250	0.6	245
THY KINGDOM COME	7	1.0	12	299	2.3	0.6	259	0.9	216	0.4	269	0.6	245
WKEND SPORTS WRAPUP	53	1.0	5	299	42.6	0.5	267	0.5	287	0.6	239	0.6	245
AGRCULTR CNTRY	6	0.9	17	307	2.9	0.3	312	0.4	307	0.3	291	0.4	285
AMERICAN CATHOLIC	6	0.9	6	307	1.6	0.2	334	0.6	276	0.3	291	0.6	245
BOWERY BOYS	5	0.9	5	307	4.4	0.7	243	0.5	287	0.6	239	0.5	267
CHR CHILDREN FUND	20	0.9	4	307	7.1	0.5	267	0.7	258	0.5	250	0.7	229
CHRIST FOR THE WORLD	15	0.9	9	307	6.2	0.4	296	0.8	241	0.3	291	0.4	285
DAVEY AND GOLIATH	8	0.9	9	307	15.4	0.5	267	0.4	307	0.2	323	0.2	336
DAY OF DISCOVERY	153	0.9	7	307	82.7	0.2	334	0.7	258	0.1	355	0.4	285
DUDLEY DO-RIGHT	15	0.9	10	307	4.8	0.3	312	0.3	335	0.3	291	0.2	336
GERRY FAUST	5	0.9	7	307	2.9	0.6	259	0.5	287	0.9	198	0.7	229
JAMES ROBISON	63	0.9	9	307	26.6	0.3	312	0.7	258	0.2	323	0.5	267
ROCK CONCERT	12	0.9	6	307	9.9	0.7	243	0.5	287	0.7	221	0.6	245
SPACE KIDETTES	11	0.9	9	307	6.2	0.3	312	0.2	364	0.3	291	0.3	305
BIG BLUE MARBLE	38	0.8	9	319	37.9	0.4	296	0.3	335	0.3	291	0.3	305
DENNIS THE MENACE	5	0.8	4	319	5.7	0.7	243	0.5	287	0.3	291	0.2	336
CHILDRENS FAMILY CL	13	0.8	3	319	23.1	0.4	296	0.3	335	0.2	323	0.3	305
LET THE BIBLE SPEAK	6	0.8	4	319	1.8	0.1	366	0.6	276	0.4	269	0.5	267
SPORTS ODESSY	5	0.8	5	319	1.9	0.7	243	0.4	307	0.2	323	0.2	336
TWICE A WOMAN	7	0.8	8	319	16.2	0.2	334	0.5	287	0.3	291	0.3	305
WALL STREET	14	0.8	3	319	10.3	0.4	296	0.5	287	0.4	269	0.5	267
AMAZING GRACE	34	0.7	8	326	13.3	0.2	334	0.5	287	0.1	355	0.4	285
BOXING	7	0.7	1	326	16.7	0.5	267	0.5	287	0.8	208	0.7	229
CHANGED LIVES	13	0.7	9	326	6.8	0.3	312	0.5	287	0.1	355	0.3	305
CHARLIE PELL	8	0.7	4	326	3.9	0.4	296	0.4	307	0.6	239	0.5	267
HERALD OF TRUTH	49	0.7	4	326	30.2	0.1	366	0.6	276	0.1	355	0.3	305
HOW TO-PETE	10	0.7	3	326	4.2	0.2	334	0.2	364	0.4	269	0.4	285
IT IS WRITTEN	58	0.7	5	326	43.2	0.2	334	0.5	287	0.2	323	0.4	285
IT'S YOUR BUSINESS	86	0.7	5	326	45.5	0.2	334	0.4	307	0.3	291	0.4	285
KROEZE BROS CRUSADE	6	0.7	5	326	1.9			0.6	276			0.4	285
LUCY SHOW	7	0.7	5	326	6.5	0.4	296	0.4	307	0.2	323	0.3	305
OL TM GSP HR/J FALWE	175	0.7	7	326	85.1	0.2	334	0.5	287	0.2	323	0.4	285
PARTRIDGE FAMILY	6	0.7	3	326	4.2	0.5	267	0.3	335	0.3	291	0.3	305
THAT GIRL	7	0.7	4	326	6.8	0.5	267	0.4	307	0.3	291	0.2	336
THIS IS THE LIFE	33	0.7	9	326	27.3	0.3	312	0.5	287	0.1	355	0.2	336
USC FOOTBALL	5	0.7	3	326	1.0	0.2	334	0.1	388	0.4	269	0.5	267
AGRICULTURE TODAY	15	0.6	13	341	13.2	0.1	366	0.3	335	0.4	269	0.4	285
700 CLUB	104	0.6	5	341	76.3	0.3	312	0.4	307	0.1	355	0.2	336
BREATH O LIFE	10	0.6	6	341	4.0	0.1	366	0.5	287	0.1	355	0.1	370
FAITH FOR TODAY	26	0.6	9	341	21.0	0.2	334	0.5	287	0.1	355	0.2	336
FREEZE FRAME	12	0.6	6	341	13.4	0.3	312	0.2	364	0.3	291	0.2	336
HOSIERS-CLSSCS	14	0.6	5	341	10.5	0.2	334	0.3	335	0.3	291	0.2	336
KEN COPELAND	125	0.6	6	341	73.8	0.3	312	0.4	307	0.2	323	0.3	305
LEONARD REPASS	12	0.6	3	341	4.6	0.2	334	0.4	307	0.2	323	0.3	305

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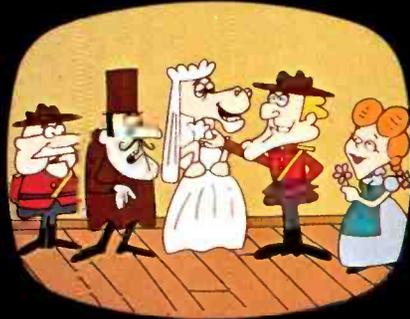
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|------------------------|---------------------------------|--------------------|
| 1. Bullwinkle | 6. Dudley Do-Right | 12. Roman Holidays |
| 2. Rocky & His Friends | 7. Young Samson | 13. Devlin |
| 3. Underdog | 8. Space Kidettes | 14. Jonny Quest |
| 4. Tennessee Tuxedo | 9. Korg | 15. The Jetsons |
| 5. Uncle Waldo | 10. Inch High, Private Eye | 16. Sport Billy |
| | 11. Wheelie & The Chopper Bunch | 17. King Leonardo |



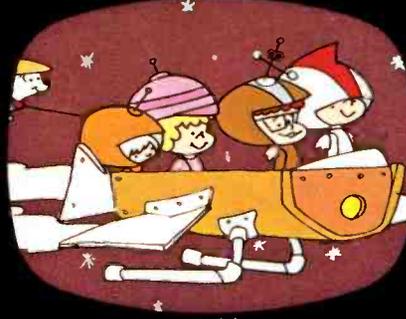
Bullwinkle, Rocky & His Friends



Underdog



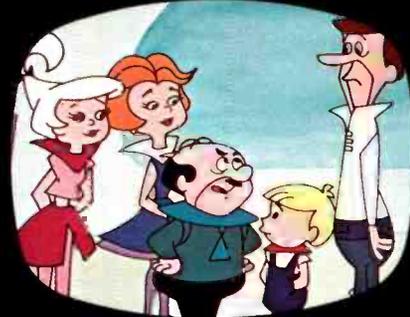
Dudley Do-Right



Space Kidettes



Jonny Quest



The Jetsons



Tennessee Tuxedo, Uncle Waldo



Sport Billy



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SYNDICATION STATISTICS

Syndicated shows (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
NEW ZOO REVIEW	27	0.6	5	341	26.8	0.2	334	0.1	388	0.1	355	0.1	370
WORLD WIDE CHURCH-GOD	112	0.6	7	341	77.4	0.2	334	0.4	307	0.2	323	0.3	305
AM RELIG TOWN HALL	7	0.5	3	351	6.6	0.1	366	0.3	335	0.1	355	0.2	336
CHRISTOPHER CLOSEUPS	17	0.5	5	351	15.8	0.1	366	0.3	335	0.1	355	0.2	336
JACK LALANNE	27	0.5	3	351	22.0	0.3	312	0.3	335	0.1	355	0.1	370
JIM BAKKER	148	0.5	5	351	77.5	0.2	334	0.4	307	0.1	355	0.2	336
DR. H. C. ESTEP	8	0.5	2	351	10.2	0.2	334	0.3	335	0.1	355	0.2	336
N. M. RE DAME FOOTBALL	20	0.5	4	351	21.2	0.1	366	0.1	388	0.3	291	0.3	305
POINT OF VIEW	6	0.5	2	351	10.9	0.1	366	0.4	307	0.2	323	0.3	305
REF. TO REEL	14	0.5	2	351	12.7	0.2	334	0.4	307	0.2	323	0.3	305
RE. DR. KENNEDY	22	0.5	4	351	13.6	0.1	366	0.3	335	0.1	355	0.2	336
SACRED HEART PROGRAM	8	0.5	12	351	4.7	0.1	366	0.3	335	0.1	355	0.3	305
TODAYS BLACK WOMAN	23	0.5	5	351	30.1	0.4	296	0.3	335	0.2	323	0.1	370
WALLY'S WORKSHOP	7	0.5	2	351	3.0	0.3	312	0.3	335	0.3	291	0.4	285
WITH THIS RING	14	0.5	11	351	4.9	0.2	334	0.2	364	0.2	323	0.3	305
YAN CAN	20	0.5	2	351	9.0	0.3	312	0.3	335	0.2	323	0.2	336
ACROSS THE FENCE	10	0.4	4	365	3.5	0.1	366	0.2	364	0.1	355	0.2	336
AG DAY	8	0.4	8	365	3.5	0.1	366	0.2	364	0.2	323	0.3	305
AMERICA'S BLK FORUM	12	0.4	2	365	14.7	0.2	334	0.2	364	0.2	323	0.2	336
ATHLETES	5	0.4	2	365	3.4	0.2	334	0.2	364	0.2	323	0.1	370
EDITORS DESK	26	0.4	1	365	30.6	0.1	366	0.3	335	0.1	355	0.2	336
ERNEST ANGLE	40	0.4	2	365	34.7	0.1	366	0.2	364	0.1	355	0.1	370
FATHER MANNING	5	0.4	4	365	2.8	0.1	366	0.3	335	0.1	355	0.1	370
GODS GOOD NEWS	13	0.4	3	365	5.2	0.2	334	0.3	335	0.1	355	0.1	370
HOT FUDGE	29	0.4	4	365	29.0	0.1	366	0.1	388			0.1	370
HUMAN DIMENSION	6	0.4	4	365	2.1	0.2	334	0.4	307	0.2	323	0.2	336
JACK VAN IMPE	88	0.4	2	365	49.1	0.2	334	0.3	335	0.1	355	0.2	336
LARRY JONES SHOW	25	0.4	4	365	10.2	0.1	366	0.3	335	0.1	355	0.2	336
MARILYN HICKEY	6	0.4	3	365	3.9	0.1	366	0.2	364			0.1	370
RICHARD HOGUE	5	0.4	2	365	2.2	0.2	334	0.3	335	0.1	355	0.2	336
SHOW MY PEOPLE	19	0.4	3	365	17.9	0.2	334	0.3	335	0.1	355	0.2	336
TENNESSEE TUXEDO	14	0.4	4	365	7.1	0.1	366	0.1	388	0.1	355	0.1	370
WORLD VISION	23	0.4	2	365	21.3	0.1	366	0.2	364	0.2	323	0.2	336
BIBLE PROPHECY	5	0.3	1	382	6.5	0.1	366	0.2	364	0.1	355	0.1	370
CARRASCOLENDAS	9	0.3	4	382	15.6	0.1	366	0.1	388				
CHARLES CAPPS	5	0.3	3	382	3.0	0.1	366	0.2	364			0.1	370
CRUSADE FOR CHRIST	6	0.3	6	382	5.4	0.2	334	0.2	364	0.2	323	0.2	336
DAWN OF NEW DAY	13	0.3	5	382	6.9	0.1	366	0.2	364	0.1	355	0.2	336
DR. W.V. GRANT	20	0.3	2	382	19.8	0.1	366	0.1	388			0.1	370
FINANCIAL NEWS	8	0.3	1	382	7.6					0.1	355	0.1	370
LAHAYES-FAMILY	8	0.3	2	382	4.2	0.2	334	0.2	364	0.1	355	0.1	370
LESSON	14	0.3	2	382	11.9	0.1	366	0.1	388			0.1	370
REV. DAVID PAUL	7	0.3	2	382	1.9	0.1	366	0.2	364	0.2	323	0.2	336
SEARCH	7	0.3	1	382	8.9	0.1	366	0.1	388	0.1	355	0.1	370
STUDY IN WORD	83	0.3	4	382	59.7	0.2	334	0.2	364	0.1	355	0.1	370
VILLA ALEGRE	6	0.3	3	382	10.7	0.1	366	0.1	388			0.1	370
WEEKEND GARDENER	5	0.3	2	382	1.8			0.3	335	0.2	323	0.1	370
WOMENS PAGE	15	0.3	2	382	9.7	0.2	334	0.3	335			0.1	370
ZOLA LEVITT	5	0.3	1	382	3.2			0.4	307			0.1	370
ANOTHER LIFE	6	0.2	1	398	3.5	0.2	334	0.2	364	0.1	355	0.1	370
ATHLETES IN ACTION	7	0.2	1	398	3.6	0.1	366	0.1	388	0.1	355	0.1	370
HEALTH FIELD	34	0.2	3	398	30.8	0.1	366	0.1	388			0.1	370
TRENDS OF LIVING	12	0.2	1	398	8.6	0.1	366	0.1	388	0.1	355	0.1	370
JOHNNY BARTON	6	0.2	3	398	8.0	0.1	366	0.1	388	0.1	355	0.1	370



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SYNDICATION STATISTICS

Syndicated shows ranked by women 18-49

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
M. A. S. H.	177	13.5	29	1	93.9	9.7	1	9.4	3	9.8	1	9.4	1
FAMILY FEUD PM	124	12.4	22	2	86.0	7.3	2	10.8	1	5.1	6	7.6	3
JEFFERSONS	94	9.1	20	6	69.5	7.2	3	6.8	8	4.7	11	4.8	15
SOLID GOLD ORG	180	7.9	19	11	96.2	7.2	3	5.9	12	5.3	4	4.6	17
PM MAGAZINE	76	12.0	21	3	72.7	7.0	5	9.6	2	5.9	2	7.9	2
THREE'S COMPANY	104	9.6	20	4	76.1	6.9	6	6.3	9	5.1	6	5.1	12
WKRP IN CINCINNATI	29	7.8	16	12	27.0	6.3	7	5.1	18	5.3	4	4.4	20
DANCE FEVER	114	7.8	19	12	80.1	6.1	8	6.3	9	3.9	22	4.3	22
SOAP	30	6.8	14	18	44.2	6.0	9	4.9	20	4.9	9	4.3	22
ENTERTAINMENT TONIGH	121	8.8	18	8	79.2	5.8	10	7.0	7	4.7	11	5.5	9
PEOPLES COURT	136	9.0	24	7	90.2	5.6	11	7.1	6	4.1	18	5.3	11
BARNEY MILLER	126	8.5	20	10	81.5	5.5	12	6.0	11	5.0	8	5.6	7
LITTLE HOUSE ON THE	121	6.8	17	18	70.2	5.3	13	4.9	20	2.4	61	2.5	66
LAVERNE AND SHIRLEY	86	6.8	17	18	61.0	4.9	14	3.9	29	3.1	33	2.7	58
SMILEYS PPL P2	16	7.4	12	14	18.0	4.9	14	5.2	17	5.9	2	6.8	5
HEE HAW	176	9.3	21	5	86.5	4.7	16	7.4	5	4.3	17	7.1	4
HAPPY DAYS	145	6.7	18	21	79.5	4.5	17	3.7	33	3.0	36	2.6	64
LET'S GO TO RACES	23	7.3	17	15	8.7	4.5	17	5.5	13	3.5	26	4.5	18
ALICE	64	6.5	15	22	36.6	4.4	19	4.5	24	3.0	36	3.3	33
ONE DAY AT A TIME	31	6.0	14	29	19.8	4.4	19	4.1	26	2.6	50	2.5	66
SFM HOLIDAY SPECIAL	57	5.7	17	36	34.8	4.4	19	4.6	23	2.9	42	3.2	37
EIGHT IS ENOUGH	58	5.5	15	39	37.4	4.3	22	3.5	37	2.1	82	1.9	104
BJ AND LOBO SHOW 60	14	5.8	14	32	9.2	4.2	23	3.6	36	3.5	26	3.3	33
CHARLIE'S ANGEL	59	6.1	15	26	59.6	4.2	23	4.1	26	2.7	47	2.9	45
WELCOME BACK KOTTER	34	5.9	15	30	31.7	4.2	23	3.5	37	3.1	33	2.8	51
CHIPS PATROL	49	6.1	15	26	45.3	4.1	26	3.5	37	3.2	32	2.9	45
GOOD TIMES	57	5.1	14	45	51.3	3.9	27	3.3	44	2.3	67	2.1	91
TIC TAC DOUGH	89	8.6	20	9	59.8	3.9	27	7.5	4	2.5	56	4.8	15
WHATS HAPPENING	29	5.6	16	38	27.4	3.9	27	3.2	47	2.0	91	1.8	114
BUCK ROGERS VS PLANE	33	5.3	13	41	35.2	3.8	30	2.8	65	4.0	19	3.3	33
MORK AND MINDY	25	5.7	13	36	20.6	3.8	30	2.8	65	3.1	33	2.3	79
SOUL TRAIN	60	3.8	15	84	44.1	3.8	30	3.0	57	2.3	67	1.9	104
STAR TREK	66	5.2	17	42	55.1	3.8	30	2.8	65	4.5	14	3.5	30
FIGHT BACK	22	7.0	17	16	22.6	3.7	34	5.3	15	3.5	26	4.4	20
PHIL DONAHUE SHOW	167	6.2	31	25	96.4	3.6	35	5.1	18	1.2	157	2.2	87
WHITE SHADOW	8	4.5	10	60	21.8	3.6	35	2.8	65	2.8	46	2.2	87
BART STARR	6	6.9	21	17	1.9	3.4	37	3.9	29	4.8	10	5.7	6
BLONDIE	8	4.1	15	77	7.3	3.4	37	2.7	72	2.3	67	1.8	114
SANDFORD AND SON	68	4.5	13	60	50.2	3.4	37	3.0	57	2.9	42	2.8	51
ALL IN THE FAMILY	97	5.2	15	42	73.9	3.3	40	3.7	33	2.6	50	3.1	39
MUPPET SHOW	116	5.8	14	32	78.5	3.3	40	3.2	47	2.7	47	2.7	58
THAT'S HOLLYWOOD	13	5.0	10	49	24.6	3.3	40	3.2	47	3.6	25	3.6	27
GRIZZLY ADAMS - LIFE	38	4.6	15	57	32.7	3.2	43	3.5	37	1.9	100	2.2	87
SHIRLEY TEMPLE SHOW	18	3.9	15	81	11.2	3.2	43	2.6	75	1.7	115	1.4	149
BENNY HILL SHOW	79	5.2	15	42	71.2	3.1	45	3.1	51	4.0	19	4.2	24
ENTERTAINMENT-WK R60	5	3.5	6	99	14.2	3.1	45	2.9	51	2.3	67	2.4	73
HIGH CHAPARRAL	5	4.7	20	53	3.4	3.1	45	3.1	51	3.0	36	3.0	42
LASSIE	7	4.5	15	60	7.0	3.1	45	2.8	65	2.5	56	2.3	79
WALTONS	77	4.3	16	71	57.8	3.1	45	3.4	43	1.2	157	1.5	140
BATTLESTAR GALACTICA	31	4.5	12	60	33.2	3.0	50	2.4	86	3.4	29	2.7	58
VEGAS	9	4.4	12	65	5.0	3.0	50	3.1	51	2.6	50	2.7	58
TARZAN	27	4.3	17	71	25.7	2.9	52	2.5	81	2.6	50	2.4	73
DARK SHADOWS	19	3.2	12	118	8.9	2.8	53	2.5	81	1.2	157	1.1	180
MAVERICK	8	4.0	12	80	6.5	2.8	53	2.9	61	2.5	56	2.5	66
MORE REAL PEOPLE	63	5.8	15	32	45.9	2.8	53	4.0	28	2.4	61	3.4	32

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If you're a program director, your name is custom imprinted on your own personal copy of "The Program Director" planners calendar.

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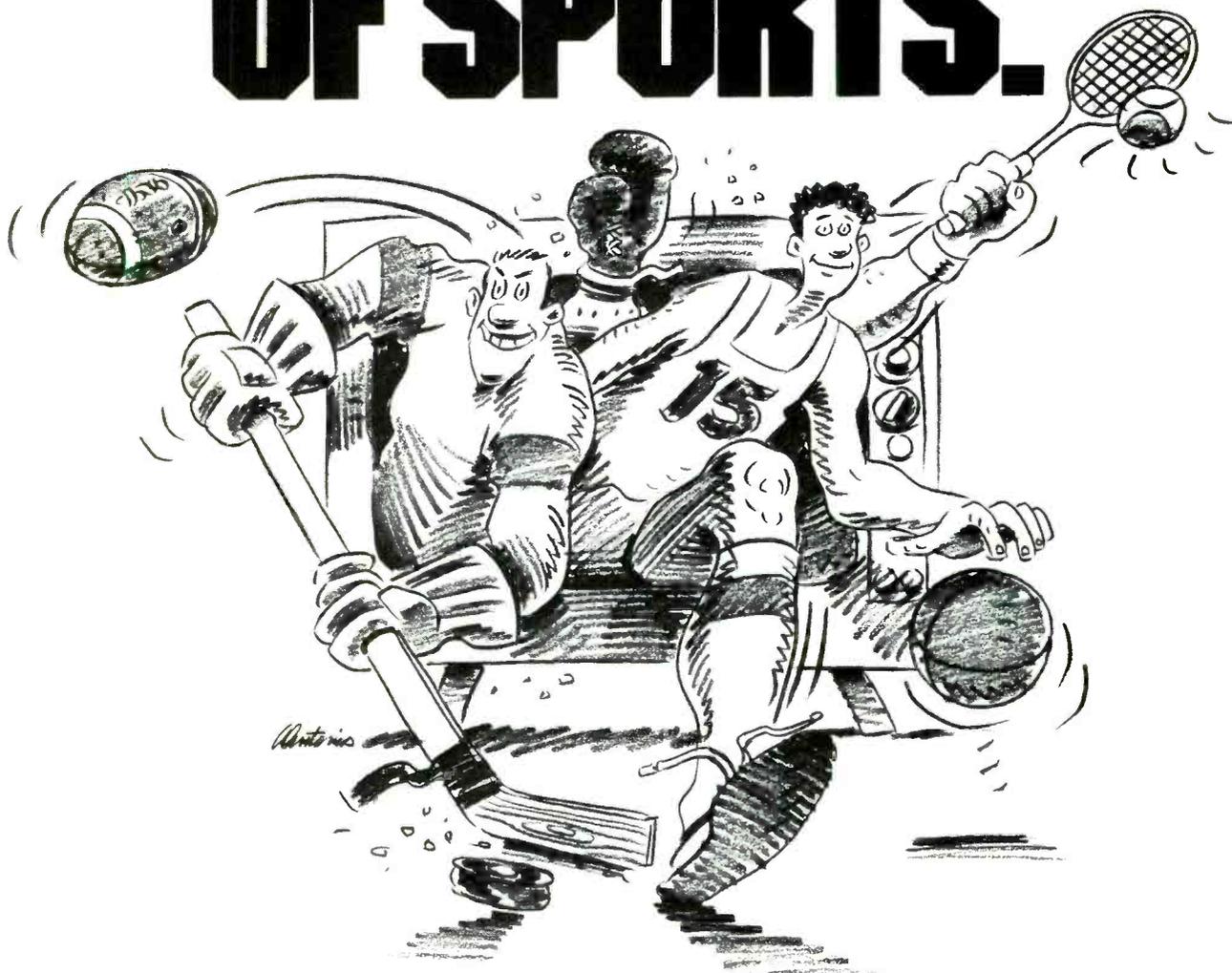


SYNDICATION STATISTICS

Women 18-49 (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
ROY ROGERS SHOW	5	4.1	16	77	3.4	2.8	53	2.4	86	1.8	107	2.3	79
WONDER WOMAN	41	4.7	15	53	29.3	2.8	53	2.5	81	2.5	56	2.3	79
HOOR MAGAZINE	121	5.1	21	45	75.9	2.7	58	4.4	25	0.7	221	1.6	133
JOKER'S WILD	59	6.3	18	24	50.3	2.7	58	5.3	15	1.6	124	3.2	37
FELIX AND OSCAR	27	3.2	9	118	33.5	2.7	58	2.4	86	2.3	67	2.0	97
JIM ROCKFORD	77	4.5	17	60	56.6	2.7	58	3.0	57	2.6	50	2.9	45
BARNABY JONES	16	5.9	18	30	27.6	2.6	62	4.7	22	1.4	140	2.7	58
CAROL BURNETT & FRIENDS	34	4.4	13	65	31.0	2.6	62	3.2	47	1.7	115	2.3	79
COUNTRY JAMBORREE	23	3.5	10	99	9.2	2.6	62	2.6	75	2.0	91	2.1	91
HAWAII 5-0	60	4.6	16	57	55.5	2.6	62	3.3	44	2.3	67	3.0	42
STARSKY AND HUTCH	29	3.2	12	118	33.7	2.6	62	2.3	91	2.0	91	1.9	104
THRILL SEEKERS	5	5.1	18	45	0.4	2.6	62	3.0	57	2.9	42	3.9	26
VINCE DOOLEY	8	5.0	22	49	3.0	2.6	62	3.3	44	3.7	24	4.5	18
YOUNG PEOPLE'S SPECIAL	74	4.2	13	75	52.7	2.6	62	3.1	51	1.8	107	2.1	91
ENTERTAINMENT THIS WEEK	117	3.3	15	108	84.3	2.5	70	2.6	75	1.8	107	1.8	114
HANNA BARBERA-CARTOONS	6	3.3	9	108	8.7	2.5	70	2.5	81	2.9	42	2.8	51
HARDY BOYS/NANCY DREW	84	3.3	11	108	66.3	2.5	70	2.1	110	1.7	115	1.6	133
INCREDIBLE HULK	27	3.3	11	108	25.5	2.5	70	2.1	110	2.1	82	1.8	114
SAINT	9	3.8	10	84	14.0	2.5	70	2.7	72	3.0	36	3.3	33
AT THE MOVIES	87	3.4	11	105	71.3	2.4	75	2.3	91	2.4	61	2.2	87
BOB NEWHART SHOW	38	3.3	11	108	34.8	2.4	75	2.2	98	2.0	91	2.0	97
HAYDEN FRY	5	6.5	24	22	1.5	2.4	75	3.5	37	4.5	14	5.6	7
KUNG FU	47	3.6	12	94	44.8	2.4	75	2.1	110	3.0	36	2.7	58
PAUL HOGAN	8	2.3	6	184	11.1	2.4	75	1.7	129	3.9	22	2.8	51
RICHARD SIMMONS	156	2.8	15	144	91.3	2.4	75	2.2	98	0.4	269	0.5	267
SIX MILLION DOLLAR M	37	3.6	17	94	34.4	2.4	75	2.1	110	1.7	115	1.5	140
SOLID GOLD RPT	57	2.8	10	144	41.8	2.4	75	2.0	118	1.6	124	1.4	149
ALIAS SMITH-JONES	13	3.9	12	81	5.5	2.3	83	2.2	98	2.4	61	2.6	64
ANDY GRIFFITH SHOW	61	3.5	14	99	40.8	2.3	83	2.2	98	1.8	107	1.9	104
GLEN CAMPBELL	132	4.7	11	53	82.1	2.3	83	3.8	31	1.9	100	2.8	51
RAWHIDE	13	2.8	9	144	10.6	2.3	83	2.0	118	2.1	82	1.9	104
RODEO PRO TOUR	5	6.1	16	26	0.9	2.3	83	2.5	81	4.0	19	5.5	9
SOAP WORLD M-F	74	3.0	14	132	62.0	2.3	83	2.4	86	0.5	250	0.6	245
STEVE SLOAN	5	3.5	15	99	0.7	2.3	83	2.7	72	2.7	47	2.9	45
YOU ASKED FOR IT	76	4.6	11	57	66.1	2.3	83	3.1	51	2.3	67	3.1	39
ABBOTT AND COSTELLO	19	3.1	14	125	15.0	2.2	91	1.7	129	2.3	67	1.8	114
AMAZING ANIMALS	61	3.1	8	125	52.2	2.2	91	2.2	98	1.7	115	1.9	104
AMERICAN TOP 10	108	2.9	14	138	73.4	2.2	91	1.7	129	1.5	133	1.3	160
BEVERLY HILLBILLIES	54	3.7	12	88	28.3	2.2	91	2.1	110	2.0	91	1.9	104
BIG VALLEY	60	3.2	15	118	45.7	2.2	91	2.2	98	1.5	133	1.6	133
BRADY BUNCH	48	4.9	15	51	30.7	2.2	91	1.7	129	1.0	186	0.9	207
CARTER COUNTRY	22	4.3	17	71	10.7	2.2	91	3.1	51	2.5	56	3.1	39
HERE'S RICHARD	83	3.0	8	132	63.2	2.2	91	2.1	110	1.5	133	1.6	133
I LOVE LUCY	53	2.6	12	162	46.6	2.2	91	1.7	129	1.0	186	0.9	207
MADAME PLC M-F	47	2.7	9	152	54.7	2.2	91	1.8	126	1.9	100	1.6	133
MAUDE	9	2.7	10	152	10.8	2.2	91	2.0	118	1.4	140	1.3	160
THREE STOOGES	20	3.8	16	84	30.7	2.2	91	1.6	141	2.4	61	1.9	104
TWILIGHT ZONE	47	3.0	11	132	45.2	2.2	91	1.8	126	2.2	78	1.9	104
VALLEY OF DINOSAURS	7	3.2	17	118	5.2	2.2	91	1.6	141	1.6	124	1.2	168
BEAR BRYANT	5	5.1	19	45	1.8	2.1	105	2.6	75	4.4	16	4.9	14
GUNSMOKE	53	3.5	14	99	28.9	2.1	105	2.3	91	2.2	78	2.4	73
IN SEARCH OF	57	3.3	9	108	58.6	2.1	105	2.2	98	2.3	67	2.3	79
MARY TYLER MOORE SHOW	69	3.1	12	125	59.6	2.1	105	2.2	98	1.4	140	1.5	140
WILD KINGDOM	153	4.1	12	77	72.0	2.1	105	2.8	65	2.2	78	2.9	45

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SYNDICATION STATISTICS

Syndicated shows ranked by men 18-49

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
M. A. S. H.	177	13.5	29	1	93.9	9.7	1	9.4	3	9.8	1	9.4	1
PM MAGAZINE	76	12.0	21	3	72.7	7.0	5	9.6	2	5.9	2	7.9	2
SMILEYS PPL P2	16	7.4	12	14	18.0	4.9	14	5.2	17	5.9	2	6.8	5
SOLID GOLD ORG	180	7.9	19	11	96.2	7.2	3	5.9	12	5.3	4	4.6	17
WKRP IN CINCINNATI	29	7.8	16	12	27.0	6.3	7	5.1	18	5.3	4	4.4	20
FAMILY FEUD PM	124	12.4	22	2	86.0	7.3	2	10.8	1	5.1	6	7.6	3
THREE'S COMPANY	104	9.6	20	4	76.1	6.9	6	6.3	9	5.1	6	5.1	12
BARNEY MILLER	126	8.5	20	10	81.5	5.5	12	6.0	11	5.0	8	5.6	7
SOAP	30	6.8	14	18	44.2	6.0	9	4.9	20	4.9	9	4.3	22
BART STARR	6	6.9	21	17	1.9	3.4	37	3.9	29	4.8	10	5.7	6
ENTERTAINMENT TONIGHT	121	8.8	18	8	79.2	5.8	10	7.0	7	4.7	11	5.5	9
JEFFERSONS	94	9.1	20	6	69.5	7.2	3	6.8	8	4.7	11	4.8	15
LUMBERMANS 500	17	4.7	13	53	7.4	0.8	227	1.0	197	4.6	13	5.0	13
HAYDEN FRY	5	6.5	24	22	1.5	2.4	75	3.5	37	4.5	14	5.6	7
STAR TREK	66	5.2	17	42	55.1	3.8	30	2.8	65	4.5	14	3.5	30
BEAR BRYANT	5	5.1	19	45	1.8	2.1	105	2.6	75	4.4	16	4.9	14
HEE HAW	176	9.3	21	5	86.5	4.7	16	7.4	5	4.3	17	7.1	4
PEOPLES COURT	136	9.0	24	7	90.2	5.6	11	7.1	6	4.1	18	5.3	11
BENNY HILL SHOW	79	5.2	15	42	71.2	3.1	45	3.1	51	4.0	19	4.2	24
BUCK ROGERS VS PLANE	33	5.3	13	41	35.2	3.8	30	2.8	65	4.0	19	3.3	33
RODEO PRO TOUR	5	6.1	16	26	0.9	2.3	83	2.5	81	4.0	19	5.5	9
DANCE FEVER	114	7.8	19	12	80.1	6.1	8	6.3	9	3.9	22	4.3	22
PAUL HOGAN	8	2.3	6	184	11.1	2.4	75	1.7	129	3.9	22	2.8	51
VINCE DOOLEY	8	5.0	22	49	3.0	2.6	62	3.3	44	3.7	24	4.5	18
THAT'S HOLLYWOOD	13	5.0	10	49	24.6	3.3	40	3.2	47	3.6	25	3.6	27
BJ AND LOBO SHOW 60	14	5.8	14	32	9.2	4.2	23	3.6	36	3.5	26	3.3	33
FIGHT BACK	22	7.0	17	16	22.6	3.7	34	5.3	15	3.5	26	4.4	20
LET'S GO TO RACES	23	7.3	17	15	8.7	4.5	17	5.5	13	3.5	26	4.5	18
BATTLESTAR GALACTICA	31	4.5	12	60	33.2	3.0	50	2.4	86	3.4	29	2.7	58
NFL'S BEST EVER	9	4.3	12	71	11.8	1.8	121	2.0	118	3.4	29	3.6	27
JOHNNY MAJORS	5	4.2	18	75	2.1	1.3	162	1.9	123	3.3	31	3.6	27
CHIPS PATROL	49	6.1	15	26	45.3	4.1	26	3.5	37	3.2	32	2.9	45
LAVERNE AND SHIRLEY	86	6.8	17	18	61.0	4.9	14	3.9	29	3.1	33	2.7	58
MORK AND MINDY	25	5.7	13	36	20.6	3.8	30	2.8	65	3.1	33	2.3	79
WELCOME BACK KOTTER	34	5.9	15	30	31.7	4.2	23	3.5	37	3.1	33	2.8	51
ALICE	64	6.5	15	22	36.6	4.4	19	4.5	24	3.0	36	3.3	33
HAPPY DAYS	145	6.7	18	21	79.5	4.5	17	3.7	33	3.0	36	2.6	64
HIGH CHAPARRAL	5	4.7	20	53	3.4	3.1	45	3.1	51	3.0	36	3.0	42
KUNG FU	47	3.6	12	94	44.8	2.4	75	2.1	110	3.0	36	2.7	58
SAINT	9	3.8	10	84	14.0	2.5	70	2.7	72	3.0	36	3.3	33
CHMP WRESTLING	128	3.7	15	88	78.3	1.8	121	1.7	129	3.0	36	3.0	42
HANNA BARBERA-CARTNS	6	3.3	9	108	8.7	2.5	70	2.5	81	2.9	42	2.8	51
SANDBORD AND SON	68	4.5	13	60	50.2	3.4	37	3.0	57	2.9	42	2.8	51
SFM HOLIDAY SPECIAL	57	5.7	17	36	34.8	4.4	19	4.6	23	2.9	42	3.2	37
THRILL SEEKERS	5	5.1	18	45	0.4	2.6	62	3.0	57	2.9	42	3.9	26
WHITE SHADOW	8	4.5	10	60	21.8	3.6	35	2.8	65	2.8	46	2.2	87
CHARLIE'S ANGEL	59	6.1	15	26	59.6	4.2	23	4.1	26	2.7	47	2.9	45
MUPPET SHOW	116	5.8	14	32	78.5	3.3	40	3.2	47	2.7	47	2.7	58
STEVE SLOAN	5	3.5	15	99	0.7	2.3	83	2.7	72	2.7	47	2.9	45
ALL IN THE FAMILY	97	5.2	15	42	73.9	3.3	40	3.7	33	2.6	50	3.1	39
AUBURN FOOTBALL	5	3.2	11	118	3.0	1.2	175	1.5	147	2.6	50	2.8	51
ONE DAY AT A TIME	31	6.0	14	29	19.8	4.4	19	4.1	26	2.6	50	2.5	66
JIM ROCKFORD	77	4.5	17	60	56.6	2.7	58	3.0	57	2.6	50	2.9	45

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SYNDICATION STATISTICS

Men 18-49 (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		MEN	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
TARZAN	27	4.3	17	71	25.7	2.9	52	2.5	81	2.6	50	2.4	73
VEGAS	9	4.4	12	65	5.0	3.0	50	3.1	51	2.6	50	2.7	58
CARTER COUNTRY	22	4.3	17	71	10.7	2.2	91	3.1	51	2.5	56	3.1	39
LASSIE	7	4.5	15	60	7.0	3.1	45	2.8	65	2.5	56	2.3	79
MAVERICK	8	4.0	12	80	6.5	2.8	53	2.9	61	2.5	56	2.5	66
TIC TAC DOUGH	89	8.6	20	9	59.8	3.9	27	7.5	4	2.5	56	4.8	15
WONDER WOMAN	41	4.7	15	53	29.3	2.8	53	2.5	81	2.5	56	2.3	79
ALIAS SMITH-JONES	13	3.9	12	81	5.5	2.3	83	2.2	98	2.4	61	2.6	64
AT THE MOVIES	87	3.4	11	105	71.3	2.4	75	2.3	91	2.4	61	2.2	87
LITTLE HOUSE ON THE	121	6.8	17	18	70.2	5.3	13	4.9	20	2.4	61	2.5	66
MIKE WHITE	5	3.1	18	125	1.4	1.6	134	1.7	129	2.4	61	2.8	51
MORE REAL PEOPLE	63	5.8	15	32	45.9	2.8	53	4.0	28	2.4	61	3.4	32
THREE STOOGES	20	3.8	16	84	30.7	2.2	91	1.6	141	2.4	61	1.9	104
ABBOIT AND COSTELLO	19	3.1	14	125	15.0	2.2	91	1.7	129	2.3	67	1.8	114
BLONDIE	8	4.1	15	77	7.3	3.4	37	2.7	72	2.3	67	1.8	114
ENTERTAINMENT-WK R60	5	3.5	6	99	14.2	3.1	45	2.9	61	2.3	67	2.4	73
GOOD TIMES	57	5.1	14	45	51.3	3.9	27	3.3	44	2.3	67	2.1	91
HAWAII 5-0	60	4.6	16	57	55.5	2.6	62	3.3	44	2.3	67	3.0	42
HONEYMOONERS	12	1.7	5	230	9.1	0.7	243	0.9	216	2.3	67	1.9	104
IN SEARCH OF ...	57	3.3	9	108	58.6	2.1	105	2.2	98	2.3	67	2.3	79
FELIX AND OSCAR	27	3.2	9	118	33.5	2.7	58	2.4	86	2.3	67	2.0	97
SAT NITE ROCKS	73	2.6	12	162	68.0	2.0	110	1.4	154	2.3	67	1.7	123
SOUL TRAIN	60	3.8	15	84	44.1	3.8	30	3.0	57	2.3	67	1.9	104
YOU ASKED FOR IT	76	4.6	11	57	66.1	2.3	83	3.1	51	2.3	67	3.1	39
GUNSMOKE	53	3.5	14	99	28.9	2.1	105	2.3	91	2.2	78	2.4	73
NEW WILDERNESS	80	3.5	11	99	50.4	1.5	146	2.1	110	2.2	78	2.5	66
TWILIGHT ZONE	47	3.0	11	132	45.2	2.2	91	1.8	126	2.2	78	1.9	104
WILD KINGDOM	153	4.1	12	77	72.0	2.1	105	2.8	65	2.2	78	2.9	45
AGRONSKY AND COMPANY	6	5.5	19	39	6.7	1.3	162	3.8	31	2.1	82	4.0	25
COMBAT	5	2.9	16	138	1.4	1.7	129	1.6	141	2.1	82	2.0	97
EARLE BRUCE	7	2.9	12	138	4.8	0.8	227	1.0	197	2.1	82	2.3	79
EIGHT IS ENOUGH	58	5.5	15	39	37.4	4.3	22	3.5	37	2.1	82	1.9	104
INCREDIBLE HULK	27	3.3	11	108	25.5	2.5	70	2.1	110	2.1	82	1.8	114
PENN STATE FOOTBALL	5	2.5	10	172	5.1	0.9	207	1.4	154	2.1	82	2.9	45
RAWHIDE	13	2.8	9	144	10.6	2.3	83	2.0	118	2.1	82	1.9	104
TOM LANDRY	16	2.6	14	162	7.0	0.7	243	0.9	216	2.1	82	2.1	91
VOYAGE-BOTTOM OF SEA	10	2.7	11	152	9.7	2.0	110	1.5	147	2.1	82	1.8	114
ADAM-12	14	2.1	8	199	16.3	1.1	186	1.2	170	2.0	91	1.6	133
BEVERLY HILLBILLIES	54	3.7	12	88	28.3	2.2	91	2.1	110	2.0	91	1.9	104
BOB NEWHART SHOW	38	3.3	11	108	34.8	2.4	75	2.2	98	2.0	91	2.0	97
COUNTRY JAMBOREE	23	3.5	10	99	9.2	2.6	62	2.6	75	2.0	91	2.1	91
HARRY-O	5	2.6	8	162	4.4	1.6	134	1.7	129	2.0	91	2.4	73
STARSKY AND HUTCH	29	3.2	12	118	33.7	2.6	62	2.3	91	2.0	91	1.9	104
WHATS HAPPENING	29	5.6	16	38	27.4	3.9	27	3.2	47	2.0	91	1.8	114
WILD WILD WEST	29	2.7	10	152	27.9	1.9	115	1.6	141	2.0	91	1.8	114
WILD-WORLD-ANIMALS	11	3.4	13	105	13.4	1.9	115	2.3	91	2.0	91	2.3	79
GLEN CAMPBELL	132	4.7	11	53	82.1	2.3	83	3.8	31	1.9	100	2.8	51
GRIZZLY ADAMS - LIFE	38	4.6	15	57	32.7	3.2	43	3.5	37	1.9	100	2.2	87
KOJAK	16	3.7	11	88	30.8	2.0	110	2.4	86	1.9	100	2.5	66
MADAME PLC M-F	47	2.7	9	152	54.7	2.2	91	1.8	126	1.9	100	1.6	133
NFL WEEK-REVIEW	53	2.6	9	162	51.9	0.8	227	1.2	170	1.9	100	2.0	97
RAT PATROL	14	2.2	9	191	11.5	0.8	227	0.9	216	1.9	100	1.7	123
SCAA CAN-AM	12	2.4	7	178	11.4	0.9	207	1.0	197	1.9	100	2.0	97

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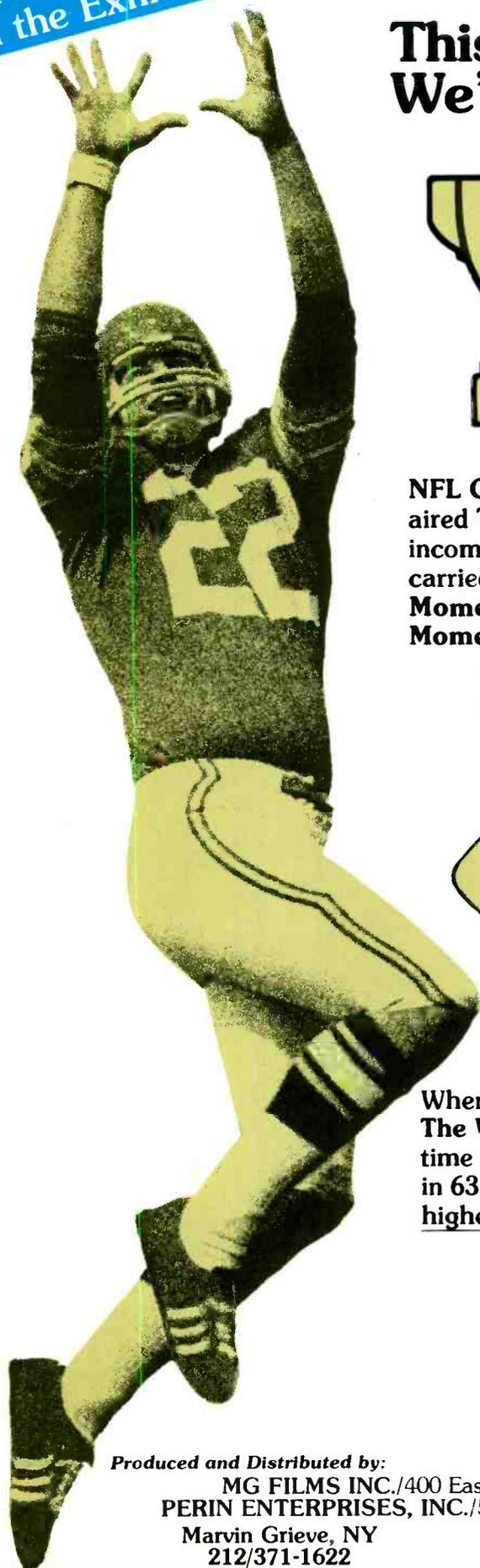
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SYNDICATION STATISTICS

Syndicated shows ranked by teens

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		TEENS	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
THREE'S COMPANY	104	9.6	20	4	76.1	6.9	6	6.3	9	5.1	6	11.1	1
HAPPY DAYS	145	6.7	18	21	79.5	4.5	17	3.7	33	3.0	36	9.1	2
WHATS HAPPENING	29	5.6	16	38	27.4	3.9	27	3.2	47	2.0	91	9.0	3
LAVERNE AND SHIRLEY	86	6.8	17	18	61.0	4.9	14	3.9	29	3.1	33	8.9	4
M. A. S. H.	177	13.5	29	1	93.9	9.7	1	9.4	3	9.8	1	8.9	4
SOLID GOLD ORG	180	7.9	19	11	96.2	7.2	3	5.9	12	5.3	4	8.8	6
JEFFERSONS	94	9.1	20	6	69.5	7.2	3	6.8	8	4.7	11	8.5	7
WKRP IN CINCINNATI	29	7.8	16	12	27.0	6.3	7	5.1	18	5.3	4	8.5	7
CHIPS PATROL	49	6.1	15	26	45.3	4.1	26	3.5	37	3.2	32	7.1	9
MORK AND MINDY	25	5.7	13	36	20.6	3.8	30	2.8	65	3.1	33	7.0	10
LITTLE HOUSE ON THE	121	6.8	17	18	70.2	5.3	13	4.9	20	2.4	61	6.8	11
BUCK ROGERS VS PLANE	33	5.3	13	41	35.2	3.8	30	2.8	65	4.0	19	6.6	12
EIGHT IS ENOUGH	58	5.5	15	39	37.4	4.3	22	3.5	37	2.1	82	6.5	13
GOOD TIMES	57	5.1	14	45	51.3	3.9	27	3.3	44	2.3	67	6.5	13
DANCE FEVER	114	7.8	19	12	80.1	6.1	8	6.3	9	3.9	22	6.4	15
BJ AND LOBO SHOW 60	14	5.8	14	32	9.2	4.2	23	3.6	36	3.5	26	6.2	16
ALICE	64	6.5	15	22	36.6	4.4	19	4.5	24	3.0	36	6.1	17
WELCOME BACK KOTTER	34	5.9	15	30	31.7	4.2	23	3.5	37	3.1	33	6.1	17
BRADY BUNCH	48	4.9	15	51	30.7	2.2	91	1.7	129	1.0	186	6.0	19
CHARLIES ANGEL	59	6.1	15	26	59.6	4.2	23	4.1	26	2.7	47	6.0	19
ONE DAY AT A TIME	31	6.0	14	29	19.8	4.4	19	4.1	26	2.6	50	5.9	21
WHITE SHADOW	8	4.5	10	60	21.8	3.6	35	2.8	65	2.8	46	5.8	22
FAMILY FEUD PM	124	12.4	22	2	96.0	7.3	2	10.8	1	5.1	6	5.7	23
SOAP	30	6.8	14	18	44.2	6.0	9	4.9	20	4.9	9	5.7	23
BATTLESTAR GALACTICA	31	4.5	12	60	33.2	3.0	50	2.4	86	3.4	29	5.4	25
PM MAGAZINE	76	12.0	21	3	72.7	7.0	5	9.6	2	5.9	2	5.1	26
THREE STOOGES	20	3.8	16	84	30.7	2.2	91	1.6	141	2.4	61	4.9	27
SOUL TRAIN	60	3.8	15	84	44.1	3.8	30	3.0	57	2.3	67	4.6	28
WONDER WOMAN	41	4.7	15	53	29.3	2.8	53	2.5	81	2.5	56	4.5	29
BLONDIE	8	4.1	15	77	7.3	3.4	37	2.7	72	2.3	67	4.3	30
PEOPLES COURT	136	9.0	24	7	90.2	5.6	11	7.1	6	4.1	18	4.2	31
SCOOBY DOO	110	4.8	16	52	80.7	1.4	153	1.1	189	0.8	208	4.2	31
GILLIGAN'S ISLAND	62	3.6	14	94	49.0	1.8	121	1.4	154	1.2	157	4.1	33
BARNEY MILLER	126	8.5	20	10	81.5	5.5	12	6.0	11	5.0	8	4.0	34
SFM HOLIDAY SPECIAL	57	5.7	17	36	34.8	4.4	19	4.6	23	2.9	42	4.0	34
ENTERTAINMENT TONIGHT	121	8.8	18	8	79.2	5.8	10	7.0	7	4.7	11	3.9	36
GRIZZLY ADAMS - LIFE	38	4.6	15	57	32.7	3.2	43	3.5	37	1.9	100	3.9	36
PINK PANTHER	36	4.4	15	65	47.9	1.3	162	1.0	197	1.0	186	3.9	36
SIX MILLION DOLLAR M	37	3.6	17	94	34.4	2.4	75	2.1	110	1.7	115	3.9	36
TOM AND JERRY	95	4.4	19	65	71.4	1.4	153	1.2	170	1.0	186	3.9	36
CHMP WRESTLING	128	3.7	15	88	78.3	1.8	121	1.7	129	3.0	36	3.9	36
BEAR BRYANT	5	5.1	19	45	1.8	2.1	105	2.6	75	4.4	16	3.8	42
HANNA BARBERA-CARTNS	6	3.3	9	108	8.7	2.5	70	2.5	81	2.9	42	3.8	42
INCREDIBLE HULK	27	3.3	11	108	25.5	2.5	70	2.1	110	2.1	82	3.8	42
LET'S GO TO RACES	23	7.3	17	15	8.7	4.5	17	5.5	13	3.5	26	3.8	42
CHLLNG-SUPERFRIEND	10	4.4	14	65	20.3	1.1	186	0.8	241	0.9	198	3.8	42
YOUNG PEOPLE'S SPCL	74	4.2	13	75	52.7	2.6	62	3.1	51	1.8	107	3.8	42
AMERICAN TOP 10	108	2.9	14	138	73.4	2.2	91	1.7	129	1.5	133	3.7	48
SANDFORD AND SON	68	4.5	13	60	50.2	3.4	37	3.0	57	2.9	42	3.7	48
SHIRLEY TEMPLE SHOW	18	3.9	15	81	11.2	3.2	43	2.6	75	1.7	115	3.7	48
HARDY BOYS/NANCY DRE	84	3.3	11	108	66.3	2.5	70	2.1	110	1.7	115	3.6	51
HEE HAW	176	9.3	21	5	86.5	4.7	16	7.4	5	4.3	17	3.6	51
HIGH CHAPARRAL	5	4.7	20	53	3.4	3.1	45	3.1	51	3.0	36	3.6	51
MUPPET SHOW	116	5.8	14	32	78.5	3.3	40	3.2	47	2.7	47	3.6	51

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SYNDICATION STATISTICS

Teens (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		TEENS	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
RODEO PRO TOUR	5	6.1	16	26	0.9	2.3	83	2.5	81	4.0	19	3.6	51
SOLID GOLD RPT	57	2.8	10	144	41.8	2.4	75	2.0	118	1.6	124	3.6	51
TARZAN	27	4.3	17	71	25.7	2.9	52	2.5	81	2.6	50	3.6	51
BENNY HILL SHOW	79	5.2	15	42	71.2	3.1	45	3.1	51	4.0	19	3.5	58
MORE REAL PEOPLE	63	5.8	15	32	45.9	2.8	53	4.0	28	2.4	61	3.5	58
STAR TREK	66	5.2	17	42	55.1	3.8	30	2.8	65	4.5	14	3.5	58
THRILL SEEKERS	5	5.1	18	45	0.4	2.6	62	3.0	57	2.9	42	3.5	58
BART STARR	6	6.9	21	17	1.9	3.4	37	3.9	29	4.8	10	3.2	62
ABBOIT AND COSTELLO	19	3.1	14	125	15.0	2.2	91	1.7	129	2.3	67	3.1	63
BATTLE OF THE PLANET	11	2.3	14	184	11.5	0.5	267	0.4	307	0.6	239	3.1	63
ENTERTAINMENT-WK R60	5	3.5	6	99	14.2	3.1	45	2.9	61	2.3	67	3.1	63
BEVERLY HILLBILLIES	54	3.7	12	88	28.3	2.2	91	2.1	110	2.0	91	3.0	66
BUGS BUNNY	68	3.6	18	94	58.1	1.2	175	0.9	216	1.1	174	3.0	66
FLINTSTONES	69	3.3	14	108	63.2	1.2	175	0.9	216	0.6	239	3.0	66
JOSIE AND PUSSYCATS	7	2.8	15	144	16.6	1.0	198	0.7	258	0.5	250	3.0	66
TIC TAC DOUGH	89	8.6	20	9	59.8	3.9	27	7.5	4	2.5	56	3.0	66
FIGHT BACK	22	7.0	17	16	22.6	3.7	34	5.3	15	3.5	26	2.9	71
LASSIE	7	4.5	15	60	7.0	3.1	45	2.8	65	2.5	56	2.9	71
MUNSTERS	19	2.5	9	172	29.3	1.2	175	0.9	216	0.9	198	2.9	71
THAT'S HOLLYWOOD	13	5.0	10	49	24.6	3.3	40	3.2	47	3.6	25	2.9	71
VALLEY OF DINOSAURS	7	3.2	17	118	5.2	2.2	91	1.6	141	1.6	124	2.9	71
ALL IN THE FAMILY	97	5.2	15	42	73.9	3.3	40	3.7	33	2.6	50	2.8	76
JETSONS	52	3.3	22	108	31.8	1.4	153	1.0	197	1.2	157	2.8	76
LITTLE RASCALS	36	2.9	18	138	38.1	1.3	162	1.1	189	1.2	157	2.8	76
BIONIC WOMAN	23	2.8	11	144	21.4	1.9	115	1.6	141	1.6	124	2.7	79
F TROOP	12	2.4	9	178	20.1	1.4	153	1.0	197	0.9	198	2.7	79
VINCE DOOLEY	8	5.0	22	49	3.0	2.6	62	3.3	44	3.7	24	2.7	79
DAFFY DUCK & PORKY P	16	2.7	16	152	14.8	0.9	207	0.7	258	0.8	208	2.6	82
ROY ROGERS SHOW	5	4.1	16	77	3.4	2.8	53	2.4	86	1.8	107	2.6	82
STARSKY AND HUTCH	29	3.2	12	118	33.7	2.6	62	2.3	91	2.0	91	2.6	82
WALTONS	77	4.3	16	71	57.8	3.1	45	3.4	43	1.2	157	2.6	82
UNCLE FLOYD	6	2.0	10	204	14.4	0.9	207	0.8	241	1.3	147	2.5	86
WILD KINGDOM	153	4.1	12	77	72.0	2.1	105	2.8	65	2.2	78	2.5	86
WOODY WOODPECKER & F	58	3.4	16	105	53.6	1.0	198	0.8	241	0.7	221	2.5	86
BEWITCHED	38	2.8	11	144	33.1	1.9	115	1.5	147	1.0	186	2.4	89
BURNS AND ALLEN	5	2.2	11	191	5.4	1.5	146	1.4	154	0.7	221	2.4	89
COUNTRY JAMBOREE	23	3.5	10	99	9.2	2.6	62	2.6	75	2.0	91	2.4	89
MAVERICK	8	4.0	12	80	6.5	2.8	53	2.9	61	2.5	56	2.4	89
YOU ASKED FOR IT	76	4.6	11	57	66.1	2.3	83	3.1	51	2.3	67	2.4	89
CAROL BURNETT & FRIE	34	4.4	13	65	31.0	2.6	62	3.2	47	1.7	115	2.3	94
GENTLE BEN	8	2.2	13	191	6.7	1.2	175	1.0	197	0.7	221	2.3	94
LEAVE IT TO BEAVER	41	2.7	11	152	37.5	1.8	121	1.4	154	1.4	140	2.3	94
AMAZING ANIMALS	61	3.1	8	125	52.2	2.2	91	2.2	98	1.7	115	2.2	97
COMBAT	5	2.9	16	138	1.4	1.7	129	1.6	141	2.1	82	2.2	97
HERE'S RICHARD	83	3.0	8	132	63.2	2.2	91	2.1	110	1.5	133	2.2	97
JOHNNY MAJORS	5	4.2	18	75	2.1	1.3	162	1.9	123	3.3	31	2.2	97
KUNG FU	47	3.6	12	94	44.8	2.4	75	2.1	110	3.0	36	2.2	97
LONE RANGER	33	2.9	15	138	23.5	1.9	115	1.7	129	1.8	107	2.2	97
LOST IN SPACE	7	2.0	10	204	7.2	1.3	162	1.0	197	1.2	157	2.2	97
WILD WILD WEST	29	2.7	10	152	27.9	1.9	115	1.6	141	2.0	91	2.2	97
CARTER COUNTRY	22	4.3	17	71	10.7	2.2	91	3.1	51	2.5	56	2.1	105
FRED FLINTSTONE AND	11	2.8	14	144	14.6	1.1	186	0.7	258	0.4	269	2.1	105
LAW WORKS	9	3.0	11	132	13.1	1.6	134	1.3	162	1.3	147	2.1	105

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SYNDICATION STATISTICS

Syndicated shows ranked by kids

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		KIDS	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
SCOOBY DOO	110	4.8	16	52	80.7	1.4	153	1.1	189	0.8	208	14.2	1
CHLLNG-SUPERFRIEND	10	4.4	14	65	20.3	1.1	186	0.8	241	0.9	198	13.0	2
PINK PANTHER	36	4.4	15	65	47.9	1.3	162	1.0	197	1.0	186	12.7	3
TOM AND JERRY	95	4.4	19	65	71.4	1.4	153	1.2	170	1.0	186	11.1	4
SESAME STREET	5	3.7	19	88	0.8	1.6	134	1.2	170	0.4	269	11.0	5
BRADY BUNCH	48	4.9	15	51	30.7	2.2	91	1.7	129	1.0	186	10.8	6
MUPPET SHOW	116	5.8	14	32	78.5	3.3	40	3.2	47	2.7	47	10.6	7
BUGS BUNNY	68	3.6	18	94	58.1	1.2	175	0.9	216	1.1	174	9.0	8
THREE'S COMPANY	104	9.6	20	4	76.1	6.9	6	6.3	9	5.1	6	9.0	8
LAVERNE AND SHIRLEY	86	6.8	17	18	61.0	4.9	14	3.9	29	3.1	33	8.9	10
FLINTSTONES	69	3.3	14	108	63.2	1.2	175	0.9	216	0.6	239	8.8	11
LASSIE	7	4.5	15	60	7.0	3.1	45	2.8	65	2.5	56	8.7	12
WOODY WOODPECKER & F	58	3.4	16	105	53.6	1.0	198	0.8	241	0.7	221	8.7	12
CHIPS PATROL	49	6.1	15	26	45.3	4.1	26	3.5	37	3.2	32	8.6	14
MORK AND MINDY	25	5.7	13	36	20.6	3.8	30	2.8	65	3.1	33	8.5	15
HAPPY DAYS	145	6.7	18	21	79.5	4.5	17	3.7	33	3.0	36	8.4	16
LITTLE HOUSE ON THE	121	6.8	17	18	70.2	5.3	13	4.9	20	2.4	61	8.2	17
JOSIE AND PUSSYCATS	7	2.8	15	144	16.6	1.0	198	0.7	258	0.5	250	8.1	18
JEFFERSONS	94	9.1	20	6	69.5	7.2	3	6.8	8	4.7	11	7.6	19
BUCK ROGERS VS PLANE	33	5.3	13	41	35.2	3.8	30	2.8	65	4.0	19	7.5	20
BJ AND LOBO SHOW 60	14	5.8	14	32	9.2	4.2	23	3.6	36	3.5	26	7.4	21
FRED FLINTSTONE AND	11	2.8	14	144	14.6	1.1	186	0.7	258	0.4	269	7.4	21
JETSONS	52	3.3	22	108	31.8	1.4	153	1.0	197	1.2	157	7.4	21
BOZO'S BIG TOP	6	2.6	14	162	7.6	1.0	198	0.8	241	0.5	250	7.2	24
DAFFY DUCK & PORKY P	16	2.7	16	152	14.8	0.9	207	0.7	258	0.8	208	7.2	24
SOLID GOLD ORG	180	7.9	19	11	96.2	7.2	3	5.9	12	5.3	4	6.9	26
WHATS HAPPENING	29	5.6	16	38	27.4	3.9	27	3.2	47	2.0	91	6.8	27
POPEYE	46	2.5	13	172	52.7	0.7	243	0.5	287	0.5	250	6.6	28
DANCE FEVER	114	7.8	19	12	80.1	6.1	8	6.3	9	3.9	22	6.5	29
GILLIGAN'S ISLAND	62	3.6	14	94	49.0	1.8	121	1.4	154	1.2	157	6.5	29
WKRP IN CINCINNATI	29	7.8	16	12	27.0	6.3	7	5.1	18	5.3	4	6.5	29
NEW CASPER CARTOON	18	2.3	12	184	23.7	0.5	267	0.4	307	0.3	291	6.3	32
M. A. S. H.	177	13.5	29	1	93.9	9.7	1	9.4	3	9.8	1	6.3	32
WONDER WOMAN	41	4.7	15	53	29.3	2.8	53	2.5	81	2.5	56	6.3	32
FAMILY FEUD PM	124	12.4	22	2	86.0	7.3	2	10.8	1	5.1	6	6.2	35
BATTLE OF THE PLANET	11	2.3	14	184	11.5	0.5	267	0.4	307	0.6	239	6.1	36
EIGHT IS ENOUGH	58	5.5	15	39	37.4	4.3	22	3.5	37	2.1	82	6.0	37
LITTLE RASCALS	36	2.9	18	138	38.1	1.3	162	1.1	189	1.2	157	6.0	37
THREE STOOGES	20	3.8	16	84	30.7	2.2	91	1.6	141	2.4	61	5.8	39
GOOD TIMES	57	5.1	14	45	51.3	3.9	27	3.3	44	2.3	67	5.7	40
WELCOME BACK KOTTER	34	5.9	15	30	31.7	4.2	23	3.5	37	3.1	33	5.7	40
VALLEY OF DINOSAURS	7	3.2	17	118	5.2	2.2	91	1.6	141	1.6	124	5.6	42
ROY ROGERS SHOW	5	4.1	16	77	3.4	2.8	53	2.4	86	1.8	107	5.4	43
ALICE	64	6.5	15	22	36.6	4.4	19	4.5	24	3.0	36	5.3	44
MIGHTY MOUSE/POPEYE	11	2.0	11	204	14.6	0.5	267	0.4	307	0.3	291	5.3	44
SPORTS BILLY	29	1.4	11	259	21.4	0.3	312	0.2	364	0.2	323	5.3	44
DR. SNUGGLES	30	1.9	14	212	33.7	0.8	227	0.6	276	0.3	291	5.2	47
JONNY QUEST	33	2.2	17	191	15.0	1.0	198	0.7	258	0.6	239	5.2	47
KROFFT SUPER STARS	15	1.7	10	230	20.6	0.5	267	0.3	335	0.2	323	5.2	47
BATTLESTAR GALACTICA	31	4.5	12	60	33.2	3.0	50	2.4	86	3.4	29	5.1	50
PM MAGAZINE	76	12.0	21	3	72.7	7.0	5	9.6	2	5.9	2	5.1	50
SHIRLEY TEMPLE SHOW	18	3.9	15	81	11.2	3.2	43	2.6	75	1.7	115	5.0	52
HEE HAW	176	9.3	21	5	86.5	4.7	16	7.4	5	4.3	17	4.8	53

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SYNDICATION STATISTICS

Kids (continued)

	MKT	RTG	SHR	RANK	COVG	W1849		WOMEN		M1849		KIDS	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
SPIDERMAN	16	2.0	10	204	16.2	0.8	227	0.6	276	0.7	221	4.8	53
FLIPPER	12	2.3	13	184	17.9	1.4	153	1.1	189	0.7	221	4.7	55
GREAT SPACE COASTER	69	1.7	11	230	72.0	0.5	267	0.3	335	0.2	323	4.7	55
MR. MOON-CIRCUS	12	1.5	19	250	11.4	0.4	296	0.3	335	0.2	323	4.7	55
THRILL SEEKERS	5	5.1	18	45	0.4	2.6	62	3.0	57	2.9	42	4.7	55
ONE DAY AT A TIME	31	6.0	14	29	19.8	4.4	19	4.1	26	2.6	50	4.6	59
TARZAN	27	4.3	17	71	25.7	2.9	52	2.5	81	2.6	50	4.6	59
B. ONDIE	8	4.1	15	77	7.3	3.4	37	2.7	72	2.3	67	4.5	61
CHARLIE'S ANGEL	59	6.1	15	26	59.6	4.2	23	4.1	26	2.7	47	4.4	62
INCREDIBLE HULK	27	3.3	11	108	25.5	2.5	70	2.1	110	2.1	82	4.4	62
STAR BLAZERS	6	1.3	6	269	7.4	0.2	334	0.2	364	0.5	250	4.3	64
HANNA BARBERA-CARTNS	6	3.3	9	108	8.7	2.5	70	2.5	81	2.9	42	4.2	65
UNDERDOG	32	1.6	10	239	18.4	0.4	296	0.3	335	0.3	291	4.2	65
LET'S GO TO RALLS	23	7.3	17	15	8.7	4.5	17	5.5	13	3.5	26	3.9	67
ONE OF A KIND	5	1.7	13	230	2.9	0.3	312	0.2	364	0.2	323	3.9	67
ABBOTT AND COSTILLO	19	3.1	14	125	15.0	2.2	91	1.7	129	2.3	67	3.8	69
BATMAN	19	2.0	10	204	15.0	1.1	186	0.8	241	0.7	221	3.8	69
HUCKLEBERRY HOUND	10	1.6	13	239	11.5	0.4	296	0.4	307	0.3	291	3.8	69
STAR TREK	66	5.2	17	42	55.1	3.8	30	2.8	65	4.5	14	3.8	69
GRIZZLY ADAMS - LIFE	38	4.6	15	57	32.7	3.2	43	3.5	37	1.9	100	3.7	73
GENTLE BEN	8	2.2	13	191	6.7	1.2	175	1.0	197	0.7	221	3.6	74
RODEO PRO TOUR	5	6.1	16	26	0.9	2.3	83	2.5	81	4.0	19	3.6	74
WHITE SHADOW	8	4.5	10	60	21.8	3.6	35	2.8	65	2.8	46	3.6	74
BART STARR	6	6.9	21	17	1.9	3.4	37	3.9	29	4.8	10	3.5	77
BEWITCHED	38	2.8	11	144	33.1	1.9	115	1.5	147	1.0	186	3.5	77
BUCKROO SPER HEROES	5	1.4	6	259	2.9	0.4	296	0.3	335	0.3	291	3.5	77
HARDY BOYS/NANCY DRE	84	3.3	11	108	66.3	2.5	70	2.1	110	1.7	115	3.5	77
PLS DON'T EAT DAISIE	6	2.3	9	184	12.8	1.5	146	1.2	170	0.6	239	3.5	77
SOUL TRAIN	60	3.8	15	84	44.1	3.8	30	3.0	57	2.3	67	3.5	77
ADDAMS FAMILY	13	2.4	13	178	10.5	1.6	134	1.2	170	1.4	140	3.4	83
BANANA SPLITS-FRND	7	1.2	11	280	10.8	0.3	312	0.2	364	0.2	323	3.4	83
BARNEY MILLER	126	8.5	20	10	81.5	5.5	12	6.0	11	5.0	8	3.4	83
BEVERLY HILLBILLIES	54	3.7	12	88	28.3	2.2	91	2.1	110	2.0	91	3.3	86
AMAZING ANIMALS	61	3.1	8	125	52.2	2.2	91	2.2	98	1.7	115	3.2	87
LEAVE IT TO BEAVER	41	2.7	11	152	37.5	1.8	121	1.4	154	1.4	140	3.2	87
MUNSTERS	19	2.5	9	172	29.3	1.2	175	0.9	216	0.9	198	3.2	87
TIC TAC DOUGH	89	8.6	20	9	59.8	3.9	27	7.5	4	2.5	56	3.2	87
KIDSWORLD	56	2.5	13	172	50.4	0.9	207	0.8	241	1.5	133	3.0	91
LOST IN SPACE	7	2.0	10	204	7.2	1.3	162	1.0	197	1.2	157	3.0	91
SOAP	30	6.8	14	18	44.2	6.0	9	4.9	20	4.9	9	3.0	91
SPEED RACER	6	1.3	6	269	6.5	0.5	267	0.4	307	0.4	269	3.0	91
SUPERMAN	15	2.6	11	162	12.7	1.5	146	1.2	170	1.8	107	3.0	91
WILD KINGDOM	153	4.1	12	77	72.0	2.1	105	2.8	65	2.2	78	3.0	91
LONE RANGER	33	2.9	15	138	23.5	1.9	115	1.7	129	1.8	107	2.9	97
MAVERICK	8	4.0	12	80	6.5	2.8	53	2.9	61	2.5	56	2.9	97
PEOPLES COURT	136	9.0	24	7	90.2	5.6	11	7.1	6	4.1	18	2.9	97
YOU ASKED FOR IT	76	4.6	11	57	66.1	2.3	83	3.1	51	2.3	67	2.9	97
DANIEL BOONE	17	2.8	9	144	13.6	2.0	110	2.1	110	1.7	115	2.8	101
ENTERTAINMENT TONIGH	121	8.8	18	8	79.2	5.8	10	7.0	7	4.7	11	2.8	101
MORE REAL PEOPLE	63	5.8	15	32	45.9	2.8	53	4.0	28	2.4	61	2.8	101
ROCKY AND HIS FRIEND	41	1.3	11	269	24.7	0.5	267	0.4	307	0.4	269	2.8	101
BOMPER ROOM	28	1.0	7	299	38.2	0.2	334	0.2	364	0.1	355	2.8	101
SANDFORD AND SON	68	4.5	13	60	50.2	3.4	37	3.0	57	2.9	42	2.8	101

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SYNDICATION STATISTICS

Situation comedies ranked by DMA HH rating with daypart data

PROGRAM	MKT	RTG	RANK	MON-FRI DAYTIME			MON-FRI EARLY FRINGE			MON-SAT PRIME ACCESS			PRIME TIME			MON-FRI LATE NIGHT		
				MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
M. A. S. H.	177	13.5	1				65	12	1	104	15	1	15	7	4	41	11	1
THREE'S COMPANY	104	9.6	2				45	9	2	54	11	2	12	8	3	11	5	5
JEFFERSONS	94	9.1	3	3	5		55	8	4	35	10	4	5	10	1	6	3	8
BARNEY MILLER	126	8.5	4	1	3		46	8	5	50	11	3	13	6	5	27	6	3
WKRP IN CINCINN	29	7.8	5				17	8	6	7	8	8	3	15		4	5	
LAVERNE AND SHI	86	6.8	6	10	5	2	57	7	9	11	9	6	4	7		6	5	4
SOAP	30	6.8	6	1	3		4	8		8	7	12	3	3		16	6	2
HAPPY DAYS	145	6.7	8	7	5	1	110	7	11	18	9	5	5	8	2	3	2	
ALICE	64	6.5	9	3	4		33	7	9	25	6	13	3	8		1	2	
ONE DAY AT A TI	31	6.0	10	1	2		25	6	12	6	4	17	2	8				
WELCOME BACK KO	34	5.9	11				12	6	13	5	9	6	1	4				
MORK AND MINDY	25	5.7	12				17	6	16	7	5	15	1	10				
WHATS HAPPENING	29	5.6	13				21	6	15				1	2				
ALL IN THE FAMI	97	5.2	14	18	2	11	19	8	3	19	8	11	9	3	7	32	4	6
GOOD TIMES	57	5.1	15	8	2	16	35	6	13	8	5	14				2	4	
BRADY BUNCH	48	4.9	16	6	2	11	35	5	18									
SANDFORD AND SO	68	4.5	17	3	1		20	8	7	12	5	16	1	2		19	4	6
CARTER COUNTRY	22	4.3	18	2	1					8	8	9				2	1	
THREE STOOGES	20	3.8	19	6	2	20	1	1					1			2	2	
BEVERLY HILLBI	54	3.7	20	9	2	14	31	5	19	1	15					2	3	
GILLIGAN'S ISLA	62	3.6	21	13	2	8	31	4	23									
ANDY GRIFFITH S	61	3.5	22	23	3	4	18	8	8	3	6					2	3	
BOB NEWHART SHO	38	3.3	23	8	2	20	5	4	21	1	12		5	3	8	7	3	9
COURTSHIP OF ED	6	3.3	23	1	1													
FELIX AND OSCAR	27	3.2	25	3	1		4	3		1	3		6	4	6	8	2	11
ABBOTT AND COST	19	3.1	26										2			1		
MARY TYLER MOOR	69	3.1	26	13	2	16	7	4	22	5	2	18	2	2		10	1	12
SOAP WORLD M-F	74	3.0	28	41	3	3	36	4	25									
BEWITCHED	38	2.8	29	6	2	8	20	3	28									
HERES LUCY	46	2.7	30	13	2	10	14	5	20				4	2		4	1	
LEAVE IT TO BEA	41	2.7	30	17	2	11	20	4	24				1	4				
MAUDE	9	2.7	30	3	2		3	4								2	3	
HOGAN'S HEROES	51	2.6	33	5	2	18	11	6	17	6	8	10	3	1		10	2	10
I LOVE LUCY	53	2.6	33	28	2	5	13	4	27	4	4		1			2	3	
DICK VAN DYKE S	26	2.5	35	17	2	5	3	6					2	3				
MUNSTERS	19	2.5	35	5	1	23	7	3	29									
ADDAMS FAMILY	13	2.4	37	4	2													
F TROOP	12	2.4	37	1						1	1		1	1				
GOMER PYLE, USM	22	2.4	37	7	2	14	4	3		1	7							
I DREAM OF JEAN	25	2.3	40	12	2	5	5	4	25							1	1	
RHODA	18	2.2	41	11	1	23	2	6					1	3		1	1	
LAUREL AND HARD	10	1.9	42										1					
MCHALE'S NAVY	13	1.9	42	4	2		2	3		1			2			1		
FAMILY AFFAIR	12	1.8	44	10	1	22	1	7										
GREEN ACRES	10	1.8	44	5	2	18	2	1								1		
GET SMART	18	1.7	46				6	1	30				2	2		1	2	
HONEYMOONERS	12	1.7	46										3	2		1	1	
CHICO AND THE MI	6	1.5	48	1						1	3		1	1		5	1	13
LOVE, AMERICAN	6	1.4	49	4	1								2	1		2	2	
MY THREE SONS	22	1.3	50	13	1	25	3	2								1		
PETTICOAT JUNCT	10	1.3	50	5	1	26	1	3										
REAL MCCOYS	11	1.1	52	4	1											2		
LUCY SHOW	7	0.7	53	2	1		2	1					1			1	1	
PARTRIDGE FAMIL	6	0.7	53	4			1	3										
THAT GIRL	7	0.7	53	7	1	27							1					

SYNDICATION STATISTICS

Comedy-variety shows ranked by DMA HH rating with daypart data

PROGRAM	MON-FRI DAYTIME			MON-FRI EARLY FRINGE			MON-SAT PRIME ACCESS			WEEKEND DAYTIME			WEEKEND EARLY FRINGE				
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK		
PINK PANTHER	36	4.4	1	13	3	1	23	5	1	2	5		15	4	1	4	2
SESAME STREET	5	3.7	2	4	4		2	3									
BUGS BUNNY	68	3.6	3	27	3	2	27	5	2	2	7		43	4	2		
HANNA BARBERA-C	6	3.3	4	1	1		1	2		1	4				2	4	
JETSONS	52	3.3	4	2	5		2	2					49	3	3		
LITTLE RASCALS	36	2.9	6	8	3	3	6	2	4				23	3	4	1	4
BOZO'S BIG TOP	6	2.6	7	3	3		1	9					3	2			
POPEYE	46	2.5	8	37	2	4	6	4	3				17	3	5	1	4
GREAT SPACE COA	69	1.7	9	52	2	6	2	1					17	1	9		
KROFFT SUPER ST	15	1.7	9	7	2	5	1	1					8	1	7		
UNDERDOG	32	1.6	11	10	1	8	5	2	5				18	2	6		
ROMPER ROOM	28	1.0	12	22	1	7							7		10		
NEW ZOO REVIEW	27	0.6	13	19	1	9							9	1	8		

Popular music shows ranked by DMA HH rating with daypart data

PROGRAM	MON-FRI DAYTIME			MON-FRI EARLY FRINGE			MON-SAT PRIME ACCESS			WEEKEND DAYTIME			WEEKEND EARLY FRINGE				
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK		
SCOOBY DOO	110	4.8	1	19	4	1	95	5	2				2	6		2	8
CHLLNG-SUPERFRI	10	4.4	2	3	4		7	5	3								
TOM AND JERRY	95	4.4	2	26	3	2	58	6	1				46	4	1	2	7
WOODY WOODPECKE	58	3.4	4	30	3	2	20	5	3				28	3	2	1	8
FLINTSTONES	69	3.3	5	39	3	4	40	4	5				14	3	5		
VALLEY OF DINOS	7	3.2	6				1	4					6	3	4	1	4
FRED FLINTSTONE	11	2.8	7	7	3	5	3	2					4	3			
JOSIE AND PUSSY	7	2.8	7	4	2		1	2					5	3	6		
DAFFY DUCK & PO	16	2.7	9	9	2	8	2	6					8	3	2		
BATTLE OF THE P	11	2.3	10	2	3								9	2	8		
NEW CASPER CART	18	2.3	10	16	2	6	1	6					3	2			
JONNY QUEST	33	2.2	12	2	2		1	2					3	2	7	1	3
MIGHTY MOUSE/PO	11	2.0	13	7	2	7	3	1					2	3			
SPIDERMAN	16	2.0	13	11	1	9	1	1					4	4			
HUCKLEBERRY HOU	10	1.6	15	5	1	9							4	2		1	6
BUCKROD SPER HE	5	1.4	16	4	1		1	4									
SPORTS BILLY	29	1.4	16	1			4	3					24	1	9		
ROCKY AND HIS F	41	1.3	18	17	1	11	4	2					23	1	10	1	5
SPEED RACER	6	1.3	18	3	1		2	2					1	1			
STAR BLAZERS	6	1.3	18	3	2		2	2					2				
FANTASTIC VOYAG	6	1.2	21	2	1		1	3					3	1			
DUDLEY DO-RIGHT	15	0.9	22	1									14	1	11		
SPACE KIDETIES	11	0.9	22	1	1								10	1	12		
TENNESSEE JUXED	14	0.4	24	7		12							8	1	13		

Variety-music shows ranked by DMA HH rating with daypart data

PROGRAM	MON-FRI DAYTIME			MON-FRI EARLY FRINGE			MON-SAT PRIME ACCESS			WEEKEND DAYTIME			WEEKEND EARLY FRINGE					
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK			
YOUNG PEOPLE'S	74	4.2	1	1	6		9	5	1	8	7	1	38	2	2	17	5	1
KIDSWORLD	56	2.5	2										54	3	1	3	4	

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SYNDICATION STATISTICS

General drama shows ranked by DMA HH rating with daypart data

PROGRAM	MON-FRI DAYTIME			MON-FRI EARLY FRINGE			MON-SAT PRIME ACCESS			PRIME TIME			WEEKEND EARLY FRINGE					
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK			
PEOPLES COURT	136	9.0	1	18	5	1	92	8	1	31	11	1	3	4		6	8	1
JACQUES COUSTEA	8	3.8	2							1	6		1	1		2	4	
IN SEARCH OF ...	57	3.3	3	2	2		2	7		9	8	2	13	3	1	25	5	2
AMAZING ANIMALS	61	3.1	4				4	1		8	4	3	9	2	2	21	4	3

Suspense and mystery shows ranked by DMA HH rating with daypart data

PROGRAM	MON-FRI DAYTIME			PRIME TIME			MON-FRI LATE NIGHT			WEEKEND DAYTIME			WEEKEND LATE NIGHT					
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK			
ERIC SEVAREID'S	5	1.5	1				2	1		1	1		2					
CNN HEADLINE NE	72	1.3	2	41	1	2	8	2	2	32	1	2	27	1	1	32	1	2
INN NEWS/INDEPE	55	1.1	3	9	1	3	32	2	1	30	1	1				19	1	1
MIDDAY EDITION	39	1.1	3	38	1	1												
EDITORS DESK	26	0.4	5				6	1	3				10		2	8		3

Western drama shows ranked by DMA HH rating with daypart data

PROGRAM	MON-SAT PRIME ACCESS			PRIME TIME			WEEKEND DAYTIME			WEEKEND EARLY FRINGE			WEEKEND LATE NIGHT					
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK			
AGRONSKY AND CO	6	5.5	1	2	8					5	4	1						
HEALTHBEAT	40	2.6	2	8	5	1	6	3	1	17	2	2	17	2	1	2	1	
BARRY FARBER	25	1.6	3				3	2		3	2					18	2	1
TWICE A WOMAN	7	0.8	4							7	1	3						
AMERICA'S BLK F	12	0.4	5	1			3			9		4						
FINANCIAL NEWS	8	0.3	6	1			1											
HEALTH FIELD	34	0.2	7	1	6					6			1	1		1		
TRENDS OF LIVIN	12	0.2	7				1			6		5	5	1	2			

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SYNDICATION STATISTICS

Interview shows ranked by DMA HH rating with daypart data

PROGRAM	MON-FRI DAYTIME			MON-FRI EARLY FRINGE			MON-SAT PRIME ACCESS			PRIME TIME			MON-FRI LATE NIGHT		
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
PM MAGAZINE	76	12.0	1				1	12		73	13	1	7	8	1
ENTERTAINMENT T	121	8.8	2				22	6	3	90	11	2	7	3	4
PHIL DONAHUE SH	167	6.2	3	165	6	1	3	8		2	7				17
MORE REAL PEOP	63	5.8	4				36	5	4	25	9	4	2	3	3
HOOR MAGAZINE	121	5.1	5	70	4	2	52	8	1						1
MERV GRIFFIN SH	46	4.4	6	21	2	4	18	8	2	2	7		5	4	2
BOB BRAUN	8	3.9	7	8	4	2									1
ENTERTNMENT-WK	5	3.5	8										2	4	
ENTERTAINMENT T	117	3.3	9							13	10	3	7	3	3
ENT TONITE R30	13	1.8	10	3	2								2	5	8
PORTRAIT OF A L	46	1.6	11							2	7		6	1	5
DAVID SUSSKIND	5	1.4	12										1	1	1
TOM COTTLE	34	1.3	13	30	1	5									1
COUNTRY DAY	24	1.0	14	24	1	6									
POINT OF VIEW	6	0.5	15												
TODAYS BLACK WO	23	0.5	15							1					1
WOMENS PAGE	15	0.3	17	12		7	3	1							1

Quiz-giveaway shows ranked by DMA HH rating with daypart data

PROGRAM	MON-FRI DAYTIME			MON-FRI EARLY FRINGE			MON-SAT PRIME ACCESS			PRIME TIME			MON-FRI LATE NIGHT		
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
FAMILY FEUD PM	124	12.4	1	1			4	10		118	13	1	9	6	1
TIC TAC DOUGH	89	8.6	2	20	3	3	14	8	1	54	13	2	2	5	
JOKER'S WILD	59	6.3	3	22	4	1	12	7	2	22	10	3	2	6	1
BULLSEYE	7	3.1	4	6	3	2	1	4							
MATCH GAME PM	12	3.0	5	11	2	5	1	11		1	4				
CARD SHARKS	7	2.9	6	7	3	3									
THAT AWFUL QUIZ	5	1.3	7	3	2	1	1	2				1	1		1

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SYNDICATION STATISTICS

Children's multi-weekly shows ranked by DMA HH rating with daypart data

PROGRAM				MON-FRI			MON-SAT			PRIME TIME			MON-FRI			WEEKEND		
	MKT	RTG	RANK	EARLY FRINGE	PRIME ACCESS	PRIME TIME	LATE NIGHT	DAYTIME	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	
LITTLE HOUSE ON	121	6.8	1	92	7	1	23	8	2	6	7	1				7	3	2
SFM HOLIDAY SPE	57	5.7	2							3	2		1	4		37	6	1
EIGHT IS ENOUGH	58	5.5	3	49	5	3	3	7		2	2					3	3	
WHITE SHADOW	8	4.5	4	2	5		2	9		1	1					1	1	
WALTONS	77	4.3	5	39	7	2	5	6	3	4	3		2	1		10	2	6
KUNG FU	47	3.6	6	2	3		5	9	1	3	4		5	1	1	15	3	4
COMBAT	5	2.9	7				1	3		1	2					1	5	
EMERGENCY	38	2.2	8	1	3								2	1		22	3	4
RAT PATROL	14	2.2	8							2	1		2	1		8	2	7
MARCUS WELBY, M	14	1.8	10										3	1		6	3	3
MEDICAL CENTER	5	1.6	11													3	3	
ROMANCE THEATRE	79	1.1	12	19	1	4	2	3					3					
HOSTESS-CLSSCS	14	0.6	13							1	1					13	1	9
WORLD VISION	23	0.4	14	2	1		2	1		2	1		1			7	1	8

Children's daytime animated shows ranked by DMA HH rating with daypart data

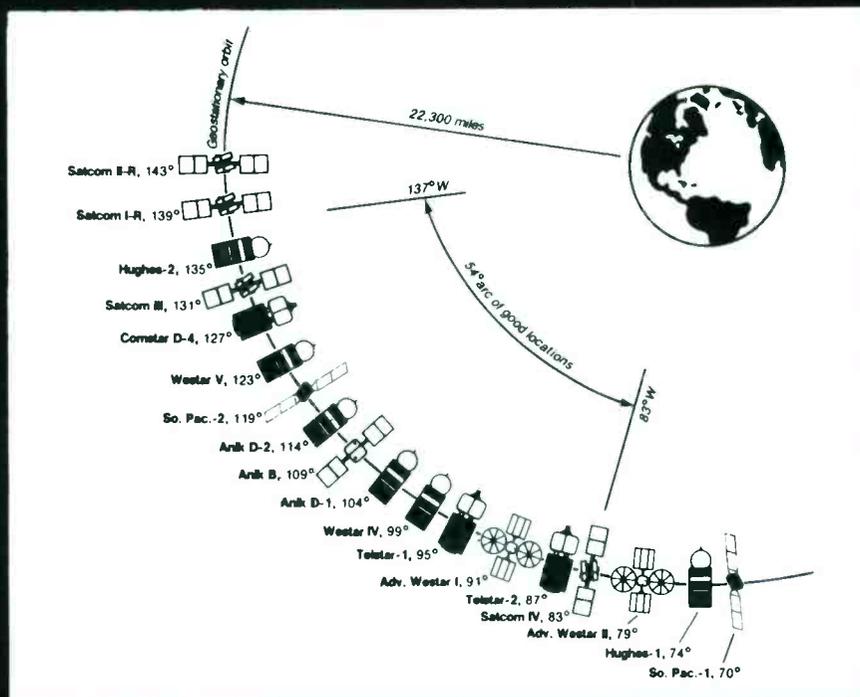
PROGRAM				MON-FRI			MON-SAT			PRIME TIME			MON-FRI			WEEKEND		
	MKT	RTG	RANK	EARLY FRINGE	PRIME ACCESS	PRIME TIME	LATE NIGHT	DAYTIME	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	
CHARLIES ANGEL	59	6.1	1	31	7	1	9	4	1	5	4	1	12	6	1	3	5	
WONDER WOMAN	41	4.7	2	11	5	2	1	10		1	6					18	3	2
SAINT	9	3.8	3				1	5					1	1		6	2	5
SIX MILLION DOL	37	3.6	4	1	4		1	7					5	1	2	24	4	1
HARDY BOYS/NANC	84	3.3	5	6	2	3	11	4	2	10	2	2				37	3	4
BIONIC WOMAN	23	2.8	6							2	2		2	1		12	3	3
PERRY MASON	22	2.5	7							1	1		3	1		1	4	
A HITCHCOCK PRE	7	2.1	8				1	1		2	1		2	1		1	2	
MISSION IMPOSSI	16	2.1	8				1	4		6	1	3	4	2		4	2	
IT TAKES A THIEF	11	1.4	10	1	1								1	1		4	2	

Children's daytime live shows ranked by DMA HH rating with daypart data

PROGRAM				MON-FRI			MON-SAT			PRIME TIME			MON-FRI			WEEKEND		
	MKT	RTG	RANK	EARLY FRINGE	PRIME ACCESS	PRIME TIME	LATE NIGHT	DAYTIME	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	
HIGH CHAPARRAL	5	4.7	1										1	4		4	6	
ROY ROGERS SHOW	5	4.1	2													5	4	1
MAVERICK	8	4.0	3													3	2	
ALIAS SMITH-JON	13	3.9	4	1	7		1	4								7	3	4
GUNSMOKE	53	3.5	5	6	11	1	5	7	1	9	3	1	10	1	4	18	4	2
BIG VALLEY	60	3.2	6	8	6	2	1	2					8	2	2	29	4	3
BONANZA	56	3.2	6	8	5	3	4	4		7	2	2	5	2	1	22	3	6
LONE RANGER	33	2.9	8	2	1											31	3	5
RAWHIDE	13	2.8	9	1	4					1	1		3	1		3	2	
RIFLEMAN	16	2.7	10										1			10	3	7
WILD WILD WEST	29	2.7	10	1	5		2	3		7	2	3	5	2	2	12	3	8
WANTED DEAD OR	10	2.6	12	1	4								2	1		4	3	
VIRGINIAN	6	1.6	13													4	1	
CISCO KID	5	1.4	14													3	1	

What Broadcasters Should Know About Satellites

by John P. Taylor



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SYNDICATION STATISTICS

Documentaries ranked by DMA HH rating with daypart data

PROGRAM	MON-SAT			PRIME ACCESS			PRIME TIME			MON-FRI LATE NIGHT			WEEKEND DAYTIME			WEEKEND EARLY FRINGE		
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
MUPPET SHOW	116	5.8	1	40	9	2	9	5	1	2			31	3	1	42	6	1
BENNY HILL SHOW	79	5.2	2	5	10	1	8	4	2	37	4	1						
CAROL BURNETT &	34	4.4	3	3	6		1	7		9	1	5	4	2		4	5	
MADAME PLC M-F	47	2.7	4	8	4	4	3	2		36	3	4						
SO YOU-GOT TROU	94	2.7	4	11	5	3	3	4		5	3	3	6	2	2	12	4	2
SAT NITE ROCKS	73	2.6	6	9	2	5	6	2	4	36	3	2	2	8		4	3	
BURNS AND ALLEN	5	2.2	7							2								
MADAME PLACE 60	89	2.0	8	3	4		6	2	3	12	1	5				2	1	
UNCLE FLOYD	6	2.0	8							3	1							
LAUGH TRAX	80	1.5	10	2	2		12	2	4	17	1	7	6	2	2	3	3	

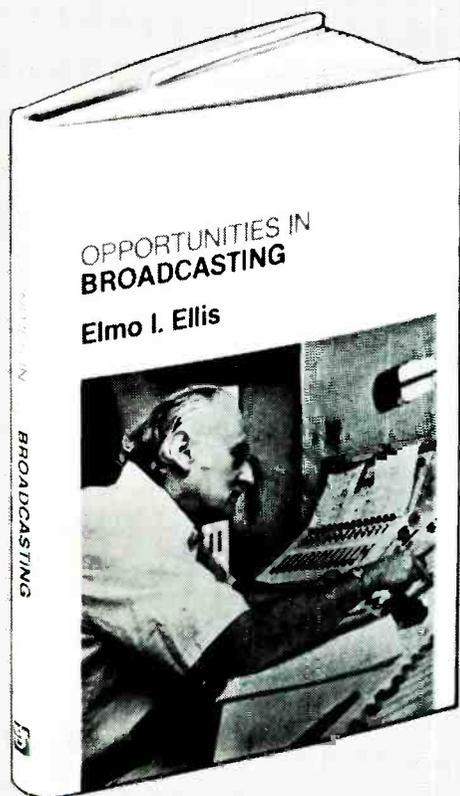
Syndicated news ranked by DMA HH rating with daypart data

PROGRAM	MON-SAT			PRIME ACCESS			PRIME TIME			MON-FRI LATE NIGHT			WEEKEND DAYTIME			WEEKEND LATE NIGHT		
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
AMERICAN TOP 10	108	2.9	1	7	4	1	5	1	2	12	2	1	54	3	1	34	2	1
BEST-MIDNIGHT S	101	1.8	2	5	3	2	12	3	1	24	1	2	7	2	2	64	1	2
ROCK CONCERT	12	0.9	3							5	1	3				7	1	3

Forum and discussion shows ranked by DMA HH rating with daypart data

PROGRAM	MON-SAT			PRIME ACCESS			PRIME TIME			WEEKEND DAYTIME			WEEKEND EARLY FRINGE			WEEKEND LATE NIGHT		
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
HEE HAW	176	9.3	1	115	15	1	8	4	2	19	2	10	40	8	1	6	6	1
SOLID GOLD ORG	180	7.9	2	72	10	3	16	7	1	12	5	1	34	7	3	61	4	2
MEMORY-L. WELK	122	5.8	3	49	11	2	28	3	6	17	3	7	35	6	6	2	2	
GLEN CAMPBELL	132	4.7	4	40	6	5	17	3	9	19	3	7	58	5	10	19	3	3
SOUL TRAIN	60	3.8	5	2	6		1	6		31	4	2	12	6	4	15	3	3
NASHVILLE MUSIC	112	3.7	6	5	7	4	10	3	5	44	2	9	55	6	4	20	3	3
COUNTRY JAMBORE	23	3.5	7	1	3		7	3	7	7	2	12	7	7	2	2		
POP GOES THE CI	93	3.3	8	4	8		10	3	7	30	3	4	47	5	8	19	2	8
NASHVILLE ON TH	76	3.1	9	4	5		7	4	3	30	3	5	25	5	9	14	2	7
SOLID GOLD RPT	57	2.8	10				7	4	4	8	3	3	7	5	7	24	2	6
BACKSTAGE AT GR	55	2.7	11	2	4		8	3	10	24	3	5	23	4	11	8	1	10
SHA-NA-NA	61	2.4	12	4	3		3	2		15	2	11	21	4	12	18	1	10
PAUL ANKA	9	2.3	13				5	2	11	1	2		1	5		2	3	
NASHVILLE SWING	5	2.1	14				1	2		4	3							
EVE AT IMPROV	67	1.3	15				3									47	2	8

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SYNDICATION STATISTICS

Devotional shows ranked by DMA HH rating with daypart data

PROGRAM	MON-FRI DAYTIME			PRIME TIME			WEEKEND DAYTIME			WEEKEND EARLY FRINGE			WEEKEND LATE NIGHT		
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
GOSPEL SING JUB	28	3.6	1				1	1	26	4	1	1	11	1	1
HOUR OF POWER	155	1.6	2				2		152	2	2	1	1	3	
INSIGHT	48	1.5	3	1			1		37	1	18	4	5	6	9
ORAL ROBERTS	187	1.5	3				1	1	187	2	3	1	4	1	
MORMON CHOIR	14	1.4	5						14	1	4				
MASS FOR SHUT-1	16	1.3	6						16	1	5				
INCREASE FAITH	8	1.2	7				2	1	7	1	6				
REV JIMMY SWAGG	180	1.2	7	2			11	1	173	1	6	1		6	1
LOWELL LUNDSTRO	40	1.2	7				2	1	37	1	6			1	2
MIRACLE REV HR	6	1.2	7						6	1	6				
CATHEDRAL TOMOR	183	1.2	7						179	1	6			5	1
CALVARY TEMPLE	10	1.1	12				1	1	9	1	6				1
JIM WHITTINGTON	21	1.1	12						20	1	6			2	1
THY KINGDOM COME	7	1.0	14						7	1	13				
AMERICAN CATHOL	6	0.9	15						4	1		1	1	1	
CHRIST FOR THE	15	0.9	15						15	1	14				
DAVEY AND GOLIA	8	0.9	15						8	1	14				
DAY OF DISCOVER	153	0.9	15				6		6	152	1	14			
JAMES ROBISON	63	0.9	15				2		61	1	14			1	1
LET THE BIBLE S	6	0.8	20				1	1	4	1		1			
AMAZING GRACE	34	0.7	21				1		34	1	23				
CHANGED LIVES	13	0.7	21				1	1	12	1	27				
HERALD OF TRUTH	49	0.7	21				2		46	1	23	1	2		
IT IS WRITTEN	58	0.7	21				2	1	57	1	18	1	1		
KROEZE BROS CRU	6	0.7	21						6	1	23				
OL TM GSP HR/J	175	0.7	21				25		5	158	1	18	6	1	2
THIS IS THE LIF	33	0.7	21				2		27	1	18	1		22	7
700 CLUB	104	0.6	28	78	1	1	13	1	3	21	1	32	1	30	1
BREATH O LIFE	10	0.6	28				1		9	1	27				3
FAITH FOR TODAY	26	0.6	28				1	1	24	1	27	1	1	1	
KEN COPELAND	125	0.6	28				7	1	2	118	1	27		2	
LEONARD REPASS	12	0.6	28				1		8	1	18	1	1	2	
WRLD WIDE CHURC	112	0.6	28				4	1	111	1	23			1	
AM RELIG TOWN HI	7	0.5	34						7	1	32				
CHRISTOPHER CLO	17	0.5	34						13	1	32			4	
JIM BAKKER	148	0.5	34	117	1	1	7	1	3	61	37	1	1	45	1
DR H C ESTEP	8	0.5	34				4		3	1				1	3
REAL TO REEL	14	0.5	34				2		12		37	1	3		
REV. DR. KENNED	22	0.5	34	1			4		19	1	27				
SACRED HEART PRI	8	0.5	34						7	1	32				
WITH THIS RING	14	0.5	34						6	1	32			5	5
ERNEST ANGLE	40	0.4	42				8		6	31	37	1	1	5	8
FATHER MANNING	5	0.4	42						3	1		1		1	
GODS GOOD NEWS	13	0.4	42	5		4	4	1	3	1		2		1	2
HUMAN DIMENSION	6	0.4	42				1	1	5		37				
JACK VAN IMPE	88	0.4	42				17		6	30	37	5	3	1	39
LARRY JONES SHO	25	0.4	42						24		37			2	5
RICHARD HOGUE	5	0.4	42	4			1	1							
SHOW MY PEOPLE	19	0.4	42				2		18		37				
BIBLE PROPHECY	5	0.3	50				1		4						
CRUSADE FOR CHRI	6	0.3	50				1		5		45				
DAWN OF NEW DAY	13	0.3	50				3		10		37			1	
DR W.V. GRANT	20	0.3	50				2		15		45	1		4	1
LAHAYES-FAMILY	8	0.3	50				5		9	3		1	1		
LESSON	14	0.3	50				2	1	8		48			3	
SEARCH	7	0.3	50				1		6		45			1	
STUDY IN WORD	83	0.3	50	82		3									
JOHNNY BARTON	6	0.2	58	2			1		5		49				
FAITH 20	5	0.1	59	1					4						
GODS NEWS	6	0.1	59						2			1			

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SYNDICATION STATISTICS

Sports commentary shows ranked by DMA HH rating with daypart data

PROGRAM	MON-FRI DAYTIME			MON-FRI EARLY FRINGE			WEEKEND DAYTIME			WEEKEND EARLY FRINGE			WEEKEND LATE NIGHT		
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
BART STARR	6	6.9	1				3	6							
BEAR BRYANT	5	5.1	2				1	11		4	5			1	
VINCE DOOLEY	8	5.0	3				8	5	1						
NFL S BEST EVER	9	4.3	4				6	2	3	2	9			1	
NFL WEEK-REVIEW	53	2.6	5				36	2	4	19	5	1		3	1
TOM LANDRY	16	2.6	5				13	3	2	4	2			2	3
FRED AKERS	6	2.0	7				1	3		1	3			2	2
SOUTHERN SPORTS	14	2.0	7				10	2	6	3	10			2	1
COURS OUTDOORSM	14	1.9	9				9	2	6	6	4	2			
GREAT SPORTS LE	64	1.9	9				41	2	5	24	3	5		5	2
NFL WEEKLY MAGA	49	1.8	11				33	2	9	12	3	3		5	1
OUTDOOR SPORTSM	9	1.7	12				8	2	6	5	3	4			
BOBBY BOWDEN	9	1.4	13				4	2		3	2			1	
GERRY FAUST	5	0.9	14				3	1		1	2			3	
SPORTS ODDSSEY	5	0.8	15				5	1	10						
CHARLIE PELL	8	0.7	16				4	1						3	1

Syndicated sports events ranked by DMA HH rating with daypart data

PROGRAM	PRIME TIME			MON-FRI LATE NIGHT			WEEKEND DAYTIME			WEEKEND EARLY FRINGE			WEEKEND LATE NIGHT		
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
RODEO PRO TOUR	5	6.1	1	1	13				2	5		1	7		
LUMBERMANS 500	17	4.7	2						15	2	5	2	8		
CHMP WRESTLING	128	3.7	3	7	2	1	3	5	94	4	1	30	4	1	39
AUBURN FOOTBALL	5	3.2	4				1	7	1	6		3	2		
COWBOY WEEKLY	15	3.0	5						10	2	4	3	5		2
PENN STATE FOOT	5	2.5	6						5	3	2				3
SCAA CAN-AM	12	2.4	7						5	2	3	7	3	2	
ACC FOOTBALL	14	1.2	8						2	3		1			13
GRAND PRIX ALST	27	1.1	9						27	1	6	1	1		1
BIG 10 FTBL	26	1.0	10				3	1	20	1	6	4	1		3
TEXAS A M FTBL	5	1.0	10	2	1							1			2
BOXING	7	0.7	12	4	1				1			2	1		2
USC FOOTBALL	5	0.7	12	1	3		2	1	1	2					2
NOTRE DAME FOOT	20	0.5	14	2					3	1		1	1		12
ATHLETES IN ACTI	7	0.2	15	2					5		8	2			1

Syndicated sports news ranked by DMA HH rating with daypart data

PROGRAM	PRIME TIME			MON-FRI LATE NIGHT			WEEKEND DAYTIME			WEEKEND EARLY FRINGE			WEEKEND LATE NIGHT		
	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK	MKT	RTG	RANK
THIS WEEK IN FTI	5	1.9	1						4	2		2	4		
WKEND SPORTS WRI	53	1.0	2	7	1	1								46	1

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SYNDICATION STATISTICS

Syndicated shows ranked by access DMA HH ratings

PROGRAM	MON-FRI			MON-SAT			MON-FRI			WEEKEND			WEEKEND						
	MKT	RTG	RANK	EARLY FRINGE	PRIME ACCESS	LATE NIGHT	EARLY FRINGE	LATE NIGHT											
M. A. S. H.	177	13.5	1	65	12	1	104	15	1	41	11	1	16	9	4	30	9	1	
HEE HAW	176	9.3	5				115	15	2				40	8	8	6	6	5	
PM MAGAZINE	76	12.0	3	1	12		73	13	3				3	9					
FAMILY FEUD PM	124	12.4	2	4	10		118	13	4	2	1		2	8		1	6		
TIC TAC DOUGH	89	8.6	9	14	8		54	13	5										
JIM ROCKFORD	77	4.5	60	10	7		16	5	12	6	19	3	16	9	5	42	20	5	7
PEOPLES COURT	136	9.0	7	92	8		31	11	7	2	5		6	8	7	1	7		
DANCE FEVER	114	7.8	12				34	11	8	6	2	27	39	6	21	34	4	12	
THREE'S COMPANY	104	9.6	4	45	9		54	11	9	11	5		6	5	9	2	5	5	10
BARNEY MILLER	126	8.5	10	46	8		50	11	10	27	6		4	14	7	12	10	7	2
WILD KINGDOM	153	4.1	77	1			13	11	10				106	5	47	2	1		
ENTERTAINMENT T	121	8.8	8	22	6		31	90	11	12	17	3	16	1	5				
MEMORY-L.WELK	122	5.8	32				49	11	12				35	6	31	2	2		
JEFFERSONS	94	9.1	6	55	8		35	10	14	6	3		14	5	7	17	2	2	
SOLID GOLD ORG	180	7.9	11				72	10	15	12	5		7	34	7	18	61	4	14
BENNY HILL SHOW	79	5.2	42	2	4		5	10	16	37	4		8			38	5		9
JOKER'S WILD	59	6.3	24	12	7		19	22	10	17	1								
LET'S GO TO RAC	23	7.3	15				11	10	18				5	5	47	5	7	2	
ENTERTAINMENT T	117	3.3	108				13	10	19				20	5	44	78	2	27	
HAPPY DAYS	145	6.7	21	110	7		21	18	9	20	3	2	19	7	12	1	1		
MORE REAL PEOPLE	63	5.8	32	36	5		40	25	9	21	3	4	1	8					
LAVERNE AND SHI	86	6.8	18	57	7		17	11	9	22	6	5	11	8	5	3	4		
WELCOME BACK KO	34	5.9	30	12	6		25	5	9	22			9	4	78	2	2		
MUPPET SHOW	116	5.8	32	34	5		48	40	9	24	2		42	6	19	1			
KUNG FU	47	3.6	94	2	3		5	9	25	5	1	37	17	5	49	9	2	32	
WKRP IN CINCINN	29	7.8	12	17	8		10	7	8	26	4	5	1	12		1	10		
CARTER COUNTRY	22	4.3	71				8	8	27	2	1		3	7		4	2		
IN SEARCH OF ...	57	3.3	108	2	7		9	8	28	12	1	33	25	5	52	3	1		
HOGAN'S HEROES	51	2.6	162	11	6		33	6	8	29	10	2	23	12	5	52	5	2	39
YOU ASKED FOR I	76	4.6	57	12	5		46	40	8	29	4	1	6	5	56	2	1		
ALL IN THE FAMIL	97	5.2	42	19	8		4	19	8	31	32	4	10	18	4	76	16	5	10
BUCK ROGERS VS	33	5.3	41	7	5		38	8	8	32			15	5	49				
LITTLE HOUSE ON	121	6.8	18	92	7		19	23	8	32			4	9					
SOAP	30	6.8	18	4	8		8	7	34	16	6	2							
YOUNG PEOPLE'S	74	4.2	75	9	5		46	8	7	35			17	5	49				
GUNSMOKE	53	3.5	99	6	11		2	5	7	36	10	1	39	8	4	67	13	5	7
NASHVILLE MUSIC	112	3.7	88				5	7	36	2			55	6	27	20	3	19	
ALICE	64	6.5	22	33	7		17	25	6	38	1	2	7	8	8	2	6		
GLEN CAMPBELL	132	4.7	53				40	6	39	3	4		58	5	56	19	3	19	
WALTONS	77	4.3	71	39	7		21	5	6	39	2	1	6	6	21				
AT THE MOVIES	87	3.4	105				16	6	41	11	1	41	39	4	67	28	3	24	
GOOD TIMES	57	5.1	45	35	6		25	8	5	42	2	4	5	7	15	1	1		
HEALTHBEAT	40	2.6	162				8	5	43				17	2	89	2	1		
MORK AND MINDY	25	5.7	36	17	6		30	7	5	44									
NEW WILDERNESS	80	3.5	99	2			8	5	44	1			45	6	27	3	2		
SO YOU-GOT TROU	94	2.7	152	15	4		57	11	5	46	5	3	19	12	4	79	12	2	34
HAWAII 5-O	60	4.6	57	10	6		25	6	5	47	26	3	12	3	5	13	4	12	
SANDFORD AND SO	68	4.5	60	20	8		13	12	5	47	19	4	10	14	5	44	5	5	6
HERE'S RICHARD	83	3.0	132				11	5	49	7	1	46	40	4	76	2	1		
JACK ANDERSON	60	3.7	88				8	5	49	1	1	29	5	42	9	1	51		
STAR TREK	66	5.2	42	6	5		48	11	5	51	9	2	21	20	8	6	11	4	14
ONE DAY AT A TI	31	6.0	29	25	6		24	6	4	52			1	3					
CHARLIE'S ANGEL	59	6.1	26	31	7		23	9	4	53	12	6	2	8	5	34			
MADAME PLC M-F	47	2.7	152	1	2		8	4	53	36	3	20				6	2	32	
AMAZING ANIMALS	61	3.1	125	4	1		8	4	55	2	1		21	4	67	1	1		
AMERICAN TOP 10	108	2.9	138				7	4	55	12	2	29	23	6	24	34	2	26	
HARDY BOYS/NANCI	84	3.3	108	6	2		69	11	4	57			27	4	60	1			
BEST-MIDNIGHT S	101	1.8	219				5	3	58	24	1	37	11	3	80	64	1	42	
MARY TYLER MOOR	69	3.1	125	7	4		56	5	2	59	10	1	33	26	5	37	7	3	22
SAT NITE ROCKS	73	2.6	162	2	2		9	2	59	36	3	18	4	3	27	2	29		

In the Picture



Paul A. Benjou

Now senior vice president, media director at Leber Katz Partners, Benjou talks new products, the organization of his media department, and some of the advantages of "thinking from the ground up."

When people ask what the "P" in LKP stands for, the answer is Partners—Leber Katz Partners. But Paul Benjou, recently promoted to senior vice president and media director at the agency, likes to add that his interpretation of "partners" is "our clients. They and we," he observes, "share a lot of risk each time we develop and launch a new product."

But he adds that "It's a lot less risk here though. We and our partner clients have not had a new product failure since 1969. The result is that 80 per cent of our billing comes from products we've helped them develop from ground zero." And at around \$250 million, he says, LKP's billing "is up that much from the \$80 million we did when I came here five and a half years ago."

Products that LKP has acted as midwife for, recalls Benjou, include h.i.s.' Chic jeans, Bonne Bell beauty aids, IBM's DataMaster business computers and Cobbie Cuddlers. Still other LKP-shepherded new products have been three R.J. Reynolds cigarettes, the earliest being Vantage, "one of the last cigarette brands to be introduced with the help of television back in the early '70's," and Prego. Campbell Soup's Prego Spaghetti Sauce, he adds, entered the arena about two years ago in a market "dominated by Ragu, which then had a 65 per cent market share. And in less than one year, Prego had captured 20 per cent of the market."

Benjou attributes the agency's new product success to "the way we structure our thinking. Here in media, and in our Marketing Planning Group, which concentrates solely on new products, we like to think from the ground up. Also we don't take just anything, just because it's new. It has to be something that we've used ourselves, or taken home and eaten ourselves, so we know it has a real difference that makes it enough better than anything else around to give us the head start of some really saleable product benefits to talk about."

As an example of "thinking from the ground up," Benjou explains that he trains his media people to "think as if no rules exist. For instance, many advertisers will consider advertising in a magazine *because* their competitor is in it. But if that same competitor is in a certain TV show, that same advertiser is very likely to object strenuously that putting them in the same program is a violation of product protection. Everyone else in the business seems to take both of these common advertiser reactions for granted, even though they combine to produce a direct contradiction of advertising philosophy."

In the face of situations like this, says Benjou, "We suggest that sometimes it's better to forget the rules. Be different. It's a sure way to get noticed. After all, the reason for advertising in the first place is so consumers will notice, remember, and buy the product."

Now that Benjou is media director, he oversees LKP's whole 32 person media operation and is in the middle of "a restructuring of the department" whose goal is to "put each person's particular talents to the best use, both to themselves and to the department," In the process, he adds, he's "working toward bringing more ordered thinking to media planning." And part of this, he explains, is to "make sure that the key players in each of our two planning groups are fully involved in each account assigned to their group. This way, responsibility for our smaller accounts doesn't end up relegated to junior people."

The well-organized operation that Benjou says he inherited from predecessor Charlie Buccieri (now publisher of *Stage Bill* ("The *Play Bill* for Lincoln Center")) is at least one reason, he believes, for the low employee turnover in his media department: "Most other factors being roughly equal," he explains, "I think people tend to look around for jobs at other agencies when they feel they're working, often needlessly, in an atmosphere of continual chaos, because the people on top don't seem to know what they're doing a lot of the time. But if management will do a little advance planning, as we try to do here, you can cut out most of the needless confusion and resulting tension at the second and third echelons, and one of many happy results is lower turnover,"

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Inside the FCC

The following was excerpted from a recent speech by FCC Chairman Mark S. Fowler at Arizona State University.

Children's fare is relevant to issue of the marketplace and program regulation



Mark S. Fowler

Changes have occurred since 1979 Staff Report

No subject is more relevant to the issue of program regulation and the marketplace than children's television.

Children's programs have been part of television since its inception. It started with *Howdy Doody* and *Kukla, Fran and Ollie* and hundreds of locally produced children's shows. FCC involvement with children's broadcasting has traditionally asked the question: Are television's broadcast licensees meeting their public interest responsibilities to the child audience? In 1974, the commission adopted a Policy Statement outlining what those responsibilities are. It asked from licensees a "meaningful effort" to improve overall amounts of children's programs. This effort was to include scheduling of children's programs during weekday periods when a large per cent of television viewing by children occurs.

In 1979, the commission released a Staff Report which basically found, on an industry-wide basis, inadequate compliance with the 1974 Statement. It outlined regulatory approaches from getting rid of the 1974 Policy Statement to rules requiring specific amounts of weekday children's programs.

The 1979 Staff Report was, to say the least, controversial. Its conclusion that there had been a "market failure" with respect to children's programs was harshly criticized by some. Without reviewing the proceeding in its entirety, it's clear the Staff Report failed to consider adequately the role of public broadcasting in the overall diet of children's programs on television.

And, of course, there have been changes in the marketplace since the period reviewed by the Report. New children's programs have been added, some existing programs have been dropped. Recently the Corporation for Public Broadcasting has undertaken a major commitment to children's programming. And family programs, particularly miniseries, have become more evident on commercial stations.

Over the last several months activists in children's television, including those who produce programming for the commercial television market, have expressed dismay over what they perceive as a reduced commitment from broadcasters to children's programs, both in quality and especially quantity. The change is leveled not only at the three major commercial networks, but at the station level as well.

This alleged disinterest in children's programs by broadcasters, some argue, can be laid at the doorstep of the FCC. Some suggest that by encouraging a reliance on marketplace forces, I, as chairman of the FCC, have sent word to the networks and stations that, so to speak, the heat is off when it comes to children's TV.

This portrayal of events, casting some of us as heroes and some of us as villains, may make for a good bedtime story. But the truth is different and a bit more complicated.

The fact is, no chairman of the Federal Communications Commission has ever called for a fixed number of hours for children's programs to be carried as a license condition. What has gone on in the past has been a raising of eyebrows, a hint here and there, a reference to dire, unseen consequences if children's programs—or news and public affairs for that matter—weren't beefed up in the program schedule.

Whether triggered by specific events, such as the quiz show scandals in the late 1950s, or more generalized feelings about the effect of television in society, these efforts amount to government by a wink, regulation by a nod, and required effort by raised eyebrow. That which the FCC was unwilling to do directly was sought to be done through subtler methods.

Upon assuming chairmanship of the FCC in 1981, I decided to end government by raised eyebrow. I did not want to be in the business of sending signals, however discreetly, to promote programming that I might personally feel valuable.

'Government by raised eyebrow' ended in 1981

Inside the FCC

(continued)

I want an era of true competition among different video technologies, to allow broadcasters to compete freely with other technologies. These reforms cannot come about by continuing to insist, however compelling the perceived need, that broadcasters jump through our regulatory hoops, hoops labeled news and public affairs, hoops labeled children's television.

FCC shouldn't second guess station programming choices

By taking this stance, I know that there may be risks, particularly for that vulnerable group of viewers known as children. As I noted, some long established programs have been cancelled. Few new undertakings have been launched by the commercial networks. But if we are truly to bring sensible regulation into the broadcast industry, to treat broadcasters on the same level as print journalists, to end for all time government censorship of program content and so honor the First Amendment, then we can raise our eyebrows at these program decisions no longer.

When there is a decline in children's programming in over-the-air television, the reason is no mystery. Given available programming choices at a particular hour and a set number of channels in a market, other programs may be more profitable or more popular. I don't believe that the FCC should second guess those judgments, for we have no way of ourselves arriving at the right answer.

I have suggested, in regards to children's programming, that there may be a special role for public broadcasting to play. For public broadcast stations are dedicated to serving the noncommercial needs of viewers—that's why they were reserved in the spectrum. I believe it is incumbent on those who care about children's programming, and I include myself among those, to advocate a sufficient budget for public broadcasting to help meet the needs of the child audience. Public broadcasting has an impressive track record in children's programming, and it should be given further opportunity to fill gaps in the commercial sphere. I believe this is the prudent way to go, both from the standpoint of regulatory policy and from the First Amendment.

What would children's advocates have FCC do?

Beyond this proposal, and this commitment, I am somewhat at a loss to know what it is that advocates of children's programming would have the commission do. Would they have the FCC mandate minimum number of hours for children's programs? If so, how much would be enough?

I simply do not know what the FCC can do without violating the First Amendment rights of broadcasters. In saying this, I do not wish to minimize the significance of children's programming. I do not wish to devalue the need in society to make the television experience valuable to our young.

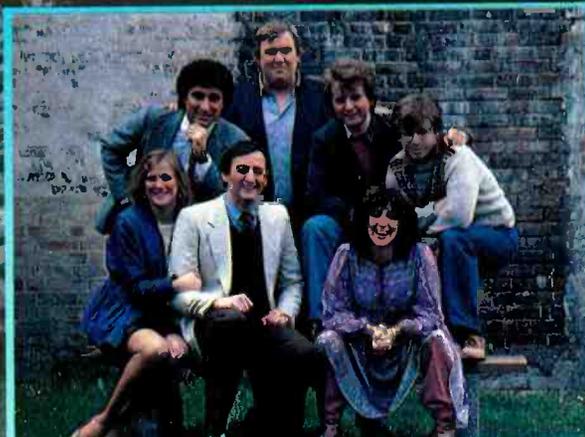
But I think it's important to place the role of television in its proper perspective. Those whose sole mission in the public policy arena is the advocacy of more and better children's programs—an advocacy I welcome—sometimes lose this perspective. TV is only one piece of the child's total environment, an important piece, but still only one piece.

TV watching is not decisive in molding child's attitudes

I reject the premise that TV watching is decisive in molding a child's attitudes, beliefs, values and behavior. Schools are likelier to influence the way a child grows and develops. The values taught by teachers and especially by classmates—from the sandbox to the playground to the chemistry lab—mold the world views of a child.

And most important in the development of the child are parents and family. Television has never held itself out as a replacement for parenting, nor can it. Those parents who abdicate responsibility to television as their electronic babysitter should not expect TV, or government, to right their wrong.

So let me be clear—I have no enthusiasm for mandated minimums when it comes to children's programs. In fact, the commission has never done this. In light of the First Amendment, my own commitment to deregulation, and the inescapable competition from new technologies, now is a particularly bad time to consider these obligations. The reality is that no broadcaster has ever had his license imperiled on a children's programming issue, and I do not foresee starting up a new obstacle course.



SCTV Network

EMMY AWARD

WINNING

As seen on NBC Television Network

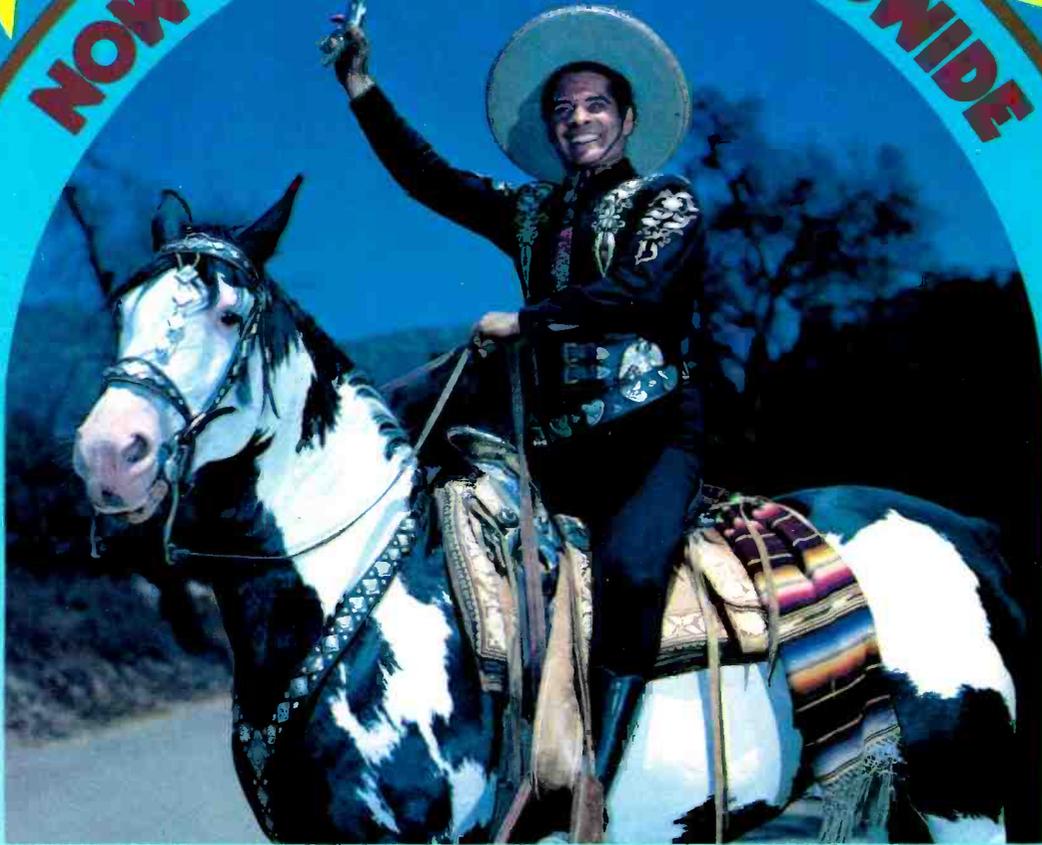
SCTV, the irreverently funny television series that parodies television itself, brings some of the most pungent and outrageous satire to television. The seven member cast weaves comedy sketches that balance irreverence

and total lunacy while mangling the issues of the day. The cast includes Joe Flaherty, Eugene Levy, Rick Moranis, Dave Thomas, Andrea Martin, Catherine O'Hara and John Candy.



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"The Cisco Kid" as you've never seen him before. In full color, and what color! The series, one of the first produced in color has been carefully restored and enhanced. The 156 half hour programs are now available on video tape, with all the magnificent color of

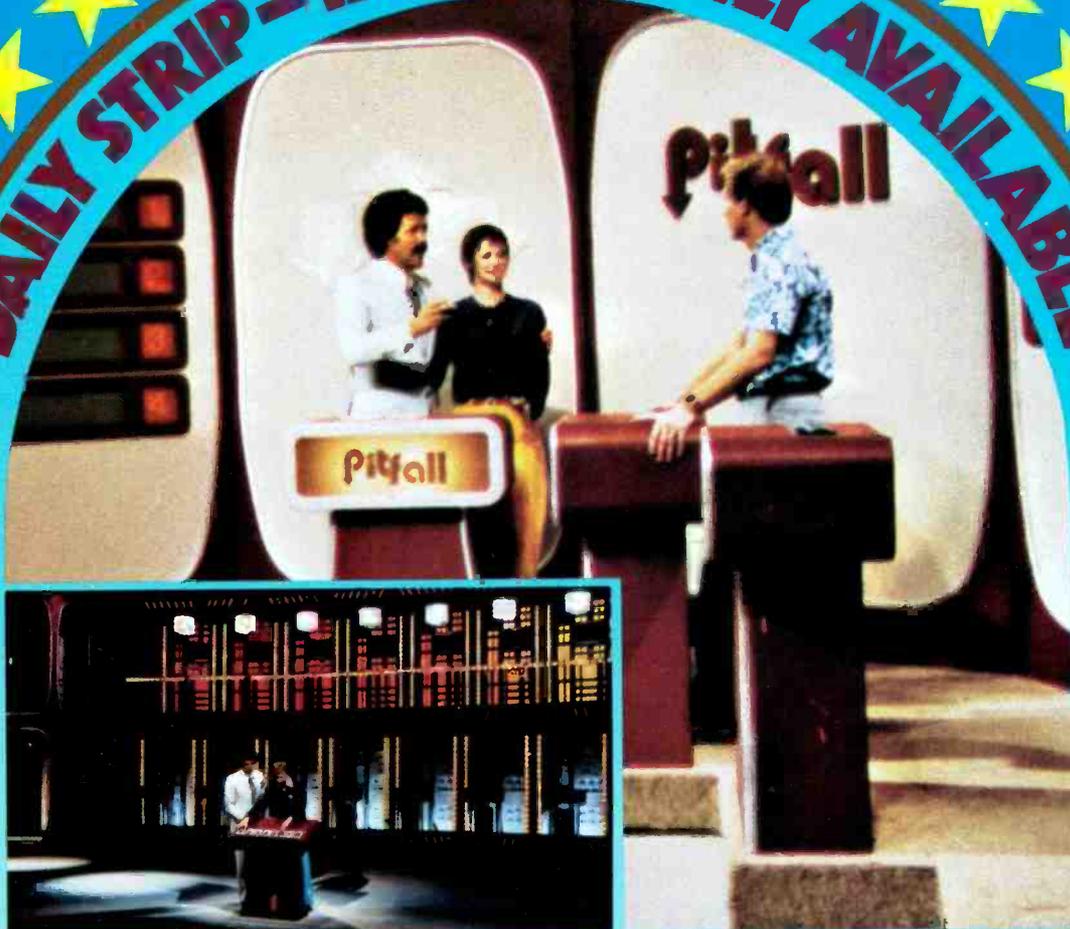
the western landscape used in the location shooting captured again.

The modern Robin Hood of the old west rides through the American frontier fighting corruption without violence, and with a blend of humor and pride that has made "The Cisco Kid" the classic cowboy show that will delight the entire family.

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That's Life

THAT'S LIFE presents viewers with fascinating glimpses of people and their lifestyles from around the world. It's a celebration of all that's unique, unusual and just plain interesting about life, and searches the world seeking out both the renowned and the unknown.

THAT'S LIFE is a show for almost any time period. The half hour daily strip is highly modular, segmented in true magazine fashion, and is a very visual, multi dimensional reality program. THAT'S LIFE not only talks to the stars and the celebrities, but also to interesting people from all walks of life.

THAT'S LIFE is a Global Television Network production in association with Rhodes Productions.



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