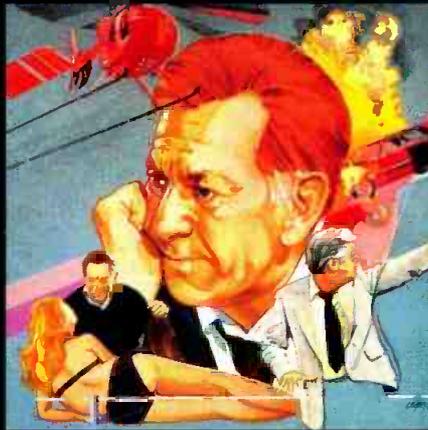


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Mar 21

# NOT IN 1985. NOT IN 1984.



## QUINCY

Available this Fall.

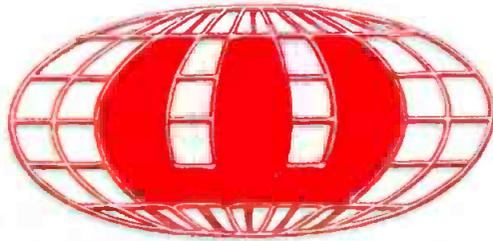
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# NATPE '83



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ENTERPRISES INC.**

A Taft Company

*Our 10<sup>th</sup> Year*

# Little House On The Prairie is bigger than ever!

Sold in 140 markets  
**44 ALL NEW HOURS**  
available for 1983

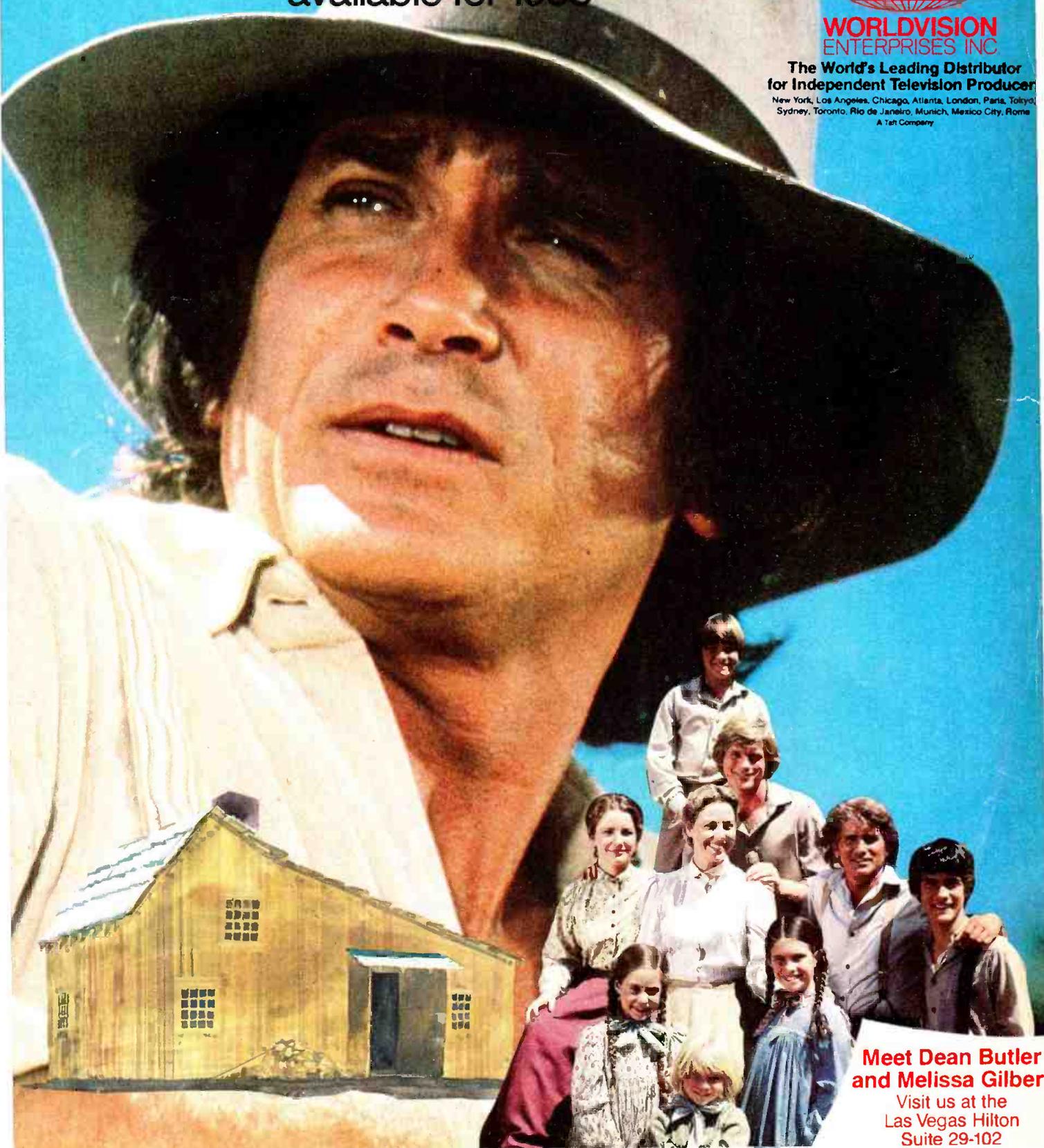
OUR 10<sup>th</sup> YEAR



**WORLDVISION  
ENTERPRISES INC**

**The World's Leading Distributor  
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,  
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome  
A Tsh Company



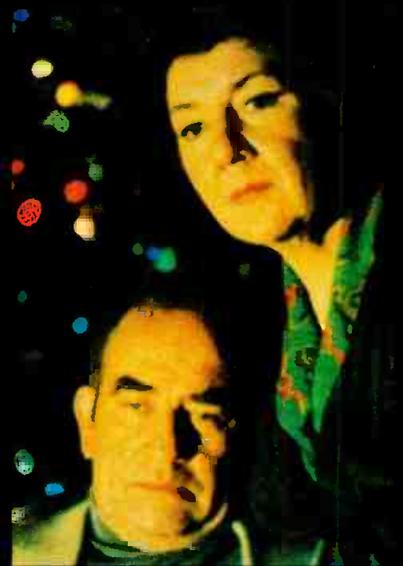
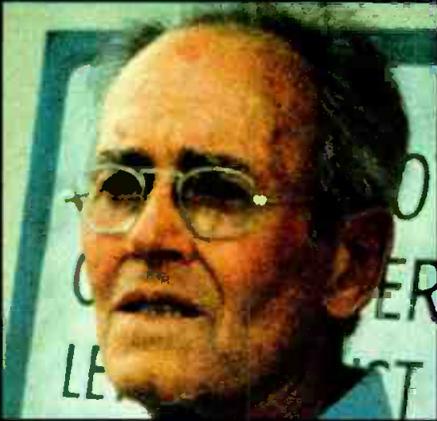
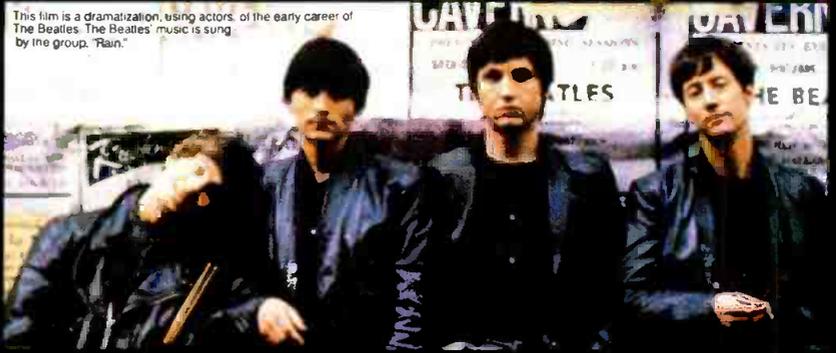
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From Elvis to the brash bounce of the Beatles to the artistry of Oscar-winning Henry Fonda... 25 star-studded feature films.



OUR 10<sup>th</sup> YEAR

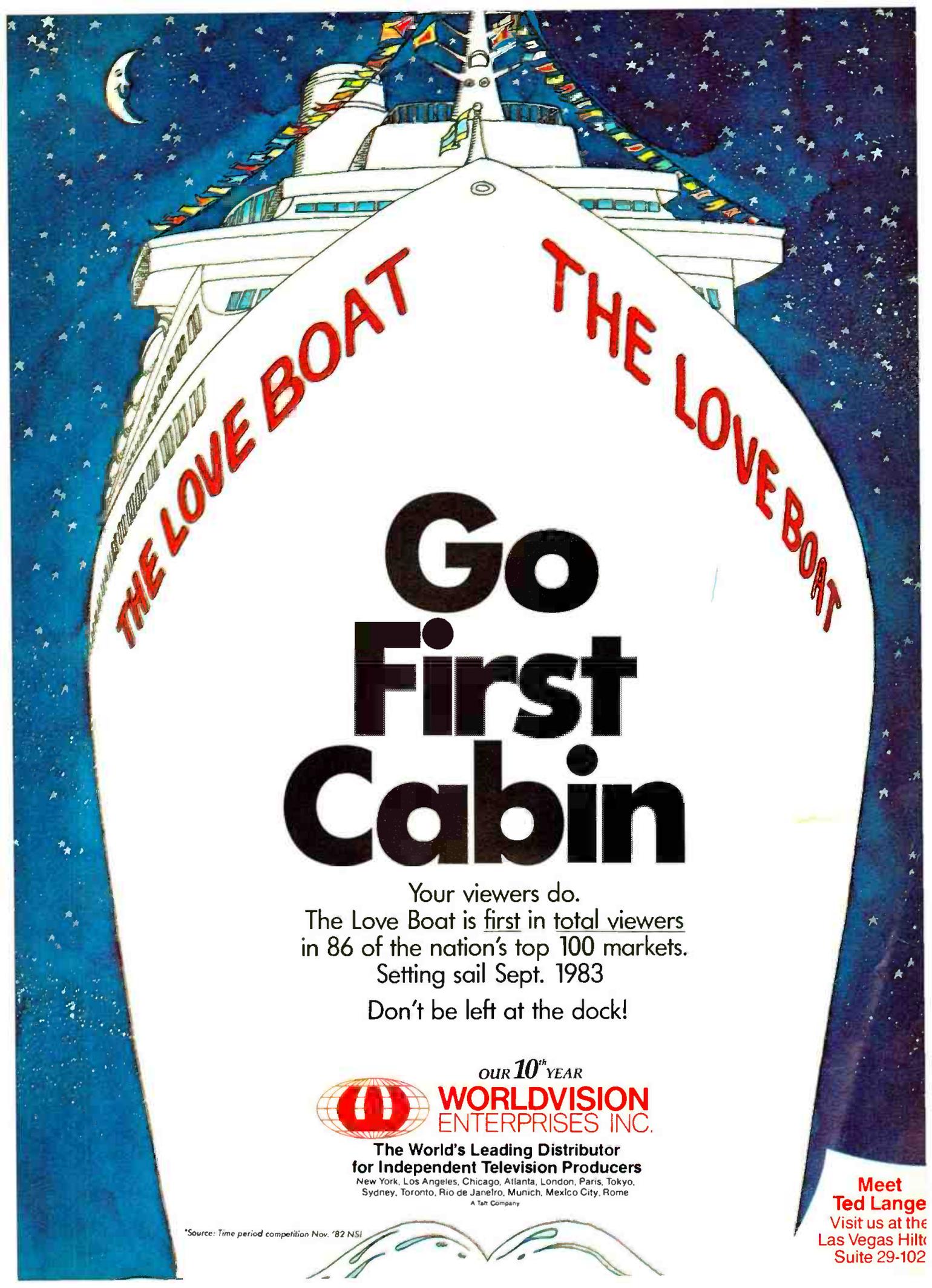
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THE LOVE BOAT

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!



OUR 10<sup>th</sup> YEAR

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\*Source: Time period competition Nov. '82 NSJ

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# The Funtastic World of Hanna-Barbera

Hundreds of half hours of TV's finest animated hits to captivate the kids.



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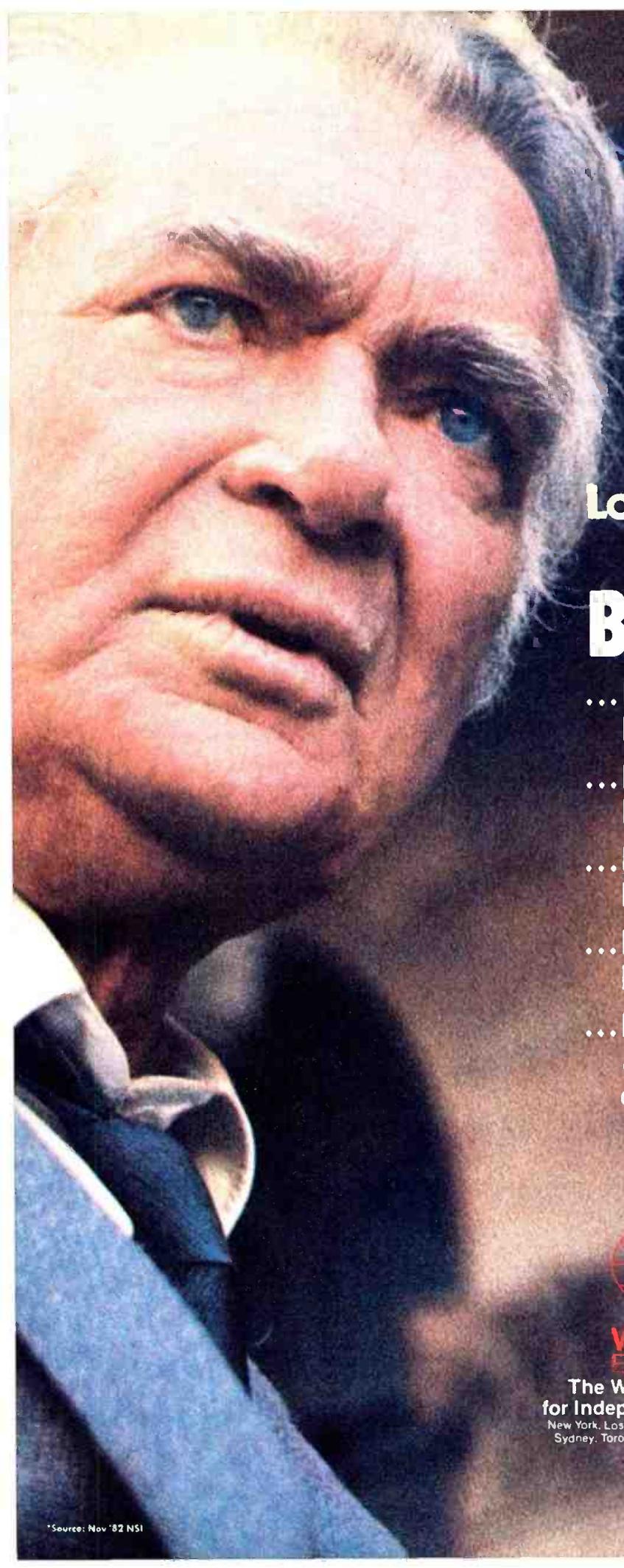
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Look at  
**BARNABY JONES**

- ... Look at Chicago (WBBM-TV)  
Barnaby #1 at 4PM 11/24%
- ... Look at New York (WCBS-TV)  
Barnaby #1 at 4PM 7/19%
- ... Look at Shreveport (KSLA-TV)  
Barnaby #1 at 11 PM 10/46%
- ... Look at Miami, Tampa, Memphis,  
Denver
- ... Look at Barnaby Jones—He's  
available immediately for both  
early and late fringe stripping.

OUR 10<sup>th</sup> YEAR



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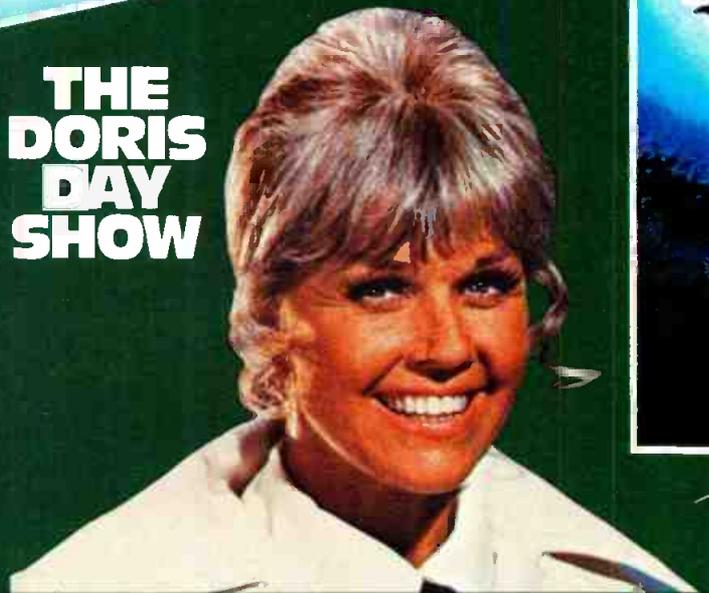
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THE  
DORIS  
DAY  
SHOW

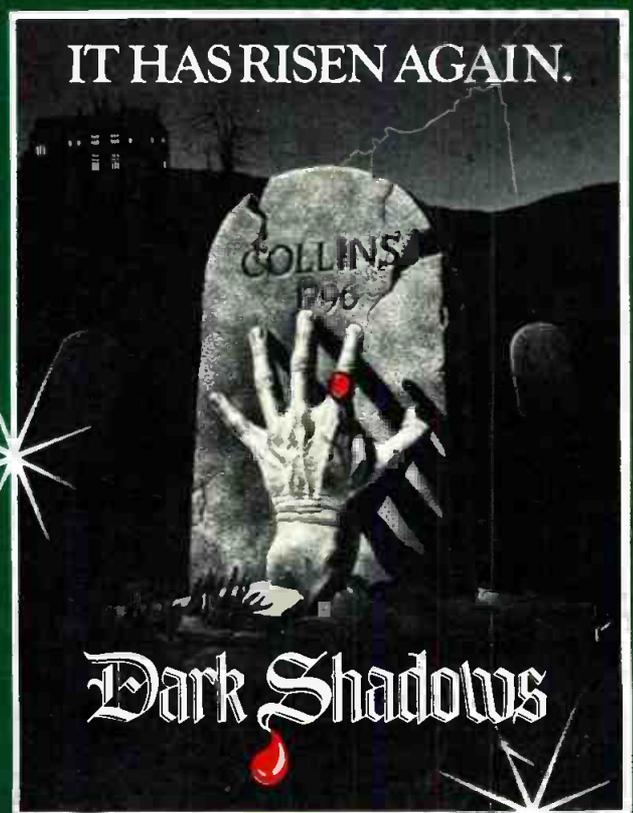


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# BEYOND

The startling adventure  
into the world of  
psychic phenomena.

IT HAS RISEN AGAIN.



# Dark Shadows

## EVERGREEN PROGRAMS INC.

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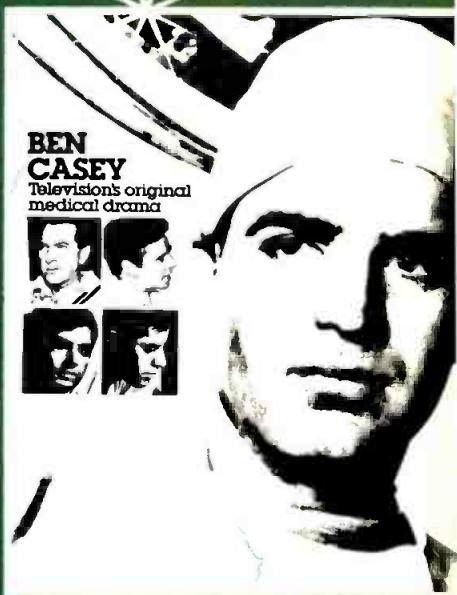


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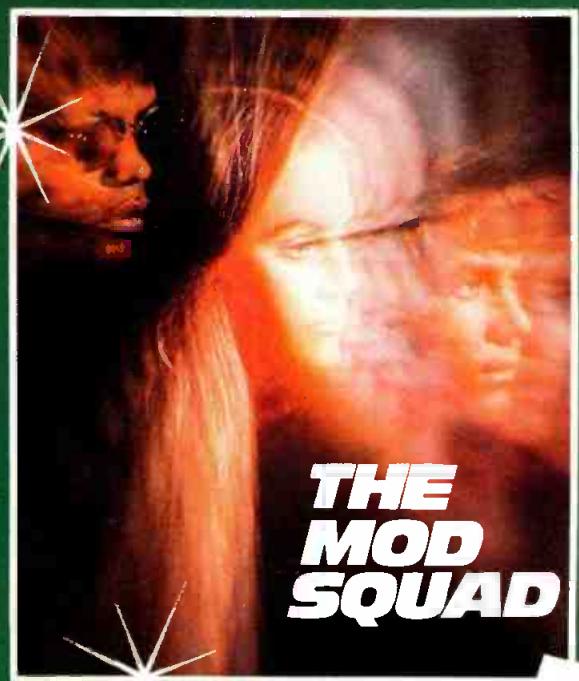
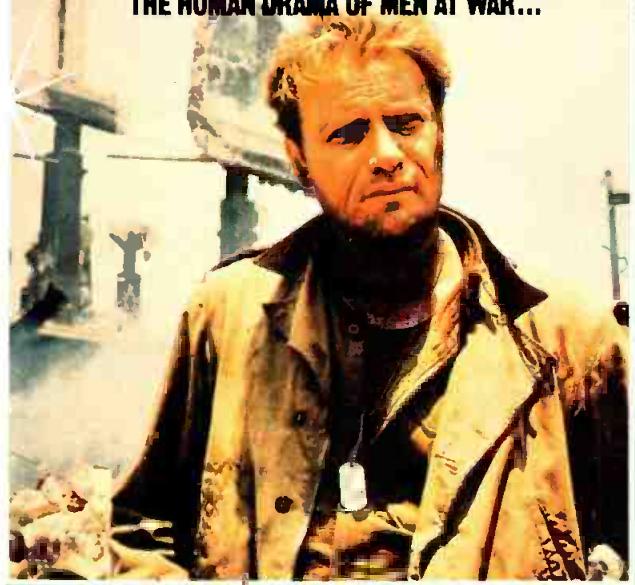


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Television's original medical drama



## COMBAT!

THE HUMAN DRAMA OF MEN AT WAR...



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WGN-TV Chicago  
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KBHK-TV San Francisco  
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WTTG Washington (D.C.)  
WJKW-TV Cleveland  
WFAA-TV Dallas  
KTRK-TV Houston  
WCIX-TV Miami  
KMSP-TV Minneapolis  
WAGA-TV Atlanta  
KSTW-TV Seattle-Tacoma  
KPLR-TV St. Louis  
KWGN-TV Denver  
KTXL Sacramento  
KPTV Portland (Ore.)  
WTXX-TV Hartford  
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WGNO-TV New Orleans  
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KOKH-TV Oklahoma City  
WJAR-TV Providence  
KSAT-TV San Antonio  
WTKR-TV Norfolk  
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WNEM-TV Flint-Saginaw  
WAWS-TV Jacksonville  
KFSN-TV Fresno  
WOI-TV Des Moines  
KNAT-TV Albuquerque

KIKU-TV Honolulu  
WUHF-TV Rochester (N.Y.)  
KOLR-TV Springfield (Mo.)  
KGUN-TV Tucson  
KHGI-TV Lincoln  
WFLS Lansing  
KVVU-TV Las Vegas  
KKTV Colorado Springs  
WTVO Rockford  
KVAL-TV Eugene  
KAME-TV Reno  
KBCI-TV Boise

volume  
**23**



Warner Bros. Television Distribution  
A Warner Communications Company

# Broadcasting Mar 21

## NATPE opens its Las Vegas show □ Fight over FCC's financial interest rules is verbally enjoined

**APPROACHING THE BENCH** □ Both sides in financial interest rules case present oral arguments before FCC. **PAGE 55.**

**LPTV BACKLOG** □ FCC assures applicants that lottery mechanism will speed processing, although others remain skeptical. **PAGE 60.**

**ON STAGE** □ NATPE starts rolling in Vegas with financial interest rule ever present on attendees' minds. **PAGE 74.** Agenda of events begins on **PAGE 78.** Early fringe time is prime concern of program directors. **PAGE 84.** Listing of what's available in marketplace begins on **PAGE 88.**

**DARK ASPIRATIONS** □ Proposal to FCC by Daytime Broadcasters Association for more hours of operation criticized by other broadcasters. **PAGE 130.**

**ON BOARD AT NTIA** □ David Markey, a veteran of both sides of Washington, takes over today as head of National Telecommunications and Information Administration. **PAGE 132.**

**HORNS STILL LOCKED** □ Proposal to allow some UHF spectrum to be used by land mobile operators draws their applause, but loud boos from broadcasters. **PAGE 134.**

**ORION'S BELT** □ Application to provide private international satellite telecommunications system

produces questions on how it fits into existing structures. **PAGE 136.**

**FOUND IN SPACE** □ Researchers believe they have located what apparently is Satcom III, the ill-fated satellite launched then lost in late 1979. **PAGE 150.**

**BATTLE LINES DRAWN** □ Much behind-scenes lobbying goes on as both sides in teletext standards issue prepare for FCC action. **PAGE 156.**

**QUARTER DIP** □ CBS executives tell analysts first-quarter earnings in 1983 will be lower than comparable '82 quarter. **PAGE 162.**

**WHAT YOU WANT** □ UPI announces customized news service for broadcasters allowing them to choose only stories each wants. **PAGE 168.**

**THE WORD: PRODUCTIVITY** □ NAB convention next month in Las Vegas will center its theme on increasing output efficiency. **PAGE 172.**

**AD CHARTING** □ Ted Bates releases study of advertising trends in past 10 years. **PAGE 174.**

**LARSENOMICS** □ As president of NATPE, Chuck Larsen is insuring that the mortar doesn't crumble between the bricks of the association. Among his basics: streamlining business procedures, retaining expertise of past NATPE movers and shakers. **PAGE 199.**

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**26 ALL NEW SHOWS  
THIS YEAR  
AND EVERY YEAR**

**HEE  
HAW**

**#1**

- First Run Hour in Syndication
- Hour in Household Ratings
- Total Women
- Total Men

Source: November, 1982 Nielsen Report on Syndicated Programs

**WE'RE NOT GETTING OLDER,  
WE'RE GETTING STRONGER.**

Alan D. Courtney  
President

Gaylord Program  
Services, Inc.

9255 Sunset Blvd.  
Suite 800  
Los Angeles, CA 90069  
213/271-2193



**Visit Us  
at NATPE**

Gaylord/Suite 4-106  
Las Vegas Hilton  
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Hilton Convention Center

## Best and better

Nearing end of first quarter, Wall Street analysts who follow broadcasting and cable tend to think 1983 will be exceptionally strong year for former and at least improving one for latter. Given broadcasting's standout performance in 1982's sloppy economy, plus signs that recession is finally breaking, nobody seems inclined to challenge assessment of specialist who said 1983 "should be a superb year," for broadcasting. Analysts are looking for gains of at least 12%-13% for network revenues, 9%-12% and perhaps more for spot and up to 12%-13% for local.

For cable, thinking is that 1983 could be "sort of a comeback year," as one put it. Many problems that dogged operators in 1982—high construction costs and high churn rates, for example—haven't gone away and may indeed be joined by another: higher copyright costs. But there's also feeling that construction financing will be considerably helped by lower interest rates, and that improving economy and perhaps more aggressive marketing could lower churn rates. Some prefer to talk about 1984. By then, they reason, many cable companies will have much of their capital spending behind them, to great benefit of earnings.

## All-system stereo sets

There might be something to this multisystem AM stereo receiver business after all. At time FCC decided to let marketplace choose AM stereo standards, suggestion that some receiver manufacturers might develop radios capable of receiving more than one stereo signal was met with skepticism. But Sansui has now announced it will market next fall four-system receivers it demonstrated privately in January ("Closed Circuit," Jan. 31), and Sony, which has chips ready for four systems, has shown some AM stereo proponents prototype of two-system (including Kahn and unknown other) Walkman-type radio.

## More cable sports

Regional pay-sports channels that Group W Satellite Communications intends to offer will have added dimension. In addition to rights that GWSC hopes to negotiate with professional teams in several markets, cable programmer also plans to produce sports-magazine program modeled after co-owned *PM*

*Magazine*. Theory is, in addition to games themselves, fans and viewers want as much information as possible concerning regional sports figures and teams.

Eddie Einhorn, president of Chicago White Sox, has talked with Group W about possible pay-sport deal including White Sox and partners in proposed Super Sports Network, Milwaukee Brewers and Detroit Tigers. It's unknown whether regional deals between those three teams and Group W would spell end of SSN, proposed national pay network.

## Out of past

Advanced Television Systems Committee, industrywide group charged with developing better-than-NTSC television standards, is expected to name former FCC Chairman E. William Henry as its chairman. Henry, who served on FCC from 1963 to 1966, is partner in Washington law firm of Ginsberg, Feldman, Weill & Bress.

## Widening field

Candidates for director general of International Telecommunications Satellite Organization (Intelsat) have increased to five. Algerian and Thai have been added to list of three known previously—U.S.'s Richard Colino, Australia's Randolph Payne and Canada's Jean-Claude Delorme (BROADCASTING, Jan. 10). New candidates are Abdelkader Bairi, Algeria's director general for telecommunications, and Sribhumi Sukhanetr, Thailand's director general of Department of Aviation. Intelsat board of governors is expected to interview all five at meeting in June.

## Longer days

Congressman Vin Weber (R-Minn.) will introduce legislation instructing FCC to permit daytime broadcasters to operate from two hours before sunrise to two hours after sunset (proposal put forth by Daytime Broadcaster's Association at FCC [see story, page 130]). Unlike bill introduced in last Congress by Representative Paul Findley (R-Ill.), which would repeal skywave service, Weber's measure leaves skywaves alone. Bill would also repeal FCC regulation requiring applicants for daytime stations to show that area for proposed station is not already adequately served and that there are no FM channels available. It would also prohibit discrimination against daytime broadcasters competing for FM facilities.

## On its way

Senate Commerce Committee staff is preparing legislative draft of compromise worked out by National League of Cities and National Cable Television Association (BROADCASTING, March 14) on cable deregulation bill (S.66) for markup Tuesday. Committee is reportedly anxious to move bill quickly to floor.

## Who brokered?

Chapman Associates, Atlanta-based media brokerage, has quietly changed hands. General Manager John Emery and three associates—E.L. Cartwright, Bill Cate and Ray Stanfield—purchased 29-year-old business from Paul and Bill Chapman, brothers. Emery, who becomes president and chief executive officer, declined to discuss price.

## Foreign service

Bearing new rank conferred upon him by President, Ambassador Abbott Washburn, former FCC member, was in Mexico City last week for discussions of western hemisphere conference on direct broadcast satellite use of 12 ghz band. Washburn, accompanied by Kalmann Schaefer, international affairs adviser to FCC and vice chairman of U.S. delegation to forthcoming conference, in Geneva next June, and Bruce Franca of FCC Office of Plans and Policy, met with officials of Mexican Ministry of Communication.

Few serious conflicts with Mexicans are anticipated, but that won't be case when Washburn team goes to Ottawa for sessions with Canadians April 12-13. U.S. and northern neighbor have been unable in several bilateral sessions to resolve conflicting claims each has made for DBS accommodations.

## Early fall

Logistics for fall buying of prime time television network programs are now taking shape, with networks having scheduled screenings of new programs for agencies (NBC on April 24, ABC on May 4 and CBS on May 12). Next step is initial pricing by TV networks week or 10 days after May 12, with prices set in part on reaction to series during screenings and to placement of programs (old and new) in tentative schedule. Negotiations then proceed between networks and agencies, with some purchases made by end of May and process continuing through summer.

A UNIT OF THE *Coca-Cola* COMPANY

Television

Columbia Pictures



# THE SPARK IN TELEVISION ENTERTAINMENT

## **BARNEY MILLER**

A Four D Production

## **BENSON**

A Witt-Thomas-Harris Production

## **CARSON'S COMEDY CLASSICS**

A St. Cloud Corporation  
Production in association with  
Columbia Pictures Television

## **CHARLIE'S ANGELS**

A Spelling/Goldberg Production

## **FANTASY ISLAND**

A Spelling/Goldberg Production  
in association with  
Columbia Pictures Television

## **CARTER COUNTRY**

A Toy Production

## **HART TO HART**

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

## **POLICE WOMAN**

A David Gerber Production  
in association with  
Columbia Pictures Television

## **SOAP**

A Witt-Thomas-Harris Production

## **STARSKY AND HUTCH**

A Spelling/Goldberg Production

## **WHAT'S HAPPENING!!**

A Toy Production

... And many more!

SUITE 2875, LAS VEGAS HILTON

TV ONLY

**Kentucky Fried Chicken** □ Campaign begins April 11 in six markets. Flight will run 10 weeks in prime and fringe times. Target: adults, 18-49. Agency: Young & Rubicam, New York.

**Procter & Gamble** □ Campaign for Spic and Span cleaner begins March 28 in 19 markets. Eight-week flight will air in early fringe, fringe, prime access and weekend times. Target: women, 18-49. Agency: Young & Rubicam, New York.

**First Interstate Bank** □ Campaign introducing First Interstate branch in Hawaii begins in April in about 31 Western markets. Six-week flight will also feature various banking services. Spots will air in fringe, news, prime, sports and weekend times. Target: men, 25-54. Agency: Foote, Cone & Belding, Los Angeles.

**Bojangles** □ Franchise fast-food chain begins campaign for chicken in April in Miami; Nashville; Memphis, Knoxville and Chattanooga, all Tennessee, and Charlotte, N.C. Flight will run six weeks in

all dayparts and target adults, 18-49. Agency: Garner & Associates, Charlotte, N.C.

**Michigan Milk Producers Association** □ Campaign promoting "milk with snacks" begins March 28 and will run statewide in Michigan. Spots will air through most of second quarter and target women, 25-54. Agency: Ross Roy, Detroit.

**Shasta Beverages Inc.** □ Campaign for Capri Sun fruit drinks begins in April on ABC, CBS and NBC networks, supplemented with over 100 spot markets. Flight will run through April in prime access and prime times. Target: women, 25-49. Agency: Needham, Harper & Steers, Chicago.

**G.D. Searle & Co.** □ Campaign for Prompt laxative begins this week in 35 markets. Flight will run four weeks on, three weeks off through June 5. Spots will air in day, early fringe and prime times. Target: women, 18-plus. Agency: Needham, Harper & Steers, New York.

**State of Florida (Department of Commerce)** □ Tourism campaign begins

April 4 in about 27 markets. Flight will run through May 8 in all dayparts. Target: adults, 25-54. Agency: Mike Sloan, Miami.

**Jamie Industries** □ Campaign for CLR (calcium lime rust) household cleaner begins this week in about 30 markets. Three-week flight will air in day and late fringe times. Target: women, 25-54. Agency: A. Eicoff & Co., Chicago.

**Allen Products Co.** □ Family promotion campaign begins April 18 in 47 markets. Three-week flight will advertise various dog food products in news, day, early fringe and news times. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

**County Seat Inc.** □ Campaign for Levi's Lee jeans begins this week in six markets. Flight will run three weeks in day, early fringe and late fringe times. Target: women, 18-34. Agency: Campbell-Mithun, Minneapolis.

**Jovan Inc.** □ Campaign for Wrinkles Away women's moisturizer begins this week in the top 25 markets. Flight will run two weeks in day and early fringe times. Target: women, 25-54. Agency: J. Walter Thompson, Chicago.

**Spearhead Marketing** □ Six egg coloring products will begin advertising this week. Dip-An-Egg, Shake-An-Egg, Swirl-An-Egg, Design-An-Egg, Egg Dazzlers

## "The person you describe is the person we'll deliver"

It's not a slogan.  
It's our track record.

We've successfully recruited for virtually every kind of executive post in broadcasting, cable television, and publishing. At every level.

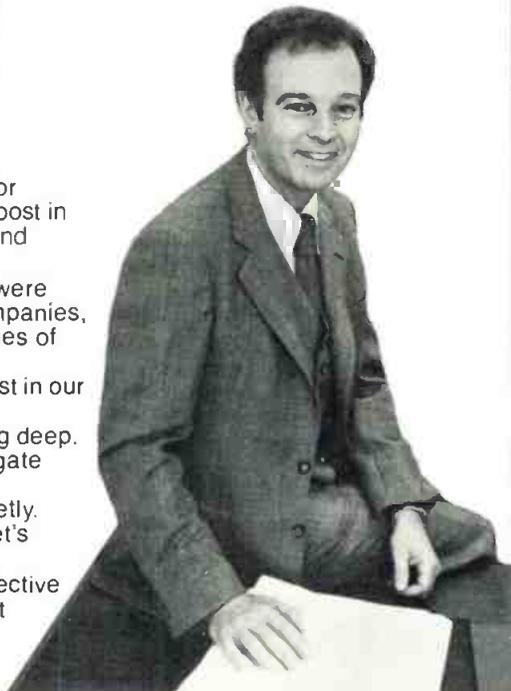
The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.

Our clients tell us we're the best in our field.

We know where to look. We dig deep. We sift meticulously. We investigate thoroughly.

And we do it all very, very quietly.

If you seek a key executive, let's discuss why our search and recruitment will be your most effective way to get the person who's right for you.



**Second time around.** Andrew Jergens Co., which introduced Fiesta deodorant soap last November with extensive television effort, has started second phase of TV advertising. New 30-second spot for Fiesta airs on daytime and prime time network programming. Spot features woman celebrating refreshing shower accompanied by lively bursts of Mexican tunes. Introductory spot scored "very high" in consumer recall testing, according to Frank Vernon, management supervisor at Cunningham & Walsh, New York, agency for Fiesta.

## Joe Sullivan & Associates, Inc.

Executive Search and Recruitment  
in Broadcasting, Cable Television, and Publishing

1270 Ave. of the Americas, New York, N.Y. 10020 (212) 765-3330

# 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

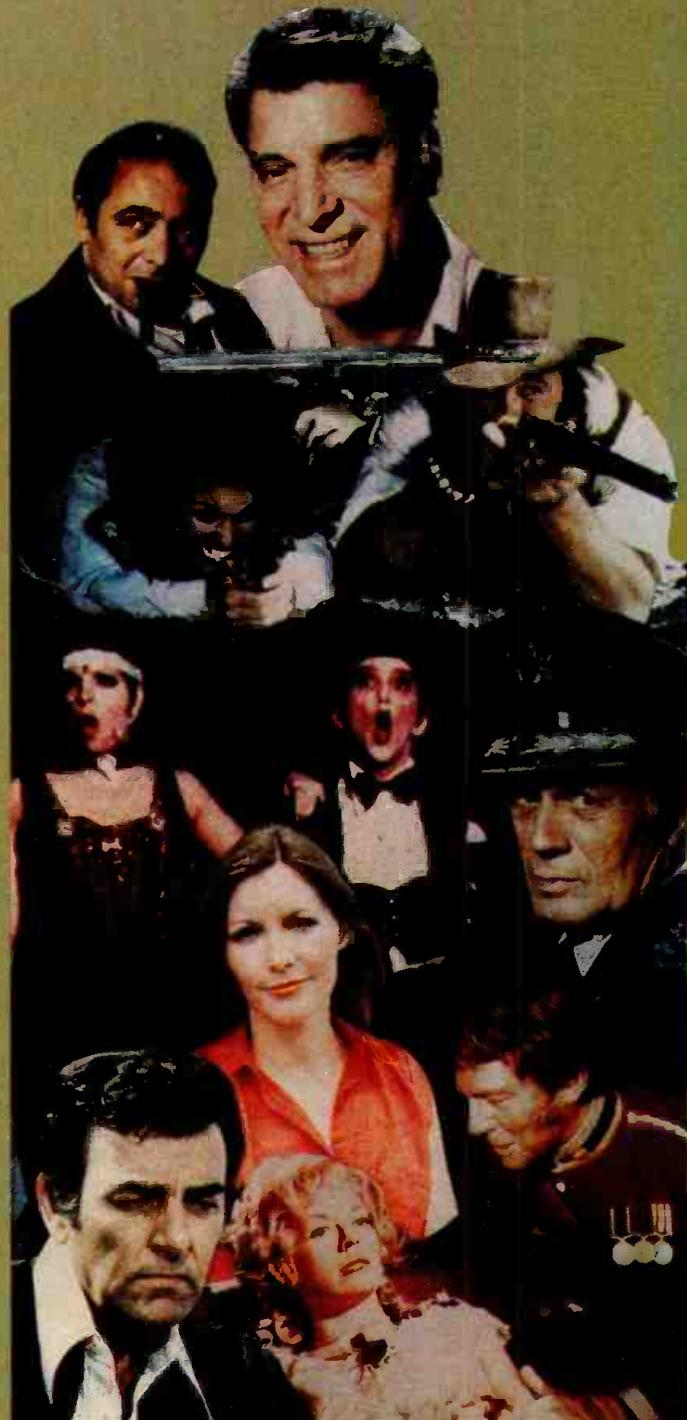
Hosted by Richard Dawson

SOURCE: Nielsen ROSSP, November 1981, 1982; February 1982; May 1982. Audience estimates subject to qualifications available on request.

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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.

**MOVIES** HEADED BY LORIMAR 1 AVAILABLE NOW.  
25 star studded motion picture for Television. Action. Adventure. Comedy. Suspense. Perfect for prime time or anytime. Just part of our growing library of over 450 titles.

LORIMAR

# 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.

LORIMAR

**It's Miller's time.** Miller Lite was the most remembered television commercial in 1982, according to results released by Video Storyboards Tests Inc., a New York-based ad testing company. But that recognition did not come cheaply. Although for the second year Miller Lite beer scored the highest recall among adult TV viewers, according to the study, it was far down the list of cost efficient buys. Oscar Mayer took the honors in that category, spending one-fifth of the amount Miller spent in reaching the same audience. According to David Vadehra, president of VST, telephone surveys polled 22,000 adults last year to find out "the most outstanding TV commercial they had seen." The outcome of the survey resulted in VST's yearly top-25 list. VST took its survey one step further to determine the effectiveness of campaigns by comparing viewer recall with TV spending. Four-thousand adults (balanced to region and demographics) were asked to recall commer-

cial they had viewed in the past seven days and whether they were regular users of the product the commercial endorsed. Beer drinkers, for example, were asked what beer commercials they remembered and if they were users of the product. The percentage of users was then divided by the product's TV budget to determine cost efficiency of producing the commercial, resulting in an "average weekly retained impression." Using this method, Miller's \$44.4 million spent in its Lite beer campaign reached beer drinkers at a cost of \$29.86 per "thousand retained impressions," while Oscar Mayer reached its audience at \$6.37. Below are the Video Storyboard rankings for 1982, as compared to 1981 figures. Advertising agencies that created campaigns are also included. TV budgets were estimated by Broadcast Advertisers Reports. An asterisk denotes brands that did not appear in last year's rankings.

1982	1981	Commercial	1982 TV spending (millions)	1982 cost efficiency	1982	1981	Commercial	1982 TV spending (millions)	1982 cost efficiency
1	1	Miller Lite (Backer & Spielvogel)	\$44.4	\$29.86	13	*	Shasta (Needham, Harper & Steers)	5.3	11.33
2	2	Coca-Cola (McCann-Erickson)	38.6	8.96	14	*	Velveeta cheese slices (J. Walter Thompson)	13.8	NA
3	16	Federal Express (Ally & Gargano)	19.9	22.01	15	14	Tab (McCann-Erickson)	18.0	19.33
4	5	McDonald's (Leo Burnett)	59.9	11.50	16	11	Life cereal (BBDO)	7.2	13.40
5	3	Pepsi-Cola (BBDO)	42.0	10.35	17	9	Seven-Up (N W Ayer)	24.5	10.00
6	*	Burger King (J. Walter Thompson)	35.4	9.08	18	8	French's mustard (J. Walter Thompson)	3.4	10.16
7	*	Budweiser Light (Needham, Harper & Steers)	31.2	41.67	19	*	Toyota (Dancer Fitzgerald Sample)	66.0	29.44
8	4	Dr Pepper (Young & Rubicam)	13.3	7.83	20	12	Quaker Kibbles'n Bits (J. Walter Thompson)	5.5	16.56
9	*	Atari Video Games (Doyle Dane Bernbach)	46.9	NA	21	*	Levi's (Foote, Cone & Belding)	12.1	6.81
10	6	Bell System (N W Ayer)	66.7	18.33	22	25	Kodak (J. Walter Thompson)	69.1	22.22
11	7	Polaroid (Doyle Dane Bernbach)	31.8	13.89	23	21	Ford (J. Walter Thompson)	107.7	32.56
12	10	Oscar Mayer (J. Walter Thompson)	11.7	6.37	24	*	MCI Communications (Ally & Gargano)	21.1	11.77
					25	*	Wonder Bread (Ted Bates)	9.4	NA

and Dudley's coloring will run through April 1. Flights will vary in 88 markets and target total children and women, 18-34. Agency: A. Eicoff & Co., Chicago.

**Southland Corp.** □ 7-11/March of Dimes campaign begins in late March in 49 markets. Flight will run 10 days in early fringe, fringe and late fringe times. Target: adults, 18-34. Agency: Young & Rubicam, New York.

**California Milk Advisory Board** □ Campaign for yogurt begins in May in 10 California markets. Flight will run one week in all dayparts. Target: adults, 25-54. Agency: Foote Cone & Belding, Los Angeles.

**Pittsburgh Paints** □ Campaign for various paints begins in early April in about 65 markets. Flight will run one week in all dayparts. Target: adults, 25-54. Agency: Ketchum Communications,

Pittsburgh.

**Union Carbide Corp.** □ Campaign for Glad Fun Time sandwich bags begins in April in over 50 markets. Flight will air in early fringe and fringe times. Target: total children. Agency: Leo Burnett Co., Chicago.

**Tastykake Inc.** □ Campaign for various products (cupcakes, krimpets, jrs., kandy kakes, cookies, pretzels and family packs) begins April 11 in 10 to 13 markets. Spots will run in varying flights in all dayparts. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

————— RADIO ONLY —————

**Rohm and Haas Co.** □ Campaign for Blazer soy bean herbicide begins in late March in over 500 markets. Spots will

be flighted through June and target adults, 35-plus. Agency: Al Paul Lefton Co., Philadelphia.

**Ed Phillips & Sons** □ Campaign for Marquis de Lyon champagne begins in April in Wisconsin, Minnesota, Colorado, Nebraska and North and South Dakota. Flight will run through May in all dayparts. Target: adults, 18-34-plus. Agency: LaBelle & Shallbetter Inc., Minneapolis.

**Air France** □ Passenger service campaign begins in late March in New York, Chicago, Houston and Los Angeles. Four-week flight will target adults, 25-54. Agency: Kenyon & Eckhardt, New York.

**Almay Inc.** □ Campaign for cosmetic products begins this week in three markets. Four-week flight will air in morning, evening and weekend drive. Target: women, 18-54. Agency: Geer, DuBois, New York.

**Callard & Bowser Inc.** □ Campaign for candy begins in April in Boston and New York. Spots will run in all dayparts and target adults, 25-49. Agency: Lord, Geller, Federico, Einstein, New York.

————— RADIO AND TV —————

**Ziebart Rustproofing Co.** □ Campaign for spring rustproofing begins this week in Baltimore and will add 15 to 20 markets in April. Spots will run through mid-May in all dayparts. Target: adults, 25-54. Agency: Simons, Michelson Zieve, Troy, Mich.



# radio-tv BINGO

Complete "Ready to Air" Package

\$595 radio
\$1250 tv

- OLDEST PROMOTION IN THE INDUSTRY  
Over 26 years . . . 1,000 plus stations.
- GETS DOUBLE RATE CARD RATE . . .  
A complete promotional package providing sponsors the "extras" that command extra dollars.
- TREMENDOUS SPONSOR FOOT TRAFFIC . . . Proves the effectiveness of your station with tangible results.
- CONTINUOUS RENEWALS . . . Sponsors and listeners demand it.
- INCREASE RATINGS . . . A proven leader in all markets.

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WORLD WIDE BINGO, INC.

P.O. BOX 2311 • Littleton, CO 80161  
Telephone (303) 795-3288  
"Our Business Is Improving Yours"

# We Deliver America.



## NATIONAL AWARDS SPECIAL ACHIEVEMENT

PM Magazine stations cover the intriguing human interest stories of their areas — the people and events they know best. Sharing the finest features, members of the unique cooperative deliver a nightly look at America that's unmatched.

Each year we salute all the PM Magazine members — with special recognition to these stations whose entries for 1982 have been cited for special achievement by an independent panel of judges:

	LARGE	MEDIUM	SMALL
<b>BEST STORY</b>			
<b>GOLD</b>	KDKA-TV-Pittsburgh	KFMB-TV-San Diego (tie) WCPX-TV-Orlando (tie)	WOKR-Rochester
<b>SILVER</b>	KGW-TV-Portland	WRAL-TV-Raleigh	WJXT-Jacksonville
<b>BRONZE</b>	WNEW-TV-New York		WBRZ-Baton Rouge
<b>BEST SHOOTING</b>			
<b>GOLD</b>	KIRO-TV-Seattle	WRAL-TV-Raleigh	WBRZ-Baton Rouge
<b>SILVER</b>	KGW-TV-Portland	KTVY-Oklahoma City	WJXT-Jacksonville
<b>BRONZE</b>	KTVI-St. Louis	WJAR-TV-Providence	WMTV-Madison
<b>BEST EDITING</b>			
<b>GOLD</b>	KDKA-TV-Pittsburgh	KUTV-Salt Lake City	WNEM-TV-Saginaw
<b>SILVER</b>	WFAA-TV-Dallas/ Ft. Worth	WISN-TV-Milwaukee	KAKE-TV-Wichita
<b>BRONZE</b>	WCCO-TV-Minneapolis/ St. Paul	KMBC-TV-Kansas City	WJXT-Jacksonville
<b>BEST INS / OUTS</b>			
<b>GOLD</b>	KIRO-TV-Seattle	WISN-TV-Milwaukee	WNEM-TV-Saginaw

Thanks to the Finalist Judges: Marilyn Beck, Entertainment Columnist, The Tribune Company Syndicate-The Daily News Syndicate; Hoite Caston, Independent Producer-Writer-Director; Mel Newhoff, VP, Creative Director, Abernethy, Newhoff & Burr Advertising; Vernon Scott, Entertainment Columnist, United Press International.



# WE KNEW THEY WERE THE RIGHT MEN FOR THE JOB!

## JOB PERFORMANCE REVIEW

**NAME:** BARNEY MILLER  
**ADDRESS:** COLUMBIA PICTURES TELEVISION

**DIVISION:** SYNDICATION  
**STARTED:** Fall 1980  
**YEARS EMPLOYED:** 3

### EVALUATION

An excellent performer in syndication. Gets stronger every year.

1980	1981	1982
55	100	158
8.8	8.6	8.8

% of Markets Sold  
 Avg. Household Rating

### LEADERSHIP QUALITY

Exceptionally strong leader. Motivates fellow workers.

MARKET	STATION	BARNEY'S LEAD-OUT	11/81 WITHOUT BARNEY LEAD-IN RTG/SH	11/82 WITH BARNEY LEAD-IN RTG/SH
Syracuse	WSTM-TV	Family Feud	10 19	15 24
Jacksonville	WTLV	Local News	9 17	11 19
Johnstown	WJAC-TV	Entertainment Tonight	9 21	12 30
Tucson	KGUN-TV	M A S H (Sat.)	14 33	20 42
Salisbury	WMDT-TV	Local News	9 17	10 19

MARKET	STATION	LEAD-IN	RTG/SH
New York	WPIX	Happy Days	5 10
Providence	WPRI-TV	M A S H	12 31
Binghamton	WBNG-TV	M A S H	19 35
Chico-Redding	KHSL-TV	Local News	9 16
Medford	KTVL	Three's Company	20 33

Improves on the performance of others.

Source: Arbitron SPA, Nov. 1980, 81, 82.  
 Nielsen, Nov. 1981 & Nov. 1982.

## JOB CAPABILITIES

**Works well everywhere!**

CITY	STATION	TIME PERIOD	RANK
<b>East</b>			
Baltimore	WBAL-TV		#1
Hartford	WFSB-TV		#1
Binghamton	WBNG-TV		#1
<b>West</b>			
Los Angeles	KNXT		#1
Salt Lake City	KSL-TV		#1
Eureka	KVIQ		#1
<b>Midwest</b>			
Chicago	WGN-TV		#1
Cedar Rapids	KGAN-TV		#1
Rapid City	KOTA-TV		#1
<b>South</b>			
Atlanta	WAGA-TV		#1
Charleston	WCSC-TV		#1
Aibary GA	WALB-TV		#1
<b>Southwest</b>			
Dallas	KDFW-TV		#1
Wichita Falls	KAUZ-TV		#1
San Angelo	KCTV		#1

**Works well anytime... for any client!**

MARKET	STATION	AFFILIATION	TIME	TIME PERIOD	RANK
San Francisco	KTVU	IND	M-F 7:30 pm		#1
Nashville	WSMV	NBC	M-F 11 pm		#1
Ft. Wayne	WPTA	ABC	Sat. 7:30 pm		#1
St. Louis	KTVI	ABC	M-F 4:30 pm		#1
Buffalo	WTVB-TV	CBS	M-F 11:30 pm		#1
Colorado Springs	KOAA-TV	NBC	Sun. 4:30 pm		#1
West Palm Beach	WPTV	NBC	M-F 5 pm		#1
Wichita Falls	KAUZ-TV	CBS	M-F 10:30 pm		#1
Duluth	KDLH-TV	CBS	Sun. 5:30 pm		#1

## COMMENTS

**Special Accomplishments:** Emmy winner - Best Comedy Series, 1982  
**Overall Performance:** Outstanding!!  
**Recommendation:** Deserves a higher salary.  
**Job Objectives:** Put Barney Miller to work in more markets!  
 Renew all existing contracts!

# BARNEY MILLER

A Four D Production, distributed by



## C&P's cable quest

The interest of the Chesapeake & Potomac Telephone Co. in building cable systems in the Washington-Baltimore area and leasing them back to cable operators has raised the question of whether the arrangement is permitted under the FCC's cable-telephone crossownership rules. The answer seems to be: It is.

According to Bill Johnson, deputy chief of the FCC's Mass Media Bureau, the crossownership rules prohibit telephone companies from providing cable television service where they offer telephone service, but the rules have always been interpreted to allow telephone companies to build and maintain systems and lease them to cable operators. As a matter of fact, he said, the practice was widespread in the late 1960's before cable operators tired of the lack of control, high rental fees and the loss of tax breaks that come from owning the plant.

Former National Telecommunications and Information Administration head Henry Geller, who, as a member of the [Washington] D.C. Cable TV Design Commission, has more than an academic interest in C&P's plans, agreed the rules don't prohibit lease-back deals. The arrangement, he said, would not weaken the city's regulatory authority over cable. The city, through its nor-

mal franchise procedure, would pick a cable franchisee which would lease the cable plant from the telephone system, he said. As a practical matter, he said, the telephone company would not lease the plant to a cable company without the municipal franchise. The telephone company would face opposition from the city at the FCC—the telephone company must get FCC approval to enter the cable lease-back business—and it would risk potentially crippling competition from the cable operator with the municipal franchise, he said. "All you would be getting is a mess."

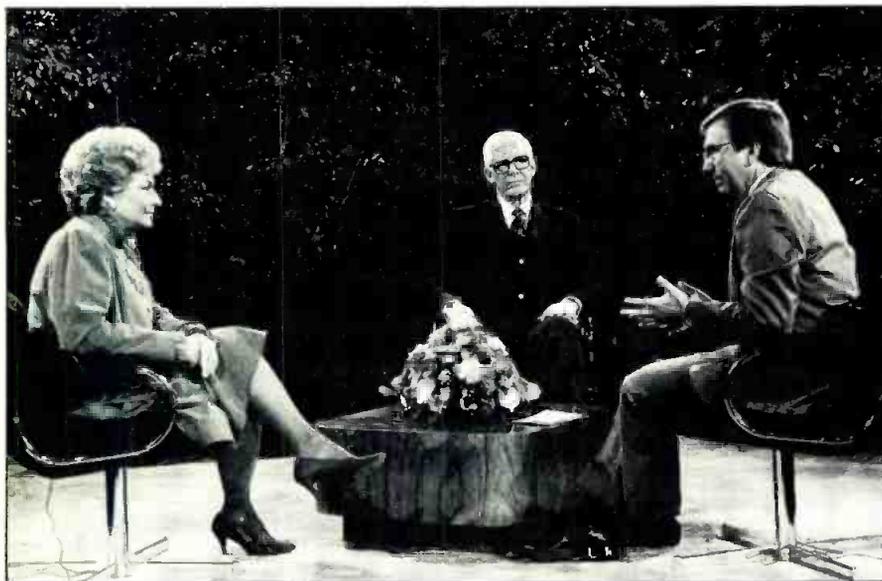
Tim Sloane, associate counsel, National Cable Television Association, conceded the C&P could "probably" build and lease a cable system under the current FCC rules as long as it leased the system on a nondiscriminatory, common carrier basis. That doesn't mean Sloane thinks it is a good thing. The telephone companies, if allowed into the business of building cable systems, could cross-subsidize the construction with profits from their regulated telephone service. That would give them an unfair advantage in competition with cable operators that wanted to build their own systems, Sloane said.

Sloane also expressed concerns about telephone companies eventually using some of the broadband television plant they

build for the cable operators to deliver such "enhanced services" as videotext. And, according to Geller, the concerns are valid ones for the cable industry. If Washington decided to cooperate with the telephone company, the cable franchisees would have only an exclusive right to provide conventional television services—the carriage of broadcast signals and cable networks. The telephone company or some other company could provide videotext using the cable plant and compete with cable in the videotext business.

C&P first put its interest in building the Washington cable system in writing in a letter to Geller last month. In the letter from Bernard R. Jacobs, general manager, industrial sales, C&P expressed its willingness to provide a "Broadcast Information Transport service, under tariff, meeting the transport requirements for the provision of cable television plus other services to the citizens of D.C." The cable system it envisions, Jacobs said, would use fiber optics in the super trunk lines and coaxial cable for the trunk, feeder and drops.

Since the letter, *The Washington Post* reported, and C&P confirmed, it has also had discussions about lease-back arrangements with Media General, the franchisee for Fairfax county, Va., and Caltec Cablevision, franchisee for Baltimore and portions of Baltimore county.



**Cable's cancer awareness.** For the third year, the National Cable Television Association and the American Cancer Society will join with the Turner Broadcasting System and other cable networks to produce and distribute a cancer awareness special. This year's special—"Cancer: The Winners"—profiles three Americans who survived cancer and regained full and active lives. On the set (l-r): Rena Blumberg, who had breast cancer and wrote a book about it; ACS President Dr. Willis Taylor and host, Bob Neal. Nancy Reagan, who had a cancer removed from her lip last year and who is honorary chairwoman of ACS's 1983 cancer crusade, will appear during the program. The one-hour show will premiere on Turner's superstation WTBS(TV) Atlanta on Thursday, March 31, at 9:05 NYT, with a repeat two hours later. Other cable networks including Home Box Office, ACSN—The Learning Channel, Christian Broadcasting Network and Black Entertainment Television have committed to carry the special during the first week of April.

## Pirate prosecutor

Cablevision of New Jersey, which serves 19 communities in Bergen county, N.J., has taken steps to prosecute the first pirate dealer of decoding equipment since a state law went into effect last January making pirating a disorderly persons offense. A Cablevision engineer purchased a Jerrold decoder from a Paterson, N.J.-based dealer in February, prompting a local judge to issue a search warrant. Paterson police subsequently confiscated four more Jerrold decoders from the unauthorized dealer. A hearing is set for March 23.

## Ad activity

The Cabletelevision Advertising Bureau (CAB), in cooperation with Media Sales Training Systems, is developing an advertising sales training program for local cable system personnel. Jim Hooker, president of MSTS, will provide details of the new program at the Cable Advertising Conference, which opens in New York on April 5.

CAB said the sales program will consist of manuals, audiocassettes and CAB sales aids. The program, titled "Getting Off to A Fast Start in Cable Sales," will be "highly structured and comprehensive and benefit managers as well as sales people," according to CAB President Robert H. Alter.

CAB's conference will include a panel discussion on reducing paperwork, and another on successful sales case histories on the first day. The second day will focus on cable from the advertisers' and agencies'

# SHARE THE EXCITEMENT!

This year at NATPE, MCA TV is offering stations the most exciting programming opportunities in many, many years!

Here you'll find an outstanding selection of series and features designed to reach every demographic group, every time period!

## MCA TV



# JUST LOOK AT WHAT WE'VE GOT.

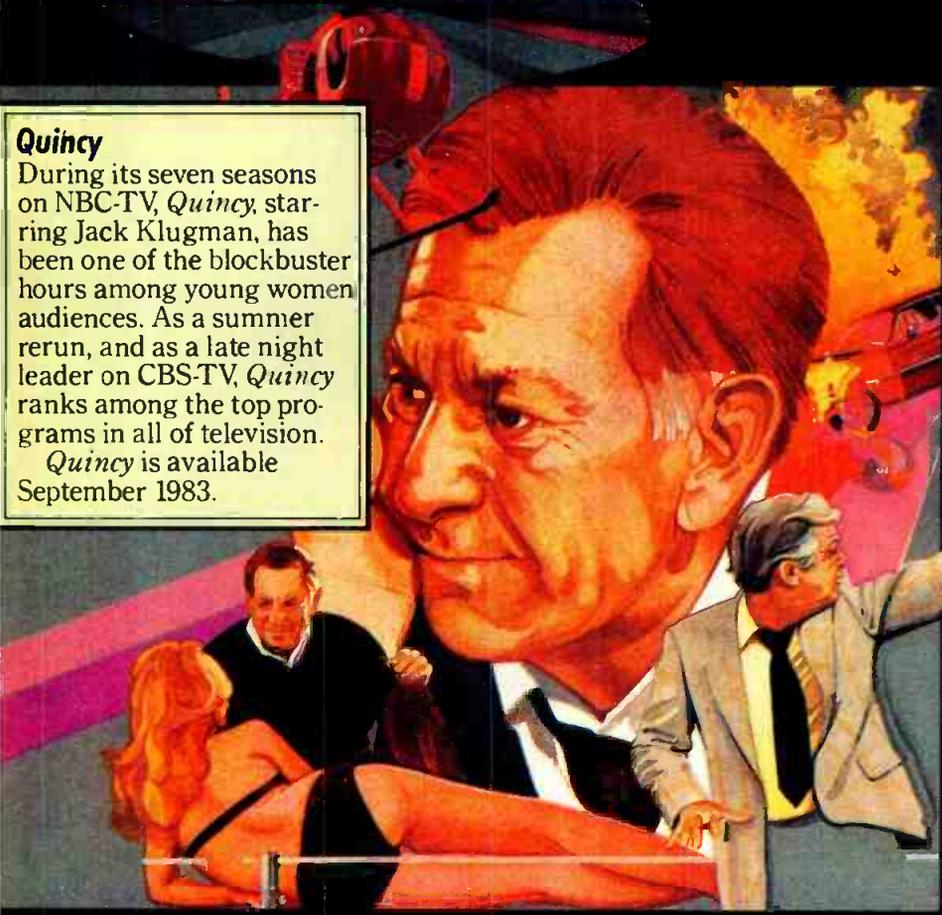
# MCA

# THE LEADER IN SYNDICATED

## 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.

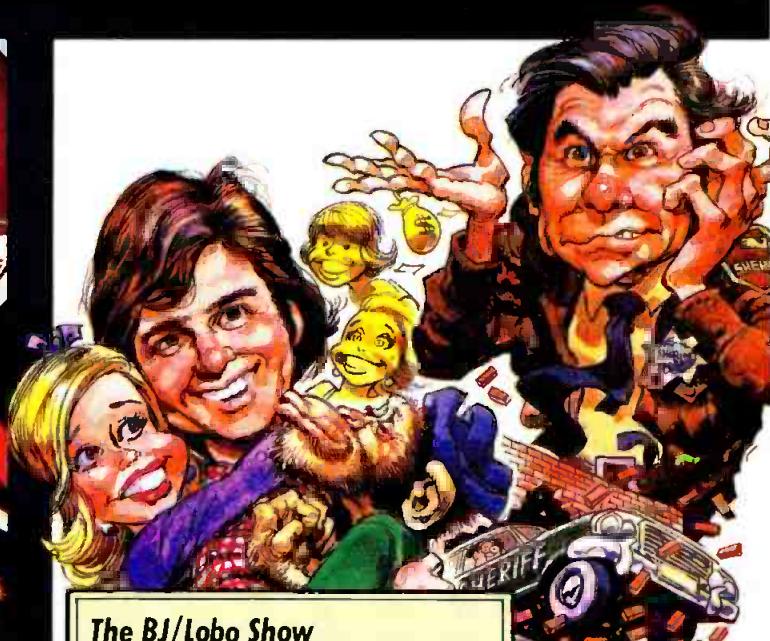
# TV, WANTED PROGRAMMING!



## **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!

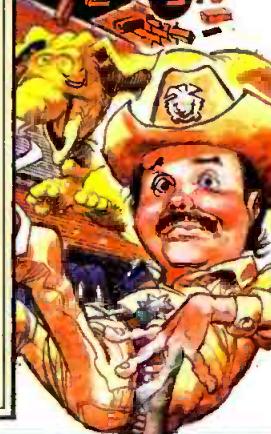
This kind of powerhouse performance plus its superb demographics (it has one of the highest ratios of young adults) and its *immediate availability*, make it an ideal strip for your May and July Sweeps!

## **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.

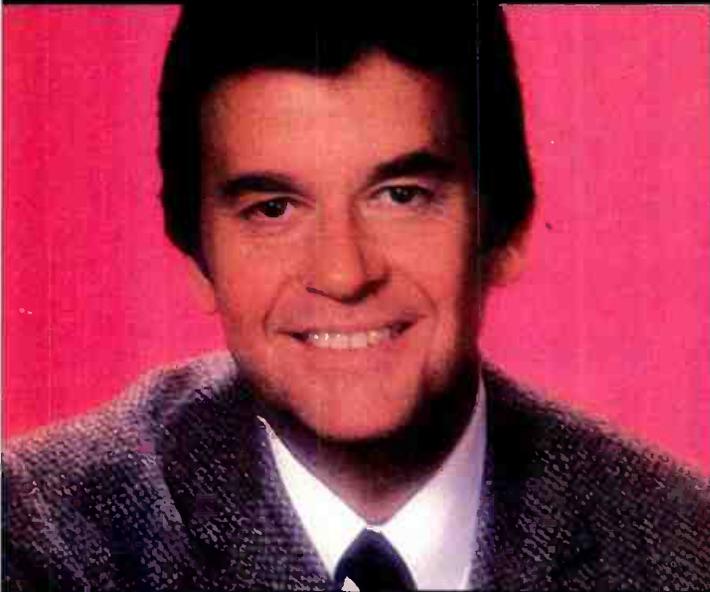
Available first run for 10 runs, September 1983–August 1984.



**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 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.

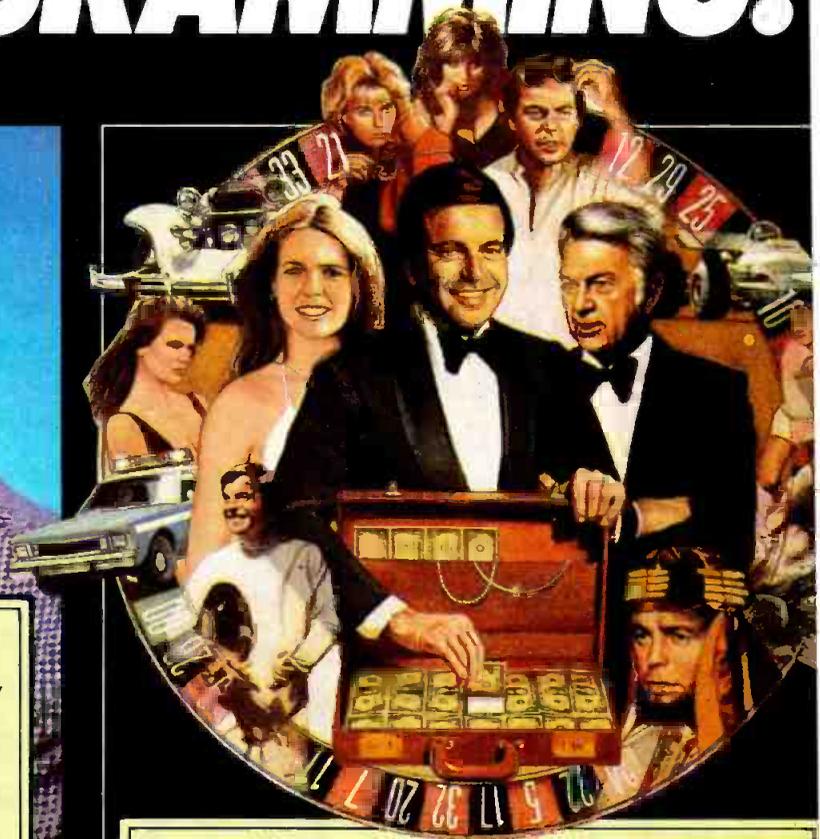
# LEADER PORTED PROGRAMMING!



## **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.

# SHARE THE EXCITEMENT!

## MCATV



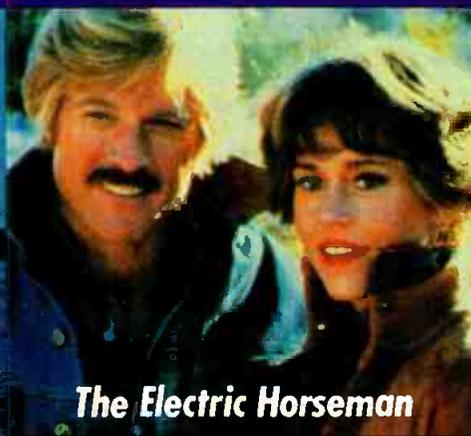
ALREADY  
 AD IN 30 MARKETS  
 including New York, L.A.,  
 Chicago, Boston & San Francisco!

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

## UNIVERSAL'S MOST WANTED LIST



**Jaws II**



**The Electric Horseman**



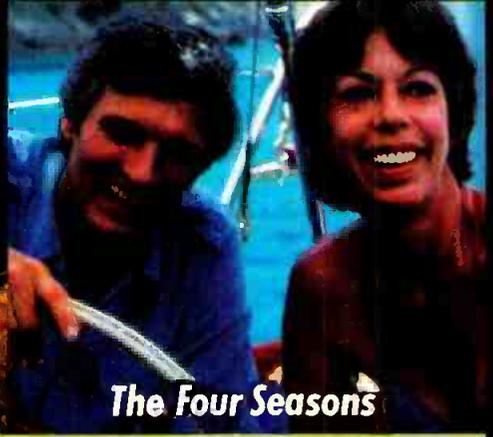
**Smokey And The Bandit II**



**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 Dinklage, 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



**SHARE THE  
 EXCITEMENT!**  
**MCA TV**

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viewpoints. The keynote speaker will be R. Gordon McGovern, president and chief executive officer of the Campbell Soup Co.

## More music

It may not be original, but it just might work. Superstation WTBS(TV) Atlanta, will follow Music Television and the USA Cable Network and launch an overnight video music show on June 4. The show, which will air each Saturday and Sunday morning from 12:05 a.m. to 6:05 a.m. NYT, will feature clips of musical artists singing (and acting) their songs. The clips will be complemented by computer generated graphics. Scott Sassa, who will be in charge of the project, is on the lookout for a consultant to help program the show.

## On remembrance

One of the reasons advertising time on most cable networks is such a tough sell is that salesmen must persuade advertisers to look beyond mere numbers in calculating the value of the time. Cable Health Network, which reaches a potential audience of 8.3 million cable homes, for instance, makes the case that the commercials it airs are better remembered than those on other media and has gathered evidence to support that claim.

A survey commissioned last January shows advertisements on the network achieve "significantly higher recall scores than normal industry averages." The survey, conducted by Keleman Associates of New York, found that 35% of the women and 34%

of the men in a random sample of 500 CHN viewers recalled a Merrell Dow Pharmaceuticals spot seen only on CHN. The norm for commercials about over-the-counter drugs is 20% for men and 18% for women.

According to Frank Donino, vice president and director of sales for CHN, the survey was part of the network's long-term goal to prove with hard evidence the value of advertising on the network.

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

The final episode of CBS-TV's long-running hit series, *M\*A\*S\*H*, depressed not only the ratings for competing lineups on ABC-TV and NBC-TV, but also those of pay cable on Monday, Feb. 28. Home Box Office's presentation of *Sharkey's Machine* from 8 to 10 p.m. and *Solitaire* from 10 to midnight averaged a 1.8 rating/2 share in HBO homes, down from the pay network's usual prime time performance of between a 10 and 12 rating in its own universe. In multitier pay homes, pay channel ratings averaged a 1.5/1.8, compared with *M\*A\*S\*H*'s average in all TV homes of 60.3/77. The level of homes using television in pay cable homes averaged 84.4 that night, compared with an average 78.3 in all TV homes.

## Rate revision

Viacom Cablevision, granted a 35-year cable television franchise renewal by the city of San Francisco in 1980, has asked city officials to approve a 50 cent-per-month basic

increase this year, to be followed by automatic hikes over the next six years. Viacom also wants permission to increase capacity from 3 to 54 channels and to introduce service to new areas. The company, which has not increased its basic rates since 1979, expects to complete wiring San Francisco by 1988. A series of hearings is scheduled to consider the proposals, which must be approved by the board of supervisors.

## The envelope, please

And the winner of the cable franchise for the 25,000 homes of Richardson, Tex., is... TeleCable Corp., a division of Landmark Communications of Norfolk, Va. TeleCable has promised to build a 116-channel, dual-cable residential network and a 62-channel institutional network for Richardson, a part of the Dallas-Fort Worth metropolitan area. TeleCable beat out two of the industry's heavyweights for the franchise, Warner Amex Cable Communications and Group W Cable.

## Debut

*TV-Cable Week*, Time Inc.'s new cable guide with system-specific program listings, will launch April 10 in five markets—Pompano Beach and Fort Lauderdale, both Florida; Peoria, Ill.; Audubon, N.J., and Arlington, Tex. Two markets will be added for the April 17 issue—Austin, Tex. and Springfield, Mo.—and on May 1, three more will be added—Overland Park, Kan.; Lexington, Ky., and Greenville/Spartanburg, S.C.

What does it take to succeed in the broadcast industry? That is a question for which a lot of us would like to have a quick and easy answer. The problem is, there is absolutely nothing quick or easy about attaining unprecedented success. Even so, if there is indeed a formula for success in the broadcast industry, it appears that KTXH-TV, Channel 20 in Houston has discovered it!

When KTXH signed on November 7, 1982 in a city that already had two strong independents, the station took the market by storm. In its very first book, Channel 20 earned an 8 share Metro and 7 share A.D.I. sign-on to sign-off. This surpassed one of the existing independents, and tied the other, while increasing the independent share of the market by 50%. KTXH also held its own extremely well with the affiliates, coming in number one in the market throughout much of its first day on the air. That's success!

The meteoric rise of KTXH was brought to a temporary halt December 7, 1982 when the tower from which the station was broadcasting, collapsed. This tragic accident also destroyed Channel 20's five million watt transmitter which was located at the tower site.

It was a long, hard road back, but KTXH weathered the storm and returned to the air Sunday, February 13, 1983, much sooner than many industry insiders had predicted. Not

**WHAT DOES  
IT TAKE  
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BROADCAST  
INDUSTRY?**

only has 20-VISION resumed broadcasting, but the station has picked up precisely where it left off, setting ratings records and immediately becoming a Houston institution. KTXH has already been referred to as "Houston's own superstation", and with good reason. As an example, based on ARBitron Telephone Coincidental averages, KTXH was the NUMBER ONE station in Houston for four hours Saturday, February 26, and NUMBER ONE for eight hours the next day, Sunday, February 27. Such amazing response to a new independent in a major market is unheard of, or should I say, WAS unheard of until KTXH burst onto the scene.

The secret of this overwhelming success lies in the right combination of a great many things. Not the least of which is the enormous amount of friendship and support that we have received from all areas of the broadcast industry.

Thanks to you, our brothers and sisters of the broadcast industry, our advertisers, our stockholders, directors, staff and management, and thanks to the great people of the city of Houston, Texas; KTXH-TV Channel 20 is back, and a tremendous success once again!

Proudly,



Milton Grant  
and the entire staff of KTXH

## This week

**March 17-22**—*NATPE International* 20th annual conference. Las Vegas Hilton.

**March 21**—*National Academy of Television Arts and Sciences, Syracuse University chapter*, "speakers" series. Speaker: Sy Amlen, vice president, ABC Entertainment. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

**March 21**—*Annenberg School of Communications* communications colloquium with Richard Gordon, filmmaker, photographer, on "Making a Film Documentary in Rural China." Colloquium room, Annenberg campus, Philadelphia.

**March 21**—*Central Educational Network's* "Central Acquisition Market Program Screening." Riviera hotel, Las Vegas. Information: Bert Bell, (312) 545-5525.

**March 21-23**—"How to video-teleconference successfully," sponsored by *Public Service Satellite Consortium*. PSSC Technical Center, Denver. Information: (202) 331-1154.

■ Indicates new or revised listing

■ **March 22**—*Louisiana Association of Broadcasters* sales seminar. Sheraton-Bossier Inn, Bossier City, La.

**March 22**—*Women in Cable, New York chapter*, meeting. Doral Inn, New York.

**March 22-23**—*Daytime Broadcasters Association* meetings with congressmen and FCC. Washington. Information: DBA, Suite 408, 1015 18th Street, N.W., Washington, 20036; (202) 857-0220.

■ **March 22-24**—*Washington Journalism Center's* conference for journalists, "Saving Our Environment: Are We Still Making Progress?" Watergate hotel, Washington.

**March 22-24**—*Jerrold division of General Instrument* technical seminar. Sheraton Royal, Kansas City, Mo.

**March 23**—Deadline for entries in *Corporation for Public Broadcasting's* annual Edward R. Murrow Award for outstanding contributions to public radio, to be presented during Public Radio Conference in Minneapolis, April 17-20. Information: Edward R. Murrow Award, Broadcast Services, CPB, 1111 16th Street, N.W., Washington, 20036.

**March 23**—*New York Television Academy* luncheon.

Speaker: Harry E. Smith, vice president, new venture development, CBS Inc., on "Taking Videotext to Market: The CBS Experience in Ridgewood." Copacabana, New York.

**March 23**—*Ohio Association of Broadcasters* radio programmers' "minifest." Hyatt Regency, Columbus, Ohio.

**March 23**—*Illinois Broadcasters Association* college seminar. Illinois State University, Normal, Ill.

■ **March 23**—*Louisiana Association of Broadcasters* sales seminar. Travelodge North, Lafayette, La.

**March 23-26**—*Alpha Epsilon Rho, National Broadcasting Society*, 41st annual convention. Sheraton hotel, Atlanta.

■ **March 24**—*Congressional Black Caucus Communications Braintrust* conference, "Minority Entrepreneurship in Communications: Broadcast, Cable, New Technologies and Program Production." Chairwoman: Representative Cardiss Collins (D-Ill.). Rayburn House Office Building, Washington.

**March 24**—*Philadelphia Cable Club* meeting. Speaker: Steven Effros, executive director, Community Antenna Television Association. Williamson's, GSB Building, Bala Cynwyd, Pa.

**March 24**—*Washington Metropolitan Cable Club* luncheon. Speaker: John Coleman, president, Weather Channel. Ramada Renaissance hotel, Washington.

■ **March 24**—*Louisiana Association of Broadcasters* sales seminar. Gateway hotel, Metairie, La.

**March 24-25**—Fifth International Conference on Culture and Communication, sponsored by *Temple University*. Bellevue Stratford, Philadelphia.

**March 24-25**—*National Association of Broadcasters* broadcast management seminar. Mansion Inn, Sacramento, Calif.

**March 24-26**—*Radio-Television News Directors Association* regional meeting with Alabama UPI Broadcasters Association. Holiday Inn, Gulf Shores, Ala.

**March 24-26**—*New Mexico Broadcasters Association* 32nd annual convention. Sally Port Inn, Roswell, N.M.

**March 25**—Deadline for entries in second annual *International Radio Festival of New York*, worldwide awards competition in programming, promotion and advertising. Categories for programming include news, entertainment, service, information and editorials; for promotions, program, news, station and contest promotion, and for commercials, 30- and 60-second humor, music, local and public service announcements. Information: International Radio Festival of New York, 251 West 57th Street, New York, 10019, (212) 246-5133.

**March 25**—*UPI of New England Tom Phillips Awards*. Sheraton Lincoln Inn, Worcester, Mass.

**March 25**—Deadline for entries in Folio Awards for Excellence in Broadcast Journalism, sponsored by *Long Island Coalition for Fair Broadcasting*. Information: Dr. Peter Costello, director of media studies, Adelphi University, Garden City, N.Y., 11530.

**March 26**—"Cable Franchising and Production Symposium" sponsored by *Entertainment Law Society of Pepperdine University School of Law*. Pepperdine campus, Malibu, Calif. Information: (213) 456-4000.

**March 26**—Green Eyeshad Banquet, 33rd annual excellence in journalism awards competition, sponsored by *Atlanta chapter of Society of Professional Journalists, Sigma Delta Chi*. Speaker: Tom Wicker, associate editor, *New York Times*. Omni International hotel, Atlanta.

**March 27**—New York area *Emmy Awards*. Waldorf-Astoria, New York. Information: (212) 765-2450.

## Major Meetings

**March 17-22**—*NATPE International* 20th annual conference. Las Vegas Hilton. Future conferences: Feb. 12-16, 1984, San Francisco Hilton and Moscone Center, San Francisco.

**April 6**—*Cabletelevision Advertising Bureau's* second annual conference. Sheraton Center, New York.

**April 10-13**—*National Association of Broadcasters* 61st annual convention. Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

**April 17-21**—*National Public Radio's* annual conference. Hyatt Regency, Minneapolis.

**April 22-28**—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

**May 3-7**—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: May 30-June 2, 1984, Palmer House, Chicago; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

**May 9-11**—*ABC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 15-18**—*NBC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 18-21**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: March 11-14, 1984, Canyon, Palm Springs, Calif., and May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

**May 22-25**—*CBS-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 28-June 2**—13th Montreux International Television Symposium and Technical Exhibition. Montreux, Switzerland.

**June 11-15**—*American Advertising Federation* national convention. Hyatt Regency, Washington.

**June 12-15**—*National Cable Television Association* annual convention. Astro Hall, Houston. Future conventions: May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

**June 13-July 15**—Regional Administrative Radio Conference for planning of broadcasting-satellite service in Region 2, sponsored by *International Telecommunication Union*. Geneva.

**June 23-27**—*Broadcasters Promotion Associ-*

*ation/Broadcast Designers' Association* annual seminar. Fairmont hotel, New Orleans. Future seminars: June 10-15, 1984, Caesars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

**Aug. 7-10**—*CTAM '83* annual convention. Town & Country, San Diego. Information: (404) 399-5574.

**Aug. 28-31**—*National Association of Broadcasters'* Radio Programming Conference. Westin St. Francis, San Francisco.

**Sept. 8-10**—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future shows: Sept. 6-8, 1984 and Aug. 25-27, 1985, both Georgia World Congress Center.

**Sept. 22-24**—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conference: Dec. 3-5, 1984, San Antonio, Tex.

**Sept. 25-28**—*Broadcast Financial Management Association* 23rd annual conference. Hyatt, Orlando, Fla. Future meetings: May 20-23, 1984, New York; May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

**Oct. 2-5**—*National Radio Broadcasters Association* annual convention. Hilton hotel, New Orleans.

**Oct. 2-5**—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va. Future meeting: Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

**Oct. 29-Nov. 3**—*Society of Motion Picture and Television Engineers* 125th technical conference and equipment exhibit. Los Angeles Convention Center.

**Nov. 7-10**—*AMIP '83, American Market for International Programs*. Fontainebleau Hilton, Miami Beach. Information: Perard Associates, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

**Nov. 14-16**—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

**Dec. 13-15**—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

**Jan. 29-Feb. 1, 1984**—*National Religious Broadcasters* 41st annual convention. Sheraton Washington, Washington.

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The Jeffersons	9.1
Barney Miller	8.5
WKRP in Cincinnati	7.8
<b>* CAROL BURNETT and FRIENDS</b>	<b>7.0</b>
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

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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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## Stay Tuned

A professional's guide to the intermedia week (Mar. 21-27)

**Network television** □ ABC: *The Thorn Birds*\* (10-hour mini-series of Colleen McCullough's novel), Sunday, 8-11 p.m.; CBS: *The American Film Institute Salute to John Huston*, Wednesday, 9:30-11 p.m.; *A Special Eddie Rabbit* (music special with singer Eddie Rabbit), Thursday, 10-11 p.m.; NBC: *Best of Taxi* (retrospective of comedy series), Wednesday, 9-9:30 p.m.; PBS: *For Us, The Living* (bio/drama of civil rights leader Medgar Evers), Tuesday, 9-10:30 p.m.

**Radio** □ CBS Radio: *Newsmark: Wounded Knee—The Legacy* (10-year retrospective), Friday, 8:25-8:45 p.m.

**Cable** □ Bravo: *Bolshoi Ballet performs Romeo and Juliet*, Monday, 8-9:45 p.m.; ARTS: *Laurence Olivier Presents: "The Collection"* (play) [Harold Pinter], Tuesday, 9-10 p.m.; *James Galway: The Man with the Golden Flute* (musical documentary), Wednesday, 9-10 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York); *Contemporary German Television*, a festival of programming, Tuesday, now-April 30.

\*indicates a premiere episode

ience as Cognitive Structure." Colloquium room, Annenberg campus, Philadelphia.

**March 29-31—United States Telecommunications Suppliers Association** Western Telecommunications Showcase. Theme: "Opportunities Through Technology." Moscone Center, San Francisco. Information: USTSA, 333 North Michigan Avenue, Suite 1618, Chicago, 60601; (312) 782-8597.

**March 30—New York Television Academy** luncheon. Speaker: Dick Salant, general advisor, NBC Inc. Copacabana, New York.

**March 30—American Advertising Federation** luncheon honoring Paul Foley, Interpublic Group of Companies, and Alfred Seaman, retired chairman, SSC&B. Waldorf-Astoria, New York.

**March 31—Deadline** for entries in *National Federation of Local Cable Programmers* "Hometown U.S.A. '83 Video Festival," designed to "recognize the work of community-based video producers and to encourage the use of local cable television channels." Information: NFLCP, 906 Pennsylvania Avenue, S.E., Washington, 20003.

**March 31—Deadline** for entries in *American Osteopathic Association's* 27th annual journalism awards competition, recognizing "outstanding performance by journalists who report and interpret osteopathic medicine to the scientific community and the general public." Information: Journalism Awards Committee, American Osteopathic Association, 212 East Ohio Street, Chicago, 60611.

**March 31—Telemarketing seminar** for broadcasting, advertising and newspaper customers of *New York Telephone*. 1166 Avenue of the Americas, New York, N.Y. Information: Bernard Cohen, (212) 395-7013.

### April

**April 1—Deadline** for entries in *National Federation of Community Broadcasters* Community Radio Program Awards. Information: NCFB Awards, 1314 14th Street, N.W., Washington, 20005.

**April 1-2—Black College Radio's** fifth annual convention. Paschal's hotel in Atlanta's University Center, Atlanta. Information: (404) 523-6136.

■ **April 2—Northwest Addy Competition Awards** Gala, sponsored by *Ad Club of Seattle*. Seattle Sheraton. Seattle. Information: (206) 343-3893.

**April 3-5—International Teleconference Symposium**, to be held in five locations concurrently, sponsored by *Intelsat; Overseas Telecommunications Commission Australia; KDD (Japan); Teleglobe Canada; British Telecom International; and Comsat*. Locations: Sydney, Tokyo, London, Toronto and Philadelphia. Information: U.S. conference administrator, Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024; (202) 863-6248.

**April 5—Cabletelevision Advertising Bureau** sales workshop. Sheraton Center, New York.

**April 5—American Marketing Association** conference, "Cable—Its Impact on Advertising and Marketing." Chicago Downtown Marriott.

**April 5—Women in Cable, Southern California chapter**, meeting. Marina Marriott, Los Angeles.

■ **April 5-6—National Association of Broadcasters** executive committee meeting. NAB headquarters, Washington.

**April 5-8—Communications Tokyo '83**, sponsored by *Communication Industries Association of Japan*. Tokyo Ryutsu Center, Tokyo. Information: Clapp and Poliak International, P.O. Box 70007, Washington, 20088, (301) 657-3090.

**April 6—Cabletelevision Advertising Bureau's** second annual cable advertising conference for both cable and advertising executives. Conference follows sales workshop on April 5 (see above). Sheraton Center, New York. Information: Lela Cocoros, (212) 751-7770.

**April 6—New York Television Academy** luncheon. Speaker: Nathaniel Kwit Jr., president and chief executive officer, United Satellite Communications Inc. Topic: "Direct Broadcast Satellite: Its Implications for the Entertainment Industry." Copacabana, New York.

**April 6—National Academy of Television Arts and Sciences, Syracuse University chapter**, "speakers series," featuring Bob Wussler, executive vice president, Turner Broadcasting System, and president, WTBS(TV) Atlanta. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

**April 7—"Videotext and Teletext—Boom or Bust?"** seminar sponsored by *New York University, Interactive Telecommunications Program*. NYU campus, New York. Information: Meryl Enerson, (212) 598-3338.

**April 7-10—American Advertising Federation** district seven conference. Opryland hotel, Nashville.

**April 8—Broadcasters' Promotion Association** board meeting. Fairmont hotel, New Orleans.

**April 8-9—Eleventh annual broadcast journalism seminar**, as part of regional *Radio-Television News Directors Association* conference (Kansas, Missouri, Iowa, Nebraska). Also participating will be Kansas Association of News Broadcasters and Kansas AP and UPI broadcasters. University of Kansas, Lawrence. Information: David Dary, UK School of Journalism, Lawrence, Kan., 66045; (913) 864-4755.

■ **April 8-9—Society of Professional Journalists, Sigma Delta Chi**, region two convention. Theme: "Survival of Journalism in the 80's." Cavalier hotel, Virginia Beach.

**April 8-10—California Associated Press Television-Radio Association (CAPTRA)** 36th annual convention. Speaker: Bill Kuris, *CBS Morning News*. San Jose Hyatt, San Jose, Calif.

**April 9—Radio-Television News Directors Association** regional meeting. Curry College, Milton, Mass.

**April 9—Radio-Television News Directors Associ-**

ation regional meeting. Davenport hotel, Spokane, Wash.

**April 9—Association of Maximum Service Telecasters** special meeting of board of directors. Desert Inn, Las Vegas.

**April 9-10—National Association of Broadcasters and American Bar Association's Forum Committee on Communications Law** workshop for station counsel. Aladdin hotel, Las Vegas.

**April 10—Association of Maximum Service Telecasters** 27th annual membership meeting. Convention Center, Las Vegas.

**April 10-12—"The Independent Documentary: Implications of Diversity"** conference sponsored by *American Film Institute and Corporation for Public Broadcasting*. Keynote speaker: Fred Friendly, former president of CBS News and current professor emeritus, Columbia University Graduate School of Journalism, New York. Kennedy Center, Washington.

**April 10-13—National Association of Broadcasters** 61st annual convention. Convention Center, Las Vegas.

**April 10-13—National Gospel Radio Seminar**. Radisson Plaza hotel, Nashville.

**April 10-17—Prix Futura Berlin**, international radio and television contest, held every two years and organized by Sender Freies Berlin and Zweites Deutsches Fernsehen under auspices of *European Broadcasting Union*. Categories for radio and television are drama and documentary. Television Center, Berlin. Information: Organisationsburo Prix Futura, Sender Freies Berlin, Masurenallee 8-14, D-1000, Berlin 19.

**April 11—Association of Maximum Service Telecasters** engineering breakfast. Las Vegas Hilton, Las Vegas.

**April 11—Matrix Awards** luncheon sponsored by *Women in Communications*. Speaker: Senator Edward Kennedy (D-Mass.). Waldorf-Astoria, New York.

**April 11—National Academy of Television Arts and Sciences, Syracuse University chapter**, "speakers" series. Speaker: Harry Smith, vice president, new venture development, CBS. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

■ **April 12—National Academy of Television Arts and Sciences, New York chapter**, conference, "U.S. Television in Third World Countries: Blessing or Curse?" Panelists: Lady Diana Dougan, Department of State; Gerard Bolla, UNESCO, and Michael Solomon, Teletictures Corp. St. Peter's Lutheran Church, New York.

**April 12-14—Jerrold division of General Instrument Corp.** technical seminar. Red Lion Motor Inn, Portland, Ore.

■ **April 13-15—National Broadcast Association for Community Affairs** Midwest conference. Marriott's Pavilion hotel, St. Louis. Information: Charlotte Ottley, (314) 444-3336.

**April 14—Conference of State Cable Agencies** annual meeting. World Trade Center, New York. Information: Gerry McGrath, New Jersey Office of Cable Television, (201) 648-4009.

**April 14—Meeting of National Frequency Coordinating Committee of Society of Broadcast Engineers**. KLAS(TV) Las Vegas. Information: Richard Rudman, (213) 462-5392.

**April 14—National Academy of Television Arts and Sciences, Syracuse chapter**, "speakers series," featuring Len Berman, NBC sportscaster. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

**April 14—Central Educational Network's** "Learning Styles and the Adult Learner: Post-Secondary Education Professional Development Teleconference." To be transmitted from Lincoln, Neb. Information: (312) 545-7500.

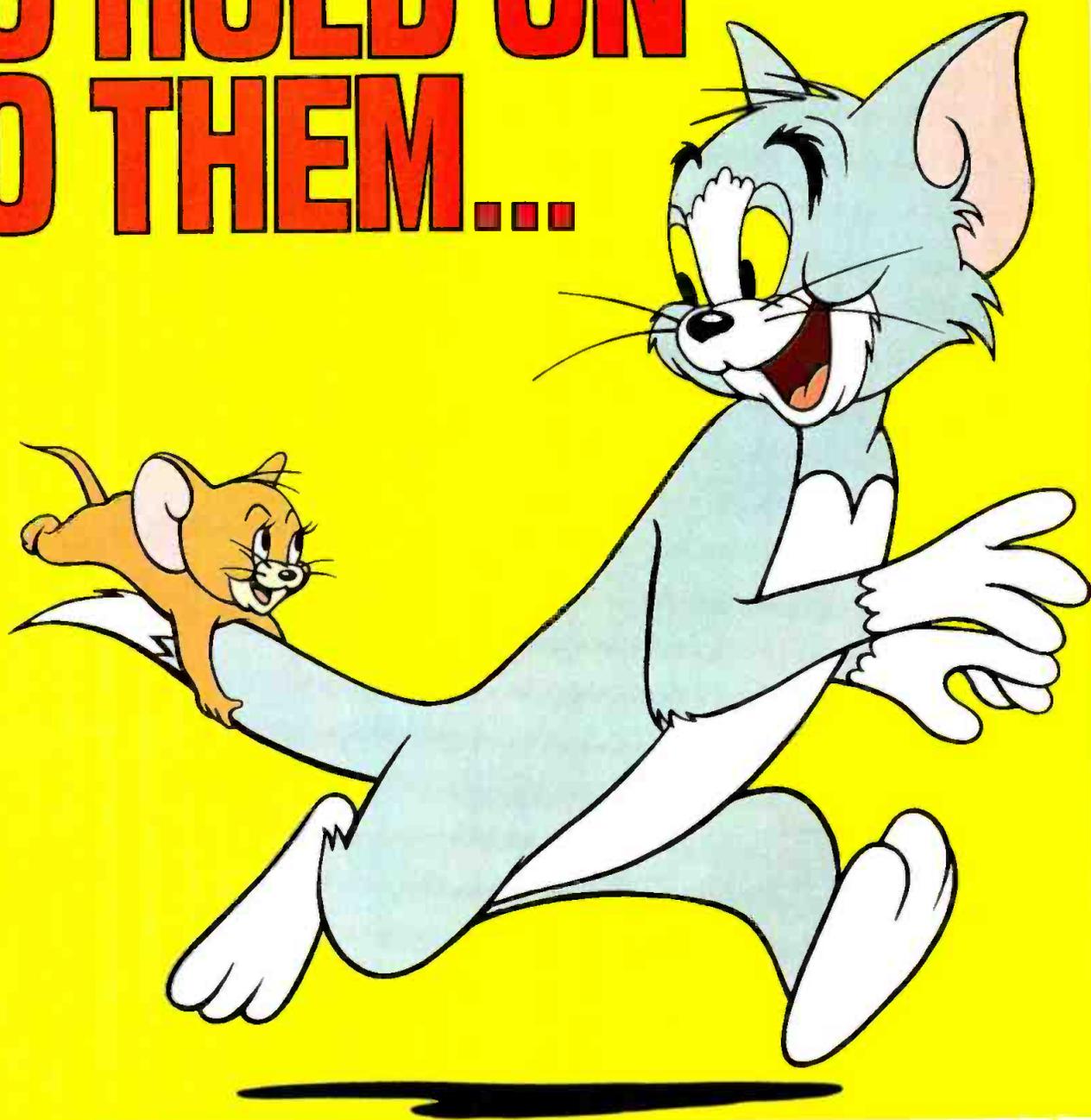
**April 14-15—Alabama Cable Television Association** spring meeting. Birmingham Hyatt, Birmingham, Ala.

**April 15—Advertising Association of Baltimore** symposium, "Odyssey 1990." Hyatt Regency, Baltimore.

**April 15—Deadline** for applications in *Western Public Radio's* third national radio training project seminar for mid-level independent, public and commercial radio producers. Project funded by John and Mary Markle Foundation. Information: Western Public Radio, Fort Mason Center, Building D, San Francisco, 94123; (415) 771-1160.

**April 15-17—Alabama AP Broadcasters Association** annual convention. Gulf Shores State Park. Gulf

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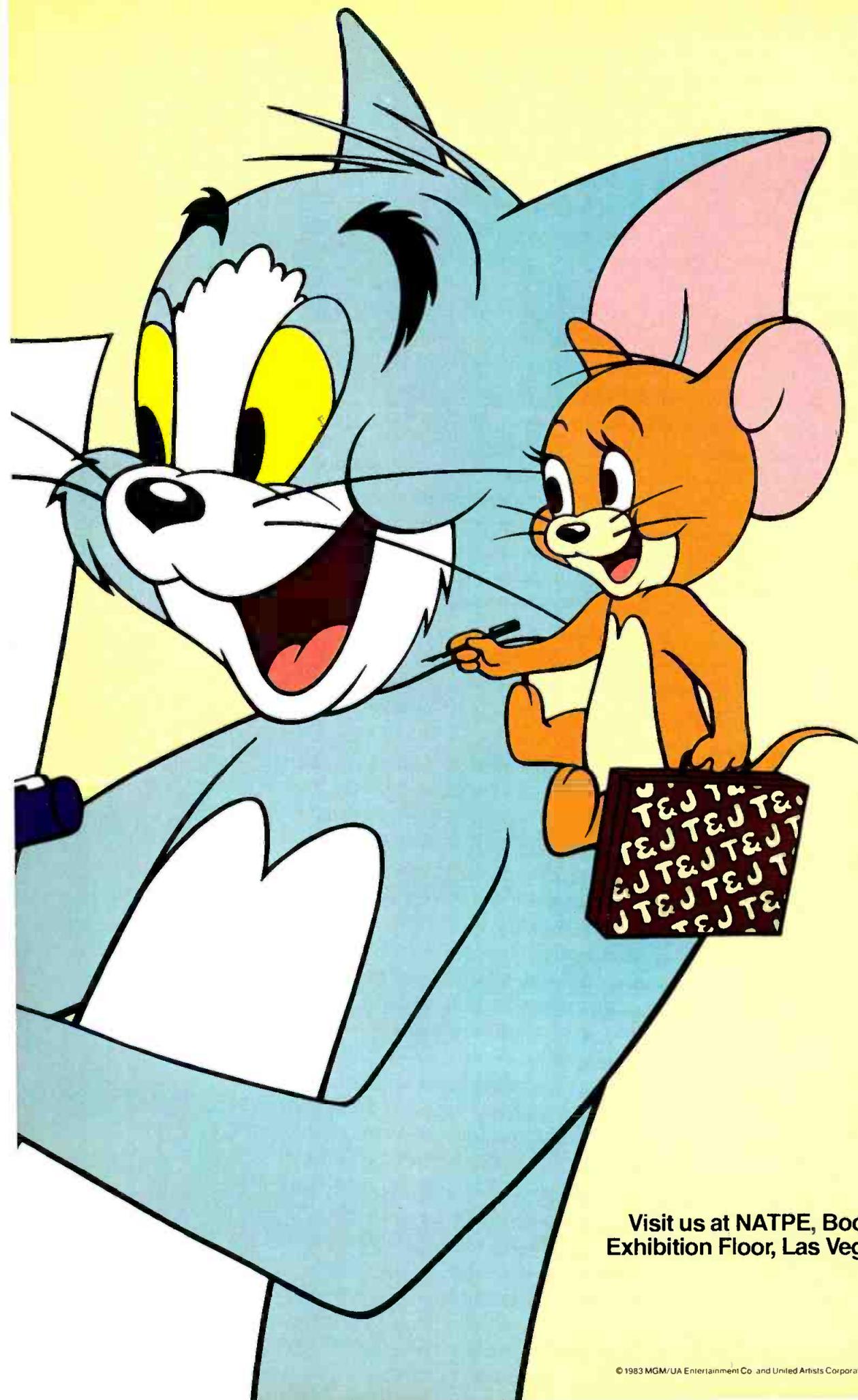
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These half-hour programs are now available for both radio and television broadcast. Program directors should contact:

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For assistance in local publicity for "Rewiring Your World," program directors should provide air date and time—at least 10 days in advance of broadcast—to Susan Harris at 202/331-8070.

Funded by the Communications Workers of America.

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**April 15-17**—*Foundation for American Communications* conference for NBC owned and operated stations and NBC affiliates on "NBC Journalism Economics Issues." Pine Isle resort, Atlanta. Information: (213) 851-7372.

■ **April 16**—West Coast Hispanic Telecommunications Symposium, conducted by *National Association of Broadcasters' department of minority and special services* and hosted by *University of Southern California's Media Institute for Minorities*. Davidson Conference Center, USC, Los Angeles.

■ **April 16**—*Radio-Television News Directors Association* region three meeting with *Utah Society of Professional Journalists, Sigma Delta Chi*. Little America, Salt Lake City.

**April 17-19**—*Virginia Cable Television Association* annual convention. Speaker: Ted Turner, Turner Broadcasting System. Homestead, Hot Springs, Va.

**April 17-20**—*National Public Radio's* annual conference. Hyatt Regency, Minneapolis.

**April 18-20**—*Armed Forces Radio and Television Service* worldwide workshop. Anaheim Sheraton, Anaheim, Calif.

**April 18-23**—"Radio-TV Week," sponsored by *Illinois Broadcasters Association and Southern Illinois University, Carbondale*. Department of Radio-TV, SIU campus, Carbondale, Ill.

**April 19**—*Southern California Cable Club* luncheon meeting. Speaker: William Ryan, president of Palmer Communications and chairman of Cabletelevision Advertising Bureau. Following meeting: SCCC advertising workshop for system advertising managers and client and ad agency personnel. Proud Bird restaurant, Los Angeles.

**April 19**—*Women in Cable, New York chapter*, meeting. Doral Inn, New York.

**April 20**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**April 20**—*American Women in Radio and Television, Atlanta chapter*, Communications Women of Achievement Banquet with presentation of TARA (Television and Radio Achievement) Awards. Omni International hotel, Atlanta.

**April 20-23**—*American Advertising Federation* district 10 conference. Holiday Inn Civic Center, Lubbock, Tex.

**April 20-25**—*Pennsylvania Association of Broadcasters* annual spring convention. Princess Tower hotel, Freeport, Bahamas.

**April 21**—*Federal Communications Bar Association* luncheon. Speaker: Ted Turner, Turner Broadcasting System. Touchdown Club, Washington.

**April 21**—"The Growth and Financing of Filmed Entertainment," symposium conducted by Arthur Young's Entertainment Industry Group. Speakers include: William Bernstein, Orion Pictures Corp.; Joe Shapiro, Donovan Leisure Newton & Irvine; William Thompson, First National Bank of Boston; John Vogelstein, E.M. Warburg Pincus & Co.; Terry Semel, Warner Bros., and Joe Smith, Warner Communications. Beverly Wilshire hotel, Los Angeles. Information: Larry Scherzer, (213) 977-3281.

**April 21**—*Illinois Broadcasters Association* college seminar. Southern Illinois University, Carbondale, Ill.

**April 21-22**—*National Association of Broadcasters* broadcast management seminar. Palmer House, Chicago.

**April 21-23**—Edward R. Murrow symposium, "The Murrow Heritage: A Challenge for Tomorrow," sponsored by *Washington State University* with grants from Boeing Co., Gannett Newspapers and Saul and Dayee Haas Foundation of Seattle. Participants in symposium include Charles Kuralt, CBS correspondent; William Small, president of UPI; Richard C. Hottelet, veteran CBS correspondent; Barry Serafin, ABC News correspondent, and former CBS News presidents Fred Friendly and Richard Salant. WSU campus, Pullman, Wash.

**April 21-24**—*American Advertising Federation* district 12 conference. Four Seasons, Colorado Springs.

**April 22-23**—*Radio-Television News Directors Association* region 14 meeting with Georgia UPI Broadcasters. Holiday Inn North, Atlanta.

**April 22-24**—*Iowa Associated Press Broadcasters*

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# WE DID IT! TWICE!

We looked for a way television and radio stations could really INTERACT with their audiences — not just letters and call-ins — but with tomorrow's truly INTERACTIVE BROADCASTING, where members of the audience actually cause things to happen right on the air! And we did it! Twice! Recognize these?



If you do, skip over to the next page. . .all the new stuff we're doing is over there. But if "TV-POWWW!" and TELEPHONE POLL are news to you, read on. We'll fill you in, and *then* you can read the next page about all the new stuff.

1. "TV-POWWW!" is a video game. . .actually a special adaptation of the best video game on the market, Mattel's Intellivision® We've adapted it so when a station puts the game on the air, a viewer can call on the telephone and make the game do its thing by just saying "Powww!" at the right time. From homes anywhere in the coverage area people can say "Powww!" and hit a target, throw a ball, throw a punch or shoot down invaders from outer space. . .with more games coming all the time. (Next page, remember?)

2. TELEPHONE POLL is a telephone poll. . . but untouched by human hands! A station, (radio or television), asks its audience a question, like:

- Have you ever been the victim of a violent crime? Yes or No?
- Are you For or Against capital punishment?
- Boxing should be outlawed. Agree or Disagree?

People call in. No local charge, no 900 number. The phone is answered automatically by a SYNTHESIZED VOICE, not a tape recording, and they're asked to vote. The vote is instantly recorded and tallied with all the others — hundreds of them an hour — and a click of a switch puts the results on the television screen and produces a voice synthesized announcement of the count, in totals and percentages! With not one phone operator on duty!

We could tell you we do all this with magic, but state-of-the-art microprocessing does the job. "TV-POWWW!" and TELEPHONE POLL are space-age engineering — small, easy to install units that are simple to operate. Just hook them up and you're in business!

## THAT'S WHAT WE DID. HOW DID WE DO?

Great! Over 100 stations in 10 countries have played "TV-POWWW!" They use it as part of movie presentations, on talk shows and kid's shows and sport shows. Daily, weekly, across the board, weekends, prime access, late night.

And, although it has only been available since September, we've already delivered 92 units of TELEPHONE POLL! It has proved to be the absolute best and easiest way to get an instant reading of the public pulse!

With TELEPHONE POLL, WXYZ in Detroit is Number 1 in the time slot with their 4 to 5 pm talk show that asks questions ranging from "Should drunk drivers go to jail?" to "Have you ever had an extramarital affair?"

KERO-NBC in Bakersfield, California put TELEPHONE POLL to work in their local news show and went from a 21 rating/35 share to a 25 rating/42 share. . .against the ABC Evening News and CBS with Dan Rather!\*

And. . .since banks, department stores and grocery chains love the idea of locally oriented opinion polling, TELEPHONE POLL means rating points plus money in the bank!

## THAT'S HOW WE DID. WHO'D WE DO IT FOR?

Hopefully, you.

We'd like to add you to our list of subscribers from all over the country, and all over the world.

# BUT WHAT ARE WE DOING NOW?

Just like we said on the previous page. . . we at M.A. Kempner, Inc. are doing NEW STUFF!

For "TV-POWWW!" that means we're bringing you some brand new games! Of course, you keep right on playing the games we've had all along: Space Battle, Football, Basketball, Slots, Word Rockets, Soccer and Boxing. But now, the newest, most popular, most exciting Mattel Intellivision™ games are being adapted for broadcast use.

## INTELLIVISION POWWWW!®



Subscribers will receive at least 8 new games a year, including the amazing IntelliVoice™ games that actually speak words — not just beeps and noises — games that *talk* to the player, warn, threaten and cheer him on — and make the whole thing even more fun!

Now take a look at the unbelievable additions our engineers are making to

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**REMOTE CAPABILITY** Install the equipment anywhere in your building and operate by remote control from up to four locations.

**CALL IN FOR RESULTS** Long after your Poll is over and the final count has been announced on the air, members of the audience can call the TELEPHONE POLL number and the voice synthesizer will supply the results. Not an operator on duty!

**YOUR OWN TYPEFACES** Systems compatible with R.S. 232-C will be able to feed the system through their own character generator to maintain their own programming look.

**IMPROVED VOICE QUALITY** Our new computer system will bring our synthesized voices to a quality level you'll find hard to believe.

**YOUR OWN VOICES** For a slight additional charge, you supply the voices of your own personalities to us on 1/4 inch audio tape and we'll program the synthesizer to sound just like them, in any language, not just English!

**WORD RECOGNITION** The system will be able to actually recognize words spoken on the telephone! The speed and sophistication of our entire polling process will be increased many times over. (You can be among the first in the world to see Word Recognition in operation when you visit our Booth 11 at NATPE!)

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Get in touch! Call us. Write us. And, if you possibly can, come see us at **BOOTH 11** at NATPE!

Take a look at our new equipment, let us show you our new features and find out for yourself how it's possible to be LIVE and LOCAL and INTERACTIVE all at the same time without adding one single person to your staff!

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WE DID IT TWICE! WE'RE STILL DOING IT!

# WE WANT TO DO IT WITH YOU!\*

\* At Booth 11, NATPE or your place! Contact M.A. Kempner.

convention. Amana Holiday Inn, Des Moines, Iowa.

**April 22-24**—*American Advertising Federation* district three conference. Mission Valley Inn, Raleigh, N.C.

**April 22-24**—*American Advertising Federation* district 15 conference. Sheraton Newport, Newport Beach, Calif.

**April 24-26**—*West Virginia Broadcasters Association* spring meeting. Oglebay Park, Wheeling, W. Va.

**April 24-27**—Eleventh annual "Telecommunications Policy Research Conference." Annapolis Hilton, Annapolis, Md. Information: Professor Vincent Mosco, department of radio-TV-film, School of Communications and Theater, Temple University, Philadelphia, 19122; (215) 787-8473.

**April 25-27**—Satcom '83, sponsored by *International Association of Satellite Users*. Hyatt Orlando, Orlando, Fla.

■ **April 25-27**—*Minnesota Broadcasters Association* annual spring convention. Sheraton Northwest, Minneapolis.

**April 26**—*Academy of Television Arts and Sciences* "forum series" luncheon. Speaker: Grant Tinker, NBC chairman and chief executive officer. Century Plaza hotel, Los Angeles.

**April 26**—*Advertising Research Foundation's* fifth annual business advertising research conference. New York Hilton.

**April 26-27**—*Public Service Satellite Consortium* workshop, "How to Video-Teleconference Successfully." University hospital, London, Ontario.

**April 27**—47th annual *Ohio State University* awards presentation dinner. National Press Club, Washington.

■ **April 27**—*National Association of Broadcasters* metro market radio committee meeting. NAB headquarters, Washington.

**April 27-28**—*Illinois Broadcasters Association* spring meeting. Springfield, Ill. Information: (217) 787-6503.

■ **April 28**—*Michigan Association of Broadcasters* Washington dinner. Madison hotel, Washington.

**April 29**—Deadline for applications for *Society of Broadcast Engineers'* certification exams. Information:

Certification Secretary, Society of Broadcast Engineers, P.O. Box 50844, Indianapolis, 46250.

**April 29-May 1**—*Foundation for American Communications* conference, cosponsored by *Colorado Broadcasters Association*, "Economic Issues for Rocky Mountain Journalists." Keystone Lodge, Keystone, Colo. Information: (213) 851-7372.

■ **April 30**—*Radio-Television News Directors Association* region 12 meeting with Syracuse University, Syracuse University campus, Syracuse, N.Y.

## May

**May 3-7**—*American Women in Radio and Television's* 32d annual convention featuring presentation of Silver Satellite Award to M\*A\*S\*H star Loretta Swit. Luncheon speaker (Wednesday): Jessica Savitch, NBC correspondent. Royal York, Toronto.

**May 6-8**—*Society of Cable Television Engineers* first cable hardware exposition, "Cable-Tec Expo." Dallas Convention Center, Dallas.

**May 6-8**—*Carolina UPI Broadcasters Association* spring meeting. Holiday Inn, Wrightsville Beach, N.C.

**May 7**—*Radio-Television News Directors Association* region 13 meeting with Virginia AP Broadcasters. Sheraton Fredericksburg, Fredericksburg, Va.

**May 7**—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Omni International hotel, Atlanta.

**May 8-11**—*International Television Association's* 15th international conference. Keynote speaker: Dr. Frederick Williams, Annenberg School of Communications, University of Southern California, Los Angeles. Royal York hotel, Toronto.

**May 9-11**—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

**May 10-12**—*Jerrold division of General Instrument Corp.* technical seminar. Holiday Inn, Minneapolis.

**May 11**—*New England Cable Television Association* spring conference. Sheraton Tara, Nashua, N.H.

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Founded 1931. *Broadcasting-Television* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972. Reg. U.S. Patent Office. © Copyright 1983 by Broadcasting Publications Inc.

TELEVISION. Cablecasting.

## Only in cartoons

EDITOR: We enjoyed the March 7 cartoon depicting two fellows on a deserted island learning that their LPTV application had been denied due to interference with other television stations. We had two reactions: (1) sympathy; and (2) envy: how did those lucky devils get the FCC to process their application in the first place?—Rick Hutcheson, *president, Association of Low-Power and Community TV Stations*.

## Music motivation

EDITOR: One of the most depressing facts I've read in years appeared in "Riding Gain" of your Feb. 28 issue. Under the heading "Musical influence," Nielsen identified Warner Amex's Music Television as the overwhelming influence of new artists breaking into the 12-to-34 market.

My questions: Where is radio? Where is the flexibility? The immediacy? The ability to seek out new artists? Have program directors and general managers degenerated to such a point that they can't allow air time to any programming which hasn't been formatted by the experts?

I hope PD's won't be asleep at the switch

when video tries to dissolve their audience. Everyone is racing to Las Vegas but no one is willing to gamble.—Leo J. Clark Jr., *first lieutenant, United States Marine Corps., Camp LeJeune, N.C.*

## Turner captured

Editor: We all got a big charge out of your question in the Feb. 28 story about Ted Turner: "Why is the man who has generated a steady flow of newspaper ink over the past few years slamming the networks and the broadcasting establishment now courting them as possible partners?"

Perhaps there is still someone alive somewhere who has not heard the apocryphal story of Willie Sutton, convicted many times of bank robbery. An exasperated judge is said to have asked Willie from the bench why he repeatedly robbed banks.

"Because, your honor," replied Willie punctiliously, "that's where the money is." Incidentally, may I compliment your writer upon the clarity and simplicity of his explanation of the vagaries of negative working capital. The whole financial press could well take lessons from him.—Lawrence H. Rogers II, *president, WOFL(TV) Orlando, Fla.*



### **WOMAN TO WOMAN**

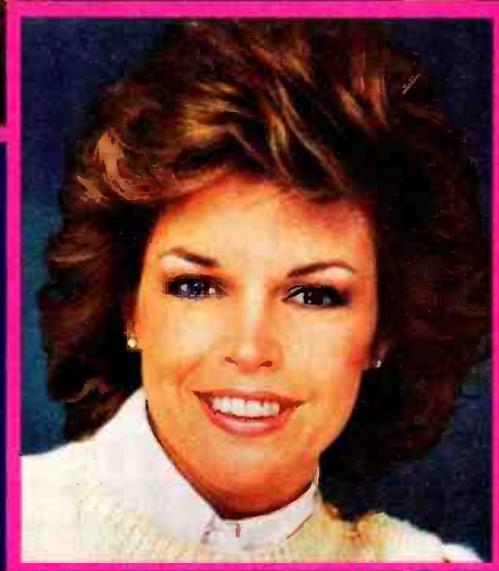
... an intimate conversation with women hosted by Pat Mitchell.

### **WOMAN TO WOMAN**

... an opportunity for the daytime female viewer to identify with and be involved in an innovative hour of television designed specifically for her. A First-run, one-hour strip, available Fall '83.

### **WOMAN TO WOMAN**

... what women in your market want to see on your station!



Call: Bette Alofsin (212) 953-0610  
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# Television never

## 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 II** 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.



# ooked better.



## 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!

**NATPE '83  
HILTON SUITE 473**



year 6

A broadcast promotion commentary from Bo Donovan, Tuesday Productions, San Diego

## Using self-promotion to its best advantage

Tarzan was right. It is a jungle out there. That's why, as I crisscross the country visiting promotion directors, I ask myself: "Why are we no longer training jungle fighters?"

Competition keeps creeping into commercial television's territory like some runaway vine in a horror movie, but local stations show very little if any reaction. Have we forgotten that our job—keeping audiences tuned in to commercial television—is getting harder, not easier? Can we ignore the warnings as the network shares keep plummeting?

I see all other well-financed alternative forms of entertainment and information invading the living room and sometimes get the feeling that I'm the only person who seems to be worried. When I visit station promotion departments, my worst suspicions are realized. In too many places, the dominant feeling seems to be: "We're not worried. It's business as usual."

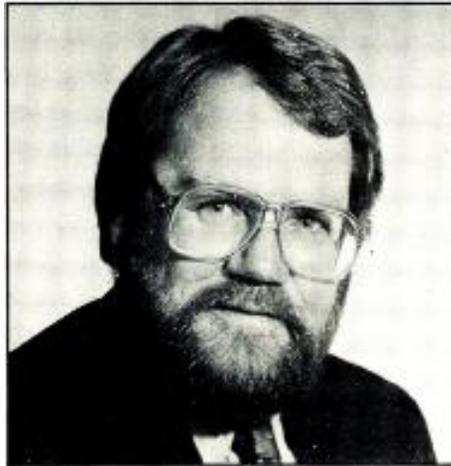
That's fine while there is a business, but, tell me, when was the last time you bought *Collier's* magazine, Old Golds or a Studebaker? Ostrich attitudes helped sink those products, while other periodical, cigarette and automobile marketers prospered. The difference seems to be that the survivors took aggressive action to stop the hemorrhaging before the patient died.

If we needed an object lesson, all we would have to do would be to monitor the commercials on stations right now. In the midst of dog-eat-dog competition with all kinds of domestic and foreign competitors, successful marketers are using our air time to run bold, inventive, aggressive campaigns.

Look at Chrysler Corp. With its corporate back against the wall, with imports and domestic manufacturers eating away at its market share, it didn't fold. Instead, using a masterful marketing ploy, it called on the most believable spokesman it could find to herald a "new" Chrysler Corp.—its president. The company was determined to make its campaign work, and it made it work.

Why don't general managers and network executives stand in front of the cameras and tell their viewers just what's being done to improve their product? Instead of a general manager promoting a station's massive investment in news-gathering equipment, we get glamour shots of helicopters streaking across the sky. When was the last time you invited a helicopter into your home?

Also, why do we pre-empt our own promotional spots—unarguably our best shot to keep viewership up—for paid spots of any kind at any time? If solid creative thought goes into a promotional campaign, it should



Bo Donovan founded the broadcast division of Tuesday Productions six years ago. In that time, the San Diego-based production company has become a major supplier of custom image music for commercial TV stations. A 19-year veteran of broadcasting, Donovan was previously group program director for Sterling Broadcasting.

be carried through on a regular basis, regardless of whether we can pocket some quick cash from an advertiser. Are the few dollars worth the lost opportunity to reinforce the very reasons we're being watched in the first place?

Where are the bold self-advertising ideas on television? Too many promos are "vanilla" with no flavor, no bite to them. While some general managers are afraid of anything different, I think the overriding reason for lack of boldness is lack of communication. Most staff members aren't even talking to one another from what I gather, making it difficult to come up with a great campaign.

When I addressed 300 TV station promotion directors at the most recent Broadcasters Promotion Association workshops, I asked those assembled to indicate by a show of hands how many had prepped their sales staffs on their new promotion campaigns. Not a single hand was raised.

In today's competitive climate, no self-respecting advertiser of any product would launch a new ad campaign without getting the sales staff, stockholders and supervisors to rally 'round the advertising department. When most stations launch a campaign, the scenario is, unfortunately, as follows: The audience gets one idea of what a station is, the advertisers get another, the news staff a third and the sales staff a fourth.

Instead, a series of informal (but mandatory) presentations should be made to underline the creative concept, the new strategy and the timing, so that everyone involved knows the game plan well in advance of its implementation. The industry standard now seems to be a mismanaged, haphazard

"trickle down" of information and attitudes from top management to department heads.

The very essence of a promotion campaign warrants that it should be built from the bottom up, not from the top down. Most general managers are too removed from the reality of station promotion to fully understand the problems and therefore are vulnerable to being sold with superficial solutions.

Most of the time, at the outset of a campaign, there's a kind of fuzzy enthusiasm for it, followed by a rapidly growing state of confusion. In most cases, everyone tries to dope out what the campaign means to him without fitting it into an overall station plan. That leads to numerous misunderstandings followed almost inevitably by lack of enthusiasm, apathy and, finally, a call for a new campaign.

Everyone seems to forget that Mr. Whipple has been squeezing Charmin since most of us had black and white television sets. It may seem that *M\*A\*S\*H* has been a smash hit forever, but it took a while to put together the right elements. It takes time to come up with a campaign, time to communicate it to the staff, time to implement it and time for the public to accept it.

Before you undertake a new campaign, understand that:

1. Your competition is not just the other stations in town but also the long and growing list of alternative well-advertised viewing activities. Keep all your competitors in mind when you plan an advertising campaign.

2. Advertising is selling. If you're not thinking of comparative ads, testimonial ads, endorsement ads and dozens of other kinds before positioning your station, you're not giving your campaign the thought it requires.

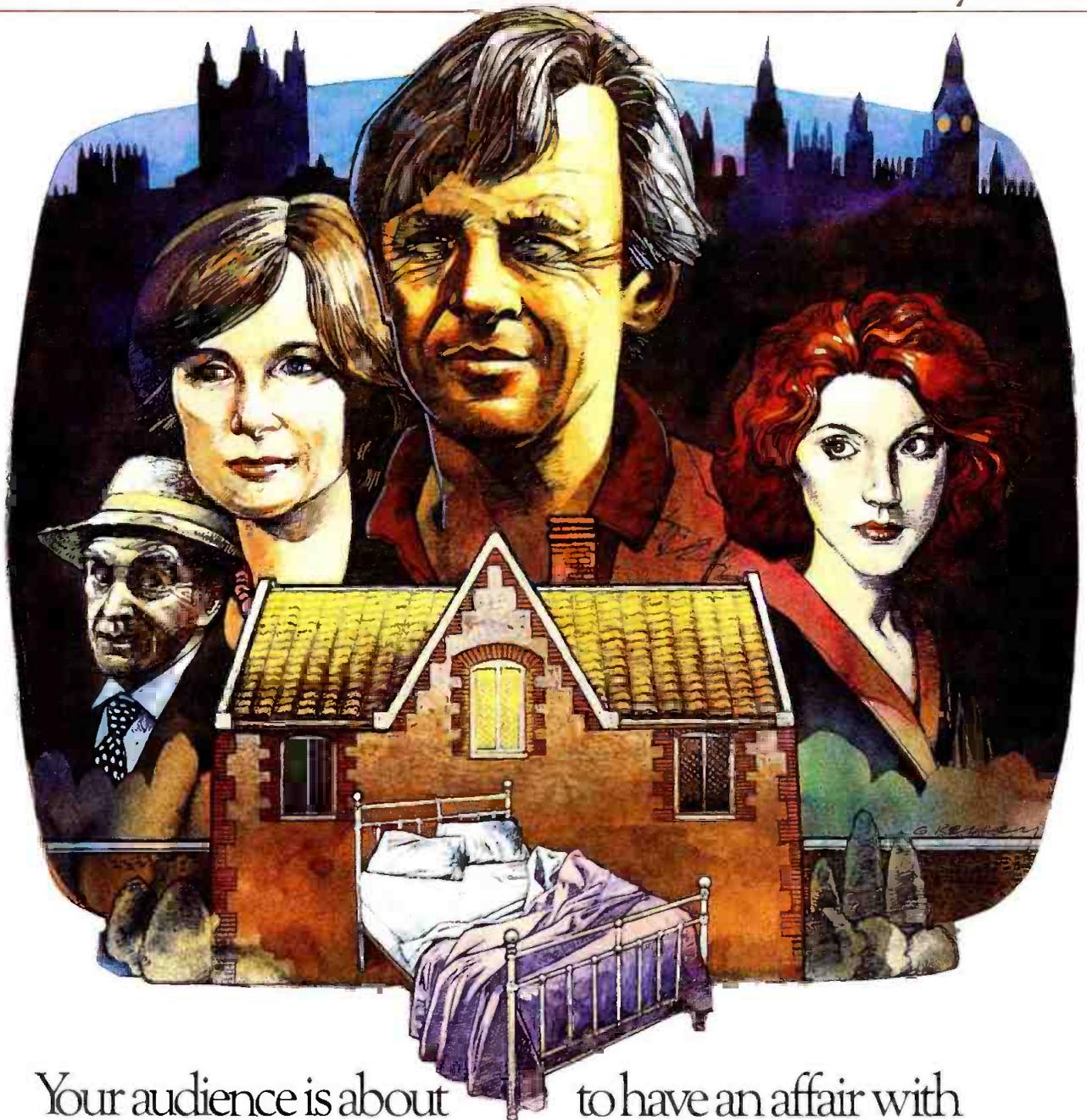
3. If your approach is too "safe," you'll get the poor response you deserve. If you're pushing vanilla when your competitors are selling tutti frutti, you won't motivate viewers to watch your station.

4. If your campaign doesn't reflect the ideas or enthusiasm of your staff, it will probably fail. When a new campaign is launched, you deserve their input and full cooperation. They deserve respect for the jobs you hired them to do.

5. Once a workable plan has been devised, understand from the outset it will go through minor revisions. Don't give up on a good campaign idea until it's been given a real chance to succeed in terms of time, money and effort.

6. You will find that surveying the competition, reviewing the alternatives, being bold, involving your staff and sticking with a good idea will pay dividends. Use all the resources at your disposal and you'll be amazed that you can survive, even in the jungle we call broadcasting.

New at NATPE. Offered for the first time anywhere.



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.

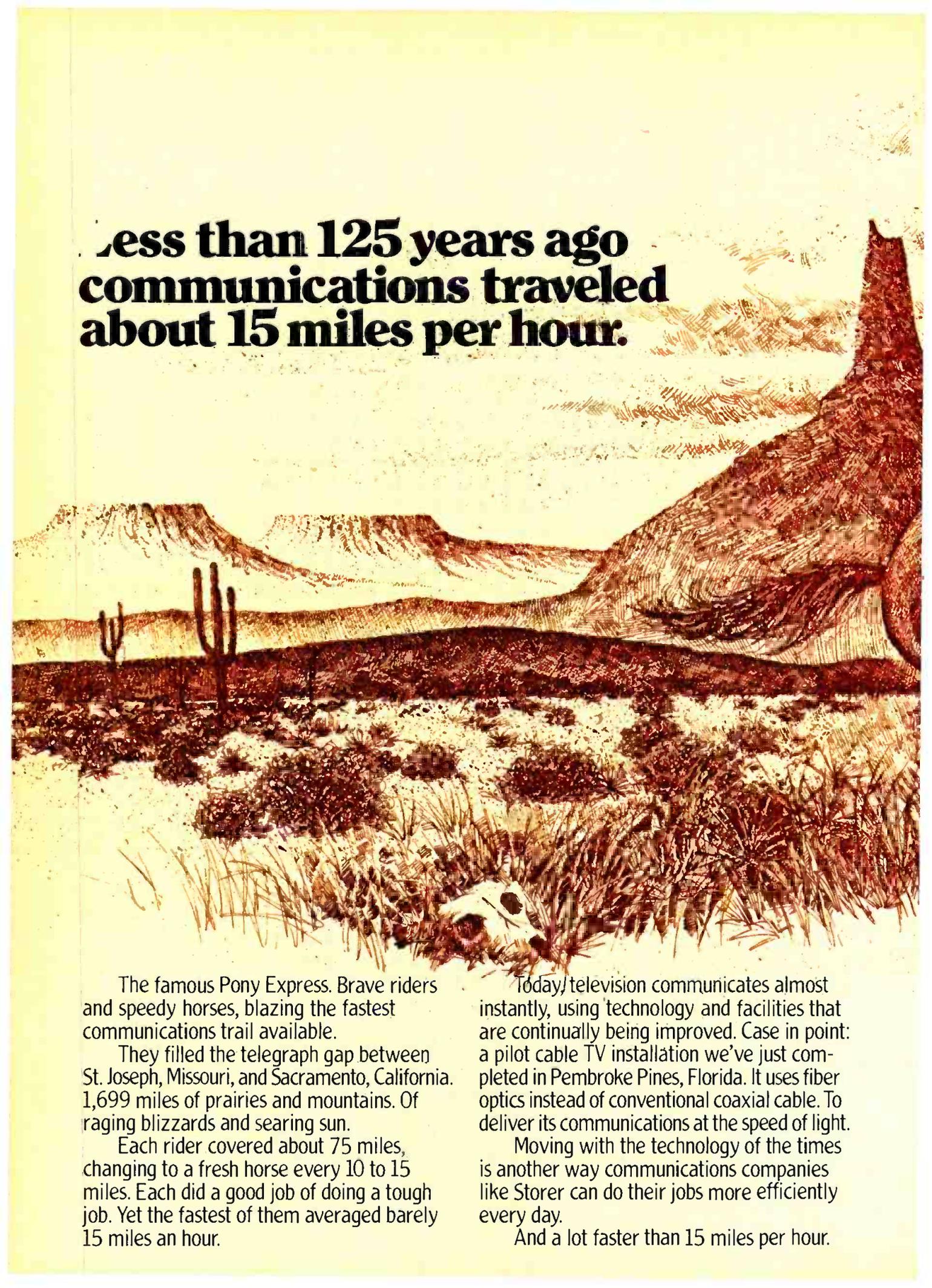
Anthony Hopkins is brilliant in this blockbuster thriller where power, lust, greed and jealousy

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.



**Less than 125 years ago  
communications traveled  
about 15 miles per hour.**

The famous Pony Express. Brave riders and speedy horses, blazing the fastest communications trail available.

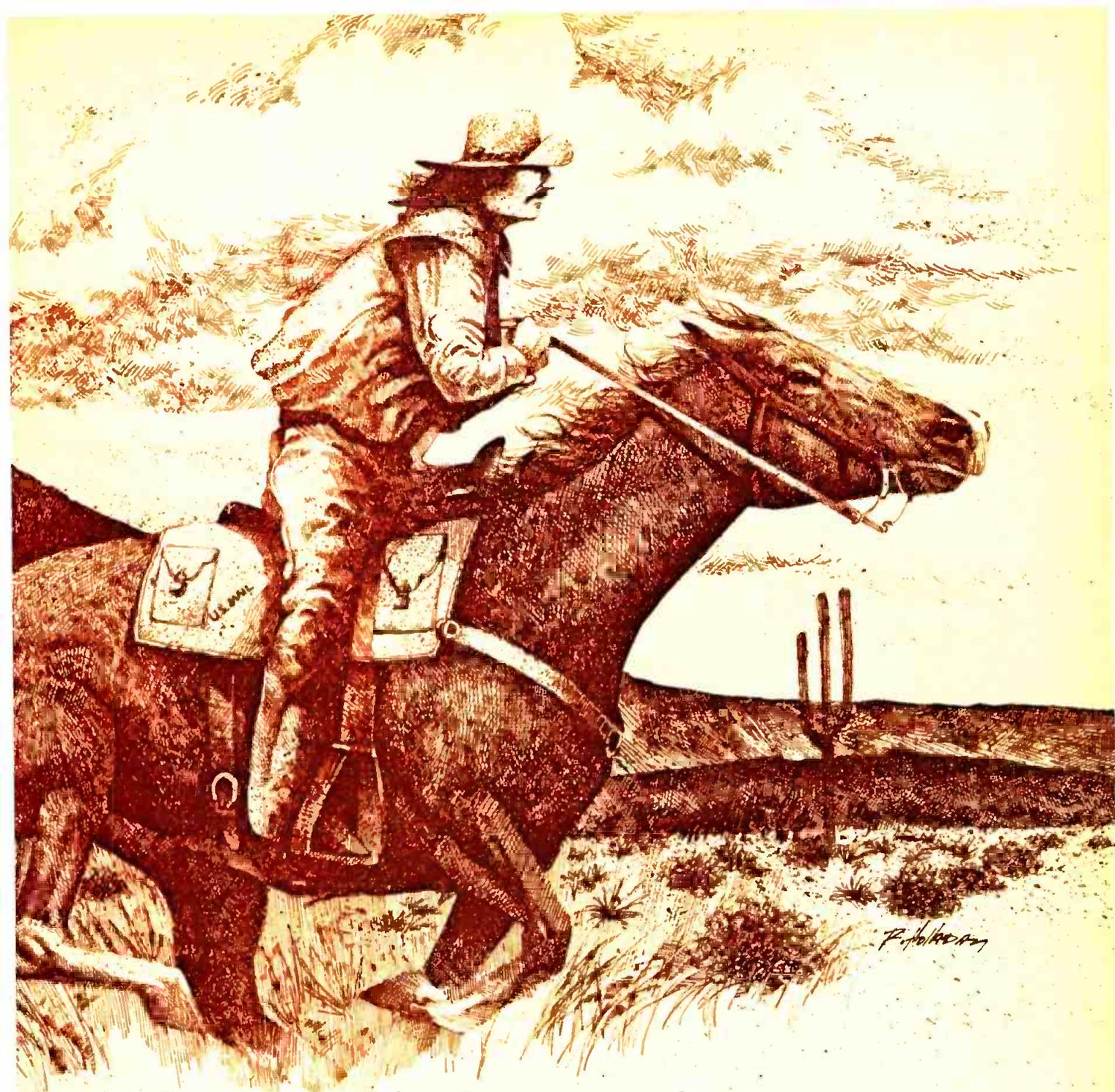
They filled the telegraph gap between St. Joseph, Missouri, and Sacramento, California. 1,699 miles of prairies and mountains. Of raging blizzards and searing sun.

Each rider covered about 75 miles, changing to a fresh horse every 10 to 15 miles. Each did a good job of doing a tough job. Yet the fastest of them averaged barely 15 miles an hour.

Today, television communicates almost instantly, using technology and facilities that are continually being improved. Case in point: a pilot cable TV installation we've just completed in Pembroke Pines, Florida. It uses fiber optics instead of conventional coaxial cable. To deliver its communications at the speed of light.

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

And a lot faster than 15 miles per hour.



**Today communications can travel at the speed of light.**



**STORER**  
**COMMUNICATIONS**

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

*“As local identity  
becomes more  
important,  
PM Magazine  
gets more  
valuable...”*

**PAUL RAYMON,**  
*Vice President  
& General Manager,  
WAGA-TV, Atlanta*

*“Ours is a television station  
built on excellence in local  
informational program-  
ming. We recognized PM  
Magazine would contribute  
to a strong local image  
when we became the first  
station to join the PM  
Magazine cooperative five  
years ago. In today’s busy  
electronic marketplace,  
that proved to be a wise  
decision.”*

# Broadcasting Mar 21

Vol. 104 No. 12

TOP OF THE WEEK

## NATPE off to flying start in Las Vegas

Even before the official opening gun last Friday morning, news was beginning to be made at the 20th annual NATPE International conference in Las Vegas. The first words heard were discouraging ones: "There are not enough movies around for the kind of once-a-month or once-a-week movie networks people are talking about today," said Rich Frank, president of Paramount Pictures Television, last Thursday (March 17). At a Television Critics Association press conference, he referred to proposals by Metromedia, McCann-Erickson and a consortium in the works by Tribune Co., Taft Broadcasting, Gaylord Broadcasting and Chris-Craft, and said such occasional networks could not compete with the three major networks for the kinds of movies they need—those that achieve high ratings.

To generate necessary revenue, said Frank, who was joined in his opinion by Fred Silverman, president of InterMedia Entertainment Co., these new networks will likely have to offer original series, such as the highly successful PM Magazine, Solid Gold and Entertainment Tonight, as well as movies, perhaps all in a single night's lineup of prime time programming. Silverman and Frank agreed that occasional networks still need participation by stations affiliated with the major networks to achieve the necessary national coverage. An occasional network of independent stations alone, said Silverman, is not likely to be feasible until about 1985.

Michael Fuchs, president of HBO Entertainment Group and executive VP-programing, HBO, also looked into his crystal ball during the session, "The Future of Television." He predicted that a sequential pattern in programing—one in which pay TV and the major networks and program suppliers cooperate in production costs for programs that will air first on pay and later on network—will be key to the future of big event programing such as ABC-TV's recent presentation of Winds of War.

Public Broadcasting Service President Larry Grossman predicted that the advertising experiment scheduled to end this June on several public stations will not be renewed by Congress. He also said that as programing costs in commercial TV soar, public TV will benefit because it is the "home of quality programing."

More than 5,000 delegates will be on hand for the NATPE conference, where over 250 companies will exhibit their programs and services. The convention winds up on Tuesday with a debate on the proposed repeal of the FCC's financial interest and syndication rules between Richard Wiley (for repeal) and Dean Burch (for retention).

BROADCASTING's wall-to-wall report will appear in the March 28 issue; an advance look at the NATPE agenda and exhibitors begins in this issue on page 74.

## Verbal battling over financial interest, syndication

**FCC's oral presentation hears networks argue for repeal of rules, independents press for their retention, while Quello seeks compromise**

In the wake of all the highly charged rhetoric exchanged in 10 hours of oral presentations on the FCC's proposal to repeal its network syndication and financial interest rules last week, at least one thing seemed clear: The central issue in the proceeding has become whether the potential for the networks to warehouse, or favor their affiliates over independents in the syndication of off-network syndicated programing, warrants retention of the rules.

As might be expected, the networks and other advocates of repeal said fears of warehousing were unwarranted; representatives of independent stations and other opponents of repeal remained unmoved.

At the proceeding, alternatives to outright

repeal also received some play. As forecast (BROADCASTING, March 14), Commissioner James Quello formally requested comment on potential compromises. One possibility, he said, would be to allow the networks to "initially negotiate for a significant percentage of the financial interest in a program with annual graduated increases proportional to audience fractionalization or diminution. Should network share experience further declines, networks might then negotiate for full syndication," Quello said.

"The objective of this proposal would be to eventually enable full competition when the video marketplace becomes competitively open and free of structural, audience or financial domination by the networks," Quello said.

John Lane, representing Westinghouse Broadcasting and Cable Inc., unveiled yet another compromise proposal, one that would permit the networks to take financial interests in programing but that would bar

them from syndicating programing.

According to Lane, the networks had not "made their case" for repeal of the syndication prohibition, and industry conditions wouldn't permit them to make that case soon. Nonetheless, he said, the networks had an "equitable argument" for participating in the residual values of programing, and as long as any such profit participation "wasn't of a controlling nature," that participation should be all right.

"If, as we suggest, the networks are permitted to have interests in syndicated programs, that should be a limited partnership interest, as that term is commonly understood in partnership law," Lane said. "The network should not be permitted to become the general partner with the power to control and direct the syndication of the program. In other words, we would not attempt to limit profits, but we would restrict control," Lane said.

Stanley Gorinson, chief of the special reg-



NBC's Mulholland



CBS's Wyman



ABC's Erick

ulated industries section within the Department of Justice's antitrust division, said that although the department still thought the rules were "overly broad" and should be repealed, the department also thought the "probability was high enough" that the networks would warehouse programing without the rules to trigger Justice's concern.

Although the networks say they didn't warehouse before the rules were adopted, Gorinson also noted that the number of independent stations had increased substantially—and the syndication market had become far more lucrative—since the rules were put into effect. As a result, he said, the FCC should attempt to come up with a "narrow" rule aimed at precluding warehousing, if it could come up with one that wouldn't impede the "efficient working" of the marketplace. Gorinson also said Justice, in its reply comments, would offer a "concrete" example of what it has in mind.

Arguing hard for retention of the rules was Jack Valenti, president of the Motion Picture Association of America, who said the real battle in the proceeding was not between the networks and Hollywood. "This war is being waged by the networks to demolish the one foe they most fear, the independent television station, and thereby gain total control of the programing marketplace."

Peter Allport, president of the Association of National Advertisers, said the growth in the number of independent stations—from 82 in 1970 to 197 now—was a "direct result" of the availability of "first rate" off-network programing.

Dick De Angelis, vice president and general manager of independent KPHO-TV Phoenix, said dropping the rules would force the station to "deal with an oligopoly that

historically has operated in a monopolistic fashion through interchangeable management and a curious similarity of action. Ultimately the public would pay the price in reduced free program choices and higher costs of goods and services through increased advertising costs," he said.

"The networks have more to gain by withholding or diverting product from KPHO-TV than can be generated in license fees on the competitive market," he said. "By withholding product to diminish the independents' audiences, the network and its owned and operated affiliated stations would reap a bonanza in artificially increased advertising rates. The networks also could create addi-

tional availabilities to corner advertising dollars by diverting off-network programing to create secondary cable channels. Or, by withholding minutes for network sale in whatever programs are released to the marketplace to create ad hoc secondary network avails. The gains to the networks in any of these instances would be awesome in comparison to legitimate license fees for off-network syndication in the free and competitive marketplace existing today," he said.

Bob Wormington, general manager of independent KHSB-TV Kansas City, Mo., representing the Association of Independent Television Stations, agreed, contending that the networks stood to gain more in advertising revenues than they would lose in recouping programing investments by withholding or delaying programs or "putting on restrictions such as when we can or cannot televise a program," he said.

"We don't mind bargaining with sellers whose only incentive is to make money selling programs," he said. "But to the networks, we're competition—and they'd just as soon we weren't there.

"We are in a fiercely competitive business—competing for people's time and attention. Since multimillion-dollar program contracts are involved, we have to plan our programing moves months, sometimes years, in advance. Our competition in those moves are the ABC, CBS and NBC stations. If we have to buy from major networks, we are telling them well in advance what our programing strategies are. It's like Macy's having to tell Gimble's, or Sony telling RCA, what they're going to market next," he said.

Lucie Salhany, of Taft Broadcasting, representing NATPE International, said the networks need not withhold programing altogether to injure independents. They could do that simply by burdening independents with all sorts of schedule-placement restrictions. "If those rules are repealed, these restrictions will come," she said.

Robert Taft Jr., representing Taft Broadcasting Co., said that traditional antitrust procedures would be inadequate if the rules



The FCC. Commissioners Rivera, Jones, Quello,

were repealed. "It is futile to suggest that under such a circumstance private antitrust suits, dragged out over years by massive corporate legal resources, would amount to any deterrent against antitrust violation, if indeed one should occur. Any such litigation, however meritorious, would be likely to result in settlement or even in an individual judgment of little use to other persons damaged or to the public," he said.

Robert Bennett, senior vice president of Metromedia Inc. and president of Metromedia Television, said that while the networks argue that their own economic self interest in maximizing syndication revenues will prevent them from withholding product from independents, the argument ignored the networks' "greater" self interest in maximizing their overall revenues. "The networks are not going to sell Metromedia programs which will enable us to drain advertising revenues from the O and O's just to make a few extra dollars in syndication revenues," he said.

Former FCC Chairman Dean Burch, representing the Committee for Prudent Deregulation—which is calling for retention of the rules—said he didn't claim that the networks would do anything but "maximize profits" without the rules. But he also noted that even if the networks withheld only their second-best programing, that would drive up the costs of the best.

Burch also said the reason the FCC would have to remain in the program market stemmed from its creation of a "less-than-perfect" market in an allocation system that makes room for only three over-the-air networks. "What we have to be doing is searching for a rule that has little cost, and the present rule has practically no cost," he said.

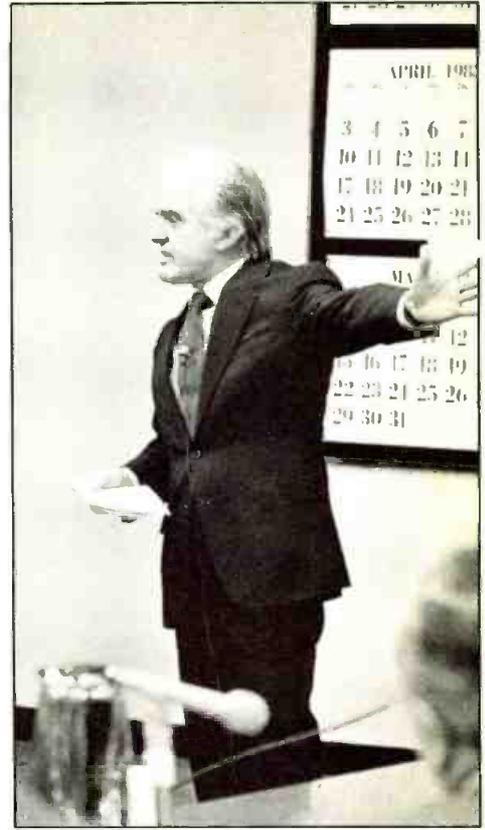
Westinghouse's Lane said the potential impact of the entry of the networks into syndication should also be kept in mind. "As program distribution methods change in our new technological environment, the line between 'networking' and 'syndication' is likely to become far less clear," Lane said. "If the networks were permitted to syndicate first-run programs, the prime time access



CPD's Burch



Victory's Victory



MPAA's Valenti

rule could be circumvented. Allowing them to do by syndication what they are prohibited to over the network would be tantamount to repealing PTAR without considering it on the merits," Lane said.

The networks' case received a warmer reception from Susan Stuebing, representing the National Telecommunications and Information Administration. "The notion that the networks would pay very large sums for programs, and then put them in some hypothetical vault, in short, flies in the face of reasonable business practice," she said.

She also said that the probability that the networks would favor their affiliates with the best syndicated programing was unlikely.

"The risk that the networks would run is not only that the Justice Department might challenge such practices," she said. "There is also the substantial risk of private antitrust enforcement."

Everett Erlick, ABC senior vice president and general counsel, said that network entry into the syndication market would stimulate competition. "Three new entrants into syndication have to be pro-competitive," he said.

Erlick also said that ABC had absolutely no intention to warehouse. ABC, he said, would be trying to maximize its revenues, and its partners would prevent the network from doing anything but selling to the highest bidders. "It's no longer fair for the government to sit at this bargaining table," he said.

If the FCC were that concerned, then it could make formal its concern about warehousing with a policy statement, and ABC wouldn't mind, he said. "We're not going to gamble a license for warehousing," he said.

Erlick also criticized the independents for failing to take into account that the prime time access rule, which he said will remain in effect, would "guarantee" them access to off-network programing, at least during prime time access. (PTAR prohibits affiliates in the top 50 markets from airing off-network programing during that period.) Erlick also said ABC had made a commitment to its affiliates that it wouldn't make any further attempts to repeal that rule.

Thomas Wyman, CBS president and chief executive officer, also said his network wouldn't warehouse. "The liquidation of the independents is the very last thing any one of us needs," he said.

Wyman also said he continued to be "mys-



Chairman Fowler, Commissioners Fogarty and Dawson



Lear



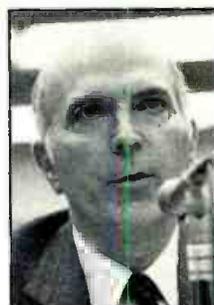
Lane



Gorinson



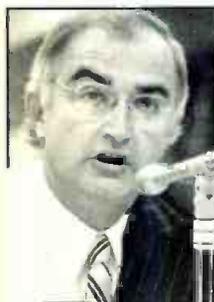
Wormington



Paxton



Main



Hargrove



Salhany



Bennett

tified" by the allegations that the networks would engage in any wrongdoing. "Abuses will be so visible ... if indeed there are any," he said.

After the meeting, however, Wyman said CBS was unwilling to accept a policy statement precluding warehousing. "I see no reason to compromise," he said. "The arguments for repeal are on our side. We expect the commission will agree that we should prevail on the merits."

Robert Mulholland, NBC president and chief operating officer, stressed that the networks wanted only to be able to compete fairly with competitors in the program buying arena. "All we're saying to you is: 'Allow us to compete without one hand behind our back,'" he said. "We don't want to warehouse; it would be economic suicide."

After the meeting, Mulholland also said NBC wouldn't object to the FCC adopting a policy statement precluding warehousing. Fred Paxton, chairman of the NBC Television Affiliates, said the affiliates "affirmatively" supported repeal because they believe the rules "unfairly hamper our major source of programing."

"When you slice away all the rhetoric, that's what your rules do," he told the commission.

Wade Hargrove, representing the ABC TV Network Affiliates Association, said that not one of the "horrors" the independents had been talking about would come to pass unless the networks warehoused programing, something he didn't think the networks would do.

As it is, Hargrove said, the rules were producing a "disincentive" for the networks to produce high-quality programing and could also be encouraging the network to divert more of their resources "to other, less regulated delivery systems."

The independents, Hargrove said, were taking a "short view" of the situation, considering the independents' dependence on off-network programing.

Guy Main, chairman of the CBS TV Af-

filiate Association, said repeal of the rules was supported by the general principle favoring operation of a program marketplace unencumbered by regulation, the equity of allowing the "country's free television system" to compete without special shackles "not also applicable to the increasingly powerful competitive program delivery mechanism" and because "the benefits of the rules can and are being generated by the less-intrusive means of PTAR."

Main also said that concern that the networks would warehouse programs or discriminate in favor of their affiliates if they are permitted back into syndication didn't seem substantial. "Many broadcasters like me remember the days when the networks were in the syndication business before the rules were adopted," he said. "To my knowledge, these horrors did not exist then. The network syndicators were not out to do anybody special favors or enter sweetheart deals. Neither were they ogres. They were competitive businessmen like their non-network counterparts. They were out to get the best deal they could in a market. In my judgment today's syndication market deserves more competition. It is strong enough to benefit from more competition, and absent special considerations, the presumption should be in favor of less regulation, particularly as it affects programing, and more competition," Main said.

Quello said he was willing to assume that the networks were "too smart and too socially conscious" to collude, either actively or passively, if the rules were repealed. He questioned, however, whether the independents would be left at a structural disadvantage without the rules. Quello said, for example, that 85% of the independent operated UHF's, were generally less affluent than their affiliate competitors and lacked the distribution pipeline already connecting the affiliate to its network. "Is that a fair, open marketplace competition?" Quello asked.

Quello said he thought the networks deserved to take some financial interest in pro-

graming for the "tremendous, up front risk" they take. "But do they deserve syndication? I doubt it now, but my book is still open," Quello said.

Commissioner Anne Jones indicated she was interested in the impact repeal of the rules might have on localism and diversity. "I am very concerned about the diversity of sources," she said.

Commissioner Mimi Dawson, who has questioned whether the commission should be examining these rules alone or within the context of the entire video marketplace (BROADCASTING, March 14), expatiated on her concerns at the meeting. The problem, she said, was apparently a "shortage of buyers" for programing. And repeal of these rules by themselves won't affect that.

In another panel, Joseph Waz Jr., representing the Committee Against Network Monopoly, a coalition of about 30 organizations opposed to repeal—including Media Access Project, the National Association of Black-Owned Broadcasters and Action for Children's Television—said retention of the rules made sense. "Broadcasting remains a highly imperfect marketplace, dominated by the three networks," Waz said.

Pluria Marshall, chairman of the National Black Media Coalition, said repeal was in the interest of minorities, since it would permit the networks to deal directly with minority producers, and the current generation of production powers "have ignored blacks altogether."

Emma Bowen, representing Black Citizens for a Fair Media, said she believed the people she represented would be better served if the rules were not repealed. She was concerned that people would have to "pay lots of money for programs they can see for free now."

Bill Huie, representing the Office of Media Communication for the Presbyterian Church in the U.S., said the rules were "anachronistic" and might be having an adverse impact on "free" programing, "and that's bad."

Peter Bommarito, retired international president of the United Rubber, Cork, Linoleum and Plastic Workers of America, said the rules prevented competition and prevented the networks from doing "good deeds." "By keeping the syndication and financial rules, that's not equitable," he said.

William Hutton, director of the National Council of Senior Citizens, said his members were neither pro-network nor pro-independent. "We just hope your final decision enhances free television," he said.

Sam Simon, executive director of the

Telecommunications Research and Action Center, said he thought it "difficult" to find any relationship between the proposed repeal of the rules and the future of advertiser-supported television, and urged the commission to address that issue, if it decided that it needed to, in a separate proceeding.

Both Dawson and Jones expressed concern about panelists' apparent feelings that free, on-the-air television was on the verge

of collapse. "I'm astounded by the 'education' that must have gone on to make these people think the networks are facing demise," Dawson said. "There's some very wrong information going around today."

Jones said she thought someone had been doing a "hard sell" in the guise of an education.

"You shouldn't leave here with the feeling that we're not mindful of your concerns, but

we're just saying we don't think that's the case," Jones said.

Meanwhile, an aide to Representative Henry Waxman (D-Calif.), said the congressman this week planned to introduce a bill, similar to the one he introduced in Congress's last session, barring the FCC from eliminating the rules. Among the co-sponsors will be House Telecommunications Subcommittee Chairman Timothy Wirth. □

## Public interest groups become strange bedfellows

**Usual critics of networks, many citizen organizations align themselves on the side of the networks in syndication, financial interest proceeding**

To FCC Commissioners Mimi Dawson and Anne Jones, some of the testimony of public interest witnesses at the commission's financial interest and syndication rules hearing on Monday, (March 14), was nothing less than, in Dawson's word, astounding. She said the "scare tactics"—talk of the networks falling by the wayside if the rules were not repealed—was "rather frightening." And Jones, who expressed the view that "there is more fear than there need be."

It was evident she meant the networks. And the energy the networks expended in drumming up support for the repeal of the rules was considerable. But there was more to the networks' success in winning converts than the cogency of their economic and social arguments in favor of repeal. There also was the feeling on the part of at least two of the groups represented that there was more to be gained in supporting rather than opposing the networks.

Pluria Marshall, chairman of the National Black Media Coalition, based in Washington, and Emma Bowen, of the Black Citizens for Fair Media, located in Harlem, said as much following the hearing. Neither said a *quid pro quo* was involved. But concern that the networks would expire if the rules were not repealed was not uppermost in their minds.

Take the case of Marshall. For a long time he has demonstrated the belief there is more to be gained for blacks in broadcasting—in terms of jobs or special interest programming—by supporting major companies when they badly need it—say, in winning FCC approval of a merger application—than in fighting them. That attitude was behind his group's support of the network's position last week.

CBS's Washington vice president, Donald D. Wear Jr., had approached Marshall, whom he has known since the early 1970's when Wear served as a legal assistant to then FCC Chairman Richard E. Wiley, to discuss the financial interest and syndication rules issue. Wear said the point he made—in the two or three meetings on the issue—was that since minorities have had a "long dialogue with broadcasting companies," permitting the networks once again to syndicate programming and to obtain subsidiary interests in that programming would be in minorities'

"long-range interests."

Marshall makes two points in explaining his decision. One was what he said was Wear's assurance that black producers would be more likely to have their programming considered by the networks than by the production houses, although he said that "all we got was a general statement." The other was his view that the issue offered a "golden" opportunity to develop "a friendlier relationship" with the network. "Our relationship," Marshall said, "had always been an adversarial one."

Black Citizens for Fair Media's appearance in favor of the networks was more of a surprise than Marshall's; in fact, it shocked other members of the citizen group community. Bowen is a member of the board of Telecommunications Research & Action Center, which vigorously opposes repeal, and BCFM had participated in the comments filed by an umbrella organization tracking that position. By way of explanation of the organization's 180 degree change in course, she said last week, "We have to do what is best for us."

Bowen says the first network official to contact her on the issue was Robert Hines, an NBC Washington lobbyist, at BCFM's annual meeting, in October. Later, after the holidays, she said, Hines assured her BCFM was not locked into the position it had taken in the comments already filed. But the person who evidently played the principal role in persuading her was black actor and producer Ossie Davis. It wasn't that he favored the networks over the producers—he told Bowen that "one group is as bad as the other." But, Bowen said, he felt that since the producers were not in New York, "they can't do anything for us."

There was another reason for BCFM's change of heart. The organization has had a long and apparently friendly relationship with the network's owned-and-operated stations in New York. It meets regularly with them on matters such as employment and programming. And sometimes the stations impress Bowen with their community-mindedness. She talks of WABC-TV providing turkeys for a needy group in a Washington Heights mental health establishment. "You



**Interested commentators.** Presenting their views on repeal of FCC's network financial interest rules are (l-r): Pluria Marshall, chairman, National Black Media Coalition; Joseph Waz Jr. (partially obscured), counsel for the Committee Against Network Monopoly; William Hutton, director, National Council of Senior Citizens; Bill Guilford, Comma/OCC Media Department; Bill Huie, Office of Media Communication for Presbyterian Church in U.S.; Peter Bommarito, retired international president of United Rubber, Cork, Linoleum & Plastic Workers of America, and Sam Simon, executive director, Telecommunications Research and Action Center. Not pictured, but also participating in the panel, were: Emma Bowen, Black Citizens for Fair Media, and Mary Ledding, representing Women in Film.

can catch more flies with honey than with vinegar," she said. "I have to work with these people, and they've done a lot for poor people in this city."

Bowen hopes for something more than gratitude from the networks. She says that in a discussion last month with WNBC-TV's manager of community relations, Spencer Wiles, she said, "If we can get something out of this for blacks and Hispanics, we'll go along." And at Wiles's suggestion, she said, she wrote to NBC Vice Chairman Irwin Segelstein, declaring that BCFM was prepared to support repeal of the rules—but declaring that its commitment depended on NBC agreeing to discuss "workable solutions" to BCFM's "concerns." These included the production of programming "to improve the image of black America" and the establishment of an advisory committee to review and "critique" programming being considered for broadcast.

Segelstein agreed to meet with BCFM, but the two sides were unable to set up a meeting before the commission's oral argument. Bowen last week thought a session with Segelstein this week was possible. Segelstein, in discussing the matter with BROADCASTING, stressed no *quid pro quo* was involved. "She can see NBC about her agenda, but there's no tradeoff."

Nevertheless, Bowen will press her point in the meeting—as well, she said, as in meetings she expects to seek with the other networks. "I'm sure they'll do something," she said, adding, "If they get repeal, the networks won't go back to business as usual." Otherwise, she said, "someone" will try to take their gains away from them. □

## Dawson speaks out

**Commissioner, day after FCC's hearing of oral presentations, says FCC should be looking at entire video marketplace**

Until the FCC defines the issues and the market involved in its reconsideration of its network syndication and financial interest rules, it isn't going to get very far. So said FCC Commissioner Mimi Dawson last week at a National Communication Club luncheon.

"I don't think we've been addressing the right question," she said, reflecting upon the 11th-hour session devoted to oral presentations on the topic the day before (see "Top of the Week," this issue).

One problem, she said, was that the networks are the only three buyers of programming in the market affected by the rules, and, the way she saw it, there would continue to be "potential entry" problems as long as that was the case. Although she said she thought there was a way to deal with that—looking at the entire video marketplace—she didn't spell out what that was.

She said the commission should keep in mind the concepts of "diversity and competition," and determine whether its interest in those could be resolved by looking at the rules themselves "or whether we have to

## LPTV complaints

**Applicants for low-power outlets say that the FCC is not doing enough to expedite applications**

As far as the FCC is concerned, low-power television is an administrative headache that just won't go away.

Even before final rules for the service were adopted, the FCC was plagued with thousands of applications for the mini-television facilities, overwhelming its ability to process them.

Congress has attempted to provide a cure, earmarking funds for a computer system that could automatically process the applications (now numbering more than 12,000) and authorizing the FCC to use a lottery to pick an LPTV licensee from one or more applicants for the same facility.

The computer will be on line by June, FCC Chairman Mark Fowler told the Senate Communications Subcommittee two weeks ago, and a lottery mechanism will be in place by the end of the year. Together, they will enable the FCC's new LPTV branch to grant or dismiss between 250 and 350 applications per month.

The formula sounds good, but some LPTV proponents are skeptical. The Coalition for LPTV in 1983, which includes the American Low-Power Television Association (ALPTA) and the National Institute for Low-Power Television (NILPTV), issued a statement in response to Fowler's testimony that cites previous predictions by Fowler and Mass Media Bureau Chief Larry Harris that proved to be overly optimistic.

"Although as late as December 1982 Chairman Fowler was testifying that 400-500 LPTV applications could be processed per month by May 1983, that timetable has been entirely abandoned," the coalition said. "This new timetable means that for the second year in a row, the FCC contemplates issuing virtually no LPTV construction permits. This is unacceptable to LPTV applicants, and ought to be unacceptable to Congress. LPTV applicants believe it is fully possible for the commission to complete the processing of all tier one applicants [applicants proposing service to areas outside the

look at the whole video marketplace."

On another front, she lent credence to the notion that the commission might well be prepared to relax its telephone-cable cross-ownership prohibition ("Closed Circuit," March 14). She said she was a "big believer" that the commission was being "anticompetitive" in prohibiting telephone companies from offering cable "on a nondiscriminatory, leased-access basis."

On still another topic, she noted that resolution of whether teletext should be granted must-carry status or not—a topic the commission is expected to address March 31—would be a "tough question." She noted, for example, that there was concern that the commission keep before it the issue of localism in attempting to resolve the issue. And some, she said, note that cable companies,

212 full-service television markets] in 1983."

To make sure Congress is kept abreast of the progress the FCC makes in processing the applications and to insure against further slippage of the processing timetable, the coalition has hired the Washington firm of Wexler, Reynolds, Harrison & Schule Inc. to represent it on the Hill and, presumably, at the FCC. The firm, the coalition said, has directed a number of successful lobbying efforts, and has close ties with leaders of both political parties.

Although Barbara Kreisman, head of the FCC's LPTV branch, didn't want to comment directly on Fowler's erroneous December prediction—"questions on anything [he] said you are going to have to direct to his office," she said—the "process is much more extensive and burdensome than anybody might have anticipated." Computer software to determine whether a particular proposal interferes with other low-power or full service stations and to implement the lottery must be written, tested and perfected, she said. At the same time, data defining the coverage areas of all existing translators and full-service stations must be gleaned from the license files of the stations and dumped into the computer, she said. The work on the data base has been slowed by the need to request from the LPTV applicants additional data on their directional antenna arrays.

Also hindering the processing of the applications, she said, is the continuing influx of new applications. Mountain TV Network Inc. earlier this month filed 3,500 applications, and each list of applicants designated for processing that is published unleashes a flood of competing applications. Last month's list of 84 applicants drew some 500 competing applications, Kreisman said. Because of the steady flow of new applications, Kreisman declined to predict when her branch would complete the processing of the tier one applications. "So long as we are receiving applications in the thousands," she said, "I would not venture a guess."

Rick Hutcheson, president of the ALPTA, which represents about 200 LPTV applicants, said one solution is to segregate the tier one applications, publish them all in one massive cut-off list and put a freeze on tier

after all of the bargaining they do with local franchise authorities, may end up providing more localism than local broadcasters.

The "most contentious" issue the commission will have to address is how to bring similar services into parity, she said. That question, she said, would arise, for example, if the FCC permits broadcasters to use their subcarrier frequencies for paging, a service already offered by common carriers. Unfortunately, she said, instead of moving forward, efforts were being made to bring the "new breakthroughs back to the old services in the name of equity."

She also said she would particularly miss Commissioner Joseph Fogarty, whose term will end June 30. "He's so knowledgeable on common carrier matters... whether you agree with him or not," she said. □

one applications. That would create "a complete, definable universe" of applications that the FCC could deal with, he said. "It's time to close that window and get tier one out of the way so that we can open up tier two."

While the LPTV branch waits for its software and database to be completed, Kreisman said, it is processing more than 100 applications per month. Only about 20 applications are granted each month, however, she said. Most of the applications handled are found to be mutually exclusive, she said, and are thus being set aside until the lottery

mechanism becomes available. And, she said, a few of the applications are dismissed because they are incomplete or "have some other defect."

According to Kreisman, a 10-year FCC veteran whom even Hutcheson praises as being an effective administrator, all of the LPTV branch's parallel efforts to institute the computer system and speed the processing of applications are "on target" and, if all goes well, the branch will be able to fulfill Fowler's latest promise. And the FCC might finally get some relief from its LPTV migraine. □

so popular Storer decided to continue to carry it and incorporate the added expense in its next rate increase.

The cable operators were doing more than just dropping signals as Black Tuesday approached. Wherever they dropped a distant signal, they added one of the advertiser-supported cable networks, for which Black Tuesday was more like Fat Tuesday. Cable operators reported last week picking up the Nashville Network, Cable Health Network, CNN Headline News, The Weather Channel, CBN and ESPN to fill their newly vacated channels.

According to the CRT decision, the 3.75% rate does not apply to any signal that was permitted under the distant-signal rules or to "a signal of the same type substituted for such permitted signal." As a result, some cable operators spent part of last Monday juggling their distant signal lineups, substituting favorite additional signals for little-watched "permitted signals." United Cable was able to keep superstation WTBS(TV) Atlanta on three of its systems by substituting it for signals they carried under the distant-signal rules.

March 15 was also a dark day for the superstations, the most pervasive of the distant signals, and their satellite carriers. For the superstations, the loss of affiliates means a loss in audience and advertising revenue. For the carriers, the loss of affiliates means a loss in their per-subscriber, per-month revenues. According to Turner Broadcasting System Vice President Terry McGuirk, WTBS's losses "were far less than expected." The "accumulated damage" from the rate hike, he said, amounted to 33 systems and 320,000 subscribers. Roy Bliss of United Video, which distributes WGN-TV Chicago, reported total losses of about 100 systems serving approximately one million cable homes, 10% of its total subscriber base of 10 million. Mary Cotter of Eastern Microwave, which delivers WOR-TV New York via satellite and terrestrial microwave, said she had

## Black Tuesday descends on cable industry

**MSO's drop distant signals to avoid paying increased copyright fees; total impact not yet known, although MSO's may not be hit as hard as feared**

Higher cable copyright fees ordered by the Copyright Royalty Tribunal last fall went into effect last Tuesday (March 15) after the U.S. Court of Appeals in Washington at the 11th hour rejected requests to postpone the implementation of the new rates.

The CRT order includes an across-the-board hike in payments for all distant signals imported by cable systems, but March 15 was being called "Black Tuesday" by many cable operators because the order also requires cable systems with basic revenues in excess of \$214,000 every six months to pay 3.75% of those revenues for so-called "additional" signals—signals prohibited under the old FCC rules limiting distant signal importation and added since the rules were officially dropped on June 24, 1981.

Because of the 3.75% rate, many cable systems have been dropping additional signals since late last year to limit their copyright liability (BROADCASTING, Jan. 3). The

dropping of affected signals reached a climax on Monday, the last day the signals could be carried at the old rate. Storer Cable, for instance, said Storer spokesman Andy Holgate, dropped 87 signals from 66 of its cable systems on Monday. And according to Jim Duffy, a spokesman for American Television & Communications, most of the ATC systems that dropped signals waited to the last minute. In all, 28 systems dropped 38 signals, he said. (According to a ruling of the Copyright Office, if a cable system carried an additional signal after midnight of March 14, it was liable for copyright payments at the 3.75% rate for the last three-and-a-half months of the Copyright Office's six-month accounting period that ends June 30.)

No one knows for sure how many signals were dropped in reaction to the rate hike. The only hard numbers were gathered by the National Cable Television Association last month. It surveyed 28 of the top 30 cable MSO's and found that 493 signals on 358 systems would be dropped prior to Black Tuesday. When the dust settles, NCTA estimated, 6.3 million cable homes or more than 17 million people will be deprived of distant signals.

NCTA's numbers may be on the high side. Some major MSO's contacted by BROADCASTING indicated that Black Tuesday would have little effect on them. United Cable's Susie Stokes said the company only dropped 11 signals from six systems as a result of the rate hike. On the advice of attorneys, she said, United had restrained itself from adding a lot of new distant signals to its systems until the CRT had adjusted the copyright fees to reflect the dropping of distant signal rules.

The cable operators were not dropping all the signals subject to the higher rate. Although Sammons Communications dropped signals on only four or five systems, said Vice President Bill Strange, it retained affected signals on several other systems because they were part of a franchise or re-franchise commitments or were promised in the course of winning basic rate increases from local governments. Even Storer, which was trying to limit its copyright liability as much as it could, was stuck with the additional signals in a few communities. However, in one case, Storer's Holgate said, a signal was

**Turner troubles.** Hubbard Broadcasting has expanded the scope of its copyright infringement suit against Southern Satellite Systems to encompass Turner Broadcasting System. SSS is the satellite carrier of TBS's popular superstation WTBS(TV) Atlanta. The original complaint charges SSS imported syndicated programming on WTBS in markets where Hubbard stations had exclusive local rights. According to Hubbard general counsel, John McDonough, the modified complaint also alleges Turner and SSS have forfeited their exemption from copyright liability under the Copyright Act by substituting national commercials for local ones on WTBS before distributing it to cable systems. In a related development, Group W announced it had retained former Attorney General Griffin Bell to defend it against an antitrust lawsuit brought by TBS's Cable News Network. Bell, who left the Carter Administration in 1979, is a partner in the Atlanta law firm of King & Spalding.



NCTA's pointed reminder

**Leaving the scene.** CBS's *Face the Nation*, which has been a Sunday morning staple for almost 30 years, is to be canceled and replaced with a public affairs program with a different format. While there have been rumors for some time that the network was going to cancel the show, the recent ratings gains made by ABC's *This Week With David Brinkley* may have been the straw that broke the show's back. Comparing ratings for the first 11 weeks of this year with the same period last year shows *Brinkley* rising to a 4.2 rating/13 share from a 3.9/13. *Face the Nation* dropped from a 3.3/11 to 3.2/10, while NBC's *Meet the Press* dropped from a 4.7/15 to 3.1/10. Gene Mater, CBS News senior vice president for communications, announced that CBS White House correspondent Lesley Stahl will host the new program. George Herman, moderator of *Face the Nation*, will continue with the network as a Washington-based general assignment reporter. The network has not set a date for the exit of *Face the Nation* or the introduction of the new program.

not "sorted it all out," but estimated the loss of between 500,000 and 600,000 of WOR-TV's five million cable homes.

In an effort to postpone Black Tuesday, NCTA, which appealed the CRT decision to the U.S. Court of Appeals in Washington, and TBS asked the court for a stay pending the resolution of the NCTA appeal. The court, however, dashed the cable industry's last hope for at least temporary relief from the new rates by denying the stay requests last Monday just hours before the new rates went into effect.

Three days earlier the Copyright Office turned thumbs down on another effort by the Community Antenna Television Association and some cable attorneys to circumvent the rate hike through various interpretations of the CRT order, the Copyright Act and the FCC rules (BROADCASTING, March 14). The argument of some cable operators, said Register of Copyrights David Ladd in a "letter of opinion," that "specialty stations never carried, even though 'permitted,' may now be replaced by nonspecialty independent stations and paid for at less than the 3.75% rate is inconsistent with the intent of Congress and [the Copyright Act]."

Partially because of the vagaries of the Copyright Office's letter and partially because of its negative opinion of cable's arguments, Ellen Adams, CATA's assistant to the executive director, said the association "is looking to take it to court to get a declaratory ruling." Such a move would please the Copyright Office. In the letter, Ladd "expressed the hope that issues regarding interpretation of the CRT rate adjustment will be

brought to the attention of the court, and that the court will provide guidance."

The loss of distant signals upset many cable subscribers deprived of favorite television shows. And the tactic of the cable operators has been to redirect their subscribers' outrage toward Capitol Hill, where it can be used to push through legislation overturning the rate hike. NCTA reminded members of Congress of Black Tuesday and the harm it was doing to cable and its customers by sending them a novelty—a small black cardboard television with five black pencils imprinted with "March 15, 1983: Black Tuesday for Cable Viewers" stuck through holes in the top—that just might be odd enough to be effective. □

## New contract a boon for UPI

United Press International, which was in severe financial shape last year and was rescued by a new ownership team, received another boost last week. Members of the Wire Service Guild approved a three-year contract under which, UPI said, the company achieves "substantial monetary gains and contractual givebacks."

Among the concessions granted by the union to UPI were reduction of sick leave payments by 10% in the first two years of the contract; greater employee contributions to health and welfare coverage; reduction of two paid holidays for the first year, turning them in the second and third years into float-

ing, rather than fixed, days; reducing overtime; abolition of health and welfare coverage for probationary and temporary employees; payout of severance pay rather than a lump sum, and the ability to retire employees over 70.

Under UPI's three-year contract, the highest paid employees will earn \$27,514 in 1983, \$28,918 in 1984 and \$31,633 in 1985. A Wire Service Guild spokesman said this amounted to an increase of \$138 per week over the three years. □

## CPB continues efforts to retain funding

The Corporation for Public Broadcasting asked a Senate Appropriations Subcommittee last week to maintain funding for the corporation's fiscal 1985 and 1986 budgets at \$130 million. CPB Board Chairman Sharon Rockefeller and CPB President Edward Pfister asked the subcommittee to reject administration attempts to cut CPB's 1985 budget to \$85 million, down 35% from \$130 million authorized for FY 1986.

Rockefeller's and Pfister's plea was met by a responsive subcommittee. Senator Lowell Weicker (R-Conn.) commended public broadcasting for "doing an outstanding job," and indicated that there is Senate support for maintaining the corporation's \$130 million appropriation. Weicker also noted that he saw little value in commercial programming for children and stated that public broadcasting provides the central source of cultural programming for the nation.

Fellow subcommittee members Quentin Burdick (D-N.D.) and Robert Byrd (D-W.Va.) sided with Weicker in supporting CPB's funding level. Senator Dennis DeConcini (D-Ariz.), a member of the full committee, and Senator Charles Percy (R-Ill.) voiced strong support for public broadcasting. Percy said that without public broadcasting, the rest of television is "literally trash." (Percy is the father of CPB Chairman Rockefeller.) □

## Wirth staff takes umbrage at Summers remark

Relations between the National Association of Broadcasters and the House Telecommunications Subcommittee—and its chairman, Tim Wirth (D-Colo.)—have been known to be cool at times. They appeared to be even colder last week as the result of alleged comments by the NAB's executive vice president and general manager, John Summers.

According to a letter to NAB President Eddie Fritts from the subcommittee's chief counsel, David Aylward, Summers "characterized the NAB's planned effort on Radio Marti as palling beside the lobbying efforts your organization would use to 'roll Tim Wirth on broadcast regulation—which we fully intend to do.'"

Summers, who refused to comment on what he calls a "personal letter," has responded to Aylward in writing. Fritts defended Summers to BROADCASTING and said the comment was not made in the context characterized by Aylward's letter. He maintained that the remark had been "blown out of proportion."

The NAB denies, said Fritts, that it has any plans to "roll Tim Wirth."

He noted that the comment, which was made during a Radio Marti strategy meeting, was in relation to remarks by representatives of state broadcasting associations, who met in Washington this month, and left feeling frustrated with Wirth's subcommittee.

Despite Aylward's letter, Fritts remains confident the incident won't have an adverse effect on their negotiations on broadcast deregulation and other communications issues. But, Fritts says, he has requested to meet with Wirth as soon as possible, to discuss communications issues and to clear the air.

The Aylward letter takes a stern position: "I suggest that [those of] your staff who still share Mr. Summers's misconception be more discreet in the future. Second, as you are well aware, we have worked, and continue to work closely with you on many issues including Radio Marti, and cable copyright questions such as 'must-carry.' We have repeatedly indicated that this cooperation and working relationship will continue in the future, hopefully extending into other areas."

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**MISSION: IMPOSSIBLE**

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114 half-hours

**STAR TREK**

79 hours

**THE UNTOUCHABLES**

114 hours

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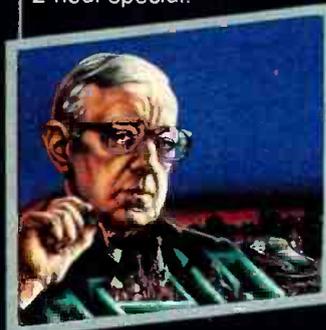
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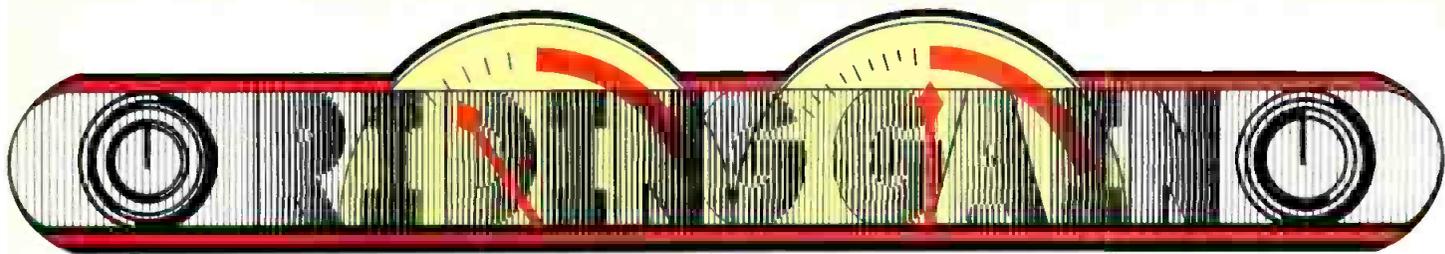
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TELEVISION DOMESTIC DISTRIBUTION



## Bird barometer

ABC and CBS are pleased with the progress thus far of their satellite conversion program among affiliates while NBC is disappointed. That's the word from the three networks that are asking their affiliates to purchase receive-only digital earth dishes from Scientific-Atlanta. (AM-FM combinations picking up different services from one network need only one dish.)

Between 40% and 50% of the approximately 1,800 affiliates of ABC's six networks have signed letters of intent to purchase dishes, according to Walter Sabo, vice president, ABC Radio Networks, with most major group broadcasters signed up.

Although not confirming the number of orders placed, Dick Brescia, senior vice president, CBS Radio Networks, said he is looking to have dishes shipped to about half of the more than 500 affiliates of CBS Radio and RadioRadio by July.

Meanwhile, NBC Radio President Michael Eskridge is not satisfied with the rate of orders for dishes received so far from affiliates. Only about 20% of the 675 combined NBC Radio Network, Source and Talknet af-

filates have "made a commitment" to order dishes, said Eskridge.

All three networks are sticking to their target of phasing out remaining land line transmissions in the fourth quarter and will totally switch to RCA's satellite audio digital distribution system (ADDS) in the first quarter of next year.

## Movie experience

NBC Radio Network announced last week its second special of the year, *Gene Shalit Goes to the Movies*, to be offered to stations for airing during the Easter weekend, April 1-3, with an option to repeat the broadcast by April 11. The special will contain conversations between Gene Shalit, NBC-TV arts critic, and film stars; previews of this year's Oscar nominees; soundtrack highlights from recent films, and audio segments from upcoming motion pictures. One of the highlights of the show will be an interview "never before aired" between actress Marilyn Monroe and NBC-TV personality Dave Garroway recorded in August 1955. The special was created by Guy Ludwig, producer for the NBC Radio Network.

## Birthday numbers

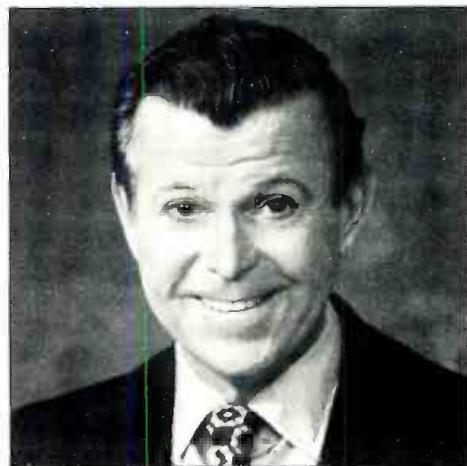
Associated Press Radio/WSM Inc.'s Music Country Network, a night-time programing service originating from Nashville, now numbers more than 80 affiliates as it approaches its first anniversary on April 1. Music and talk programing is fed live to stations via Westar III from 9 p.m. to 4 a.m. central time, with the first three hours of the broadcast repeated for West Coast affiliates from 4 a.m. to 7 a.m. As part of the package, stations receive AP's hourly newscasts, sports and weather reports during the seven-hour period. Recently, MCN personality Chuck Morgan left as host of the first part of the broadcast. A permanent replacement has not yet been named.

## Chicago switch

Doubleday Broadcasting is scheduled to take over album-rocker WMET(FM) Chicago from Metromedia on Monday, April 4, and, according to Gary Stevens, Doubleday president, the company is evaluating whether to keep the station affiliated with NBC's Source network. Doubleday's six other FM properties and its two AM stations are not affiliated with any network. Doubleday purchased WMET last summer for \$9.5 million and is expected to keep the AOR format basically intact.

## Deja vu

A feature of the annual Broadcast Pioneers Breakfast (April 12) at the National Association of Broadcasters convention in Las Vegas will be a revisit to *The Dennis Day Show*



Day

of yesteryear. A joint venture of the Broadcast Pioneers and the Pacific Pioneer Broadcasters of Hollywood, the recreation will feature tapes of the *Jack Benny Show*, as well as live appearances by Benny regulars, including Day. Frank Nelson and Viola Vann will include their version of *The Bickersons*, a skit on verbal dueling between husband and

## NARRAGANSETT CAPITAL CORPORATION

Providence, Rhode Island, has provided \$1,700,000 of risk capital financing in connection with the acquisition of

## BROADCAST ELECTRONICS, INC.

Quincy, Illinois, a manufacturer of radio broadcasting equipment, from Orion Pictures Corporation, New York, New York.



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**News donation.** Group W executives, in a show of support for the Broadcast Pioneers Library, donated more than 2,000 audio tapes produced by the company's Washington news bureau between 1959 and 1974. Making the presentation are (l-r): Richard Harris, president, Group W Radio; Catherine Heinz, director, Broadcast Pioneers Library; Gerald Udwin, vice president, Group W, Washington, and Wallace Dunlap, senior vice president, Group W, Washington.

wife. Also on the program will be broadcast veterans Lurene Tuttle and Art Gilmore. Frank Bresee will produce and MC.

### Real sports

CBS Radio announced that veteran sportscaster Jack Buck will handle play-by-play for the network's coverage of the 1983 World

Series. Buck, who also announces *Monday Night Football* games for CBS Radio, replaces Vin Scully who joined NBC late last year. As for CBS's All Star game broadcast, Brent Musburger will take on a new role as play-by-play announcer.

### Agriculture action

Washington Broadcast News (WBN), a news

and public affairs program production company headquartered in the nation's capital, has launched a weekly three-minute feature focusing on national news important to the farm community. Called *Washington Farmwatch*, the broadcast highlights interviews with congressmen, senators and Department of Agriculture spokespersons, according to Dick Doty, WBN executive vice president. The broadcast is delivered free to stations on the Associated Press Radio Network and, beginning next month, will be sponsored by the National Farmers Union. The program is fed at 7:55 p.m. each Friday.

### New York's finest

The eighth annual New York Market Radio Broadcasters Association's (NYMRAD) Big Apple radio awards were presented for best commercials and public service announcements aired by local stations at a luncheon at the Sheraton Center hotel ("Riding Gain," March 7), and sponsored by the McGavren Guild radio rep firm. Hosted by actor Patrick O'Neal, winners were selected in 11 categories including local and national "open"—commercials that do not use music or humor as the focus of the sales message. Listed below are the winning productions along with client and agency:

### Local open

**First:** *Paradise Too*, Aer Lingus, John Paul Itta. **Second:** *We Perform Miracles*, New York Yankees, Kolker, Talley, Hermann Inc. **Third (tie):** *California*, American Lamb Council, Marsteller Inc., and *Let's Talk Gay*, Torch Song Trilogy/ Little Theater, Serino, Coyne &

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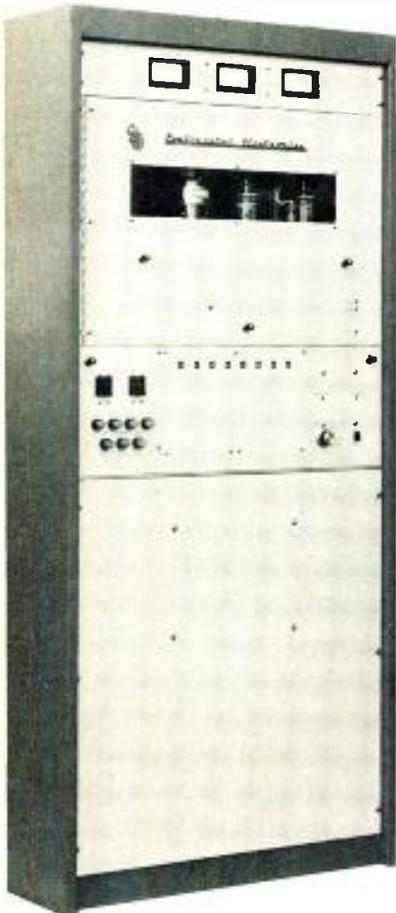
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Produced for Mutual by Broadcast International, a division of Osmond Entertainment, "Lee Arnold On A Country Road" is the latest addition to the long line-up of programming choices that makes Mutual the one full-service network.

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Nappi.

### National open

**First:** *New York Testimonial/Amenities*, New York Air, Mathieu, Gerfen & Bresner Inc.. **Second:** *Whether You're Twelve*, Norcliff Thayer Inc., Specht, Gilbert & Partners. **Third (tie):** *Government Standards*, Perdue Chicken, Scali, McCabe, Sloves and Freeze, Senator Moynihan '82 Committee, New Sounds Inc.

### Local musical

**First:** *Waltz*, Newark International Airport/Port Authority of New York and New Jersey, Homer & Durham Advertising. **Second:** *Montage*, Annie/Uris Theater, Serino, Coyne & Nappi. **Third:** *Vadim Brodsky*, Brodsky Concert/Cami Hall, William Altman Advertising.

### National musical

**First:** *Country Cross Over*, Miller Beer, Backer & Spielvogel. **Second (tie):** *Kids Testimonial/Holiday*, Toys 'R' Us., J. Walter Thompson and *Toys 'R' Us/Generic*, Toys 'R' Us, J. Walter Thompson. **Third:** *Blast From the Past*, Burger King, J. Walter Thompson.

### Local new advertisers

**First:** *Split Second*, Policemen's Benevolent Association, New Sounds Inc. **Second:** *Death Penalty*, Policemen's Benevolent Association, New Sounds Inc. **Third:** *Breaking News*, Policemen's Benevolent Association, New Sounds Inc.

### National new advertisers

**First:** *Bedtime*, Harrah's hotel, Stiller & Meara Enterprises. **Second (tie):** *You Can't Go Home Again*, Harrah's hotel, Stiller & Meara Enterprises; *Thrill*, Harrah's hotel, Stiller & Meara Enterprises and *The King's Picnic*, Glass Containers/Allied Corp., Gilbert, Whitney &

Johns Inc. **Third:** *Synsonic Drums*, Mattel Electronics, Ogilvy & Mather.

### Local public service

**First:** *Close the Door*, New York Fire Department, New Sounds Inc. **Second:** *Door*, New York Fire Department, New Sounds. **Third:** *Back Ally*, Planned Parenthood, Levine, Huntley, Schmidt, Plapler & Beaver.

### National Public Service

**First:** *Understanding Teen-agers*, Church of Jesus Christ of Latter Day Saints, Bonneville Productions. **Second:** *Dad's Dialogue*, Church of Jesus Christ of Latter Day Saints, Bonneville Productions. **Third (tie):** *Rape*, Crime Prevention/Ad Council, Dancer Fitzgerald Sample and *Closest Dog*, Crime Prevention/Ad Council, Dancer Fitzgerald Sample. ▶

### Local station produced

**First:** *Fire*, Fire Jeans/Tale-Lord, Inner City Broadcasting. **Second:** *Peter, Paul & Mary*, Shaivone Associates, WIIC Radio. **Third:** *Pizza a la Russe*, Russian Tea Room, WNCN Radio.

### Local humorous

**First:** *Feeling Good*, Amalgamated Bank of New York, Jim Johnston Advertising/Stiller & Meara Enterprises. **Second:** *Windows*, Amalgamated Bank of New York/Stiller & Meara Enterprises. **Third:** *A is For Friendly*, Astoria Federal Savings Bank, Greenstone & Rabasca Advertising/Dick & Burt Productions.

### National humorous

**First:** *Straight talk*, People Express, Levine, Huntley, Schmidt, Plapler & Beaver. **Second:** *A Love Story*, AT&T Long Lines, N Wayer. **Third:** *Fabulous Memory*, Granada TV Rental, TBWA Advertising.

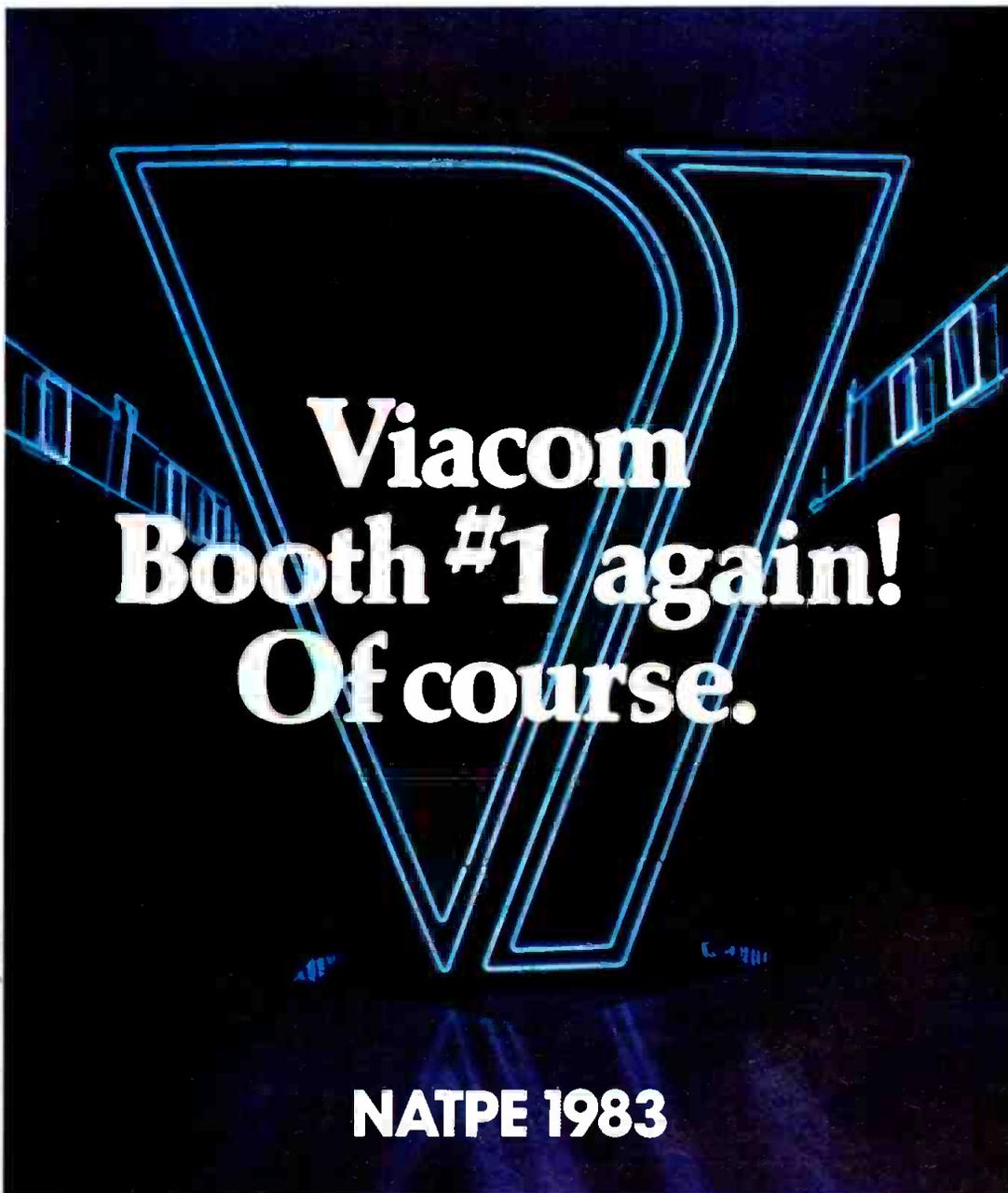


**Network breakthrough.** Sportscaster John Madden (l) in a familiar pose, crashes through an RKO slogan sign along with Thomas Burchill, president of the networks, in honor of Madden's two-year contract for two-minute weekday afternoon drive time sports commentaries over RKO Two.

# NATPE 1983

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Las Vegas looks at early fringe: the rapidly changing daypart



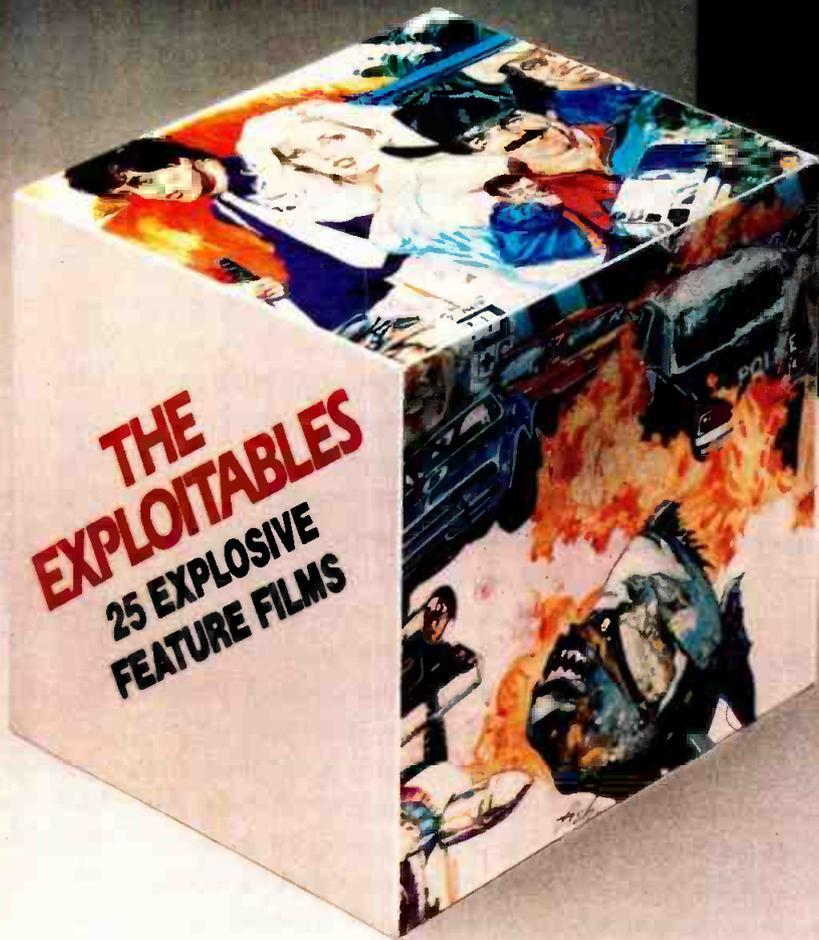
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Of course.**

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# BLOCKB

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26 BREATHTAKING  
FEATURE FILMS



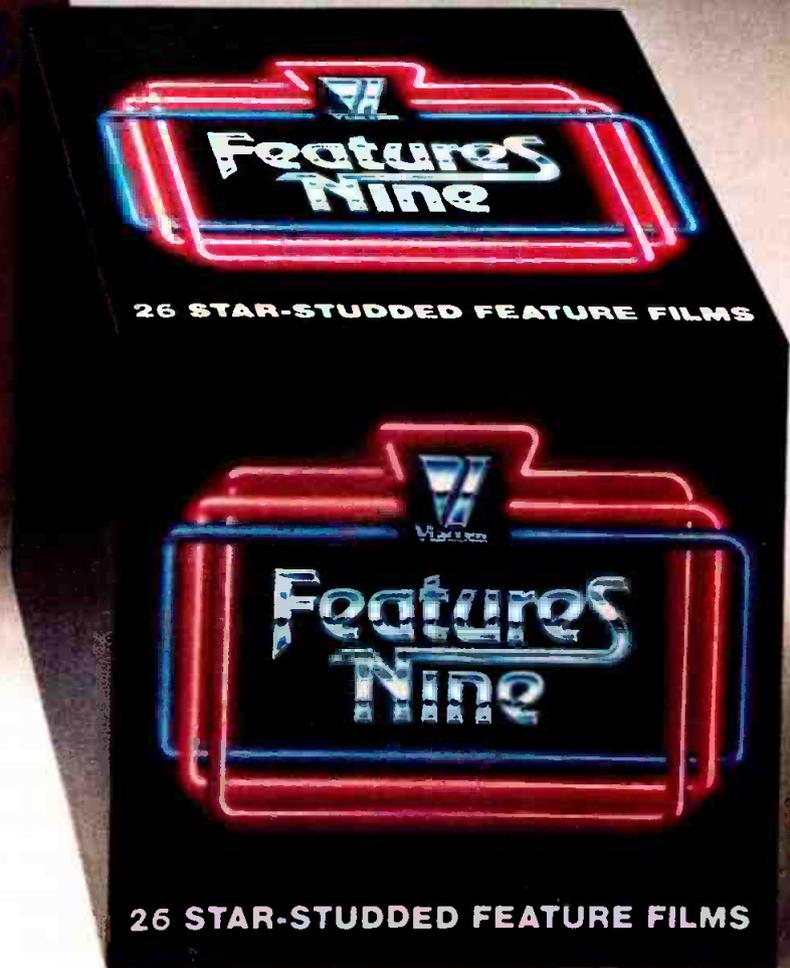
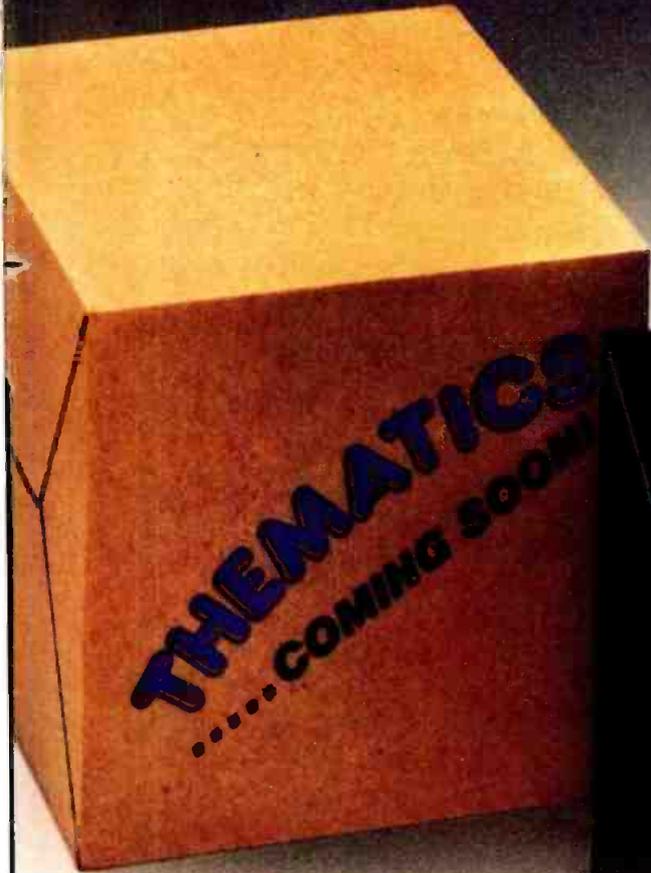
# USTERS!

Build with these Blockbusters from Viacom ... The Exploitable, Gasp, Features Nine and the soon-to-be released Thematics. Build with big stars like Charles Bronson, Tom Selleck, Sylvester Stallone, Kirk Douglas, Kristy McNichol and Brooke

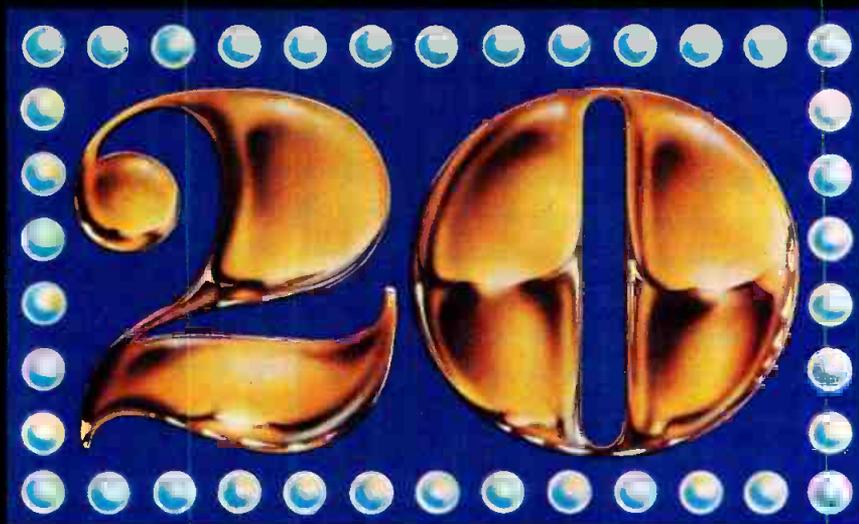
Shields. Little stars like Gary Coleman, Ricky Schroder and Benji. Cowboys, clones and cloaked conspirators... killer bees, crime fighting dogs, even a cobra woman ... mad scientists and demon lovers... high jinks, low comedy... inner turmoil, outer space

...love and murder and life after death...sweet revenge and sour grapes... fast cars, fast women, fast draws. All highly promotable.

Build your feature film inventory with these Blockbusters...they can't miss.



# NATPE INTERNATIONAL



# ANNIVERSARY

## Las Vegas topics: from local shows to financial interest

More than 5,000 syndicators, producers and programing executives have registered for the 20th annual NATPE International convention in Las Vegas this week. Although the program did not begin officially until Friday, March 18, associated activities were already underway by Wednesday, Feb. 16.

The 248 registered exhibitors include 53 with booths on the floor and the balance scattered throughout hospitality suites in hotels.

One hot topic this year is expected to be the proposed repeal of the FCC's financial interest and syndication rules. Also, four general sessions and nine workshops plus meetings and panels with representatives from networks and independent stations will cover a broad range of issues from matters pending before the FCC to graphics and set design. Along the way, there also will be conferences on topics ranging from new distribution techniques to the pros and cons of using foreign programing.

Turner Program Services will host the Iris Awards cocktail reception, from 6:15 to 7 p.m., on Saturday, March 19, preceding the awards ceremony. Both are at the Sahara.

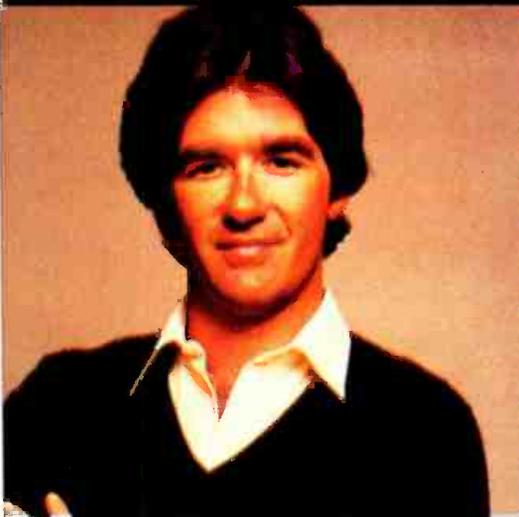
All the FCC commissioners except Chairman Mark Fowler and

Commissioner Mimi Dawson will be in attendance. They will appear on a session titled "The New FCC," where deregulation, longer license terms, pressure groups, lobbies and the 7-7-7 rule are expected to be discussed.

The convention will wind up Tuesday, March 22, with NATPE's annual business meeting. There it's expected the NATPE nominating committee, headed by immediate past president Steve Currie, program director at KOIN-TV Portland, Ore., will nominate a new slate of officers. Stan Marinoff, director of broadcast operations at WISN-TV Milwaukee, is expected to be nominated from his current office as first vice president of NATPE to president, replacing Charles Larsen. NATPE conference chairman, John Von Soosten, vice president of programing at WNEW-TV New York, is expected to replace Marinoff as first vice president. Bob Jones of KING-TV Seattle, who currently serves as a board member and Iris Award ceremony chairman, is expected to be elected second vice president.

It is also expected that motions will be put forward to increase the two-year terms of associate members to three years, and that the number of associate members on the board be increased. □

# ANNOUNCING THICKE OF THE NIGHT



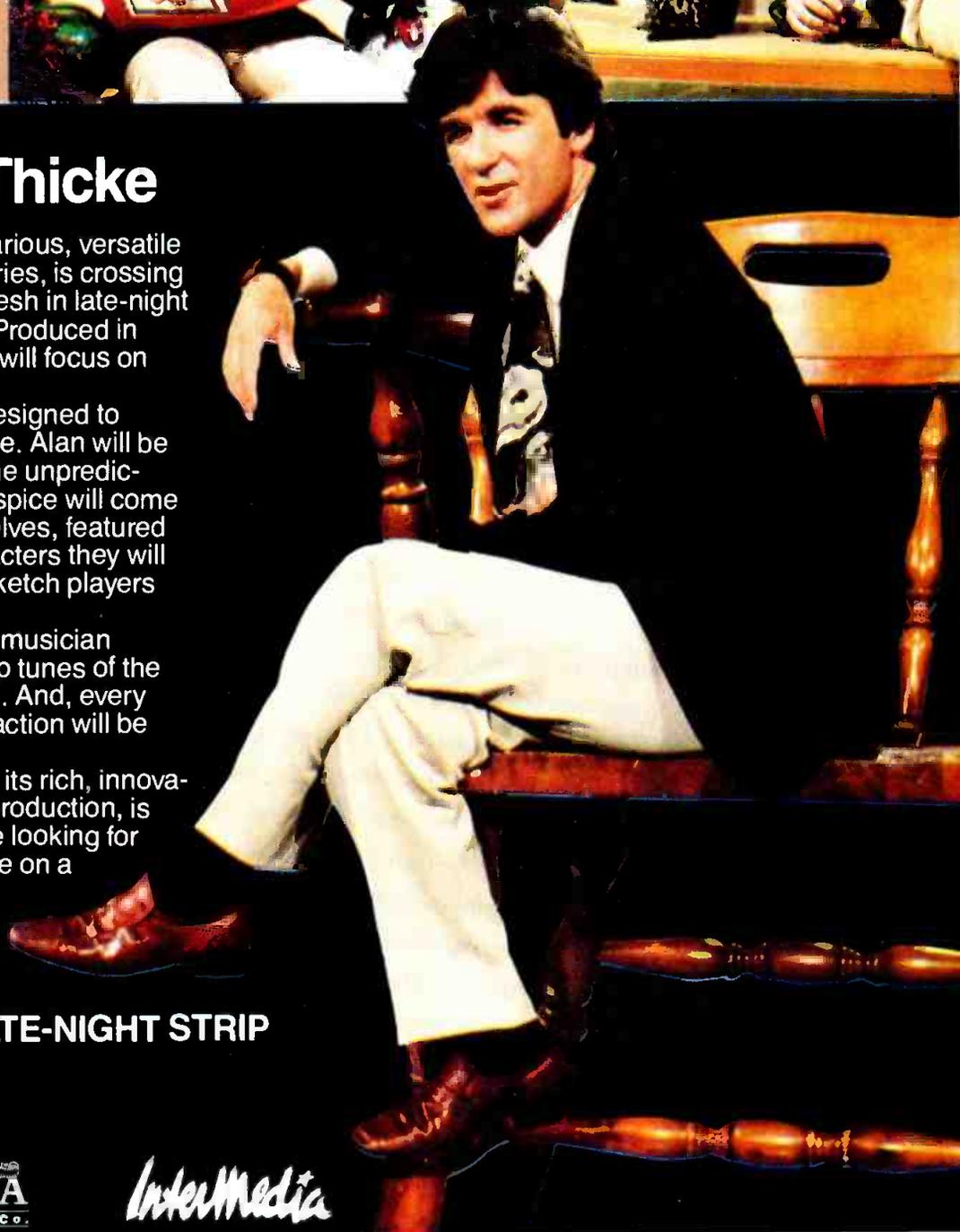
## Starring Alan Thicke

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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Fiddler On The Roof  
F.I.S.T.  
From Noon Till Three  
The Great Train Robbery  
He Knows You're Alone  
Hero At Large  
Hide In Plain Sight  
Invasion Of  
The Body Snatchers  
The Long Riders  
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# NATPE's calendar of events

## Saturday, March 19

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

**Exhibit hall and hospitality suites.** 9 a.m.-5 p.m.

**Awards ceremony.** 7-9:30 p.m. Sahara. Host: Gordon Jump, Pat Mitchell, Richard Simmons. Presenters: Don Adams, Barbara Bosson, Jean Butler, Joseph Campanella, Meryl Comer, Cathy Lee Crosby, Rienke DeJahn, Freddie Frog, Melissa Gilbert, Joanie Greggains, Mary Hart, Ron Hendron, Henrietta Hippo, Sandy Isaacs, Casey Kasem, Jean-Claude Killy, Ted Lange, Denise LeClaire, Lee Meriwether, Dr. Marlin Perkins, Dale Robertson, Siskel & Ebert, Toni Tennille, Fred Travelena, Judge Joseph Wapner, Dixie Whately, Chuck Woolery. Entertainment by Jim Stafford, Kazoophony, New Grass Revival, Running Rebel Marching Band, Big Sky and Mudflaps, Sons of the Pioneers.

## Sunday, March 20

**Registration.** 8:30-6 p.m.

**General session.** 9-10:30 a.m. Sahara. *The New FCC.* Moderator: Former California congressman Lionel Van Deerlin. Participants: FCC Commissioners Anne Jones, James Quello, Henry Rivera, Stephen Sharp; NAB President Edward Fritts; Washington attorney John Lane, and FCC Mass Media Bureau Chief Larry Harris.

**Exhibit hall and hospitality suites.** 11 a.m.-6 p.m.

**Cabaret final performance.** 10-11 p.m.

## Monday, March 21

**Registration.** 7:30 a.m.-6 p.m.

**General session.** 8-9:30 a.m. Sahara. *Innovative Local Programming.* Moderator: A.R. Van Cantfort, WSB-TV Atlanta. Participant: Jeff Schiffman, WNEV-TV Boston; Chuck Gingold, KYW-TV Philadelphia; Jonathan Murray, WOKR-TV Rochester, N.Y.; Sue Schwartz, WTVN-TV Columbus, Ohio; Gary Stark, WEWS-TV Cleveland.

**3-D demonstration.** 9:30 a.m.-12:30 p.m. Sahara.

**Luncheon.** 12:30-2:15 p.m. Sahara. "Yesterday, Today and Tomorrow." Host: Dick Clark.

**Exhibit hall and hospitality suites.** 2:30-6 p.m.

**NATPE Alumni Club meeting.** 6-7:30 p.m.

**Press corps.** BROADCASTING's editorial, advertising and circulation departments will be headquartered in the Las Vegas Hilton during the NATPE convention. On hand will be Dave Berlyn, Gene Edwards, Kathy Haley, Kwentin Keenan, John Lippman, Richard Mahler, Charles Mohr, Larry Taishoff, Tim Thometz, Pat Vance, Don West, Dave Whitcombe, Ruth Windsor and Len Zeidenberg.

## Tuesday, March 22

**Registration.** 8-11:30 a.m.

**General session.** 8:30-9:45 a.m. Sahara. *Update, Financial Interest and Syndication Rules.* Moderator: TV game show host Gene Rayburn. Participants: Dean Burch, Pierson, Ball & Dowd; Michael Gardner, Akin, Gump, Strauss, Hauer, Feld; Don Taffner, D.L. Taffner Ltd.; Mike Kievman, Cox; Guy Main, WCIA-TV Champaign, Ill.; Tony Malara, CBS; Fred Paxton, NBC Affiliates Board; Richard Wiley, Kirkland & Ellis.

**Three concurrent sessions.** 10-11:15 a.m. Sahara. *International: Will It Play In Peoria?* Moderator: Jim Major, Petry Television. Participants: Peggy Green, Dancer Fitzgerald Sample; Norman Horowitz, PolyGram; Roger Ottenbach, KMTV-TV Omaha; Suzanne Weil, PBS; Richard Price, Richard Price Associates.

**High Tech and Programing.** Moderator: Warren Allgyer, NBC. Participants: Donald Carlsen, Ampex; Phillip DeSantis, Lexicon; William Koch, Eastman Kodak; Don Prather, MCI/Quantel; Bill Castleman, WKBD-TV Detroit.

**Open All Night.** Moderator: Stan Marinoff, WISN-TV Milwaukee. Participants: Paul Klein, Playboy Channel; Gary Lieberthal, Embassy Telecommunications; Don Tillman, KTTV-TV Los Angeles.

**Network/independent meetings.** 11:30 a.m.-1 p.m. Sahara. ABC—Moderator: Don Wilburn, WUE-TV New Orleans. Participants: Jim Duffy, Lew Erlich, Dick Kozak, John Severino. CBS—Moderator: Steve Currie, KOIN-TV Portland, Ore. Participants: Tony Malara, Scott Michaels. NBC—Moderator: Ron Klayman, WMC-TV Memphis. Participants: Tony Cervini, Pier Mapes, Steve Sohmer, Brandon Tartikoff. Independents—Moderator: John Von Soosten, WNEW-TV New York. Participants: Don Menchel, MCATV; Stan Moger, SFM Media; Steve Bell, KTLA-TV Los Angeles; Chet Collier, Metromedia. PBS—Moderator: Joe Sands, KCET-TV Los Angeles. Participants: David Davis, American Playhouse; Jay Rayvid, WQED-TV Pittsburgh; Suzanne Weil, PBS. Cable—Moderator: David Kenin, USA Cable Network. Participants: Gerry Arthur, Number 1 TV; Norm Potter, Financial News Network; Char Beales, NCTA; Al Primo, Primo News Service. International—Moderator: Jim Fitzmeurice, Australian Broadcasting Commission. Participants: Luiz Borgerth, Globo Network of Brazil; Klaus Lehmann, Creative International Activities; Aubrey Singer BBC. Special Guest: Bernard Chevy, MIP.

**1984 conference preview.** 1-1:45 p.m. Sahara. "Conference '84, A Taste of San Francisco." Host: Stan Marinoff, WISN-TV Milwaukee.

**Elections and business meeting.** 1:45-2:45 p.m. Sahara.

**1983 and 1984 conference committee meeting and dinner.** 5-7 p.m.

**Three concurrent sessions.** 9:45-11 a.m. Sahara. *Successful Negotiating Strategies... On the Dotted Line.* Moderator: George Heinemann, Showmakers. Participants: Michael Collyer, Kay Collyer & Boose; Dean McCarthy, Harrington, Richter & Parsons; Lucie Salhany, Taft Broadcasting; Dan Sassi, RCA Records; David Sifford, Comworld International.

**Portrait of a Legend: Six Stations' Success Stories.** Moderator: David Simon, KTLA-TV Los Angeles. Participants: Barry Barth, WJXT-TV Jacksonville, Fla.; Kurt Eichsteadt, KCRA-TV Sacramento, Calif.; Neil Kuvin, WRAL-TV Raleigh, N.C.; John Serrao, KTRV-TV Boise, Idaho; John von Soosten, WNEW-TV New York.

**Cable: Speak Software and Carry a Big Shtick.** Moderator: Derk Zimmerman, Group W Satellite. Participants: Mary Alice Dwyer, Hearst/ABC Video; Patrick McDougal, Direct Broadcast Satellite Corp.; Bruce Paisner, King Features Entertainment; Jeffrey Reiss, Cable Health Network; Buddy



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agan, Nashville Network.

**Three concurrent sessions.** 11:15 a.m.-12:30 p.m. Sahara. *Living Together: Working with Special Interest Groups.* Moderator: Farrell Meisel, WDCB-TV Washington. Participants: Ed Jones, WDM-TV Washington; Abby Jennings, Long Island Coalition for Fair Media; Gene Mater, CBS; Stewart Mark, KNTV(TV) San Jose, Calif.; Pluria Marshall, NBMC.

*Looking Good.* Moderator: Deb Kneip McDermott, KOLN-TV Lincoln, Neb. Participants: Peter Diaferia, Diamond & Diaferia; Syd Goldberg, WNEW-TV New York; Steve Sohmer, NBC.

*New Distribution Techniques.* Moderator: Neil Hoffman, KRIV-TV Houston. Participants: Diane Hinte, NAMSCO; Stanley Hubbard, Hubbard Broadcasting; John Raines, National Satellite Cable Association; John Reilly, NILPTV; Robert Wold, Wold Communications. □

## Early fringe: the daypart where the action is

### News/information programs show strong ratings growth, especially among women

If there is a time period in which most of the trailblazing is under way in local television programming, it is early fringe. At this week's NATPE International convention, at least three new information/entertainment/news programs are being offered for national syndication, while at the local level, three major projects have gone on the air in the past year, and all three, according to the latest Nielsen and Arbitron figures, have shown ratings growth, especially among women viewers.

Emphasis on first-run programming in early fringe has emerged in part because of an impending shortage of off-network reruns, forecast to become acute in about two years, and because of already skyrocketing prices for off-network product, especially in the top 20 markets. It also comes, according to programmers, from the need for a better lead-in to early-evening local news and a better lead-out from afternoon soap operas. A third reason for the emphasis on first-run, according to programmers, is the need for local identity among stations competing with distant signals imported on cable channels.

According to recent flow studies by A.C. Nielsen and Arbitron, nearly 50% of women viewers between the ages of 25 and 54 tune out regularly when the soap operas end, according to Alan Bennett, president of the Bennett Group and developer of *Breakaway*, an hour-long entertainment/information

retain the least (44%).

In addition to *Breakaway*, which Bennett claims has a \$280,000 per-week production budget and has been pre-tested among women viewers at home during early fringe via cable TV, syndicated offerings include Corinthian Broadcasting's *Afternoon*, another one-hour entertainment/information magazine that has been airing since mid-September on Corinthian's stations in Sacramento, Calif.; Fort Wayne, Ind.; Tulsa, Okla.; Norfolk, Va.; Indianapolis, and Houston. In Houston, *Afternoon* grew from a 3 rating/11 share in November's Nielsen ratings to a 4/15 in February, while in Indianapolis, it grew from a 6/16 to a 7/17. In Fort Wayne, it is now the number-two program in its time period behind *All in the Family* and *Entertainment Tonight* and grew from a 5/14 in November to a 7/17 in February, according to Jim Dauphinee, executive producer.

Both *Breakaway* and *Afternoon* are co-operatively produced programs, as is Gannett/Telepictures *Newscope*, a half-hour news magazine that has cleared more than 70 stations for airing in early fringe or prime access. While *Newscope* and *Breakaway* plan live, satellite distribution, *Afternoon's* nationally produced segments would be delivered on tape. *Newscope* is a "firm go" for the fall, while *Breakaway* must pick up stations in at least two of the top three markets to go on the air. *Afternoon* is being syndicated by Comworld International for cash plus two minutes of advertising time with the condition that if an insufficient number of stations sign on, the program will go ahead on a cash basis.

Locally produced early fringe programs include WXYZ-TV Detroit's *Good Afternoon Detroit*, a daily, one-hour information/entertainment magazine that made its debut in October and, since November, has tied the *Jeffersons* and *All in the Family* as the top-rated program from 4 to 5 p.m. Heavy on "how-to's" and information, the fast-paced program includes 10 to 12 major segments plus short features, a "people poll" and teasers that, combined with commercials, add up to 70 segments each day, according to Peter Lenz, the station's executive producer for programs.

*Good Company*, another one-hour early fringe magazine, went on the air at KSTP-TV Minneapolis last June and in February grew to a 7 rating/30 share, up from a 5 rating in January, according to executive producer Steve Edelman, who, with his wife, Sharon Anderson, also hosts the program. Among women 18-49, *Good Company* captures more viewers than do all of the other stations

combined in its time period.

Edelman, who left KSTP-TV several years ago to host *World of People*, a nationally syndicated early fringe show that aired in 50 markets in 1981-82, returned to KSTP-TV last year to develop *Good Company*. KSTP-TV owner, Hubbard Broadcasting, whose United States Satellite Broadcasting has proposed a direct broadcast satellite-delivered network that would reach viewers via local stations, has developed the program for possible offering on USSB.

The program includes two-to-three taped segments daily plus live, in-studio interviews and demonstrations. It is heavy on how-to segments and information, according to Edelman.

On the air since late November, WNEV-TV Boston's *LOOK* is perhaps the most ambitious of the locally produced early fringe programs. In February, the two-hour show edged up slightly in the Nielsen ratings from the 2/6 it averaged in January to a 3/8. According to Arbitron, it went from a 3/7 in January to a 3/8 the next month. According to station spokeswoman Robben Reibel, *LOOK* grew 109% among women 18-49 in February, 100% among women 25-54 and 35% among overall households.

The upswing has been attributed in part to efforts to standardize *LOOK's* format, so that particular segments air at the same time every day and graphic displays pinpoint for viewers in advance what time segments will air later in the show. *TV Guide* has begun to list *LOOK* at each half-hour between 4 and 6



tion magazine that has been cleared for a fall debut by 25 stations, including WCVB-TV Boston, WJLA-TV Washington and WKW-TV Cleveland. Since the mid 1970's, when long-form syndicated talk shows began to slip in early fringe ratings and stations turned to off-network reruns, the price-per-rating point for time in early fringe has also slipped, according to Bennett, by not keeping pace with those of other dayparts.

Research has shown that first-run lead-ins retain more audience for the news—59% of it—than any other kind of programming, according to Bennett, while off-network reruns



p.m., according to Reibel, with descriptions of what's to be offered in each half hour.

Although programmers around the country have maintained two hours are too long for an early fringe magazine, *LOOK* producer Raysa Bonow maintains the opposite is true. "A show like this could play all day," she said, noting that the program now receives about 1,000 letters from viewers daily, many of them expressing thanks for the kinds and amount of information it offers.

"Viewers are getting used to *LOOK's* format," said Bonow. "We're exactly where we wanted to be." □

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BOYS TOWN  
DESIRE ME  
EASTER PARADE  
THE FEMININE TOUCH  
ANNA KARENINA  
COMRADE X  
LITTLE WOMEN  
A NIGHT AT THE OPERA  
FOR ME AND MY GAL  
BATAAN  
RAGE IN HEAVEN  
PRIVATE LIVES  
FORSAKING ALL OTHERS  
ABOVE SUSPICION  
WOMAN OF THE YEAR  
MIN AND BILL  
DINNER AT EIGHT  
THREE GODFATHERS  
BOOM TOWN  
THE VALLEY OF DECISION  
CAMILLE  
LOST IN A HAREM  
SPEED  
COME LIVE WITH ME  
STRIKE UP THE BAND



NOTHING BUT TROUBLE  
BIG HOUSE, THE  
MUTINY ON THE BOUNTY  
WITHOUT LOVE  
THE GIRL FROM MISSOURI  
MEET ME IN ST. LOUIS  
COMMAND DECISION  
NORTHWEST PASSAGE  
VIVA VILLA  
BILLY THE KID  
MEN OF BOYS TOWN  
THE CHAMP  
GO WEST  
A DAY AT THE RACES  
WORDS AND MUSIC  
LASSIE COME HOME  
NAUGHTY MARIETTA  
FURY  
TODAY WE LIVE  
GOOD NEWS  
ASSIGNMENT IN BRITANNY  
MADAME CURIE  
BARNACLE BILL  
GOING HOLLYWOOD  
SUZY  
TEST PILOT  
THE ROMANCE OF  
ROSY RIDGE  
DAVID COPPERFIELD  
MEET THE PEOPLE  
A TALE OF TWO CITIES  
PARNELL

WHITE CARGO  
THE BARKLEYS OF BROADWAY  
EDWARD, MY SON  
STRANGE CARGO  
HOLD YOUR MAN  
THE PHILADELPHIA STORY  
THE MASK OF FU MANCHU  
A CHRISTMAS CAROL  
DOUBLE WEDDING  
MARIE ANTOINETTE  
PRIDE AND PREJUDICE  
THE BRIBE  
TAKE ME OUT TO  
THE BALL GAME  
CHINA SEAS  
THE GOOD EARTH  
A DATE WITH JUDY  
OUR VINES HAVE  
TENDER GRAPES  
THE CANTERVILLE GHOST  
MRS. MINIVER  
TREASURE ISLAND  
THE PIRATE  
BLACKMAIL  
THE SAILOR TAKES A WIFE  
THEY MET IN BOMBAY  
THE SEVENTH CROSS  
THEY WERE EXPENDABLE  
BROADWAY SERENADE  
A FREE SOUL  
GASLIGHT  
HAUNTED HONEYMOON  
NO LEAVE, NO LOVE





THE SUN COMES UP  
 GRAND HOTEL  
 EDISON, THE MAN  
 THE GREAT ZIEGFELD  
 ESCAPE  
 NINOTCHKA  
 THE GORGEOUS HUSSY  
 THE SIDEWALKS  
 OF NEW YORK  
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 ROMEO AND JULIET  
 THE WHITE CLIFFS  
 OF DOVER  
 HELL DIVERS  
 THIRTY SECONDS OVER TOKYO  
 THE PASSIONATE PLUMBER  
 BORN TO DANCE  
 OPERATOR 13  
 CAPTAINS COURAGEOUS  
 GREEN DOLPHIN STREET  
 DR. JEKYLL AND MR. HYDE  
 TWENTY MULE TEAM  
 SOMEWHERE I'LL FIND YOU

HONKY TONK  
 THE HOODLUM SAINT  
 TARZAN, THE APE MAN  
 THE WOMEN  
 UNDERCURRENT  
 THE POSTMAN ALWAYS  
 RINGS TWICE  
 TWO SISTERS FROM BOSTON  
 DRAGON SEED  
 COURAGE OF LASSIE  
 THEY GAVE HIM A GUN  
 TORTILLA FLAT  
 UNHOLY PARTNERS  
 MARX BROS. 'AT THE CIRCUS'  
 THE PICTURE OF  
 DORIAN GRAY  
 RIO RITA  
 THE THIN MAN  
 THE SECRET HEART



TUGBOAT ANNIE  
 SON OF LASSIE  
 HUCKLEBERRY FINN  
 SEE HERE,  
 PRIVATE HARGROVE  
 THE LAST GANGSTER  
 MANHATTAN MELODRAMA  
 HIS BROTHER'S WIFE  
 I TAKE THIS WOMAN  
 LOVE ON THE RUN  
 CHAINED  
 HOMECOMING  
 IT HAPPENED IN BROOKLYN  
 LADY IN THE LAKE  
 THE MIGHTY MCGURK  
 THE SECRET LAND  
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Television Distribution

# What's on parade in the marketplace

The following companies will be exhibiting programs or service in the suites of the Hilton hotel during the NATPE convention, unless designated EH for exhibit hall. New programs are designated with an asterisk.

**Acama Films** 29-117  
4724 Ventura Blvd., Suite 610, Sherman Oaks, Calif. 94403

Partial arts films.

**A.C. Nielsen** 4-112  
290 Avenue of the Americas, New York 10104

**Admore Inc.** 3-121

**Advanswers** 337  
60 Broadway, St. Louis 63102

Bill Dance (20), That Nashville Music (26), Fishing with Roland Martin (20), Help Yourself. **Staff:** Rose Busalacki, Pat Bolling, Carol Raack.

**A & F Storage** 2802  
River Rd., Edgewater, N.J.

**Alan Enterprises** 2908  
6170 Pacific Coast Hwy., Malibu, Calif. 90265

Vietnam: The Ten Thousand Day War (13), Speed Racer (52), Abbott and Costello Show (52), Felix the Cat (43), Mighty Hercules (32). **Staff:** Alan Gleitsman, Cheri Rosche, Ron Harrison, Chris Buchanan.

**Alan Landsburg Productions** 340  
11811 W. Olympic Blvd., Los Angeles 90064

Pop 'n' Rocker Game\*.

**Alan Neuman Productions** 3-110

**Alcare Communications** 25  
1503-5 Walnut St., Philadelphia 19102

**Alfred Haber** 2901-2  
321 Commercial Ave., Palisades Park, N.J. 07650

Tom Jones (24), The Forum Presents (18), Disco Magic (27), Barbara Mandrell & the Mandrell Sisters (35), Mississippi Days & Southern nights, Las Vegas Jubilee, New Country from the Old Country, Dottie West: Special Delivery, Bing Crosby: His Life & Legend, Christmas specials, All-Star tributes, All-Star parties, specials from Baryshnikov, Bing Crosby, Cheryl Ladd, Perry Como, Kenny Rogers, General Electric, Goldie Hawn, Larry Gatlin, Olivia Newton-John, Paul Anka, Paul Simon, Rockettes, Shirley MacLaine, Frank Sinatra, Sheena Easton, Ashford & Simpson, Festival of the Stars: Mexico, Lady Love In: Night & Day, Las Vegas Jubilee, Pavarotti & Friends, Rockin the USA, 20th Anniversary of Rock & Roll, Uptown: The Story of Harlem's Apollo Theater, Waylon, Coward of the County, Gauguin the Savage, Kimberly Jim. **Staff:** Alfred Haber, Martha Strauss.

**All American Television** 48

250 Fifth Ave., Suite 503, New York 10001

America's Top 10, Portrait of a Legend, We're Dancin'\*, Tomorrow's Music Today\*, America's Top 10 Book of Love, An America's Top 10 Christmas, Rock 'n' Roll: The Early Years, American Video Awards\*. **Staff:** George Back, Joseph Kovacs, Joel Gallen, Syd Vinnedge, Joan Marcus, Bill Finkeldey, Susan Zimmer, Alexy Kuncar, Debbie Back, Marilu Lenns, Conrad Roth, Gail Spolan, Helen Schansinger.

**Allied Entertainment** 409

**Almi Television Productions** 2904  
1585 Broadway, New York 10036

Entertainers (25), Oklahoma, South Pacific, Jennifer's Journey, Great Movie Theater, American Life (5). **Staff:** Charles Larsen, Linda Lieberman, Mary Voll, Elizabeth Gallo, Allen Jackson, John Berentson.

**American National Enterprises** 2855  
106 W. 2950 South, Salt Lake City 84115

**American Pacific Productions** 5-117  
29169 Heathercliff, Suite 216, Malibu, Calif. 90265

**American Television Syndication** 5-112  
150 W. 58th St., New York 10019

An Evening at the Improv (26), Grand Prix All-Star Show (26), Lorne Greene's Wilderness (26), Razzle Dazzle (26). **Staff:** Larry O'Daly, Jim O'Daly, Dan Mulholland, Lee Nash, Barbara Hoise.

**American Video Programing** 408

**Andrews & Associates** 2869  
1270 Avenue of the Americas, New York 10020

This is Your Life\*, Talk About Pictures\*, Track News Service\*, Phil Silvers Show, Our Miss Brooks, The Millionaire, Have Gun Will Travel, Trackdown, Whirlybirds, Brothers Brannagan, Air Power, Rendezvous, Navy Log, Perfect Ten. **Staff:** William Andrews, John Carson, Don Toye, George Mitchell, Kathleen Sickler, Warren Tomassene.

**Antenne 2** 15

**APEI International** 413

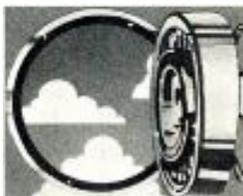
**Arbitron** 5-118  
1350 Avenue of the Americas, Suite 1914, New York 10019

Prizm Aid\*. **Staff:** Pierre Megroz, Mark Young, William Shafer, James Mocariski, Kathy Baske, Jon Currie, Randy Briggs, Jan West.

**ARP Films** EH  
342 Madison Ave., New York 10173

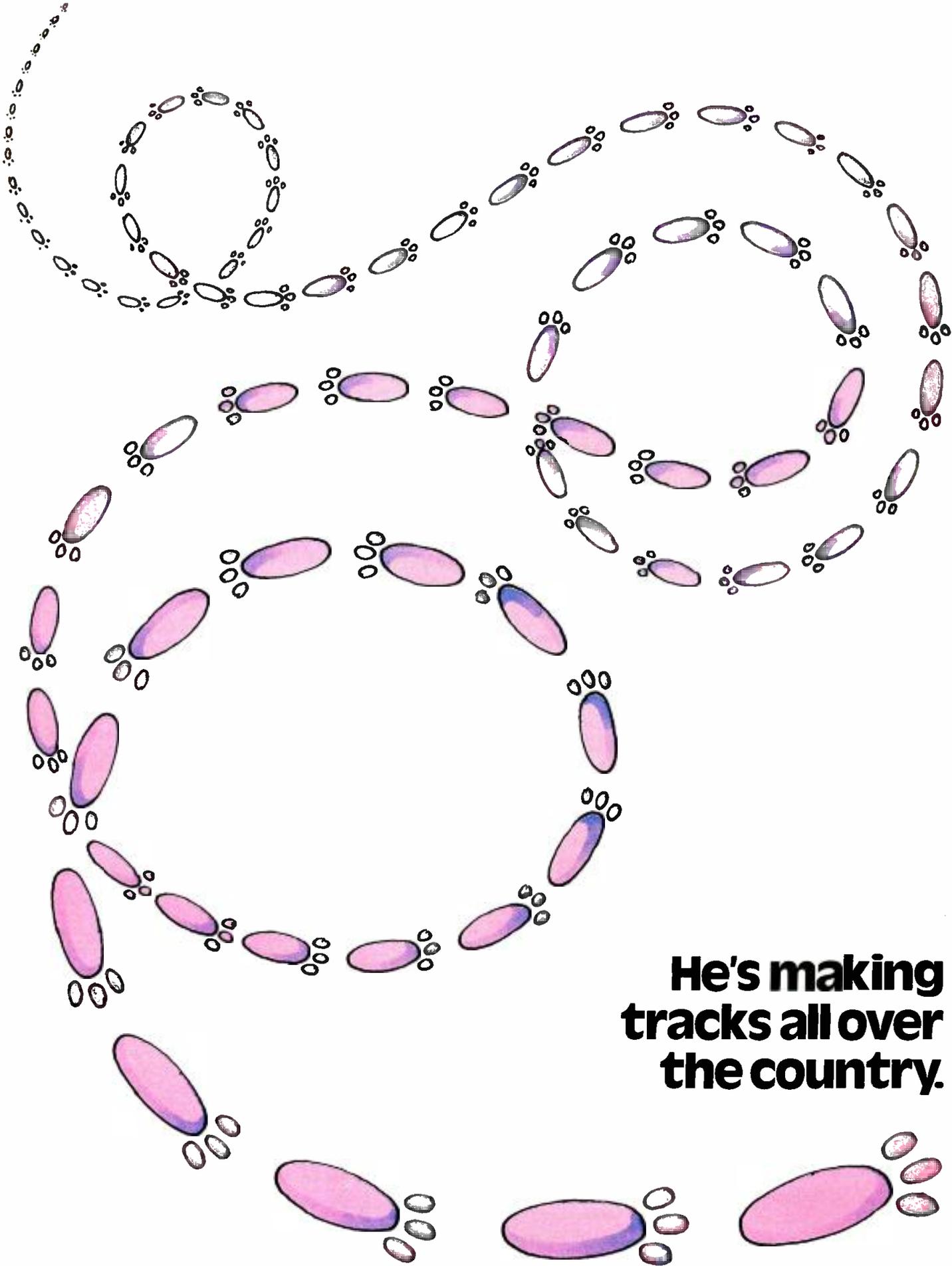
New Spiderman\* (26), New Incredible Hulk\* (13), Grimms Fairytales\* (6), Halas & Batchelor\* (104), Spiderman (52), Spiderwoman (16), Incredible Hulk (13), Captain America (13), Ironman (13), Submariner (13), The Mighty Thor (13), The New Fantastic Four (13), Rocket Robinhood (52), Max the 2000-Year-Old Mouse (104), Star Blazers (77), Strange Paradise (195). **Staff:** Claude Hill, Anne Cody, Joanne Melton.

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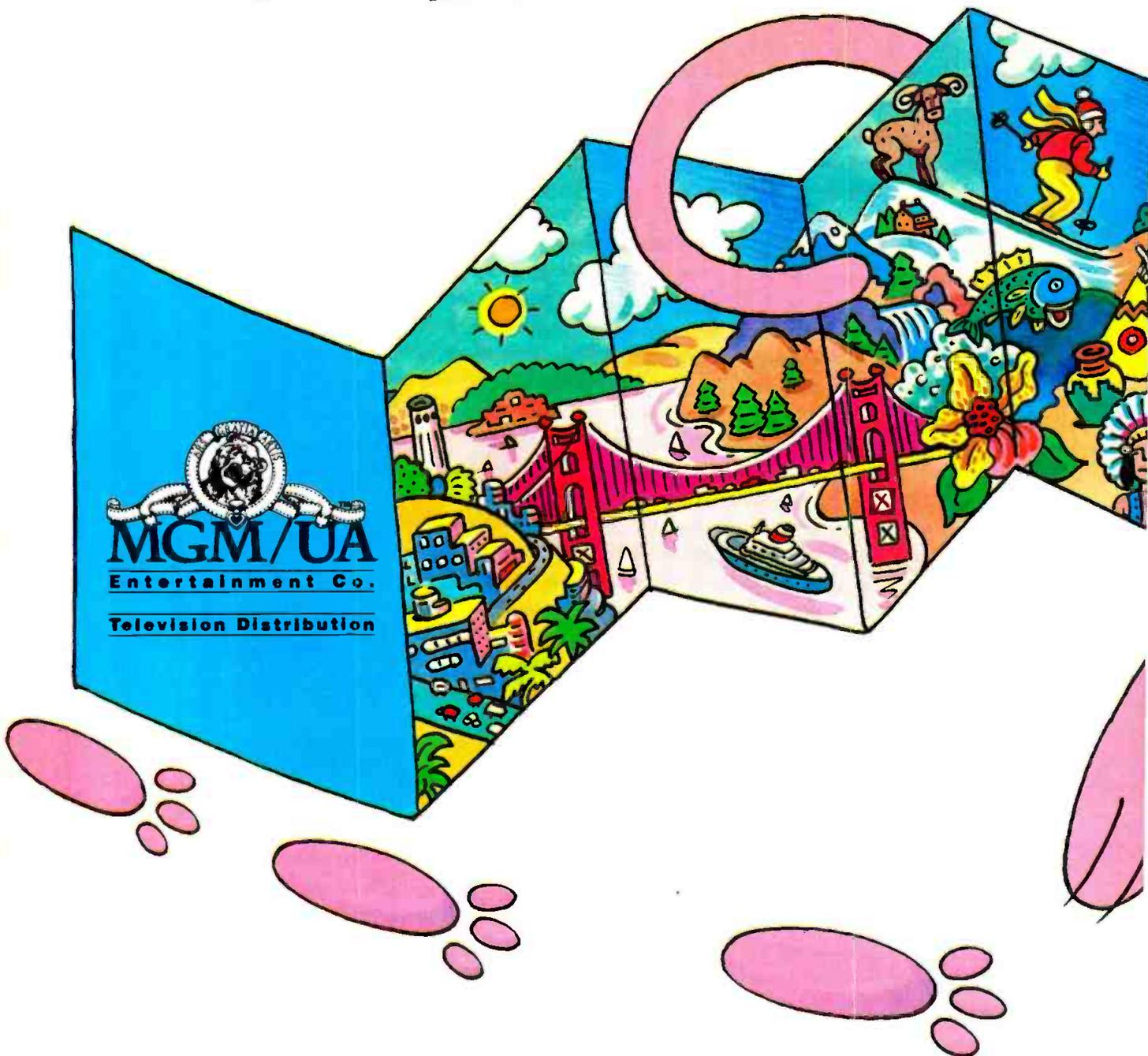


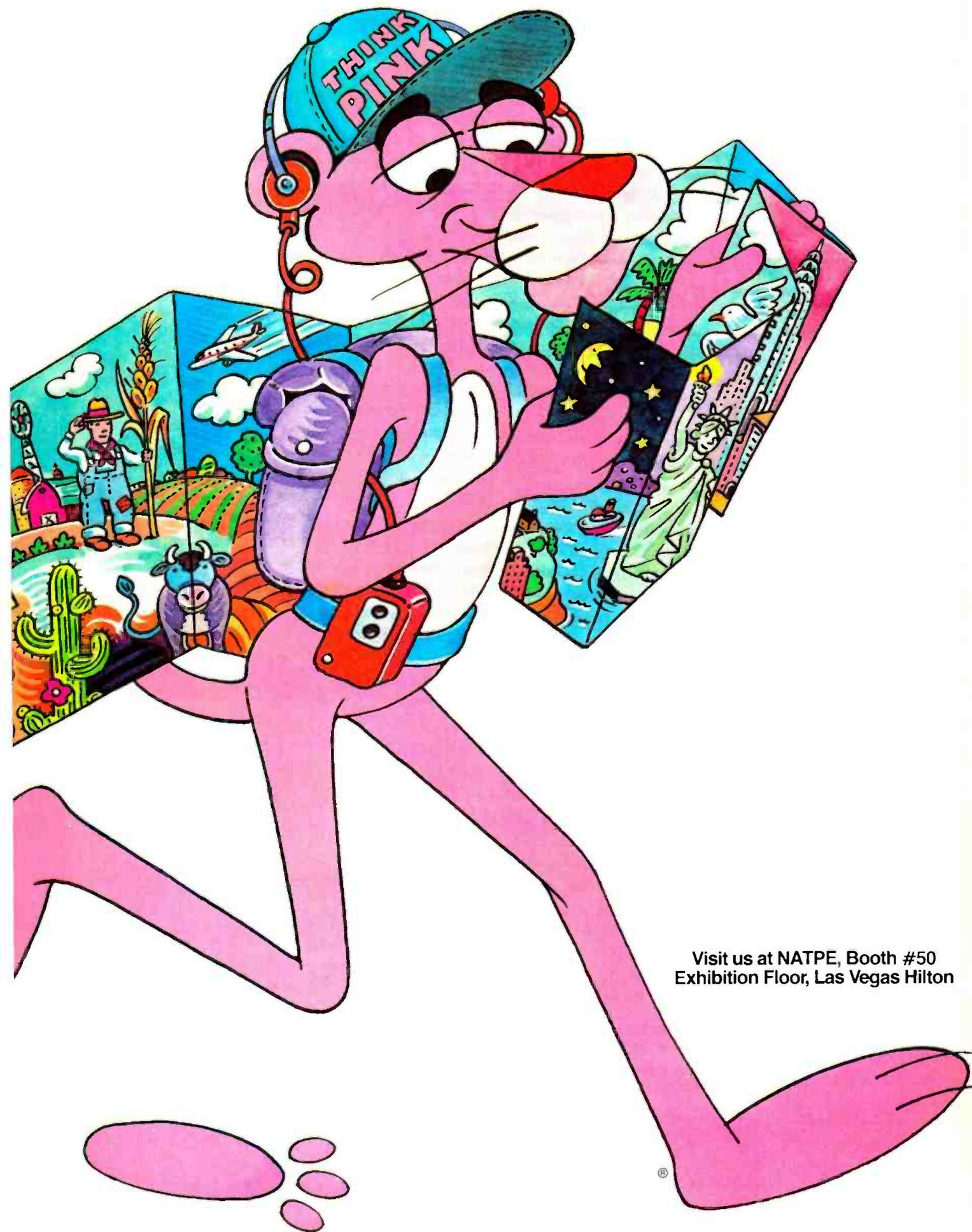
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<b>Arrowhead Communications</b>	<b>413</b>	<i>522 S. Sepulveda Blvd., Los Angeles 90049</i>
<b>ISI Market Research</b>	<b>344</b>	<b>Behrens Co.</b> <i>170 SE 14th St., Miami 33131</i>
<b>Associated Entertainment Releasing</b>	<b>3-104</b>	<b>Bentley Syndication Services</b> <i>32 Fairway Pl., Cold Spring Harbor, N.Y. 11724</i>
<b>VC Productions</b>	<b>3-111</b>	<b>Best Film &amp; Video Corp.</b> <i>98 Cutter Mill Rd., Great Neck, N.Y. 11021</i> Bruce Lee, horror film packages.
<b>Bandera Enterprises</b>	<b>2815</b>	<b>Bill Burrud Productions</b> <i>1100 S. La Brea Ave., Los Angeles 90019</i>
<b>Pursuit of Victory*</b> , Thrillmaker Sports. <b>Staff:</b> Jon Flagg, Helen Mazeika-Flagg, Victor Sitkowski, Ethel Taylor.		<b>Blair Video Enterprises</b> <i>717 Fifth Ave., New York 10022</i> Wake Up the Echoes—A History of Notre Dame Football, NFL Great Moments, Great Plays of the
<b>Baron Enterprises</b>	<b>29-105</b>	

Glory Days, Legends of College Basketball, College Football Scrapbook, Sons of Christmas, News that Rocked '82, Rock 'n' Roll Show. **Staff:** Richard Coveny, William Rhodes, Lennart Ringquist, Phil Kent, Alan Berkowitz, Peter Fulton, Susan Davis, Bruce Roberts, Alana Galembro.

**Bloom Film Group** **530**  
*1680 Vine St., Hollywood, Calif. 90028*

New American Features (11), New Funny Company (52), Roger Ramjet & the American Eagles (31), Big World of Little Adam (104), Four Winds to Adventure (39) It's a Small World (39), Journey (26). **Staff:** David Bloom, Ida Bloom, Bill Bloom, Ray Myles, Martin Hall, Claire Rawcliffe, Wendy Brierly, Richard Becker, Al McKaye, Lucia Lorusso.

**Bob Yde Productions** **330**

**Body Buddies** **3-102**

**Bonneville Productions** **29-103**  
*130 Social Hall Ave., Salt Lake City 84111*

Children's shows, documentaries, family programs, series, specials, sports and other programming. **Staff:** Armando Martin, Craig Hulet, Steve Swanson, Walter Canals, Dick Alsop.

**Bonneville Satellite Corp.** **410**

**Bozell & Jacobs** **564**  
*10250 Regency Cr., Omaha, Neb. 68114*

**Brent Walker Film** **325**

**Bristol Myers** **5-121**

**Bri-Ter Television Sales** **414**

**BROADCASTING** **2730**  
*1735 DeSales St., NW, Washington 20036*

**Canadian Broadcasting Corp.** **33**  
*Box 500, Station A, Toronto M5W 1E6*

Empire Inc.\* (6), Seeing Things\* (19), I Married the Klondike (3), Best of Both Worlds, Nature of Things (62), Land of Mr. Elephant, Portraits, Tommy Hunter Show. **Staff:** Guy Mazzeo, Dennis O'Neill, Rob Straight, Peter Lord, Sam Jephcott, Susan Fraser.

**Capital Cities Televison** **2911**  
*4100 City Line Ave., Philadelphia 19131*

Series V of Capital Cities Family Specials, Our Daily Bread, Can't Read...Can't Write documentaries, Juggler of Notre Dame. **Staff:** Charles Keller, William Mulvey, John Toutkadjian.

**C.B. Distribution** **51**  
*9911 W. Pico Blvd., Penthouse M, Los Angeles, 90035*

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

**CBN Syndication** **3870**  
*Virginia Beach, Va. 23463*

Superbook, Flying House, XPOSE, Another Life, 700 Club, Update News. **Staff:** John McEntee, Ed Nashatka, Norman Mintle.

**CBS Broadcast International** **23**  
*Box 905, Radio City Station, New York 10101*

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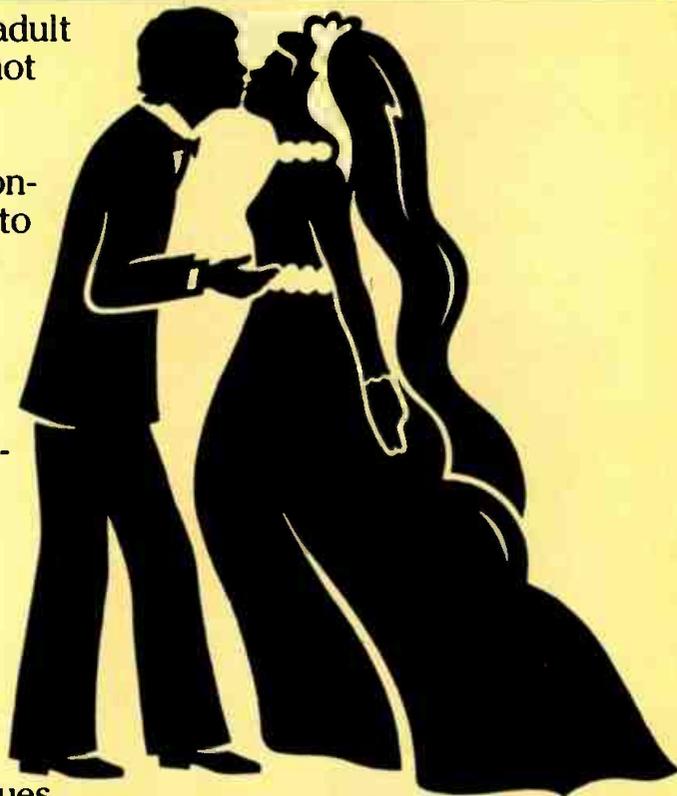
Today, family lifestyles and adult relationships vary from person to person, family to family. There are traditional married couples, unmarried couples, "blended families"—the result of two divorced people remarrying, the single lifestyle, expanded families, and many more.

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."

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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.

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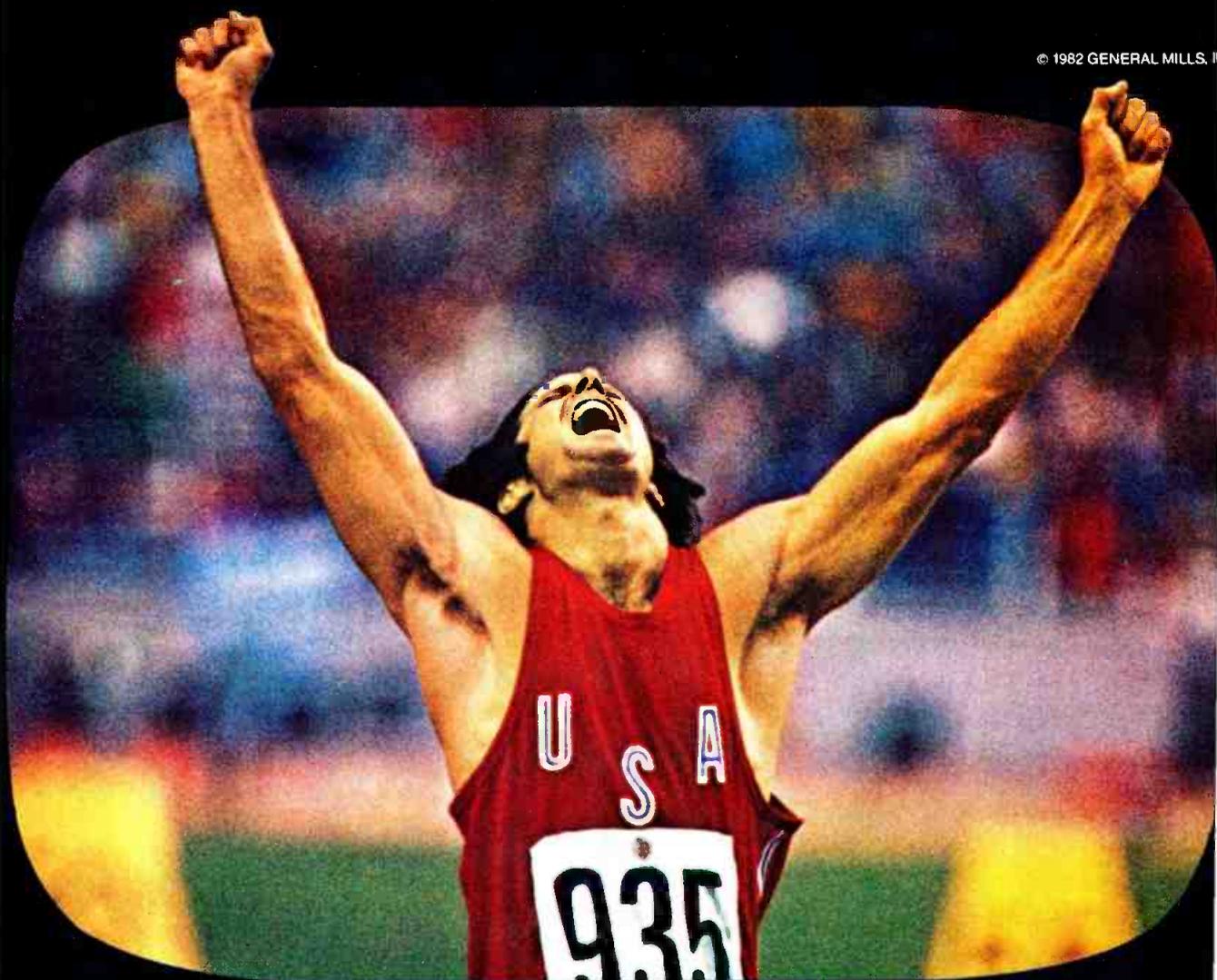
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<b>BS Television Network</b> W. 52d St., New York 10019	<b>28-121</b>	Barsham Fair, Walking in a Sacred Manner, Stairway to the Moon, Fallas, World Wildlife, Games from the around the World, Tinderbox, Seventh Match, Echo of the Wild, Last Tasmanian, Stepping Out, This is a Man, Red Deer, Amazing Creatures of the Sea, Human Experience, Mesmerist (5), Cornflakes for Tea (6), Fatty & George (10), Nuggets (26), Toycraft (7), Anita in Jumbleland (26), Mariolino (26), Wonderful Tales from Around the World (98), Animation Theater (130), Chuck the Beaver (99), Groyzer X (36), Dinah Saur Show (13), Oscar (39), Woozies (26). <b>Staff:</b> Marie Hoy.	<b>Embassy Telecommunications</b> 1901 Avenue of the Stars, Suite 666, Los Angeles 90067	<b>44</b>
<b>Central City Marketing</b>	<b>407</b>		Diff'rent Strokes (144), One Day at a Time (163), Jeffersons (183), Sanford & Son (136), Good Times (133), Maude (141), Professionals (52), Mary Hartman Mary Hartman (260), John McEnroe.... The Rites of Passage, Entertainer of the Year (15), New Ones II (16), New Ones (18), V.I.P. Group (18), Plus Twelve, 28 for 68, Top Time, Nightmare Theater(13), Pete 'n' Gladys (72), Silver Spoons, Gloria, Square Pegs, Facts of Life, Archie Bunker's Place, Andy Williams Christmas Special, The Wave, Please Don't Hit Me Mom, Stepping Out: The Debolts Grow Up, Upon this Rock, The Rock Show, Sultans of Soul, Grace Kelly Story, Eleanor First Lady of the World, Invasion of Privacy, Norman Lear & Alex Haley's Palmerstown, But It's Not My Fault, Facts of Life Goes to Paris, Band on the Run, Crystal Eyes, Maude, Good Times, All that Glitters, All's Fair, Highcliffe Manor, In the Beginning, Joe's World, plus Embassy Latino package. <b>Staff:</b> Gary Lieberthal, Hal Gaba, Ron Brown, Marty Ozer, Leslie Tobin, Corey Bender, Meade Camp, Christopher Egolf, Michael Mellon, Stephen Morley-Mower, Deborah Willard, Robert Os-waks.	
<b>Cinema Shares International</b> 10 Park Ave., New York 10022	<b>2935</b>		<b>Energy Productions</b> 846 N. Cahuenga Blvd., Hollywood, Calif. 90038	<b>322</b>
ction-adventure, horror, martial arts and family m packages. <b>Staff:</b> Beverly Partridge, Daile Binsons, Hank Guzik, Dick Ostrander, Melvin nsel, Mike Klein, Frank Leiberman.			<b>Enter-Tel</b> 25200 Chagrin Blvd., Beachwood, Ohio 44122	<b>4-100</b>
<b>Master Television Productions</b> 50 Kenilworth Dr., Towson, Md. 21204	<b>2932</b>		America's Best, George Schaefer's Showcase Theater, Quincy Jones—Reflections, Joe Ely's Rock 'n' Roll Then and Now. <b>Staff:</b> Jan Steinmann, James McNamara, Drew Levin, Hal Golden.	
reat Space Coaster, G.I. Joe, Charmkins.			<b>European TV</b> 316 W. 75th St., New York 10023	<b>2929</b>
<b>Colbert Television Sales</b> 388 Century Park East, Suite 1118, Los Angeles,	<b>21</b>		Europe Tonight, Europe Specials. <b>Staff:</b> Timothy McInerney, John Musilli, Stephan Chodorov, John Balan, Jayne Clement, Robert Sholty.	
reakaway. <b>Staff:</b> Dick Colbert, Meri Brantley, ori Fair, Jill Siegel, Larry Lynch, Barbara Agos-ro.			<b>Excel Video International</b> 745 Fifth Ave., New York 10051	<b>510</b>
<b>Columbia Pictures International</b> 11 Fifth Ave., New York 10022	<b>2864-5</b>		Perilous Journey, The Experiment, Too Hot to Handle, Battle of the Eagles, The New Seekers, Kenny Ball and his Jazzmen, Paice Ashton Lord, Barry Mason, Guys 'n' Dolls, Pathfinders (13), Follow that Rainbow, Rollermania, Amazing Mr. Blunden, Angry Joe Bass, Blockhouse, Bonnie's Kids, Carry on Emmanuelle, Chance, Cody, Combat Killers, Dirty Knight's Work, Duncan's World, Edge of Fury, Girl/Boy, Gypsy, Hostages, I'm Going to be Famous, Knockin at Heaven's Door, Legend of Frenchie King, Marie Anne, Night of the Sea Gulls, Nightmare, Psychotronic Man, Ragpicker, Ransom, Ronald Reagan—Truth about Communism, Skeleton Key, Sketches of a Strangler, Tiffany Jones, Triple Echo, Universal Soldier, Violent Protection, Woman for All Men. <b>Staff:</b> Ken Israel, Allen Hart, Dick Ostrander, E. Pinsel, Hank Guzik, B. Michael Klein.	
ring 'em Back Alive, Benson, Filthy Rich, Hart o Hart, T.J. Hooker, It Takes Two, Mama Malone, ipleys Believe It or Not!, Teachers Only, Blue nd the Gray, Malibu, Shadow Riders, I Desire, ocaine and Blue Eyes, Life of the Party: Story of eatrice, Money on the Side, Mickey Spillane's urther Me Murder You, Sadat, RFK and His imes, Master of Ballantrae. <b>Staff:</b> Brian cGrath, Susan West, Helios Alvarez, Nelson uarte, John Migicovsky.			<b>Fanfare TV International</b> Legaspi Towers 300, Roxas Blvd. Malate, Manila, Phillipines	<b>3-105</b>
<b>Columbia Pictures Television</b> 5250 Ventura Blvd., Sherman Oaks, Calif. 91403	<b>2875</b>		<b>FilmLife/Fortress Film</b> FilmLife Bldg., Moonachie, N.J. 07074	<b>342</b>
arson's Comedy Classics*, Hart to Hart*, Ben-on*, Soap, What's Happening, Barney Miller, arter Country, Fantasy Island, Starsky and utch, S.W.A.T., Charlie's Angels, Family, Police oman, Police Story. <b>Staff:</b> Joseph Indelli, Steve stor, Janet Bonifer, Dick Woollen, Pat Kenney, ick Campbell, Mitch Sallitt, Steve Mulderrig, ary Montanus, Ken Doyle, Herb Weiss, Stu istringfellow, Bill Katsafanas, Tom Holland, Don ryan, Jack Ellison, David Mumford, Marlynda alas, Tom Tardio, Doug Duitsman, Herman uth.				
<b>Comworld International</b> 27 E. 31st St., New York 10016	<b>39</b>			
omworld Package (19), Wanted by the FBI, Afternoon, Rock 'n' Roll, Steeler and the Pitts-burgh Kid, Peter Marshall and the Big Band, hields and Yarnell, House that Half Jack Built, othing But Comedy, Second City Comedy, Tul-ia Music Festival. <b>Staff:</b> Peter Yaman, Teri Parki-ion, Robert Chenoff, David Sifford, David Vester, nnelle Johnson, Dave Lynch, Carmon Moon, irginia McDonald, David Anderson, Robert Ny-jorg.				
<b>Don Hartsock-Wrightwood Entertainment</b> 1100 Gendon Ave., Los Angeles 90024	<b>30</b>			
<b>Contempo TV Ltd.</b>	<b>EH</b>			
<b>Cori &amp; Orient</b> 2049 Century Park East, Los Angeles 90067	<b>315</b>			
Genghis Khan: Blue Wolf* (6), Jack Holborn* (6), ilus* (6), In Concert, Die Fledermaus, Jabula, Slippery Slide, Round the Bend, Borneo, Last				
<b>Cranston/Csuri</b> 1501 Neil Ave., Columbus, Ohio 43201	<b>3-107</b>			
Digital scene animation packages. <b>Staff:</b> James Kristoff, Charles Csuri, Wayne Carlson, Paul Sidlo, Mark Del Col.				
<b>Creative International Activities</b> 372 Central Park West, New York 10025	<b>356</b>			
<b>CW Broadcasting</b> Box 880, Framingham, Mass. 01701	<b>326</b>			
<b>Dan Curtis Distribution</b> 5555 Melrose Ave., Los Angeles 90038	<b>40</b>			
<b>Dan Robinson Broadcasting</b> 127 E. 59th St., New York 10022	<b>17</b>			
<b>Data Communications Corp. (BIAS)</b> 3000 Directors Row, Memphis, Tenn. 38131	<b>2750</b>			
Newsroom management system, BIAS master control automation, financials, word process-ing, feature film and amortization, traffic system, buy line, network control system. <b>Staff:</b> Cindi Acree, Diana Summerville, Jim Leighton, Roy West, Sarah Turnipseed, Janet Heckman, Greg Calhoun, Jamie McMahan, Norfleet Turner, Nancy Jefferies, Linda Threet, Doug Domergue, Thomas Goode, Michael Hunter, Ed Papazian.				
<b>DFS Program Exchange</b> 405 Lexington Ave., New York 10174	<b>5-101,103</b>			
Bewitched* (172), Secret's Out (26), Scooby Doo (110), Flintstones (166), Bullwinkle (156), Rocky & His Friends (156), Underdog (120), Tennessee Tuxedo (56), Uncle Waldo (52), Dudley Do Right & His Friends (38), The Jetsons (24), Jonny Quest (26), Inch High Private Eye (13), Young Samson (20), Space Kiddettes (20), Korg—70,000 B.C. (16), Wheelie & the Choooper Bunch (13), Roman Holidays (13), Devlin (16), Valley of the Dinosaurs (16), Olympic Champions (60). <b>Staff:</b> Jack Irving, Sue Radden, Wally Chateaufvert, Tim Strosahl.				
<b>Diamond &amp; Diaferia</b>	<b>377</b>			
<b>Ebony/Jet Celebrity Showcase</b>	<b>5-124</b>			
<b>E &amp; C Productions</b> 4421 Lankershim Blvd., N. Hollywood, Calif. 91602	<b>3-108</b>			
<b>Editel Group</b>	<b>319</b>			
<b>EK Car Man Productions</b>	<b>321</b>			
<b>ELA Syndication</b> 153 E. 53d St., New York 10022	<b>29-105</b>			
Herself the Elf, Kids! <b>Staff:</b> Ave Butensky, Tom Maney, Dan Chepley, Rich Goldfarb, Stan Kay.				



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**Financial News Network** 2933  
 2525 Ocean Park Blvd., Santa Monica, Calif. 90405

**Firestone/Program Syndication** 2810  
 1200 W. Broadway, Hewlett, N.Y. 11557

Steppin' Out\* (52), Card Sharks\* (260), Best of Night Time Gong Shows\* (130), Blockbusters\* (260), Prisoner: Cell Block H (520). **Staff:** Len Firestone, Brian Firestone, Ginny Wood.

**Fishing Fever** SR

**Five Star Films** 508

**FMTV Productions** 509

**Four Star Entertainment** 5-109  
 19770 Bahama St., Northridge, Calif. 91324

Big Valley (112), Wanted: Dead or Alive (94), Zane Grey Theater (145), Stagecoach West (38), Westerners (125), Wonderful World of Magic (26), Thrillseekers (52), Target the Impossible (26), Ensign O'Toole (32), McKeever and the Colonel (26), Tom Ewell Show (32), Law and Jones (45), Lohman and Barkley (26), Here Comes the Stars (26), Full Contact Karate (33), The Rogues (29), Dick Powell Theater (59), Burke's Law (81), The Detectives (67), Honey West (30), Richard Diamond (26), Monty Nash (14), Target the Corruptors (35), America Screams, 20 Years Rock & Roll, Sound Factor, San Francisco Serendipity Singers, Madron, Super Agent Super Dragon, Last of the Mohicans, Violent Patriot, Della, Pippi Longstocking, Pippi in the South Seas, Pippi on the Run, Pippi Goes on Board, Once Upon a Time, Boy of Two Worlds, Boomerang (172), action, adventure and sci-fi/horror packages. **Staff:** David Charney, Henry Kyle, Joseph Doyle, David LaFollette, Robert Neece, Dan Lutgen, Robert Dickehuth.

**FR 3** 15

**Fremantle** 42  
 660 Madison Ave., New York 10021

Nickelodeon (12), Titans (13), Hollywood and the American Image, Back to the Stage Door Canteen, An Evening with Dave Brubeck, An Evening with Dizzy Gillespie, World's Greatest Escape Artist, New Music Concerts (30), Jukebox Saturday Night, Johnny Cash: A Merry Memphis Christmas, 1983 Salute to Rhythm and Blues, Ellington: The Music Lives On, Body Beat (26), El Matador, Barbara Mandrell and the Mandrell Sisters (32), Pavarotti at Julliard (6), Live from Lincoln Center, Who's Afraid of Opera?, Kennedy Center Tonight, Star Chart (13), Fugitive Samurai (79), National Geographic Specials (43), That's My Line (13), Ryan's Hope, Take Kerr (260), Family Theater (61), Swiss Family Robinson (26), Adventures of Black Beauty (52), New Candid Camera (130), Hopalong Cassidy (81), Woobinda Animal Doctor (39), Kidsworld (150), Romper Room, Curious George (104), Clangers (26), Nogin (6), Bagpuss (13), Ivor the

Engine (20), Sophisticated Gents (4), Baker Street Boys (4), Nana (6), One Last Ride (5), Niko (6), Joey and Redhawk (5), Kid from Nowhere, 1981 and 1982 Kennedy Center Honors, 1982 Rhythm and Blues Awards. Jazz in America, Evening with..., Magic of David Copperfield, Magic with the Stars, Nureyev: In Tribute to Nijinsky, Nutcracker with Mikhail Baryshnikov, Animated Specials (13), Price Is Right, Card Sharks, I've Got a Secret, Password Plus, Family Feud, Blockbusters, Beat the Clock, To Tell the Truth, Match Game, Now You See It, Child's Play, Jeopardy, Greatest Sports Legends, Ali: A Living Legend, Jack Johnson: Black Power in the Ring, American Challenge, Pinwheel (26), Tip Top (25), Against the Odds (26), Reggie Jackson's World of Sports, Livewire (26), Wild Rides, Arcade (40), Working (30), Paul Killiam Collection of Film Classics. **Staff:** Paul Talbot, Frank Tomeo, Harriette Schwartz, Craig McDonald, Julie Zulueta.

**French Television** 15

**Fusco Entertainment** 356  
 527 Madison Ave., New York 10022

Disaster (26), Biography (65), Battle Line (39), Survival (38), Almanac (377), Behind the Scene (47), Friends of Man (45), Robin Hood (143), Sir Lancelot (30), Invisible Man (26), Buccaneers (39), Sword of Freedom (39), Yancy Derringer (34), Foreign Intrigue (156), Star Performance (153), Star & Story (26), Big Story (39), International Detective (39), Hunter (26), Wire Service (39), Peter Gunn (114), Mr Lucky (34), Colonel March (26), Decoy (39), Police Station (39), My Hero (33), Marilyn Monroe, J.F.K., Jonathan Winters Salute to Baseball, Elements of the Unknown, Flip Wilson's Salute to Football, Invisible Influences, Riders of the Silver Screen. **Staff:** Joseph Fusco Jr.

**Gaumont Teleproductions** 339  
 24, rue Jacques Dulud, 92200 Neuilly-Sur-Seine, France

**Gaylord Program Services** 4-106  
 9255 Sunset Blvd., Suite 800, Los Angeles 90069

Hee Haw\*, A.M. A.M.\*, The Beautiful and the Damned\*. **Staff:** Alan Courtney, James Terrell, David Goldsmith, Sam Lovullo, Marcia Minor, Martin Clayton, Dortha Delaplain.

**General Entertainment/Aurora Film** 46  
 (GE)1515 Broadway, New York 10016  
 (AF)4601 Sheridan St., Suite 220, Hollywood, Fla. 33021

AF—Judy Garland Specials, Littlest Angel, Raggedy Ann and Andy Specials, Action Adventure Theater (26), Sword and Sandal Theater (12), Kung Fu Package (10), Baker's Dozen Feature Package (13). **Staff:** Marvin Rappaport, Frank Reddish, Dottie Pike, Alfred Sacks, Lloyd Moriber.

**Genesis Entertainment** 460  
 245 Perimeter Center Pwy., Suite 420, Atlanta 30246

Classic Country featuring the Stars of the Grand Ole Opry, World War II, Wild Wild World of Animals, Wilderness Alive, The Africans, Danny Wilson's Afterschool Specials, Third Testament, Life Around Us. **Staff:** Gary Gannaway, Bob Webb, Pat Wilson.

**Gerber/Carter Communications** 53  
 488 Madison Ave., New York 10017

That Teen Show. **Staff:** Charles Gerber, Evelyn Carter, David Transom.

**G. G. Communications** 3-106  
 820 Siatler Office Bldg., Boston 02116

Adventures of Pinocchio, Dunderklumpen, Legend of the Northwest, Little Mermaid, Magic Pony, Mr. Too Little, Summerdog, Pinchcliffe Grand Prix\*, Gadabout Gaddis-The Flying Fisherman\*, Inside Out/Upside Down\*, Boat Show\*, Battle of the Mods, Diary of a Telephone Operator, Head of the Family, Man From Nowhere. **Staff:** Nicholas Russo, Anthony Russo.

**Gilson International** 310  
 15250 Ventura Blvd., Suite 1111, Sherman Oaks, Calif. 91403

Newhart, WKRP in Cincinnati, Last Resort, Hill Street Blues, Remington Steele, St. Elsewhere, White Shadow, Movies of the Week, Carlton Your Doorman. **Staff:** Frederick Gilson, Anne Stewart Page.

**Glenray Communications** 29  
 (see Video/Film)

**Global Video Communications** 410  
 744 W. Church St., Orlando, Fla. 32805

Standards conversions, film-to-tape transfer, videotape duplications and PAL B one-inch mastering, conversion and duplication. **Staff:** Jerome Kurtz, David Antoniak, Jacob Weisbarth, Catherine Malatesta, Frank Knies.

**Globo Network of Brazil** 2905

**Gold Group** 313  
 3750 Amesbury Rd., Los Angeles 90027

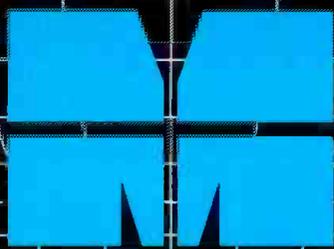
Television program development and distribution consultation services. **Staff:** Joseph Goldfarb, Barbara Goldfarb.

**Gold Key Entertainment** 47  
 931 N. Cole Ave., Hollywood

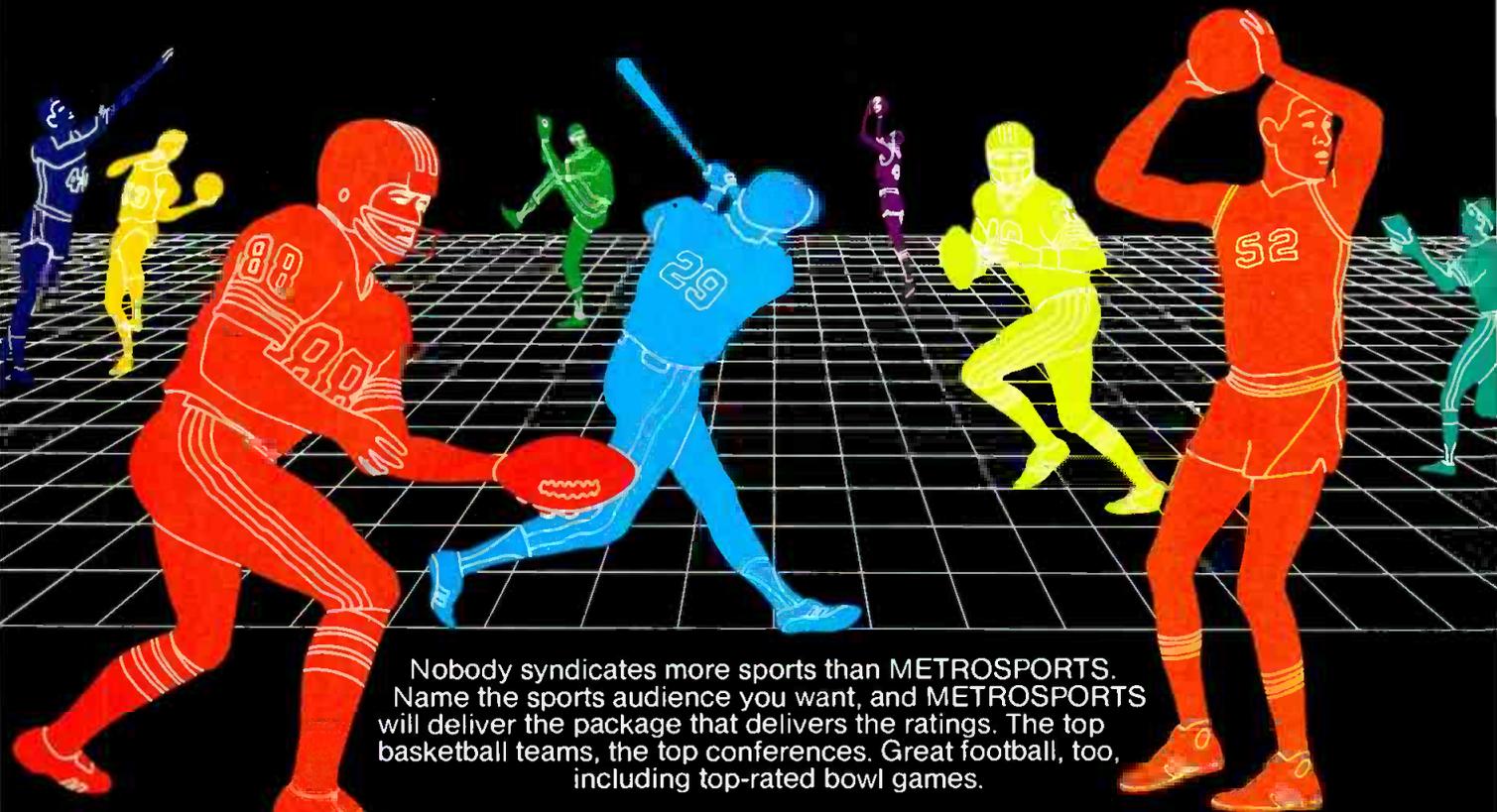
Signs of Zodiac (12), Bill Burrud's Quest (4), Odyssey (14), Renown Pictures (27), Ipi-Tombi, Krofft Super Stars (202), Abbott & Costello cartoons (156), Main Events II (15), Poseidon Files (15), Galaxy One (15), Galaxy Two (15), Good Vibrations (15), Main Events I (15), Gamma Chronicles (15), Neptune Journals (12), Beta Chronicles (12), Alpha Chronicles (10), Bill Burrud Features (6), Rainbow I-IV Outdoor Adventures (45), Thirteen TV Premieres (13) Scream Theater (32), Awards Theater (50), Action Theater I (20), Action Theater II (20), Astor Classic Features (10), Astor Sci-Fi Features (6), Late Show (30), Cisco Kid (13), Dick Tracy Features (4), The Palace (13), The Two Kennedys-A View from Europe, Dick Tracy Specials (60). **Staff:** Ben Barry, Rod Sterling, Katia Yaksic, Randy Ridges, Michael Newsom, Reid Davis, Steve Rosenberg.

**Golden Gaters Productions** 5-106  
 240 Tamal Vista Blvd., Suite 160, Corte Madera, Calif. 94925

Race for #1: College Football Report, California Derby, Sports Today, Race for #1: College Football Yearend Special, Tampa Bay Derby. **Staff:**



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**Golden West Television** 28  
800 Sunset Blvd., Los Angeles 90028

Woman To Woman\*, Being with John F. Kennedy, I Care'd Straight, Richard Simmons Show, Couples, Gene Autry movie package, Hollywood Christmas Parade. **Staff:** Bill Schickler, Jack Vartlieb, Bruce Johansen, Don Patton, Betty Jofsin, Jim Francis, Carla Hammerstein, Jocelyn Chan, John Garofolo, Robin Silverman.

**Granada Television** 2850-1  
221 Avenue of the Americas, Suite 3468, New York 0020

Knife Edge, Strangers, Living in Style, Surrender, Carnival, Strike, Kid Creole, Christmas Carol, Dear Enemy, Dance Crazy, Young Sherlock. **Staff:** Barrie Heads, Leila Maw, Bill Allan, Adrienne Spartan.

**Graphic Express** 347  
678 Fourth Ave., San Diego 92103

**Group W Productions** 3  
9 Universal City Pl., Universal City, Calif. 91608

Red Skelton Comedy Hour\* (120), He-Man and Masters of the Universe\* (65), PM Magazine, Your Magazine, NEWSFEED, Help Wanted\*, Dr. William Rader, Classified\*. **Staff:** Edwin Vane, George Resing Jr., Leonard Giarraputo, Frank Miller, Daniel Cosgrove, Andy Spitzer, Robert Rubin, Christine Foster, Linda McMann, Judith Bernat, Jim McCann, Cathy Considine, Clark Morehouse, Jack Foley, Owen Simon, Carol Strond, Nancy Hartwell, Donald Spagnolia, Nancy Hamilton, Jack Swindell.

**Grundy Organization** 571  
911 W. Pico Blvd., Los Angeles 90035

Prisoner in Cell Block H (364), Restless Years (781), Young Medics (1,396), Punishment (26), Bellamy (26), Taurus Rising (20), Sons and Daughters (312), Runaway Island (7), Waterloo Station (52), Starting Out (130), All at Sea, The Alternative, Death Train, Demolition, Gone to Ground, Image of Death, Mama's Gone A-hunting, Newman Shame, Night Nurse, Plunge into Darkness, Roses Bloom Twice, Scalp Merchant, Poor Fella Me, Seven Million Dollar Fugitive. **Staff:** Reg Grundy, Tom McManus, Bob Crystal.

**Leatherton-Simon** 2819

**Image West** 377  
145 N. Highland Ave., Los Angeles 90038

**NA** 15

**Independent Network News** 3-121  
1 WPIX Pl., New York 10017

INN Evening News, INN Midday Edition, INN's The Wall Street Journal Report, INN's From the Editor's Desk. **Staff:** John Corporon, Nicki Goldstein, Dick Moran.

**Insight-Paulist** 16  
17575 Pacific Coast Hwy., Pacific Palisades, Calif. 90202

**Interaudiovisual** 15  
14 Ave. Marceau 75008, Paris, France

**Intercommunications (Japan) Inc.** 29-111

**ITC Entertainment** 2976  
115 E. 57th St., New York 10022

Entertainment volume 1 (15), 2 (16), 3 (16), 4 (16), Cinema 12 (12), Super Space Theater (13), Hammer House of Horror (6), Thrillers (43), Tycoon: The Story of a Woman (5), Thunderbirds:2086 (24), Return of the Saint (22), The Saint (114), Muppet Show (120), Edward the King (13), When Havoc Struck (12), Let's Rock (24), Julie Andrews Christmas Special, Julie & Dick in Covent Garden, Julie My Favorite Things, Our Love Is Here To Stay, James Paul McCartney, Tony and Lena, Sammy, Julie & Sammy, Beatles Forever, Entertainers, Merry Christmas with Love Julie, Come Hear the Music Play, Heart and Soul, Crimes of Passion (30), Protectors (52), My Partner the Ghost (26), Department S (28), Persuaders (22), Adventurer (26), Baron (26), Man in a Suitcase (28), Secret Agent (45), Dangerman (39), Gale Storm Show (125), Fury (114). **Staff:** Abe Mandell, Leonard Kornblum, Pierre Weis, Joseph Ceslik, S. Allen Ash, Charlie Keys, Al Lanken, Jim Stern, Armando Nunez, Doralea Rosenberg, Murray Horowitz, Robert Mandell, Nat Leipziger.

**Jim Owens Entertainment** 5A  
Box 457, 1113 Wilson Pike, Brentwood, Tenn. 37027

Jerry Reed Show (2), Concert Behind Prison Walls, Barbi Doll for Christmas, Hank Williams: The Man and his Music, Tribute to Chet Atkins from his Friends, Evening with the Statler Brothers, Texas and Tennessee—A Musical Affair, Jerry Reed and Special Friends, Conway Twitty on the Mississippi, Louise Mandrell Specials, Evening with the Statler Brothers II, This Week in Country Music (52), 17th Annual Music City News Country Awards. **Staff:** Jim Owens, Gus Barba, Hal Buckley.

**JPD Entertainment** 347  
642 Silver Spur Rd., Rolling Hills Estates, Calif. 90274

If I Should Die before I Wake, Fourth Dimension(7), Bright China, Kung Fu Movie Package, View of the White House by H.R. Haldeman (6), American Adventure (26), Grapevine Opry (26), Galaxy, World Kickboxing (26). **Staff:** James Devaney, Susan Devaney, Eglantina Maron, Amy Weissbrod, Steven Finch, Donald Meek, Daphne Peel.

**Katz Sports** 471

**Katz Television** 27-121  
One Dag Hammarskjold Pl., New York 10017

**Staff:** James Greenwald, Dick Mendepson, Barry Lewis, Frank McCann, Vic Ferrante, Gordon Hasfings, Dave Abbey, Dick Weinstein, Dick Goldstein, Jim BePoyianis, Pete Goulazian, Tom Olson, Don Robinson, Dick Brown, Phil Oldham, Gary Lico, Richard Golden, Serge Valle, Allison Moore.

**King Features Entertainment** 20  
235 E. 4th St., New York 10017

Zoom (124), Popeye (220), Cool McCool (20), Beatles (39), Barney Google & Snuffy Smith (50), Crazy Kat (50), Perspective on Greatness (26), Blondie (28), Hearst Reports\* (271), Flash Gordon (40), TV Time Capsules (2,000), Hints from Heloise (130), The Butcher (195), Linehan & Co.\* (130), Bonaventure Travel Show (25),

Boston's Marathon Man, Camera Three (4), Double Dutch Show, Dying, Enterprises (13), Erica (37), Evening at Pops packages I and II (25), Frank : A Vietnam Veteran, Genesis Project (11), Geraldine Fitzgerald at Reno Sweeney's, Great American Fourth of July\*, Hard Choices (6), How About... (104), Jim Fixx on Running, Jubilos\*, Julia Child & Co. (13), Julia Child and More Co. (13), Midsummer Night's Dream, New Voice (24), Nova (66), Off Your Duff, Peter and the Wolf and Other Ice Dances\*, Pygmies of the Rain Forest, Roaring through the 20's, Scarlett Letter, Showin' off Series, Television Playhouse (17), Vic Braden: Tennis for the Future (13), Video: The New Wave\*, World (6). **Staff:** J. F. D'Angelo, Bruce Paisner, William Miller, Samuel Gang, Donald Barrabee, Toby Rogers, Adrian Caddy, Charles Shutt, Marie Gentile, Stephen Elsky, Beverly Smith.

**King World Productions** 26  
480 Morris Ave., Summit, N.J. 07901

Wheel of Fortune\*, Little Rascals, Soap Spot, Mr. Food, Rascal Dazzle.

**Larry Harmon Pictures** 334  
650 N. Bronson Ave., Los Angeles 90004

**Leo Gutman** 19  
230 Park Ave., New York 10017

Louvre: Treasures of Western Civilization\* (13), Fitzpatrick Travel Adventures\* (13), Sherlock Holmes Movie Classics (14), Charlie Chan Movies (11), Mr. Moto (9), East Side Kids (13), Spectacular Five (5), Chuck Connors Two (2), International Three (3), Hollywood Seven (7), Chuck Connors' Great Western Theater (39), Branded (48), Guns of Will Sonnett (50), Gutman's Action Heroes (5). **Staff:** Leo Gutman, Esther Balenzano, Richard Harper, Daniele Legeron.

**Lexington Broadcast Services** 35  
800 Third Ave., New York 10022

Family, Superfriends, How the West Was Won, Inspector Gadget, LBS's Children's Theater, LBS Music Network, The Road to Sarajevo, Health Field, Peter and the Magic Egg, Prime of Your Life, Strawberry Shortcake, Sha Na Na, Dr. Snuggles, Glen Campbell Music Show, Laugh Trax. **Staff:** Henry Siegel, Robert Turner, John Ranck, Roger Lefkon, Wendy Phillips, Roberta Marcus, Lisa Merians.

**Lionheart Television** 45  
40 W. 57th St., New York 10019

Two Ronnies (32), Dick Emery Show (40), Dave Allen at Large (51), Morecambe and Wise (65), Fawly Towers (12), Wodehouse Playhouse (20), Not the Nine O'clock News (10), Up Pompeii (13), Wildlife Safari (43), Training Dogs the Woodhouse Way (10), All Creatures Great and Small (41), Billy Smart's Circus (4), Great Zoos of the World (8), Great Parks of the World (6), Pol-dark (29), Jane Eyre (4), Casanova (6), Moll Flanders (2), Onedin Line (42), Anna Karenina (10), Pallisers (22), Running Blind (3), Ireland: A Television History (13), Civilisation (14), America (13), The Americans (12), Ascent of Man (13), Duchess of Duke Street (31), Europe the Mighty Continent (13), Fall of Eagles (13), Fight Against Slavery (6), Horseman Riding By (13), Madame Bovary (4), Marie Curie (5), Microbes and Men (6), Search for the Nile (6), Ten Who Dared (10),

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Tandem Productions'  
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Terrytoons



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War and Peace (19), Murder Most English, Six Wives of Henry VIII (6), Elizabeth R (6), Vision On 74), Great Railway Journeys of the World (7), Shirley Bassey Show (12), Sight and Sound in Concert (23), Rock Goes to College (6), Old Grey Whistle Test (7), Doctor Who (172), Hitchhiker's Guide to the Galaxy (6), The Commanders (7), Window on the World (9), Ballet Shoes (6), Black Tulip (6), Ivanhoe (10), Last of the Mohicans (13), Little Women (9), Rebecca of Sunnybrook Farm (4), Tom Brown's Schooldays (8), Robin Hood (12), Legend of King Arthur (8), Prince and the Pauper (6). **Staff:** Wynn Nathan, Frank Miller, Robert Greenstein, Nelsa Gidney, Jack Donahue, Randy Brooks, Jack Firestone, Charles Benton, Morton Broffman.

**Lloyd Enterprises 49**  
5910 Ventura Blvd., Suite 800, Encino, Calif. 91436

My Favorite Martian (107). **Staff:** Robert Lloyd.

**London Weekend Television 577**  
185 Madison Ave., New York 10022

**Lorimar 32**  
1970 Overland Ave., Culver City, Calif. 90230

Laugh-In\* (130), Dallas (150), Eight is Enough (112), Lorimar I (25), Sci-Fi/Horror Package (33), Bomba (13). **Staff:** Tony Brown, Ken Page, Chuck Atkins, Mart Mills, Bill Trotter, Bob Webb, Jeff Kinney, Maury Lanken, Bruce Genter, Barry Roberts, Dennis Greshman, Victoria Laughlin, Dorothy Hamilton, Ralene Levy, Janice Marinelli.

**Loutron Production 2854**

**Lutheran Television 4**  
2185 Hampton Ave., St. Louis 63139

This is the Life, Pattern for Living, Tension Point, Esta es la Vida, Stableboy's Christmas, City that Forgot about Christmas, Miles To Go, Easter Is, Christmas Is, Freedom Is. **Staff:** Janet Naji, Anita Schmidt.

**M.A. Kempner 11**  
4699 N. Federal Hwy., Pompano, Fla. 33064

**Mathis & Gold Assoc. 2853**  
600 N. Sepulveda Blvd., Los Angeles 90019  
**Staff:** Steve Mathis, Dick Gold.

**Madison Square Garden Network 18**  
4 Pennsylvania Pl., New York 10001

**Major League Baseball 31**  
1212 Avenue of the Americas, New York 10036

**MCA TV 29-118**  
445 Park Ave., New York 10022

Universal's Most Wanted List\* (23), House Calls\* (57), That's Incredible\* (165), BJ/Lobo\* (86), Brand New Woody Woodpecker & Friends\* (175), Quest for Gold\* (50), Olivia Newton-John Let's Get Physical\*, Switch\* (35), Salute\* (24), Larry King Show\*, Pop 'n' Rocker Game\* (26), Memories with Lawrence Welk Year II\* (52), Road to Los Angeles Year II\* (30), Buck Rogers (37), Quincy (148), Incredible Hulk (85), Hardy Boys/ Nancy Drew Mysteries (46), Baretta (82), Rockford Files (125), Kojak (118), Adam-12 (174), Alfred Hitchcock Presents (268), Alfred Hitchcock Hour (93), Alias Smith & Jones (43), Bionic Woman (58), Bold Ones (98), Dragnet

(98), Emergency (136), Ironside (198), It Takes A Thief (65), Jack Benny Show (104), Leave It To Beaver (234), Love That Bob (173), Major Adams (138), Marcus Welby M.D. (172), McHale's Navy (138), Munsters (70), Name of the Game (76), Woody Woodpecker & Friends (185), Rod Serling's Night Gallery (97), Run For Your Life (86), Six Million Dollar Man (108), Virginian (225), Wagon Train (32), Rich Man Poor Man (12), Novels I (30), Novels II (33), Operation Prime Time I-IV, Hit List (36), Universal Network Movies 85 (85), Battistar Galactia (12), Champagne Movies (34), Ninety Minute Movies (49), Universal Grand 50, Universal Star Spangled (33), Universal World Premiere (35), Comedy Festival I (26) II (26), Universal 40, Universal 49, Universal 50, Universal 52, Universal 53, Universal Color One Hundred, Universal 123, Universal 260 Select List, Universal 36 Black and White Elite, 77 Horror Greats, Western Roundup (26), Reserve (169), Diabolic Dozen (12). **Staff:** Al Rush, Lou Friedland, Don Menchel, Carl Russell, Shelly Schwab, Mort Slakoff, Chuck Gerber, Bob Davis, Bert Herbert, Gerri Pare, Phil Conway, Marc Grayson, Paul Hoffman, Tom Maples, Carl Runge, Jim Kraus, Richard Nailling, David Brenner, Bobbi Fisher, Stephanie Beatty, Jeffrey Hatcher, Charlotte Sweet, Ernie Goodman, Fran Toll.

**MCA TV International 29-121**  
100 Universal City Pl., Universal City, Calif. 91608

Book Adventures, Woody Woodpecker and Friends, 2,000 feature films, world premieres, movies-for-television, Super Cine I & II, Premier Mundial, Vacquero, Musicomedia, Adventurama, Lo Mejor de las Series, Best Sellers, Centennial, Peter & Paul, Masada, The A-Team, Battistar Galactica, BJ and the Bear, Chuck Rogers in the 25th Century, Gangster Chronicles, Gimme a Break, Harper Valley, House Calls, Incredible Hulk, Knight Rider, Magnum, Memories with Lawrence Welk, Quincy, Rockford Files, Simon & Simon, Tales of the Gold Monkey, Voyagers, Ovation, ET and Friends: Magical Movie Visitors, Crosby Stills Nash & Young Concert, Rick Springfield Alive & Kicking, World's Greatest Circus, Road to Los Angeles 1984, Sugar Ray Leonard's Golden Gloves. **Staff:** Robert Bramson, Colin Davis, Wanderley Fucciolo, Peter Hughes, Charles Falzon, Francisco Padilla, Marion Gorton, Iris Gelt, Keinosuke Kuragaki.

**Medallion TV Enterprises 480**  
8831 Sunset Blvd., W. Hollywood, Calif. 90069

**Media America Entertainment 3-118**

**Media Five 22**  
2970 Maria Ave., Suite 226, Northbrook, Ill. 60062

1983 American Hotline Series\* (4), Ort... as in Sport\*, Why Your Kid is on Drugs, American Dreams\*, Off the Record\*, Semi-Pro\*, Sweet 16 and Pregnant, Shoot; Don't Shoot, Going Straight, Say Goodbye Again, Hard Time, Combat in the Classroom, Whatever Happened to Lori Jean Lloyd, Mom I Want to Come Home Now, Angel Death, Just Kidding (70), Buster & Me (30). **Staff:** Linda Sheldon, Rae Brooks, Cindy Rossman.

**Mediacast Television Entertainment 2812**

**Mediaware Entertainment 36**

**Metromedia Producers Corp. 7**  
5 TV Place, Needham Branch, Boston 02192

Tom Cottle Up Close, Merv Griffin Show, Pantomime Quiz, Thicke of the Night, Survive, Radioactive TV, Miller's Court, Healthbeat, Vega\$ (68), That Girl (136), Ann Sothern Show (193), New Avengers (26), Untamed World (156), Presidential Command Performance, Assassins Among Us, Cancer Confrontation, Sex Teen-age Style, A Question of Personal Privacy, Teen-age Suicide: Don't Try It, Angel Death, Undersea World of Jacques Cousteau (36), Jane Goodall and the World of Animal Behavior, Little Gloria... Happy At Last, Naked Under Capricorn (6), Sara Dane (8), I Claudius (13), Wild Times, Roughnecks, Premium I (8), Premium II (12), Premium Plus (28), MPC 20 (20), Carry On... (11), Cosmic Code (5), Groovy Ghoulies and Friends (104), Crusader Rabbit (13), My Favorite Martian, Fantasy Island (111), Charlie's Angels (115), Starsky and Hutch (92), Family (86), Strike Force (19), S.W.A.T. (37), Movin' On (44), Dynasty (37), Dusty's Trail (26), Chopper One (13), Firehouse (13), Here We Go Again (13), Primus (26), movies of the week. **Staff:** Robert Bennett, Chet Collier, Paul Rich, Bruce Marson, Regina Dantas, Carl Menk, Pat Pattison, Susan Bender, Howard Finkelstein, Ted Baker, Jim Ricks, Bill Featherstone, Ed Hawkins, Michelle Thomas, Grant Norlin, Jack Duffield, Steven Schlow, Claude Pelanne.

**Metrosports 2817-8**  
6151 Executive Blvd., Rockville, Md. 20852

Liberty Bowl, Aloha Bowl, Notre Dame football, Great Independent Basketball, Big 10 Basketball, Big 8 Basketball, UCLA football and basketball, Rainbow Classic Basketball Tournament. **Staff:** Leonard Klompus, Marcia Cherner, Steven Saferin, Steven Danielpour.

**MG Films/Perin Enterprises 8**  
400 E. 54th St., New York 10022

**MGM/UA Television 50**  
1350 Avenue of the Americas, New York 10019

Thicke of the Night\*, CHiPs, World of Mother Teresa, Evening with Gene Kelly, Courtship of Eddie's Father (73), How the West Was Won (24), Man/Girl from U.N.C.L.E. (128), Medical Center (170), Please Don't Eat the Daisies (58), Then Came Bronson (26), Thin Man (72), Conquest (6), Daktari (89), Gilligan's Island (98), Mothers-in-Law (56), My Mother the Car (30), Patty Duke Show (104), Rat Patrol (58), Outer Limits (49), MGM/UA #1\*, MGM Family Fair, Showcase 11, MGM's That's Entertainment, MGM Lion I & II, UA/17, MGM/ 10 & 11, MGM/Pre-48, Warner Bros./Pre-48, RKO/Pre-48, Extra Extra Movies, 13 Tailor Mades, James Stewart as "Hawkins", Theater 15, UA Showcase 1,2,3,5,6,7,8,9,10, UA Prime Time I & II, Pink Panther (226), Tom and Jerry (308), MGM/105 (105), Bugs Bunny & Warner Bros. Cartoons (327), Popeye (234), Crime Does Not Pay (48), Our Gang (52), Passing Parade (69), Pete Smith Specialties (89), Circus Parade (140), The Citadel, Fame\*, Barretts of Wimpole Street\*, Gavilan, The Yearling\*, Seven Brides for Seven Brothers, McClain's Law (16), Flamingo Road (37), Chicago Story (20), Pandamonium\*, Meatballs & Spagetti\*, Gilligan's Planet\*, Sean (13), Studs Lonigan (6), Magic of the Stars, James Cagney: That Yankee

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

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Multimedia Program Productions, Inc.

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

# We had the k America's fu

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

They came at us with Hollywood's comic film masterpieces, blockbuster action movies, 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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Hilton Suite 473

**1st laugh on  
nniest men.**



Doodle Dandy, Farrell for the People, Paper Dolls, Cry for the Strangers, Hear No Evil, Johnny Belinda, Journey's End, I Was a Mail Order Bride, I Take These Men, Witness for the Prosecution, Casey Stengel, Dear Liar, Death of a Centerfold, Fantasies, Incident at Crestridge, Marion Rose White, This House Possessed, Trials of Oscar Wilde, On the Run. **Staff:** Lawrence Gershman, Joseph Tirinato, George Blaug, Susan Swimer, Jean Goldberg, Donna Landau, Stacy Valenza, Robert Corona, Philip Smith, Leslie Friends, William Kunkel, Sheryl Hardy, Peter Newgard, Robert Horen, Thomas Dwyer, Jay Silha, Virgil Wolff, Ken DuBow, Peter Preis, John MacDonald, Bill Wineberg, Travis Wynne.

**Mizlou Television** 4-121  
535 Fifth Ave., New York 10017

**MMT Sales** 2830  
630 Third Ave., New York 10017

**Staff:** Gary Scollard, Jack Oken, Neil Kennedy, Jon Gluck, Al Cannarella, Matthew Shapiro.

**Monument Productions** 405

**Muller Media** 52  
23 E. 39th St., New York 10016

American Diary\* (6), Family Rainbow Theater (12), Real McCoys\* (224), Masters of the Martial Arts (26). **Staff:** Robert Muller, Leonard Soglio.

**Multimedia Program Productions** 9  
140 W. Ninth St., Cincinnati 45202

Country Comes Alive 3, Austin City Limits Encore, Nashville on the Road, Pop Goes the Country Club, Young People Specials, Donahue. **Staff:** Donald Dahlman, Jay Dunlap, Lee Jackoway, Joe Cifarelli, Bob Mitchell, Dan McCarthy, Larry Frankenbach, Kevin Harper, Dick Mincer, Cindy Patrosso, Jane Grams, Joyce Simmons, Betty Mills.

**National Telefilm Associates** 2960  
12636 Beatrice St., Los Angeles 90066

FDR: The Inner Circle\*, The Eliot Janeway Show Special, Bonanza (310), Kung Fu Gold (13), Get Smart (138), High Chaparral (98), Victory at Sea (26), Flip Wilson (26), Dean Martin (26), Laramie (124), Laredo (56), Car 54 Where Are You (60), Best of NTA (127), John Wayne Classic Westerns (30), Roy Rogers' Great Movie Cowboys (26), Republic Serial Features (26), Betty Boop (100), 20 Documentaries, Loretta Young (192), Search & Rescue (26), T.H.E. Cat (26), Horror features (35), Science Fiction Features (28), Storybook Theater (7), Mystery/suspense Great Detectives (180), Nostalgic Musicals (47), Nostalgic Westerns (305), Little Lulu (26), George Pal Puppets (42), Max Fleischer Color Classics (35), Noveltoons (43), Paramount short subjects (500). **Staff:** Bud Groskopf, Arthur Gross, Milt Strasser, John Herrin, Scott Lanken, Barry Bernard.

**NBC-TV** 573  
30 Rockefeller Pl., New York 10020

**New Day Marketing** 41  
1100 Rancho Conejo Blvd., Newbury Park, Calif. 91320

**New Hope Entertainment** 3-121

**New Zoo Revue** 430  
9401 Wilshire Blvd., Beverly Hills, Calif. 90212

**Number 1 TV** 2823

**On the Air** 43  
160 E. 56th St., New York 10022

FM-TV (6), From the Bitter End (6), America Remembers John F. Kennedy, It's Rock 'n' Roll (13), Unknown War (15), Sonny & Cher Comedy Hour (26), Stanley Siegel Show (39), 784 Days that Changed America, War Within, America Laughs, Kimba the White Lion, Feature Film Package. **Staff:** Fred Weiner, Alan Zaretsky, Jack Steng, Alvin Sussman, Mark Goldman, Howard Shulman, Hans Wewerke.

**One of a Kind** 3-109  
428 N. Oliver, Wichita, Kan. 67208

One of a Kind (26). **Staff:** Frank Chappel, Sam Scott, Myrliss Hershey, Karen James.

**One Pass** 357  
One China Basin Bldg., San Francisco 94107

**OPT/TPE** 2915  
919 Third Ave., New York 10022

Star Search Special/Star Search Series\*, Face of the '80's\*, Entertainment Tonight, Solid Gold, Blood Feud\*, Sadat\*, Helen and Teacher\*, Woman of Substance\*, A Woman Called Golda, Goliath Awaits, Smiley's People, The Girl The Gold Watch and Dynamite, The Way We Were. **Staff:** Al Masini, Phil Flanagan, Mary Jane Hastings, Steve Hirsch, Rick Levy, Karen Volkman, Mike Weiser, Howard Levy.

**Orion Entertainment** 2961-62  
1875 Century Park East, Los Angeles 90067

Orion I\*, Aerobicise, Breakaway, That's Funny\*, Saturday Night, Filmways I, Monsters on the Prowl, Films for the 80's, Celebrity Bullseye (195), Lassie (192), Rifleman (168), 17 New Color Adventures, Children's Showtime, A.I.P. Feature Group, Addams Family (64), Avengers (83), Adventures of Ozzie & Harriet (200), Green Acres (17), Mr. Ed (143), Prince Planet (52), Sherlock Holmes (24), Sinbad Jr. (130), Touch of Music (6), Lorne Greene's Last of Wild (78), Johnny Sokko & His Flying Robot (26), Jack Anderson Confidential (26), Joker's Wild (195), Tic Tac Dough (195), Adventure Package (8), Dominant 10 (6), Fantastic Science-Fiction Theater (14), Films for the 70's—Volume I (22), Ghoularama I & II (24), Holiday Storybook Fables (2), Miscellaneous Features (4), New Science Fiction (10), Outstanding Adventures (8), Sci-Fi (35), Strongmen of the World (21), Special Action Features Volume I (12), Star Time Theater (16), Winning Hand (25), World of the Macabre (8), Young Adult Theater (12), Real Life Adventures (2). **Staff:** Jamie Kellner, Alex Horwitz, Scott Towle, Larry Hutchings, Donald Frey, Rick Jacobson, Richard Colbert, Thomas Cario.

**ORO Productions** 2853

**Paramount Television** 302  
1 Gulf & Western Pl., New York 10023

Paramount First Run Entertainment Specials\*, Portfolio X\*, Taking Advantage\*, Taxi, Mork & Mindy, Portfolio 8 and 9. **Staff:** Rich Frank, Randy Reiss, Bob Jacquemine.

**Parrot Communications** 2852  
123 E. Post Rd., White Plains, N.Y. 10601

**Staff:** Robert Mertz, Rae Assorgi, Barry Glassman.

**Pearson International** 3-115  
6330 San Vicente Blvd., Suite 301, Los Angeles 90048

Beach Boys 20th Anniversary, Bell Telephone Jubilee Spectacular, Burl Ives' America, Count Basie at the Hollywood Palladium, Debbie Reynolds-Las Vegas, Happy Birthday Las Vegas, Heifetz, Johnny Cash—Ridin' the Rails, Hollywood's Diamond Jubilee, Inside Hollywood, Lucille Ball specials (7), Music of the Movies, Osmond specials (2), Portrait of a Nightingale, Rock and Roll Revival, Rollermania, Sentimental Journey Package (3), Something Special, Soul to Soul, Superstars Las Vegas (3), Soundfactor, 11th World Popular Song Festival\*, Televisa Musical Specials (3), Your Choice for the Oscars, Magic of Christmas, Country Music Association Awards, Echoes of the Sixties\*, Andy Williams Show (26), Mike Douglas (13), Insight (78), So the Story Goes (15), That Girl (136), Paul Ryan Show\* (100), Cry to the Wind, Flight to Holocaust, Hell's Angels '69, Minstrel Man, New Adventures of Heidi, Panic in Tokyo, Paperback Hero, Reflections of Passion, Shinbone Alley, The Stoolie, Going Up of David Lev, MacBeth, The Shadow, Teacher Teacher, Trial of Sir Walter Raleigh, Angel Dust—The Wack Attack, Marlo and the Magic Movie Machine (60), Nina and the Street Kids, Trick and Treat (130), Animation Wonderland (18), Laura Little Girl on the Prairie (26), Mini Musical Cartoons (14), AFI Volume One (10), Claymation (7), Country Rhapsody (6), Encyclopaedia Britannica (122), Fourth Dimension (7), Hardware Wars, Meeting of Minds (18), U.C.B. Catalogue, Sign of the Times, Once Upon a Time Is Now...The Story of Princess Grace\*, Auto Racing Package (13), Karate Kung Fu, Rodeo Cowboy, Roller Super Stars (52), Salute to Baseball, Special Breed (39), Will to Win, Wings of the Wind, World Championship Kick-Boxing (25), To Win the Gold, Soccer U.S.A., World Outdoors (14), Energy, Giants of the Deep, Hal Needham's Wild World of Stunts, Other Roads-Other Ways, Shanghai Shadows, Sharks, To America, Twilight Cheat, When the Movies Were Young, Unexpected Faces in Ancient America, Baja Giants\*, Bloomin' Human Films (12), Domingo (30), Fabulous Storybook Lady (13). **Staff:** Arnie Frank, Bill Dobbins, Suzanne Morden, Linda Fischei, Niel Chamberlain, Joan Frank, Adam Frank, Lisa Frank.

**Pennzoil Film Center** 318  
1630 W. Olympic Blvd., Los Angeles 90015

Baja's Giants of the Deep\*, Sailing Too\*, Off the Beaten Path\*, Motorcycle\*, The Ultimate Challenge: Running Pikes Peak, Jim Hall: Pursuit of Victory, Ghosts & Gold, Into the Valley of Death, Big Rigs Rollin', Action Makers Sports/Adventures. **Staff:** Dennis Sylvester, Bob Smith, Maria Alemany, Mark Sherman.

**Perin Enterprises** 8  
50 E. 42d St., New York 10017

**Peter Rodgers Organization** 10  
Box 2759, Beverly Hills, Calif. 90213

I Spy (82), Family Theater (13), Flipper (88),

# The duPont Award is a great honor. Yet greater is the challenge of living up to it. Everyday.

It isn't everyday that you receive the duPont-Columbia Award.

But, at Channel 5, it's a standard we strive for in everything we do.

Perhaps that's why *All the King's Horses*, our portrait of mentally impaired children and their families, has become one of the most-honored programs in our history.

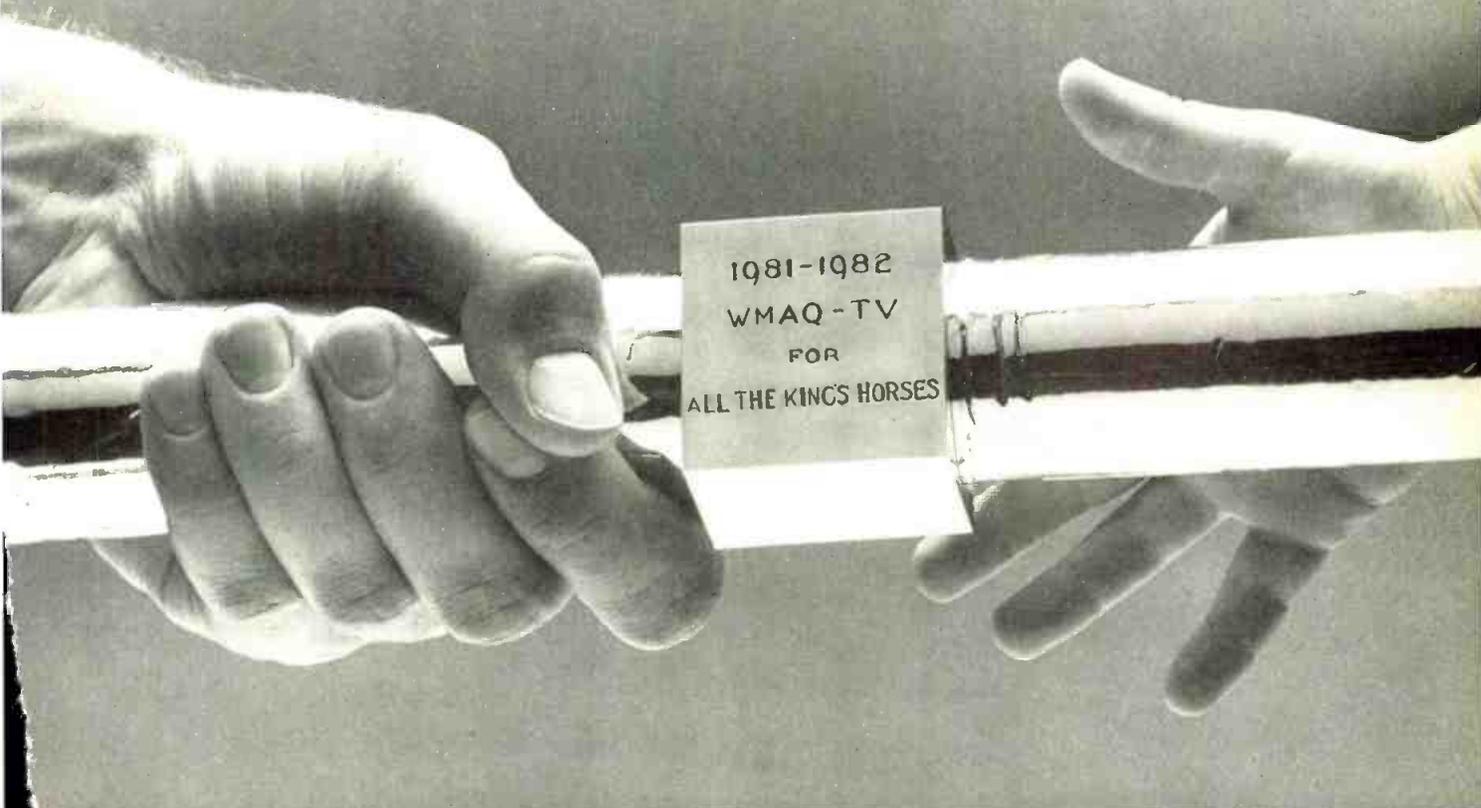
It earned five awards and citations from the social services community, a Gabriel Award and an Emmy. And, in February, WMAQ-TV received the duPont Award.

Not every station is willing to support programming like this. But, at Channel 5, we see it as a commitment. Not a luxury.

So, we often explore issues of social consequence. Issues as widely recognized as alcoholism. And those as little understood as facial disfigurement.

Now we've got a lot to show for it. Moreover, we're richer for the experience of working with the dedicated staff and the children of Misericordia Homes.

And that's the real reward.



1981-1982  
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FOR  
ALL THE KING'S HORSES



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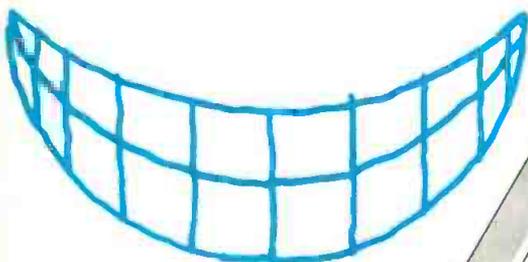
*“Since we changed the call letters in September, I told our management I would be happy with any kind of growth. After five months, we’ve exceeded our wildest expectations! And in our key target demographic, 35-64, we’re getting tremendous response!”*

# “Satel te a

**“I’m happy with the operation. And I can see a great potential for a lot more happiness.”**

**Steve Newcombe, WTVR-AM  
Richmond, VA**

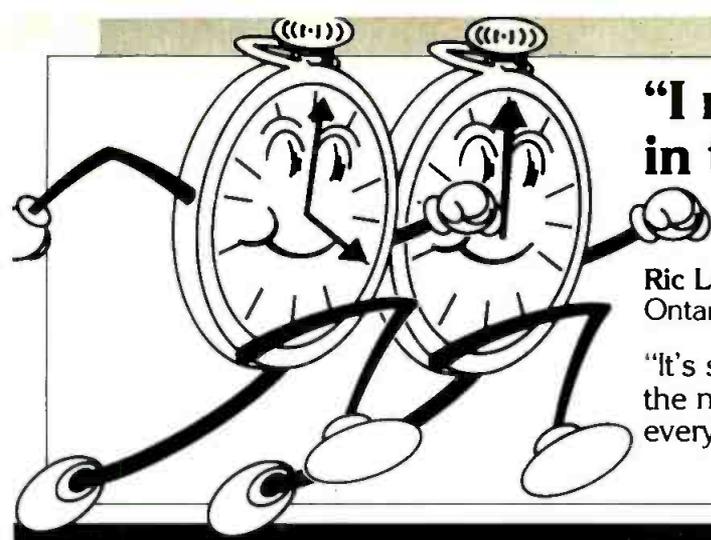
“We’re using SMN’s StarStation (Adult Contemporary) format as a complement to our #1 FM Country station, and each station has a lot of crossover in the type of music. So we not only appeal to our most favorite listeners but to our second favorite, too.



**“My only regret in going with SMN is that I didn’t do it 6 or 8 months earlier.”**

**Leigh Allen, WKED  
Frankfort, KY**

“The programming has gone over very well, the acceptance is tremendous. And although we’ve never hidden the fact that we’re satellite, people still call in and want to talk to the DJ. They will not accept the fact that he’s not sitting here.



**"I run two SMN stations from 4 in the morning until noon and they both run like clocks."**

Ric Lane, KSRV  
Ontario, OR

"It's so smooth. You have the option to break away from the network, take over your own segments, and you have everything to gain. All it does is enhance your own identity."

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Jim Bundy, KCMN  
Colorado Springs, CO

***"Our sales are up 100%.  
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without question."***

**Bill Bro, WTXR**  
Chillicothe (Peoria), IL

"More importantly, our collections are up over 100% compared to a year ago. And this in a local economy with unemployment of 16%. Now, we are the leading country music station in morning and afternoon drive-time, and all the programming is SMN originated."

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Gentle Ben (56), Bill Cosby Show (52), New Candid Camera (130), Judy Lynn Show (52), White Escape (13), High and Wild (52), Shari Lewis Show\* (24), Guy Lombardo Show\* (39), Buck Rogers, Kennedy's Ireland, Johnny Cash: A Flower out of Place, How the West Was Lost, Magic, Celebration, Myth or Reality, Man Who Was Born to Sail, Christmas Visit, Science Fiction (15), Chiller/Horror/Monster (33), Pro Action (57), Pro Special (7), Special G-1 (10), Masterpiece Features (25), Carry On (21), 77EMI (77), Luck Ten (10), Nostalgia Ten (10), Heritage Action Package (12), Heritage Adventure Package (9), Heritage Science Fiction/Chiller Package (10). **Staff:** Peter Rodgers.

**PF Communications** 3-117  
2727 N. Grove Industrial Dr., Fresno, Calif. 93727

Little Peoples (13), Young Peoples Musicals.  
**Staff:** Walt Davis.

**Polygram** 13  
3940 Overland Ave., Culver City, Calif. 90230

Vampire, Eric Sevareid's Chronicle, Other Views/Other Voices\*, Carole Shaw Show\*, Finders/Seekers\*, Let Them Live!\*, Laurel and Hardy Laughtoons\*. **Staff:** Norman Horowitz, Dalton Danon, Dick Jolliffe, Tay Vbye, David Friedman, Jack Garrison, Brian Pike, Mark Kaner, Shelly Raskov, Holly Hexketh, David McLaughlin, Paul Shrage, Judd Hambrick, Carole Shaw, Michael Hill.

**Primetime Television** 577

**Pro Sports Entertainment** 34  
154 E. 46th St., New York 10017

NFL Weekly Magazine (21), NFL Week in Review (22), NFL's Best Ever, Super Memories of the Super Bowl, MVP: Most Valuable Player, Super Bowl XVII. **Staff:** Mike Vaughan, George Fritzingler, Joe Davis, Tony Vella, Steve Hecht, Harlan Sugerman.

**Program Syndication Services** 370-71  
405 Lexington Ave., New York 10174

Gallup Report\*, History of Rock and Roll\* (13), Holiday Moments (35), Morning Stretch, Topper (78), Gift of Winter, Christmas Star. **Staff:** Peggy Green, Ronda Kerschner, Suzanne Crowe, Ronnie Cooper, Marie Tucille.

**Proscenium/USA** 320

**Quanta Corp.** 333  
1 Lincoln Center, 5400 LBJ Freeway, Dallas 75240

**Quantiplex** 2800  
919 Third Ave., New York 10022

**Quest** SR

**Radio Caracas Television** 2777-8  
6850 Coral Way, Suite 404, Miami 33155

Ciao Cristina (60), Estefania (110), Marielena (63), Elizabeth (67), Es Por Amor (12), Quiero Ser (7), Inki the Radiant Comet (8), Walls of Science (3), Champ without a Crown (15), Panchito and Arturo (10), Dona Barbara (24), Fantastico International (52), Nine Months (26), Lopez Comedy Hour (26), Paper Boy (52), Federrico (52), Musical Events (7), Tales of Horror (12),

Musical Fantasies (7), Mister Cinema (13). **Staff:** Jorge Valera, Edward Fasnacht, Hernan Belizario, Luis Gonzalez.

**Radio-TV Commission (Southern Baptist Conference)**

6350 W. Freeway, Fort Worth, Tex. 76150

**Staff:** Claude Cox, Diane Brooks, Marvis Terry, Bob Taylor, Ron Dixon.

**Raymond Horn Productions** 3-103  
8925 Hunting Trail, Raleigh, N.C. 27612

**Raymond International** 324  
353 St. Clair Ave., East, Toronto M4T 1P3

**Rhodes Productions** 373  
124 11th St., Manhattan Beach, Calif. 90266

**Richard Hogue Weekdays** 333

**Richard Price Television** 577

**Romano Film Group** 2813  
Box 5434, Beverly Hills, Calif. 90210

Man from Buttonwillow, Clutch Cargo (52), Features\*, Beautiful and Damned: Hollywood Mysteries\* (26), Adventures of Sam E. Daps Private Eye\*.

**RTVE** 477  
156 E. 61st St., New York 10021

**Rubicon Corp.** 29-115  
1735 N.W. 7th St., Miami 33125

**Staff:** Don Kemper.

**Samuel Goldwyn** 2879  
10203 Santa Monica Blvd., Los Angeles 90067

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

Lie Detector\* (17), You Asked For It (150), Battle of the Planets (85). **Staff:** Sandy Frank, Nancy Schecter, Richard Bompane, Philip Besser, Steven Weiser.

**Select Media** 5-100  
123 E. 54th St., New York 10022

Saturday Night, Liberty Bowl and Aloha Bowl, Backstage Pass, Aerobicise, Sign of Victory, Big 10, Big 8, Great Independent Basketball, Notre Dame Football, Notre Dame Basketball, Nashville on the Road, Pop Goes the Country, Austin City Limits\*, Miss National Teen-ager Pageant, LPGA Combank Orlando Classic\*. **Staff:** Mitch Gutkowski, Claire Scully.

**Seltel** 2938-40  
750 Third Ave., New York 10017

**Staff:** Mike Ihnat, Harry Wise, Edgar White, Joe Eisberg, Dick Owen, Charles Lore, Ed Monahan, Taylor Eldon, Tom Will, Ray Johns, George Hemmerle.

**SFM Entertainment** 360  
1180 Avenue of the Americas, New York 10035

SFM Holiday Network (12), March of Time (205), Crusade in the Pacific (26), Origins Game, Why Didn't They Ask Evans?, Seven Dials Mystery, I Remember Nelson (4), SFM Documentary Network. **Staff:** Stanley Moger, Jordan Ringel, Joseph Gerard, Maria Carayas, John Doscher, Jim Hergen, John Murphy, Dale Grimm, Mike James,

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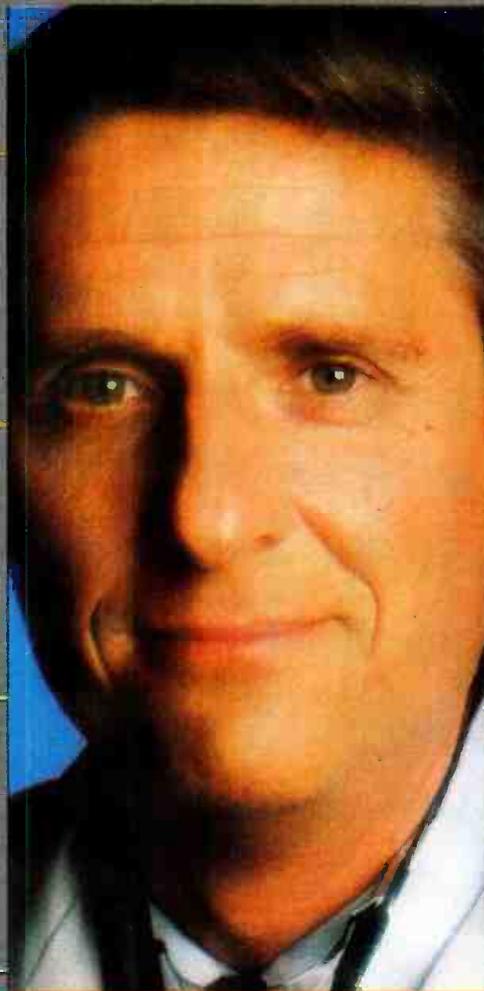
## A R I E T Y



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MERV GRIFFIN  
SHOW

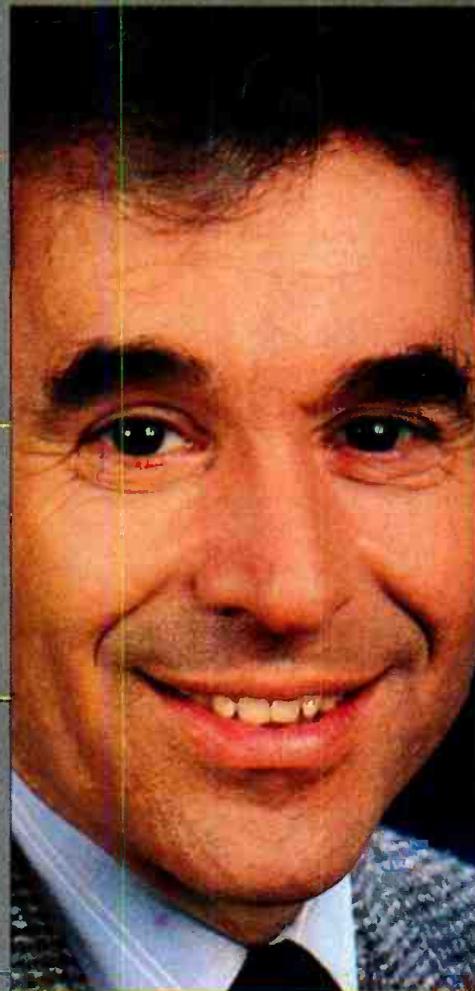
## H E A L T H

## S T A R S



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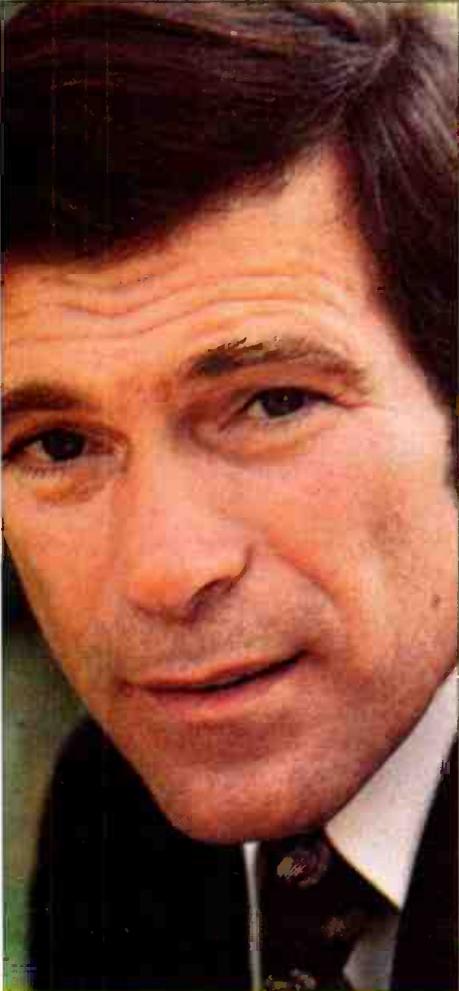
### Tom Cottle. Up Close

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# S P E C T R U M

## ACTION

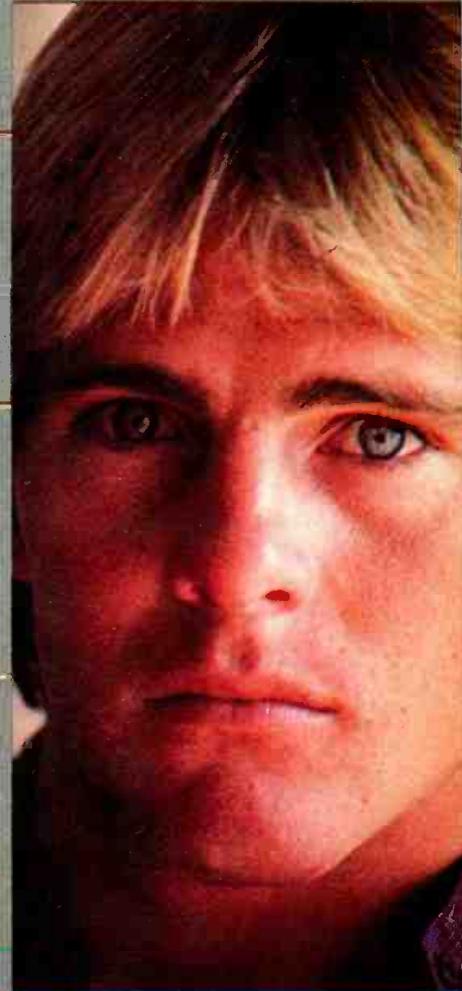


### **SURVIVE!**

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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

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Hosted by Mike Stokey

#### **Mike Stokey's**

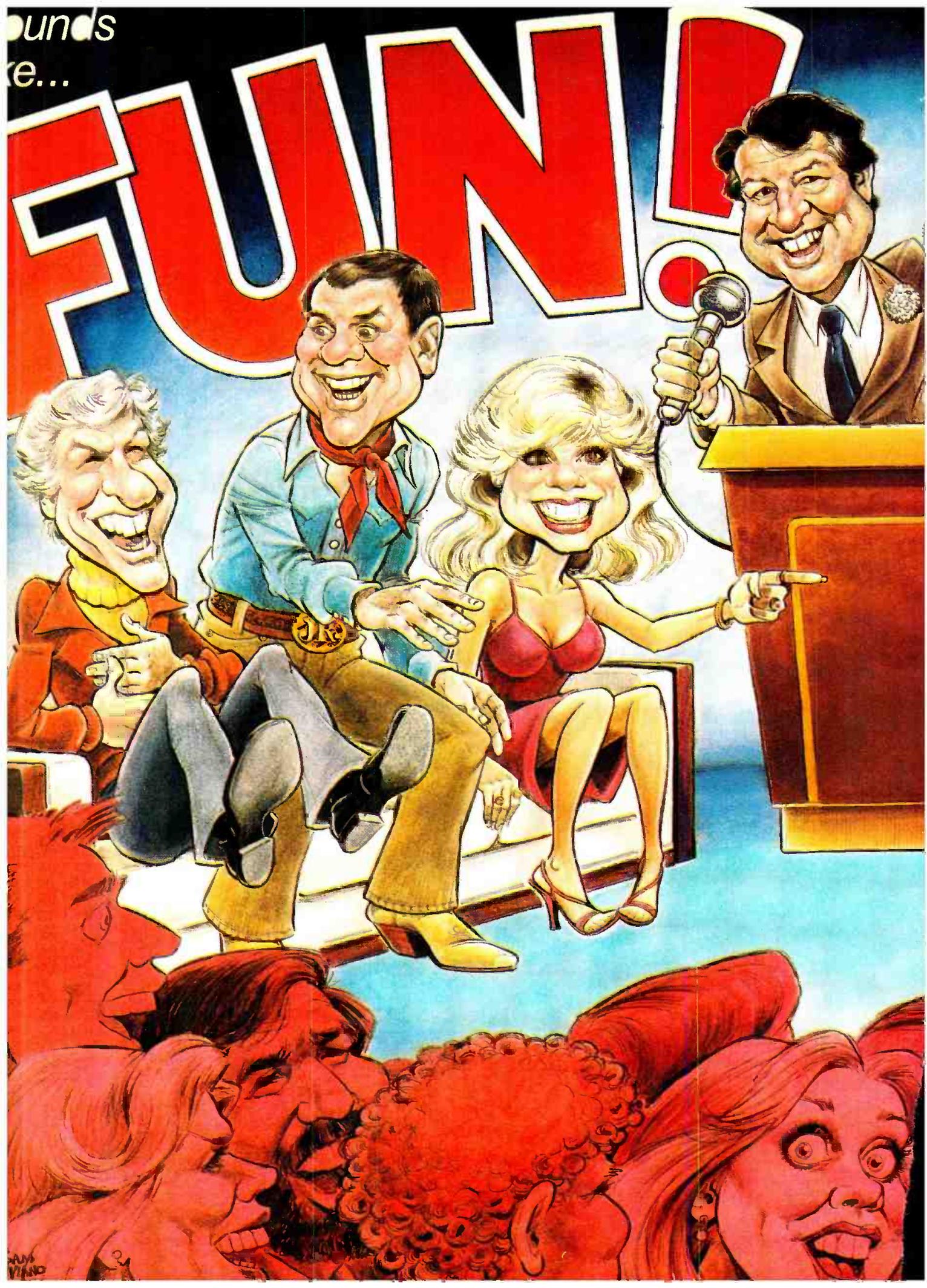
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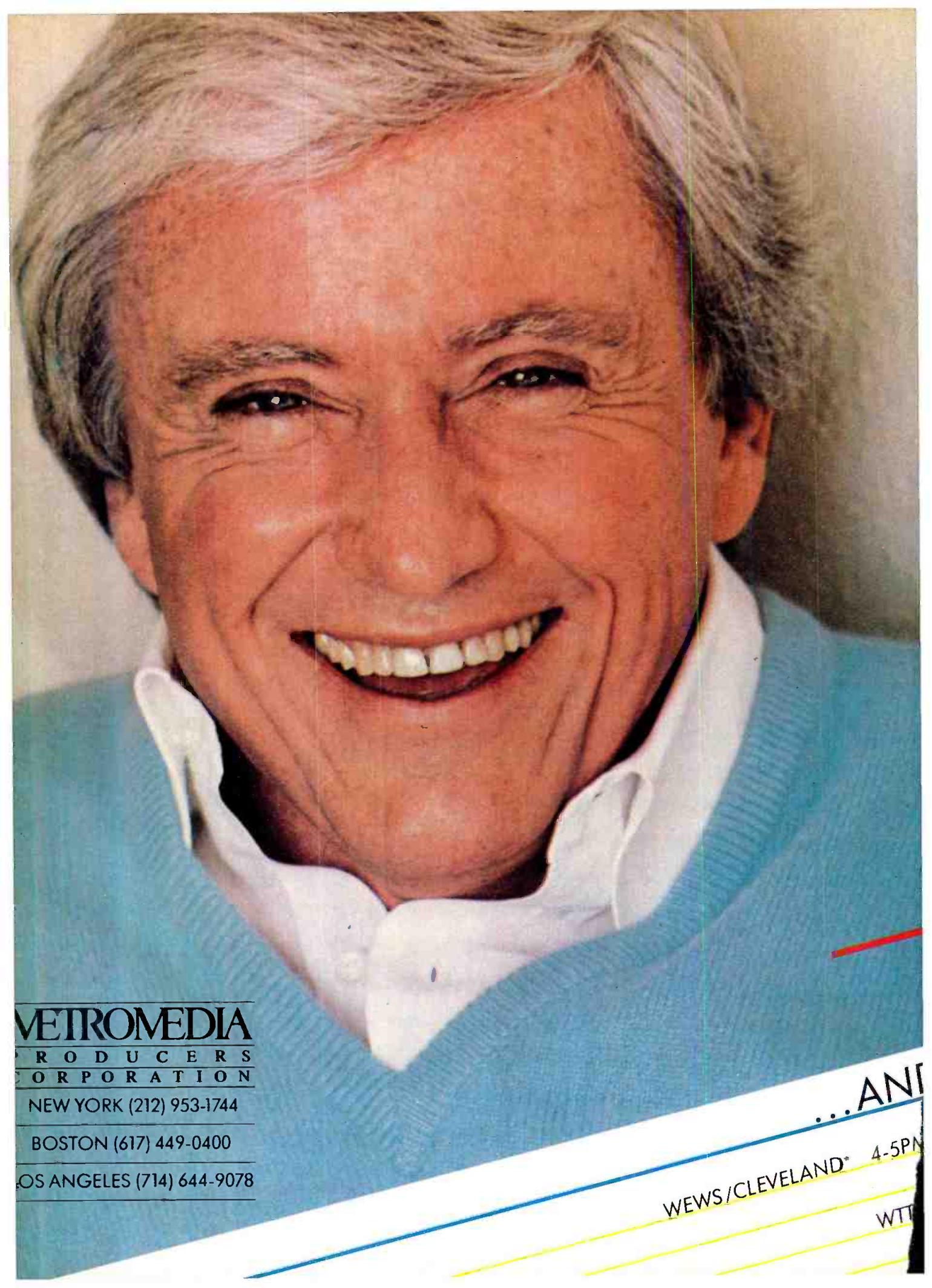
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Virginia Jucius, Morrie Roizman, Mary Ann O'Dea.

**IFP 15**

**Sherry Grant Enterprises 107-09**  
 7915 Ventura Blvd., Suite 208, Encino, Calif. 91316

Greeting Cards for Television\*, Holiday Moments, Eight Days of Chanukah, Chapters in Black American History, 21 Days of America, Traditions of Easter, Quality of Life, Women of Russia, Backstage Hollywood\* (65), And Away We Go\* (65).

**Silverbach-Lazarus Group 51**  
 911 W. Pico Blvd., Suite PH-M, Los Angeles 90035

With Richard Hogue, Monty Hall's The Joke's on Us (25), Cimarron Strip (23), Not Just Another Affair, Member of the Wedding, Oldest Living Graduate.

**Societe Radio Canada 2928**

**Soundtrack Recording Studios 2710**

**Sports Legends 2917-8**  
 27 City Line Ave., Bala Cynwyd, Pa. 19004

Greatest Sports Legends, Greatest Sports Legends/10th Anniversary Special Part II, Greatest Sports Legends Gold Medal Champions (10), Olympic Sports Quiz. **Staff:** Berl Rotfeld, Steve Rotfeld, Frank Aversa, John Andarises, Jon Feller, Willie Stargell, Jayne Kennedy.

**S&S Television Enterprises 2819**  
 Suite 1101, 3001 Veazey Tr., NW, Washington 20008

**Sunwest Productions 2814**  
 1021 N. McCadden Pl., Hollywood, Calif. 90038

**Staff:** Steve Soffer, Jay Jacoby.

**Syndicast Services 2**  
 2 W. 45th St., New York 10036

Three on a Match\*, Eye Guess\*, Chain Reaction\*, Twice a Woman, Woman's Page, Country Jamboree, Anka, Ebony/Jet Celebrity Showcase\*, Battle of the Las Vegas Showgirls II, NAACP Image Awards\*, Macfadden TV Movies\*, Olympic Dreams\*, Great American Sports Debates\*, Olympic Gold\*. **Staff:** Leonard Koch, Sheldon Boden, Harold Commings, Garry Lepkanich, Terry Paolillo.

**Synsat 4-103**  
 70 Universal City Pl., Universal City, Calif. 91608

**D.L. Taffner 2871**  
 1370 Avenue of the Americas, New York 10019

Children's Animated Classics (15), Hollywood (13), World at War (88), Blood and Honor\* (5), Jennie\* (7), Napoleon & Love\* (9), Edward & Mrs. Simpson\* (7), Benny Hill Show (75), After Benny Thames Presents (40), Thames Originals\* (125), Wayne & Shuster (80), King of Kensington (65), Kenny Everett Video Show (32), Three's Company (175), Too Close for Comfort\*, Best of Benny Hill, KGB Connections\*, Queen of Hearts\*, Al McGuire On Sports\*. **Staff:** Donald Taffner, John P. Fitzgerald, Richard Cignarelli, Mike Fahn, Ed Nugent, Frank DiGraci, Merritt Sticker, James Curtan, Christina Thomas, Lynne Dowling, Mike Phillips, Peter Davies, Charles Butler, Patricia Friswell.

**T.A.P.E. Ltd. 569**  
 111 Regents Park Rd., London, NW1 8UR England

Program evaluation, promotion and marketing service for producers, distributors and television programers. **Staff:** Michael Firman, Brian Abrahams, Tom McManus, Susan Tirsch, Harold Mitchell.

**Target Productions 2856**

**Tejano Productions 369**

**Tel-Com Enterprises 2803**  
 15910 Ventura Blvd., Encino, Calif. 91436

**Staff:** Mel Giniger, Gabriel Manjarrez, Reuben Sussman.

**Telecas Japan Co. 550**  
 214 Azabu-Heights, 1-5-10, Roppongi, Minato-Ku, Tokyo

**Tele-Color Productions 343**  
 150 S. Gordon St., Alexandria, Va. 22304

Country Comments, Changing Times, What's at the Movies, Parade National High School Basketball and Football Specials. **Staff:** Harold Smullian, Ed Baruch.

**TeleCulture 2821**  
 420 Lexington Ave., New York 10017

**Telefeatures Corp. 5B**  
 950 Third Ave., New York 10022

Once Upon a Time—Space (26), Once Upon a Time—Man (26), Felix the Cat (52), Bozo the Clown (130), Hilarious House of Frightenstein (130), Bozo the Clown (156), Laurel & Hardy (156), Mini Mysteries (60), Miss Olympia, Grande Prix Championship Horse Jumping Contest. **Staff:** Gustave Nathan, Neal Kublan, Barbara Jackson, Klaus Lehmann.

**Telepictures Corp. 49**  
 One Dag Hammarskjold Pl., New York 10017

Newscope\*, Love Connections, New Dick Van Dyke Show\* (72), Fridays\* (65), People's Court, Real People (195), Here's Lucy (144), My Favorite Martian (107), N.I.W.S. (150), Telepictures 2 (27), Telepictures 1 (13), Apprenticeship of Duddy Kravitz, Baltimore Bullet, The Boat, Boogey Man, Brainwash, Buddy Holly Story, Change of Seasons, City on Fire, Coming Out of the Ice, Daybreakers, Dead and Buried, Death Ship, Dollmaker, Double Jeopardy, Dirty Tricks, Dream of Passion, Final Assignment, Final Countdown, Fire and Ice, Flush, Forced Entry, Guys from Max's Bar, Hideaways, Jacquar Lives, Kiss My Grits, Last Giraffe, Little Lord Fauntleroy, Look Back in Anger, Matilda, My Pali-kari, O'Hara's Wife, Phantasm, Phobia, Pleasure Doing Business, Private Battle, Ride in the Whirlwind, St. Helens, The Shooting, Silent Flute, Silent Scream, Sins of Dorian Gray, Smash Palace, Soggy Bottom USA, Stamping Ground, Success, Venom, The Wanderers, Alcatraz: The Whole Shocking Story, Golden Moment, Guyana Tragedy: The Story of Jim Jones, Murder in Texas, The Sacketts, World War III, 11 specials, 22 musical specials, 16 animated specials, Fantasy Theater, Geppetto's Music Shop, Great Space Coaster, Heavenly Days, Little Kids' All Star Band, Magic Star Traveler, Memoirs of a Fairy Godmother, Mr. Moon's Magic Circus, Bufalo Bill, Caribbean Nights, Challengers, Detective School, Games People Play, Look at U'S, So

You Think You've Got Troubles, 24 Days of Christmas, Americas in Transition, Falmouth: The Great American Road Race, Footsteps of Giants, Hong Kong: The Arrival of Boat 845, Lost Treasure of the Conception, Women of Russia. **Staff:** Michael Solomon, Michael Garin, David Salzman, Stephen Ross, Richard Robertson, Jim McGillen, Art Loomis, Don Ross, Bill Feest, Jim Moloshok, Scott Stone, David Frankel, Bruce Rossenblum, Stuart Graber, Scott Carlin, Jim Martz, Mark Robbins, Jonathan Shapiro, Brian Byrne.

**Telerep 364**  
 919 Third Ave., New York 10022

**Televisa 338**

**Television Program Enterprises (see OPT) 2915**

**Television Syndications 314**

**Teleworld 24**  
 245 W. 55th New York 10019

The Turning Point (24)\*, Powerhouse (16), The Historymakers Volume II (26), Volume I (13), International Award Theater (14), Witness to Yesterday (26), Star Maidens (13), Castaway (13), Prestige I (13), Prestige II (5), Spiderman movie specials (7), Teleworld top 50 (50). **Staff:** Robert Seidelman, Noah Jacobs.

**TF 1 15**

**Thames Television 2871**

**the everyday gourmet 3-114**

**The Production House 336**

**The TV Executive 3-110**

**Third Coast Productions 368-69**  
 501 North IH3S, Austin, Tex. 78702

American House and Houseman\* (26), Carole King—One to One. **Staff:** Ben Mason, Anne Vexier.

**3D Video Corp. 332**  
 4605 Lankershim Blvd., N. Hollywood, Calif. 91602

**Trevi Productions 312**  
 3226 Manda Dr., San Jose, Calif. 95124

**Tribune Productions 3-121**  
 435 N. Michigan Ave., Suite 1429, Chicago 60611

At The Movies (52), A Married Man, U.S. Farm Report, Chicago Cubs Baseball. **Staff:** Sheldon Cooper, Joseph Antelo, Anne Rodgers.

**TSW 27**  
 Derry's Cross, Plymouth, Devon PL1 2SP England

**Turner Program Services 6**  
 1050 Techwood Dr., Atlanta 30318

Week in Review\*, Impact Series\*, Nashville Alive\*, Centennial (26)\*, Portrait of America\*, Kidnapped (13)\*, Smuggler (13)\*, Jacques Cousteau: Canadian Adventure (4)\*, Jacques Cousteau: Odyssey Series (12)\*, Starcade (13)\*, World Championship Wrestling (26), Moneyweek\*, Motorweek Illustrated, CNN Headline News. **Staff:** Henry Gillespie, Robert Wussler, Sid Pike, Jack Petrik, Robert Schuessler, Thomas Todd, Bob Rierson, Paul Wischmeyer.

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41. WAWS — Jacksonville
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46. KNAT — Albuquerque
47. WLRE — Green Bay
48. WDDD — Paducah-Marion-Harrisburg
49. KWWL — Cedar Rapids-Waterloo
50. WSBT — South Bend-Elkhart
51. WOPC — Johnstown-Altoona
52. WJHL — Bristol-Johnson City-Kingsport
53. KZAZ — Tucson
54. KOLN — Lincoln-Hastings
55. WOLO — Columbia
56. WFFT — Ft. Wayne
57. KMST — Monterey-Salinas
58. KSNF — Joplin-Pittsburg
59. WMGC — Binghamton
60. KSNT — Topeka
61. KHSL — Chico-Redding
62. WTSG — Albany, GA
63. KOUS — Billings
64. WKFT — Fayetteville
65. WCTI — Greenville-New Bern-Washington

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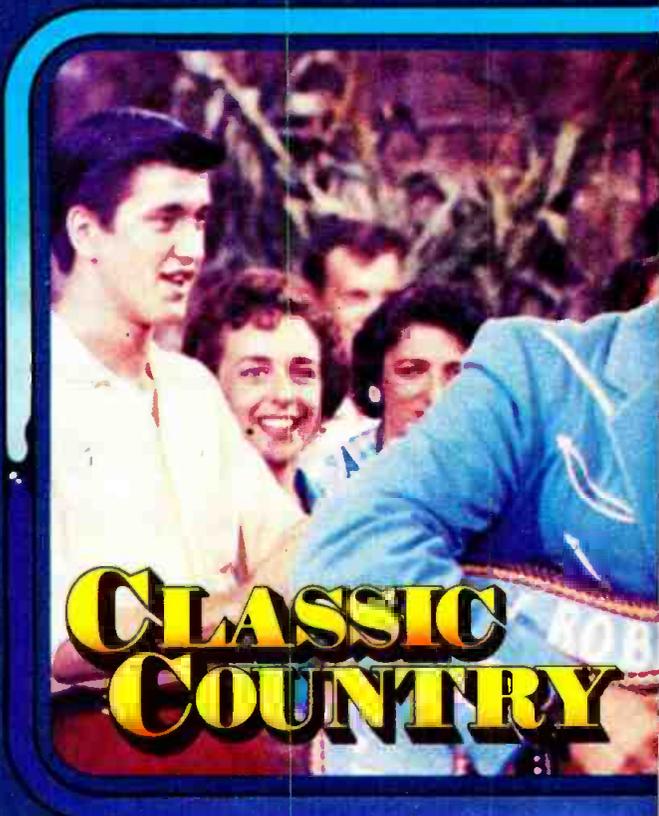
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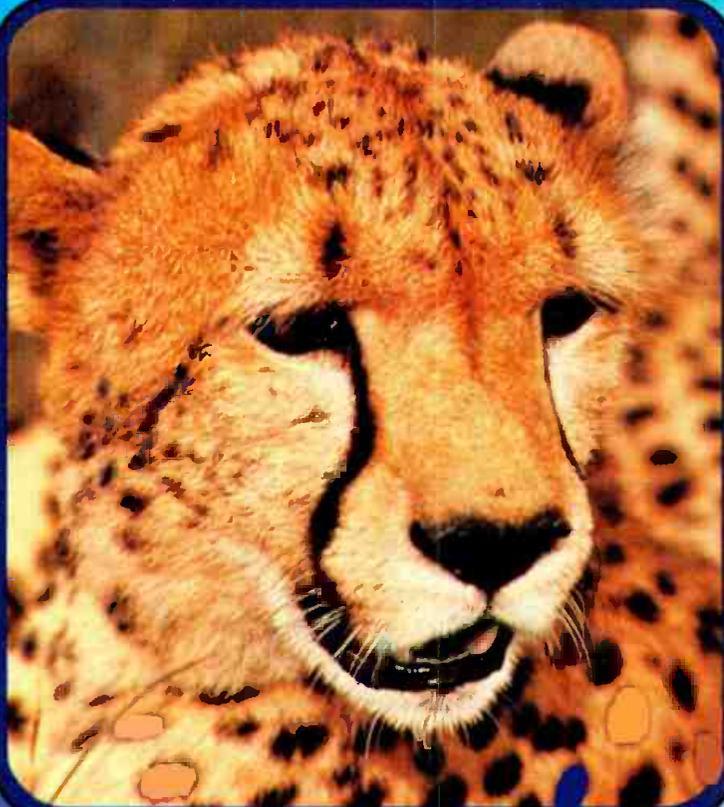
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<b>TV Auction</b>	<b>EH</b>	<b>Victory Television</b>	<b>2964</b>	Rush (13), Boney (26), Sound of Murder*, Big Killing*, Us Animals & Things*, Zoots Rooty Toot, Toot Show* (13), Outsiders (13), The Pain*, Salome*. <b>Staff:</b> Robert Springer, Julio Gonzalez-Reyes, Midge Barnett, Belinda Menedez.
<b>TV Globo Network of Brazil</b>	<b>2905-6</b>	<i>275 Madison Ave., New York 10016</i>		
<i>Rua Lopes Quintas 303, Rio de Janiero</i>		Lou Grant, Rhoda, White Shadow, WKRP in Cincinnati, Streets of San Francisco. <b>Staff:</b> Jim Victory, Chuck Wolfertz, Ben Okulski, John Rohrs Sr., John Rohrs Jr.		
Sinhazinha Flo (82), A Moreninha (79), Pai Heroi (178), Avenida Paulista (17), Quem Ama Nao Mata (20), Lampiao E Maria Bonita (8), Manaus Connection (4), Romeo E Julieta, Musicals (9). <b>Staff:</b> Roberto Marinho, Roberto Irineu Marinho, J. Bonifacio Sobrinho, Luiz Borgerth.		<b>Video Age International</b>	<b>3-110</b>	
<b>TVS Television</b>	<b>4-118,122</b>	<b>Video/Films International</b>	<b>29</b>	
<i>280 Park Ave., New York 10017</i>		<i>1530 E. Elizabeth St., Pasadena, Calif. 91104</i>		
On the Edge, college basketball. <b>Staff:</b> Lee Eden, Bill Madden, Burke Liburt, Ellen Bedell, Mary Davis.		Dubbing services. <b>Staff:</b> C. Ray Carlson, Joy Carlson, James Jett, Arnold Belgum, Glenn Carlson.		
<b>Twentieth Century-Fox Television</b>	<b>464</b>	<b>Videolab</b>	<b>560</b>	
<i>10201 W. Pico Blvd., Los Angeles 90035</i>		<b>Video Tape Co.</b>	<b>3-101</b>	
Dance Fever* (26), Century II*, Movietone News* (260), Smithsonian Discovery Theater* (10), Best of the Midnight Special* (52), M*A*S*H (255), This Day in Sports* (365), On and Off Camera (6), Trapper John, Jackie Gleason Show, Ghost and Mrs. Muir, Nanny and the Professor, Daniel Boone, Planet of the Apes, Batman, Lost in Space, Time Tunnel, Voyage to the Bottom of the Sea, Land of the Giants, That's Hollywood (74), Time Tunnel* (5), House of Hammer* (13), Heroes of Rock 'n' Roll, TV: Fabulous '0s, feature films (600). <b>Staff:</b> Steve Roberts, Robert Morin, Joseph Greene, Bob Buchanan, Jim Puffer, David Skillman, Gary Grandolph, Denny Juravic, Al Shore, Tony Bauer.		<i>10545 Burbank Blvd., N. Hollywood, Calif. 91601</i>		
<b>Twenty First Century Distribution</b>	<b>316</b>	<b>Vipro Program Services</b>	<b>469</b>	
<i>1650 Broadway, New York 10019</i>		<i>645 N. Michigan Ave., Chicago 60611</i>		
Marial arts film package (20), Science-fiction package (15), country music specials, Chuck Berry concert. <b>Staff:</b> Art Schweitzer, Carol Blankenship, Dick Ostrander, Hank Guzik.		<b>VISTAR Productions</b>	<b>412</b>	
<b>Unifilm International</b>	<b>2847</b>	<b>Vitt Media International</b>	<b>335</b>	
<b>U.S. Chamber of Commerce</b>	<b>317</b>	<i>1114 Avenue of the Americas, New York 10036</i>		
<i>1615 H St., NW, Washington 20062</i>		<b>Warner Bros. Television</b>	<b>2980</b>	
It's Your Business. <b>Staff:</b> Richard Lesher, Carl Grant, Bob Adams, Cheri Rusbuldt, Frank Philpot, Andy Kosek, Meryl Comer Milton Miller.		<i>4000 Warner Blvd., Burbank, Calif. 91522</i>		
<b>U.S. Satellite Broadcasting Co.</b>	<b>2914</b>	Scruples*, Volume 23* (20), Volumes 13 (25), 14 (4), 15 (7), 16 (19), 17 (23), 18 (28), 19 (30), 20 (30), 21 (26), 22 (38), Volume IA (22), IIA (22), 13 Classic Thrillers (13), Tarzan features (32), Bowery Boys (48), Starlight 3 (30), 4 (30), 5 (28), 6 (28), Alice (164), Welcome Back Kotter (95), Chico and the Man (88), F Troop (65), Superman (104), Batman/Superman/Aquaman (69), Dukes of Hazzard, Harry O (44), Wonder Woman (61), Kung Fu (62), The Waltons (221), FBI (234), Tarzan (57), Maverick (124), Roots, Roots: The Next Generations, Pearl, Bugs Bunny & Friends (100), Porky Pig & Friends (156), Phenomenon of Roots, Specials of the '70's. <b>Staff:</b> Charles McGregor, William Hart, Peter Affe, Ed Donaldson, Bill Seiler, John Louis, Philip Barkin, E. Jamie Schloss, Gordon Hellman, Paul Simon, Tony Habeeb, John Chickering, Dee Eulberg, Dan McRae.		
<b>Viacom Enterprises</b>	<b>1</b>	<b>Weiss Global Enterprises</b>		
<i>1211 Avenue of the Americas, New York 10036</i>		<i>2055 S. Saviers Rd., Oxnard, Calif. 93033</i>		
People Versus*, Cannon* (124), The Word*, The Thematics* (25), Hollywood Profiles* (6), Family Feud, Terrytoons, All in the Family, Hawaii Five-O, Mary Tyler Moore, Bob Newhart, Life and Times of Grizzly Adams, Rookies, Gunsmoke, Family Affair, My Three Sons, Best of the Beverly Hillbillies, Gomer Pyle, Hogan's Heroes, Andy Griffith Show, Wild Wild West, Perry Mason, Twilight Zone, Dick Van Dyke Show, I Love Lucy, Honeymooners, Petticoat Junction, Clint Eastwood in Rawhide, Viacom Features I through IX, Viacom Movie Greats, The Legend Group, GASP, The Exploitable.		For Adults Only, Galaxy 13, Golden Showmanship Group 9, Impact 120, Parade 4, Vintage Flicks 24, Westerns 60, Black Coin, Clutching Hand, Custer's Last Stand, Adventures of Jim Bowie (76), Canine Comments (13), Craig Kennedy Criminologist (26), I Married Joan (98), Make Room for Daddy (161), My Little Margie (125), Rock Jones Space Ranger (39), Stan Kann Show* (52), Thrill of Your Life (13), Waterfront (78), Chuckle Heads (150), Alice by Walt Disney (10), Crazy Kats Kartunes (4), Nursery Rhymes (6). <b>Staff:</b> Adrian Weiss, Steven Weiss, Ethel Weiss, Laurie Weiss, Patricia Sandoval, Mel Pinsel, Tom Corradine, Hank Profenius, Hank Guzik, Michele Haye, Panos Spyropoulos, Susumu Shimada, Jorge Rossi.		
<b>Staff:</b> Kenneth Gorman, Ronald Lightstone, Robert Glaser, Bud Getzler, Fred Schneir, Joseph Zaleski, Jack Kelley, Paul Kalvin, Dennis Gillespie, Michael Lambert, Michael Gerber, Raul Lefcovich, Jerry Kaufer, James Marrinan, Andrea Cetera, Eric Veale, John Brady, Wasuhiro Kuno, Richard Dawson, William Conrad.		<b>Western Horizon</b>	<b>446</b>	
		<i>3255 Cahuenga Blvd., Hollywood, Calif. 90068</i>		
		Topper (78), Take Kerr, Super Facts, Horizon One (10). <b>Staff:</b> Jeff Alan, Tom Kratovil.		
		<b>Western-World Television</b>	<b>2927-28</b>	
		<i>10490 Santa Monica Blvd., Los Angeles 90025</i>		
		Westgate (26), Adventures & Explorations (10),		
		<b>William Morris Agency</b>	<b>341</b>	
		<i>151 El Camino Dr., Beverly Hills, Calif. 90212</i>		
		<b>William B. Tanner</b>	<b>4-124</b>	
		<i>2714 Union Exid., Memphis, Tenn. 38112</i>		
		<b>Wold Communications</b>	<b>4-109</b>	
		<i>10880 Wilshire Blvd., Los Angeles 90024</i>		
		Telecommunications transmission systems. <b>Staff:</b> Gary Worth, Robert N. Wold, Wayne Baruch, Robert E. Wold, Paul Johnson, Michael Sterba, Rhonda Rigdon, Nell Donovan, Clayton Packard, Mark Wallhauser, Ian Joseph, Craig Robin.		
		<b>World Events Productions</b>		
		<b>Worldvision Enterprises</b>	<b>29-102</b>	
		<i>660 Madison Ave., New York 10021</i>		
		Barnaby Jones (177), Little House on the Prairie (210), Love Boat (150), The Invaders (43), The Fugitive (120), Combat (152), Dark Shadows, Man from Atlantis (20), Doris Day Show (128), Newlywed Game, Mod Squad (124), Ben Casey (153), Irish Rovers (39), Next Step Beyond (24), Wonders of the Wild (26), N.Y.P.D. (49), F.D.R. (27), One Man Show (26), People's Choice (104), Wendy and Me (34), Don Lane Show, Take My Word for It (130), Holocaust, Against the Wind, Prime I (10), Prime II (16), Prime III (16), Prime IV (26), Prime V (26), Prime VI (19), Prime VII (25), Banana Splits & Friends (125), H-B's World of Super Adventure (129), Fun World of Hanna-Barbera (84), Saturday A.M. at the Movies (6), George of the Jungle (17), Casper the Friendly Ghost and His Friends (244), Jackson Five (23), Jerry Lewis Show (17), Josie & the Pussycats (16), Josie & the Pussycats in Outer Space (16), King Kong (26), Lancelot Link (17), Milton the Monster (26), Wonderful World of Professor Kitzel (104), Reluctant Dragon & Mr. Toad (17), Top Cat (30), Wait Till Your Father Gets Home (48), Discovery (103), Smokey the Bear (17), Jack Nicklaus at the Home of Golf, Fabulous Sixties (10), Bay City Rollers, Echo I, Herbie Mann/Rahsaan Roland Kirk, Is It Christ?, Last Nazi, Raphael, Roberta Flack/Donny Hathaway, Billy Paul & the Staple Singers, World of Liberation, World of Hugh Hefner, World of Miss World, Newfangled Wandering Minstrel Show, Musical Ambassadors. <b>Staff:</b> Kevin O'Sullivan, Bert Cohen, John Ryan, Jerry Rettig, Bill Baffi, Gary Butterfeild, Burton Rosenburgh, Eugene Moss, Lucille' Shevett, John Barrett, Paul Danylik, Jim Thomson, Reggie Jester, Howard Lloyd, Randy Hanson, Jesse Weatherby, Mel Watson, Brian O'Sullivan.		
		<b>WW Entertainment</b>	<b>14</b>	
		<i>885 Second Ave., New York 10017</i>		
		Black Belt Theater I (13) and II (26), WW Entertainment I * (16). <b>Staff:</b> George Hankoff, Lou Israel, Norm Hankoff, Lori Gold, Jennifer Brown, Allan Glass, Larry Bensky, Frank Stanton.		
		<b>Y &amp; R Program Services</b>	<b>355</b>	
		<i>285 Madison Ave., New York 10017</i>		
		<b>Ziv International</b>	<b>2854</b>	
		<i>600 N. Sepulveda Blvd., Los Angeles 90049</i>		

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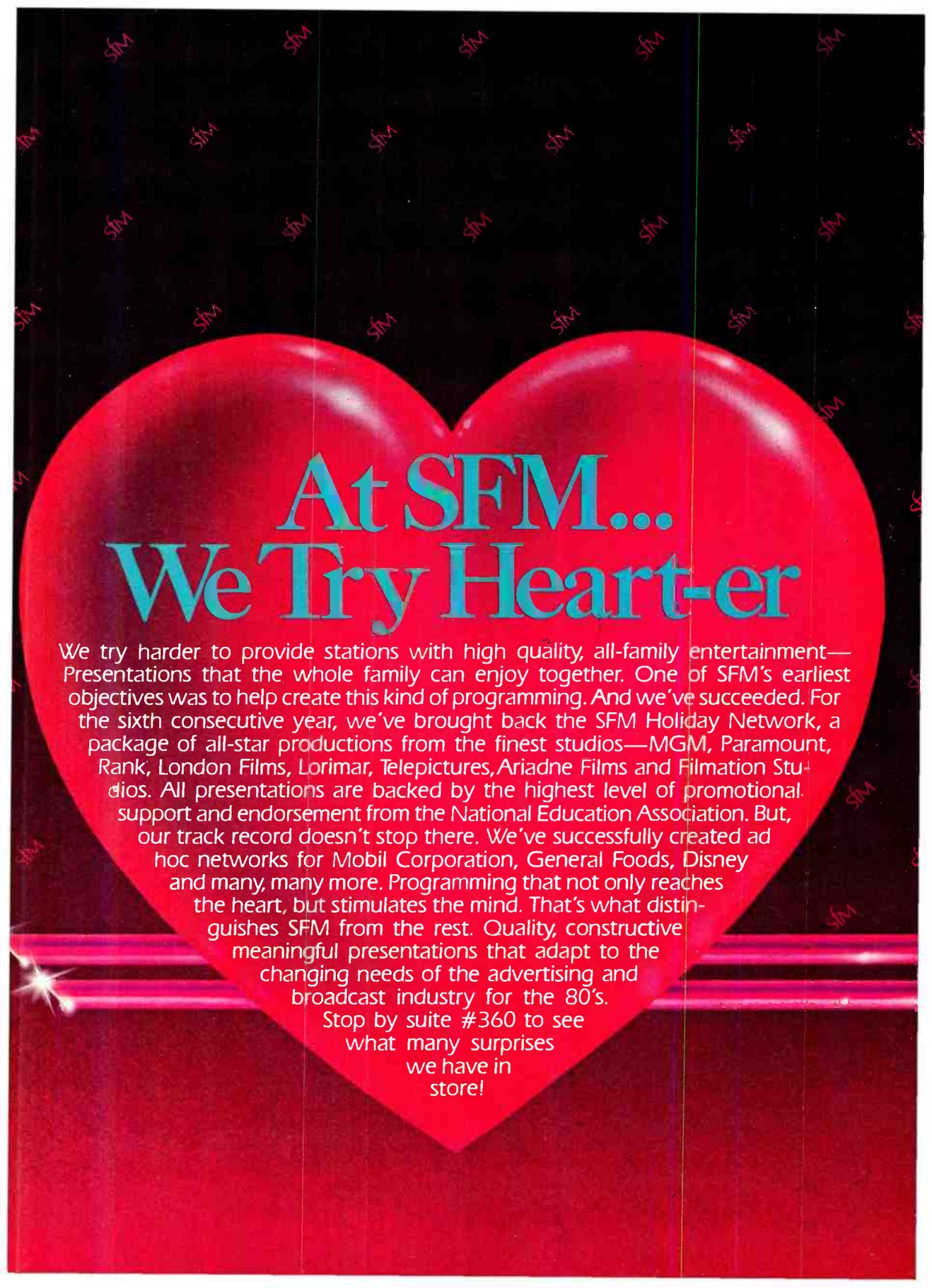
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Chicago	WGN	Cincinnati	WXIX
Philadelphia	WTAJ	Orlando	WOFL
Washington, D.C.	WTTG	Charlotte	WCCB
Cleveland	WUAB	Memphis	WPTY
Dallas	KXTX	Richmond	WRLH
Pittsburgh	WPGH	Chattanooga	WRIP
Miami	WCIX	Albany	WXXA
Atlanta	WANX	Burlington	WEZF
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## Networks, others attack DBA plan to lengthen hours for daytimers

Pitch to lengthen broadcast day meets with vehement opposition

The Daytime Broadcasters Association's recommendation that the FCC permit all daytimers to operate from two hours before sunrise until two hours after sunset, where dominant stations suffer no debilitating interference has drawn criticism in reply comments at the FCC.

DBA originally made that suggestion in response to FCC proposals aimed at permitting daytime-only stations to operate longer hours (BROADCASTING, Jan. 24, 1982). In original comments, daytimers generally supported the commission's proposals, and nondaytimers stressed that any expansion must be accompanied by adequate protection to existing services.

In its reply comments, however, ABC said DBA's proposals were "uncompromising and unrealistic in ignoring the technical problems surrounding nighttime" AM operations.

"Ironically, if adopted, ABC is convinced that implementation of such proposals would not only destroy the effectiveness of regular, full-time operations, but do little, if anything, to improve the service of daytimers station during expanded hours," ABC said.

"Adoption of such proposals would not create more service, but rather produce intolerable interference, affecting all users of the AM spectrum during pre-sunrise and post-sunset hours and seriously degrade service to the public."

NBC shared that belief. "The DBA comments attack at great length—but without factual basis—the skywave service provided by the clear channel Class I-A and Class I-B stations, making the wholly unsupported claim that such service to the largely underserved rural populations is worthless or non-existent.

"The experience of the clear channel stations clearly demonstrates otherwise. Many rural areas must rely on radio service for clear channel stations, since it cannot be provided by the limited service area of regional and local stations," NBC said.

Cox Communications Inc. was of the same mind. "Unrestricted operations as proposed by DBA would create chaos within the existing interference-free nighttime service areas," it said.

The Clear Channel Broadcasting Service said DBA had ignored "the fact that the clear

channels were set aside by the commission primarily in recognition of the immutable physical laws of nighttime skywave propagation.

"CCBS respectfully submits that the proposals advanced by DBA serve the private interests of daytime-only stations at the expense of the millions of people who rely on—and enjoy—the wide-area skywave and groundwave services of the clear channel stations."

(CCBS also said the National Telecommunications and Information Administration's proposal to permit experimental authorizations was "impractical and unhelpful.")

Multimedia Radio Inc. said that unless the FCC requires full protection to clear channel stations' 0.5 mv/m skywave and the 0.1 mv/m groundwave contour, "daytimers' extended hours of operation would create substantial new interference to the area-wide service provided by clear channel stations."

It also contended that DBA had failed to provide a detailed engineering basis to show that its proposal wouldn't create objectionable interference. "Moreover, shifting the burden of proof of demonstrating interference problems to clear channel stations is contrary to the commission's long-standing practice in authorizing new stations in the standard service (which requires detailed engineering information from the applicant) and is contrary to existing procedures for obtaining pre-sunrise authorizations," Multimedia said. It, too, took exception to NTIA's proposal for experimental authorizations.

NTIA's "comments provide no valid reasons for upsetting the commission's determination that a two-year experiment would implicate the adjudicatory protections of Section 316 of the Communications Act and would not be fruitful in light of sunspot cycles," it said. "In short, the proposed experimental authorizations would not yield useful data on interference and would effectively prejudice the outcome of the FCC's rulemaking proceeding," Multimedia said.

Bonneville International Corp. said the commission, at minimum, should specify rules that will provide protection to the 0.5 mv/m 50% nighttime skywave contour and the 0.1 mv/m groundwave contour of Class I-A clear channel stations. It also said that "worst-case figures" should be used in establishing protection criteria.

While Bonneville took issue with DBA's proposal, it also took issue on several proposals proffered by the National Association of Broadcasters.

"The NAB has chosen to support one segment of its membership against another," Bonneville, a long-time and active member of the NAB, said. "If a trade association takes such action, apparently one of the guiding principles is the number and

strength of the segments. In this instance, NAB has clearly chosen the one with the numbers—there are more than 2,000 daytime stations and not more than 50 Class I-A and Class I-B clear channel stations," Bonneville said.

"NAB pledges support for the following: (1) allow Class II daytime stations east of co-channel Class I-A stations to obtain PSA's where such grants will afford appropriate protection; (2) permit Class II stations operating outside the 0.5 mv/m 50% skywave contour of co-channel Class I-A stations located east of them to commence pre-sunrise operation at 6 a.m., local time, regardless of the time of local sunrise at the co-channel Class I-A station. Furthermore, although the NAB approval would be based on protection to the 0.5 mv/m skywave contour and NAB admits that 10 watt nondirectional operating power may be the fate for some 'daytime' stations, we must raise the question as to how the public is benefitted and how daytimers are benefitted," Bonneville said.

Bonneville also said NAB's proposal to separate daytimers into three broad categories seems "designed to create a serious administration quagmire" for the FCC. "In short, NAB seems to have adopted a proposal which will support the desires of a substantial number of its members and has tried hard to justify acceptance of the proposal. The material and arguments in support of its proposals, however, do not justify their adoption and should be disregarded."

In its own reply comments, DBA again urged the commission to adopt its proposal, contending that groundwave signals from nearby transmitters deliver more reliable service during the transition periods around sunrise and sunset than to skywave signals, which suffer measurable interference and fading.

"DBA's proposal also would be much easier to implement and administer than the various proposals made by the commission to extend daytimer's hours," it said. □

## Kahn criticizes FCC heel-dragging

Former Carter adviser says Fowler commission is not acting quickly enough on Ferris administration moves to foster more competition

The struggle within the Reagan administration between the advocates of free, competitive markets and the "protectionists" is being fought at the FCC. And the "protectionists" would appear to be winning that battle, according to Alfred Kahn, former adviser to President Carter, in a commentary broadcast over the Public Broadcasting Service's

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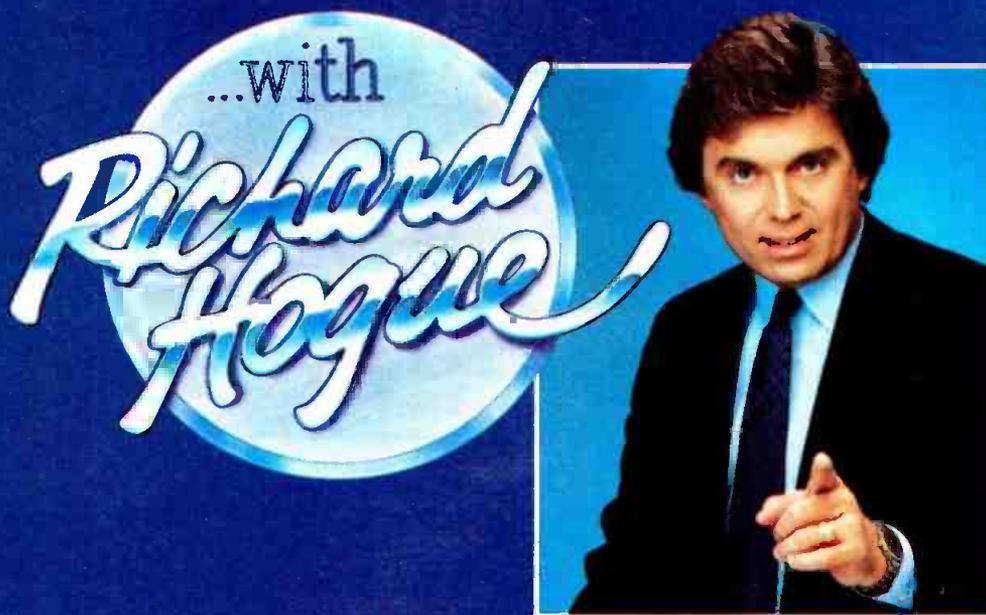
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Kahn

*Nightly Business Report* on March 4.

In that commentary, Kahn said a paper by former FCC economists Nina Cornell and Douglas Webbink—which will be published in the May issue of *The American Economic Review*—had persuaded him that the commission had been “dragging its heels deplorably” on several Carter administration initiatives to introduce more competition into the telecommunications industry.

While the Carter FCC had taken “several” steps to permit expansion in the number of AM and FM stations, the current one had reversed one [presumably the commission’s reversal of its decision to reduce AM channel spacing from 10 khz to 9] and “failed to move on the other,” he said.

Similarly, he said, the commission had failed to “pursue aggressively” proceedings it had inherited “that would have expanded competition in television by allowing new VHF stations to be dropped in between existing ones, by licensing new, low-power stations and direct broadcasting from satellites, and by expanding the channels available for which they call multipoint distribution services, a promising competitor of cable.

“It did take some steps, last year, in low power TV and direct satellite broadcasting, but even here its progress has been needlessly slow,” Kahn said.

Even in the telephone area, he said, the commission has been “excessively solicitous of the existing companies by reserving for them, in one instance all, in the other [presumably cellular radio] 50% of the pertinent part of the spectrum,” he said.

“The flip off is that the FCC continues to

require new applicants to prove that there’s a market for their proposed services and that they will not hurt existing firms. That’s a policy of regulatory protectionism,” he said.

“These various issues are no doubt complex, but the FCC owes it to us to demonstrate that its eagerness to relieve the existing companies of restraints—such as the amount of time that broadcasters may devote to commercials—is matched by its eagerness to subject them to the discipline of free competition,” he said. □

## Markey takes over NTIA reins

**He sees international problems as the biggest facing agency**

David Markey, a former lobbyist for the National Association of Broadcasters, takes over today (Monday) as the acting head—in fact if not in name—of the Commerce Department’s National Telecommunications and Information Administration. President Reagan last week signed off on the order putting him in charge of the agency, and Commerce officials asked Markey, a special assistant to FCC Chairman Mark S. Fowler since January, to move this week into the administrator’s office left vacant on March 1 with the resignation of Bernard J. Wunder Jr.

Markey, who will serve as a special adviser until the Senate acts on his nomination, will be the third person to head NTIA since it was created in the Carter administration as a successor to the White House’s Office of Telecommunications Policy. The first was Henry Geller, a former FCC general counsel who is now director of Duke University’s Washington Center for Public Policy Research.

NTIA’s function is to develop policy to telecommute the development of the nation’s telecommunications and information industries, to manage the government side of the radio spectrum and to serve as the President’s principal adviser and spokesman on such matters. And Markey, with his background as an aide to then-Governor Spiro Agnew of Maryland, a House of Representatives and Senate staffer and, finally, an NAB lobbyist, would appear more likely to approach his job from the perspective of Wunder, whose sole communications back-

ground was as counsel to the House Communications Subcommittee, than Geller.

Those who follow communications matters in Washington do not expect many major policy initiatives from NTIA under Markey. Indeed, NTIA’s role in policy making—which had been Geller’s prime concern—has declined under the Reagan administration, which has sharply reduced NTIA’s budget and staff. But there are those who argue that Markey’s political experience and connections are what the Reagan administration requires at a time when friction among the players in telecommunications policy matters seems more in evidence than coordination.

Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, for instance, has clashed with the White House on a range of issues. And the committee staff frequently snipes at the FCC. In fact, one of Fowler’s reasons for hiring Markey was to improve his relations with the committee that has responsibility for communications issues in the Senate.

“They need a politician, not a theoretician or an engineer” at NTIA, said Donald Zeifang, who, as head of the NAB’s government relations department, hired Markey. “They need someone who can get things done.” Zeifang noted that Markey knows those involved in telecommunications policy matters and gets along well with them. “He’ll be very helpful in bringing people together and will be effective in representing the executive branch when dealing with the Congress, the FCC and other executive branch agencies.” And, said Zeifang, who is now a communications attorney in Washington, “He knows the industry and the issues.”

To Markey’s former colleagues at NAB, memories of his association with them are a matter of some comfort. “He knows the industry,” one NAB official noted, “small market stations and all.” But Zeifang sought to lay to rest any concern other elements of the communications industry might feel that Markey will be predisposed to favor his old friends and associates. “He will be evenhanded”—in his treatment of those various elements, Zeifang said.

Markey, who is 42, has been on the political scene, state and federal, since graduating from the University of Maryland’s law school, in 1967. His first job was on the governor’s staff, in the Agnew administration, helping to prepare legislation and coordinate the governor’s program with state agencies. After two years, he signed on with J. Glenn Beall, then a freshly elected Republican member of the House, and remained on his staff after he moved to the Senate in 1971. Markey joined the NAB in 1974, but returned to Capitol Hill in 1981, as chief of staff for Senator Frank Murkowski (R-Alaska). And late last year, he heeded Fowler’s appeal for help.

Markey had been regarded as the leading contender for the NTIA post as soon as Wunder, early last month, had announced his plans to resign and enter business in Dallas with his one-time boss on Capitol Hill, former Representative James Collins (R-Tex.) (BROADCASTING, Feb. 7). Markey and Wunder were close friends, and Wunder listed Markey as one of the several recommen-

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dations to succeed him that he submitted to the administration. Secretary of Commerce Malcolm Baldrige is said to have been favorably impressed by Markey's familiarity with communications issues and by his extensive—and friendly—contacts on Capitol Hill and at the FCC.

Markey, who has followed developments at NTIA, does not seem to see himself as taking over an agency headed for further decline—possibly even early extinction. There was a report that the Commerce Department was considering proposing the elimination of NTIA from the table of organization ("Closed Circuit," Feb. 14). But Markey last week said he believes the cutbacks have ended. And while he conceded the "dismantling" of NTIA could occur "down the road"—"there is reason to combine some agencies" in the department—he said nothing in that regard "is pending." And he add-

ed, "I would oppose downplaying telecommunications policy" in the government. "It's increasingly important to this nation, to everyone in business."

What's more, Markey appears interested in stemming what has seemed to have been an erosion of NTIA's prestige. He thinks the major issue facing the agency is in the international area, particularly in trade of telecommunications equipment and services and the free flow of transborder data, and says the agency must help deal with it. He seems determined, also, to have the agency make its mark on domestic issues. He said he could not specify which ones until he had been on the job at NTIA. But, he said, "There are some on which NTIA should get involved." And he feels that the agency, despite a loss since 1981 of 65 permanent positions—from 260 to 195—"has enough people to do what has to be done." □

## Comments mixed on land mobile

### Broadcasters come out against FCC move that would force sharing of some UHF channels with land mobile

The FCC's rulemaking aimed at changing the table of allocations to permit land mobile and fixed services to share UHF television channels 21-36 (512-608 mhz) and 38-69 (614-806 mhz) on a secondary basis (BROADCASTING, Nov. 22, 1982) has drawn a mixed response.

In comments at the FCC, broadcasters opposed the proposal. On the other side, some land mobile interests argued that the proposal hadn't gone far enough.

The rulemaking stems from the World Administrative Radio Conference of 1979, which authorized the sharing of UHF channels, but didn't mandate that that sharing be done.

The Association of Maximum Service Telecasters stressed that the WARC agreement had given the United States "considerable flexibility" to adopt domestic frequency allocations that don't conform to the international table.

"Therefore, the commission's only proper concern is whether domestic allocation changes are necessary to protect conforming uses in other countries," AMST said. "The changes proposed in this proceeding for domestic frequency allocations in the present television broadcasting bands do not meet this test. They are also arbitrary, counterproductive and inconsistent with prudent spectrum management."

The National Association of Broadcasters agreed. "Spectrum sharing in the international table simply does not compel a parallel domestic allocation," said the NAB. "Rather, the United States, through the FCC, retains considerable flexibility to reallocate frequencies when domestic circumstances warrant. There are no current circumstances that support sharing of the UHF television bands."

NBC said the proposed changes were "premature and unnecessary" and lacked any reasoned basis.

NBC noted that there was "considerable demand" for the remaining portion of the UHF band. According to figures it cited, 72 full-power UHF stations went on the air between January 1979 and January 1983. "In addition," NBC said, "the commission has over 8,000 applications pending for low-power television stations throughout the country—the vast majority of which specify operations in the UHF bands.

"Use of these channels by local mobile services—even on a secondary basis—will largely preclude their use for low-power TV in many locations," NBC said.

The Association of Independent Television Stations agreed. "The nascent LPTV also is a 'secondary service,'" it said. "As a practical matter, a secondary allocation of UHF channels to fixed and mobile services would enable land mobile interests to hoard the channels made available thereby and to freeze out current and future LPTV applicants, many of whose applications cannot be processed and granted for several years."

The Council for UHF Broadcasting said the proposed reallocation wasn't supported by "hard evidence" of land mobile's need for additional spectrum.

The National Association of Public Television Stations said the UHF sharing proposal was "unquestionably" premature. It said it "strongly" concurred with FCC Commissioner James Quello, who dissented in part to the rulemaking. "As Commissioner Quello aptly pointed out, this proposal is made (1) without having established a need, (2) without due consideration of alternatives in the event a need is established, and (3) without having established that sharing the band by UHF television and fixed and land mobile radio is feasible," NAPTS said.

CBS agreed that no showing of need had been made, and suggested that the commission look in another direction. "More efficient use of the spectrum now allocated to private land mobile services is the better way to meet any future increase in the requirements of land mobile users," it said.

CBS also—as did AMST and NAB—opposed the commission's proposal to shut the

door on terrestrial broadcasting in the 12.2-12.7 ghz bands. CBS said that, based on allocations adopted at WARC, fixed satellite, direct broadcast satellite and mobile services are primary and co-equal in the 12 ghz band, and subject to the restriction that no terrestrial service shall impose any restriction on the elaboration of the broadcast satellite service plan developed at the Regional Administrative Radio Conference this summer. "CBS believes that the commission's proposed deletion of broadcasting from that block of spectrum as a primary service co-equal with the broadcasting satellite service is both unnecessary and undesirable.

"Whatever the sharing problems posed by the eventual accommodation of terrestrial and direct-to-home satellite broadcasting, there is simply no reason to drop broadcasting from the 12 ghz allocation at this time," CBS said.

The central committee on telecommunications of the American Petroleum Institute said it "vigorously" supported the adoption of allocations to provide for shared fixed and mobile service use of the UHF TV channels. "Such an allocation will enable the commission to promote sharing between land mobile and broadcast users."

The Land Mobile Communications Council urged the FCC to go a step further. "Clearly the public interest requires that this important framework and the attendant flexibility built into the 1979 WARC be preserved by providing for primary, co-equal status for the land mobile services in the domestic table of allocations."

The Special Industrial Radio Service Association joined the land mobile chorus, also arguing for co-equal, primary allocation of the UHF TV channels.

The Los Angeles County Sheriff's Department urged the FCC to reallocate 470-512 mhz to land mobile on a primary basis. It also asked the FCC to assign "sufficient" UHF spectrum from within the 470-512 mhz band specifically for public safety, as it has already requested in a pending rulemaking. The department also supported the mutually shared allocation of the 512-806 mhz band for land mobile services, and urged the commission to "confine DBS activity to those areas not already served by more conventional forms of television." Otherwise, it said, the FCC should allow current 12 ghz users in "congested" areas that are also susceptible to seismic events to retain their systems as primary and DBS as secondary or "reallocate 18 ghz or higher vacant spectrum for use by DBS, thus minimizing the inconvenience to existing terrestrial users."

On a separate issue, United Satellite Communications Inc. which has proposed to launch a direct-to-home satellite broadcasting service over fixed satellites (11.7-12.2 ghz) this year (BROADCASTING, Feb. 7), supported a proposal to "implement domestically" a WARC footnote that would permit direct-to-home satellite video services in that fixed band.

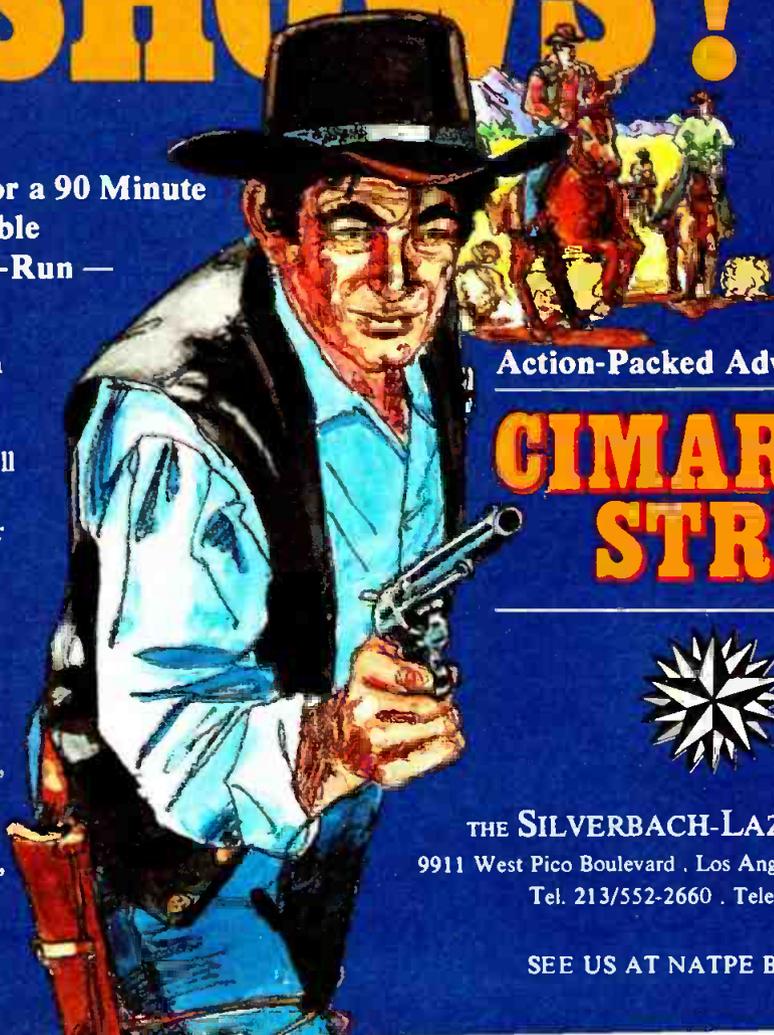
To no one's surprise, however, Satellite Television Corp., which has been authorized to provide DBS service in 12.2-12.7 ghz band, urged the commission to refrain from such action.

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well-founded policy of separate allocations for the FSS [fixed satellite service] and BSS [broadcast satellite service] that was adopted by the United States prior to WARC 1979 and has been followed by the commission since that time," STC said.

STC also claimed that "deviation" from the policy of separate allocations would undercut the United States' negotiating position at RARC 1983 and would retard competition among BSS operators by undermining the commission's policy of co-locating the satellites of all BSS systems serving a given geographic area. □

## Court of appeals upholds IRC's fight with Comsat

**Court stays FCC decision allowing direct sale of international transmission service to users**

International record carriers have won an initial victory in their court fight to reverse FCC actions authorizing the Communication Satellite Corp. to offer international transmission services directly to users, as well as to IRC's. The U.S. Court of Appeals in Washington, which has consolidated appeals from the four commission decisions involved, stayed the one permitting Comsat to provide basic satellite transmission capac-

ity directly to the general public at international earth stations—the so-called Authorized User II decision. The commission order permitting Comsat to offer television transmission services directly to the customer is not affected.

RCA Global Communications Inc. and Western Union International requested the stay pending appeal of the commission order released Feb. 2, which implements Authorized User II by authorizing Comsat to acquire the facilities to provide the service.

RCA and WUI contended in their requests for stay that IRC's would be adversely affected if the decision were implemented. RCA put the annual loss to the IRC's at up to \$35 million annually. They also said they would be likely to win the case on the merits. RCA noted the Satellite Act that established Comsat 20 years ago authorizes the company to offer "for hire" channels of communications to "common carriers and other authorized entities," and added: "If any person may be an 'authorized user,' then this statutory limitation is meaningless."

The IRC's maintain that the Authorized User II decision puts them at a competitive disadvantage against Comsat. They note that Comsat is the country's only link to the International Telecommunications Satellite Organization and was created by Congress to serve essentially as a carrier's carrier, but if the act does allow the commission to authorize Comsat to compete in the retail market along with the IRC's, they say, the commission must consider steps to assure that Comsat does not use its singular position as a "monopolist" of the Intelsat space segment for unfair advantage.

The court, in granting the stay, sought to make the point it was not signaling its views. "While it maintains the status quo," it said, the action "is not a vindication of the petitioners' claims." But the court set the case on a fast track. It established a briefing schedule that reduced by two weeks—to April 15—the deadline for reply briefs in order to insure oral argument during the court's May-June session. □

## U.S., Canada examine broadcast differences

More than 100 participants from the U.S. and Canadian governments, universities and the broadcasting industry assembled in New York for a conference on broadcasting issues facing both countries. In a luncheon address, FCC Commissioner Stephen Sharp stressed that both countries must "look positively to the future" in resolving their border broadcasting disputes.

Sharp said he supported the Canadian government's recent decision to review its policy on program importation (BROADCASTING, March 7) as a "strategy that gives us the opportunity" to resolve differences.

Sharp said he believes the "advent of narrowcasting offers the chance for Canadian broadcast production" to increase its supply of domestically produced programming. A warning, however, was sounded by John Meisel, chairman of the Canadian Radio-Television and Telecommunications Commission (CRTC). Meisel explained that "the context of broadcast

regulation in Canada is fundamentally different from the context of regulation in the U.S."

He expressed the fear that a full-throttle opening of Canadian outlets to U.S.-produced programming would put Canadian culture and its "voice" in jeopardy. "Can we really expect broadcasters to address the needs and tastes of minority audiences rather than compete for domination of the mass audience?" asked Meisel.

He concluded: "Genuine program choices are not made by audiences in a free market but by network executives responding to their advertising strategies. History has shown them to be notoriously cautious, imitative and unwilling to select programs dealing with issues in a manner which avoids stereotyping." On that last point, Sharp agreed. Stereotyping also is common in Hollywood productions, Sharp explained, and many American viewers don't like it. "There are a large number of people whose moral values are undermined by what they see" on television, Sharp told the group. □

## What to do with Orion application

**It wants to go into private satellite telecommunications business; questions arise on how it fits with existing machinery**

To the new Orion Satellite Corp., its proposal to launch and operate two communications satellites for service between the U.S. and Europe (BROADCASTING, March 14) contemplates a private system that would complement, not compete with, the International Telecommunications Satellite Organization which, by treaty, has a monopoly on international public communications satellite service. But other interested parties, including, reportedly, Intelsat, are not so sure. And coordination with Intelsat could become a critical issue, even before the FCC.

Last week in Washington, off-the-record comment and speculation were in greater supply than official reaction. A spokesman for Intelsat—a consortium of 108 countries—referred questioners to Communications Satellite Corp., the U.S. member and 24% owner of Intelsat.

A spokeswoman there said the company had nothing to add to its statement of March 11 that it would be "premature" to comment on Orion's proposal.

At the FCC, Gary Epstein, chief of the Common Carrier Bureau, which would have responsibility for the staff work on the Orion application that was filed with the commission, was more forthcoming. He said: "The issue is going to be whether this [proposal] will be compatible with the Intelsat treaty obligations." He also said the commission would be concerned about the precedent a grant would establish for others proposing trans-Atlantic service.

The agreement embodied in the treaty requires companies proposing international public telecommunications service to furnish information to Intelsat regarding "technical compatibility" with its system and the avoidance of "significant economic harm" to



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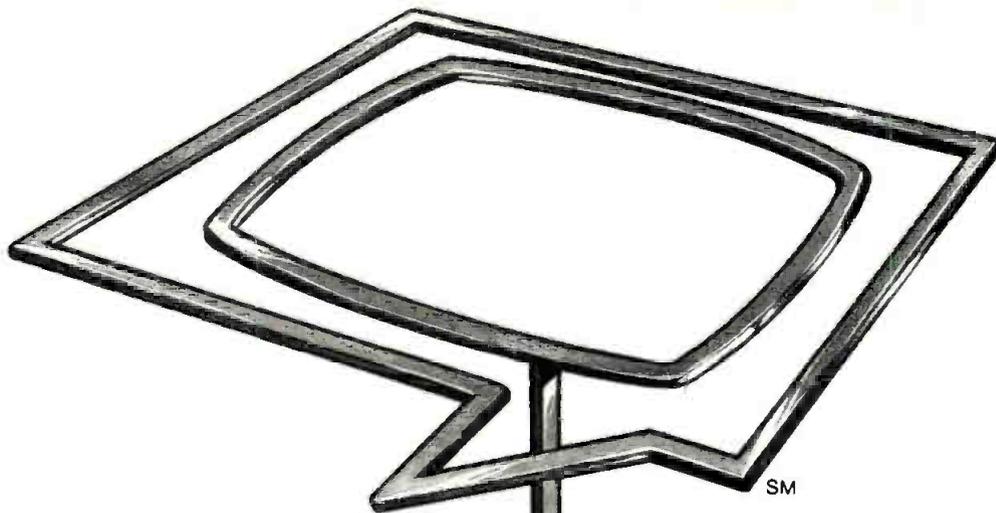
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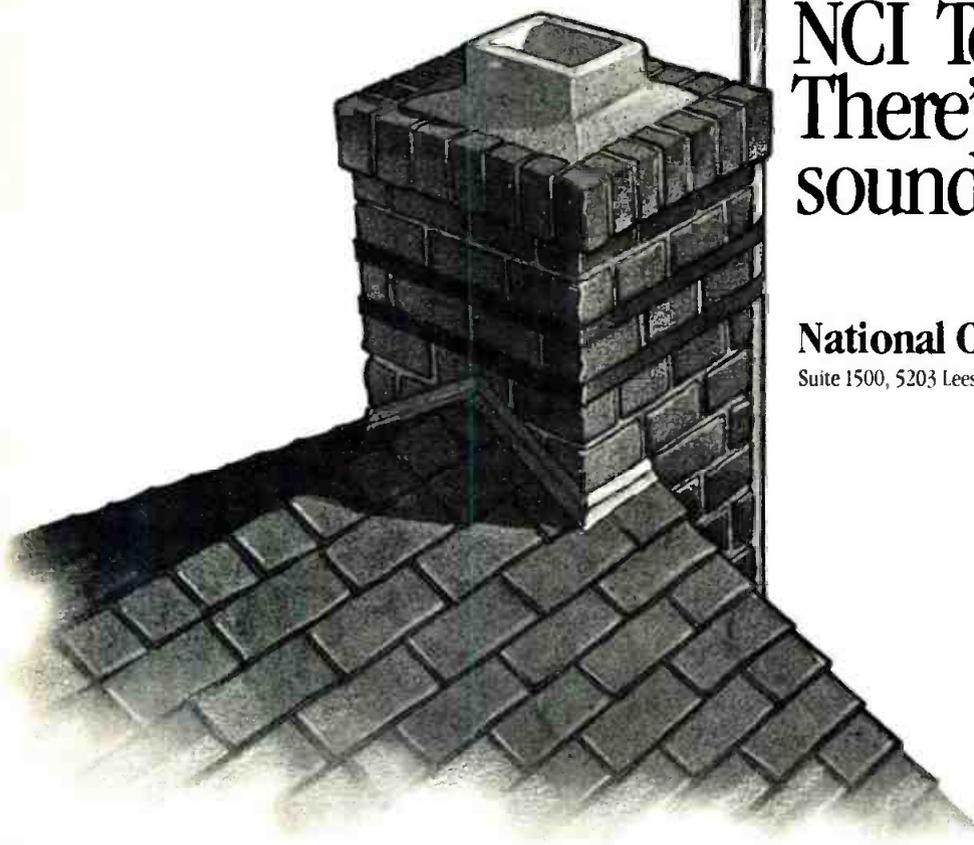
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it. Companies proposing "specialized" communications services internationally must supply information dealing only with technical compatibility.

If public statements were in short supply, private speculation was not. Some sources expressed the view that Intelsat, either directly or through Comsat, will contend that Orion is required to satisfy the technical and economic-harm tests. And commission officials appear torn. One expressed the commission's well-known preference for competition in the marketplace, but noted that the U.S. has "treaty obligations," and the Orion proposal, he said, would appear to be "a direct competitor" of Intelsat. Another noted that the commission has been able to interpret the Communications Act in a manner to promote competition in the common carrier field. But the Intelsat agreement, he noted, is something else. "We may not be as free to interpret it." In short, he seemed to say, the commission may not have the latitude it needs to grant the application.

Officials say the FCC may not have a free hand—that it probably would not act on the application without consultation with other agencies with responsibility in the international telecommunications arena, the State Department and National Telecommunications and Information Administration.

For its part, Orion contends that Intelsat coordination issues should have no bearing on the commission's decision. It says that matter is to be resolved "subsequent to and separate from" the commission's action. However, the commission, in authorizing the trans-Canadian border satellite service that required coordination with Intelsat, made its grant subject to that coordination. Officials also said the agency might choose to await the results of a coordination effort.

Orion would not be the first non-Intelsat organization providing international telecommunications service by satellite. Arabsat, owned by a consortium of Arab countries, and Eutelsat, owned by several European countries, as well as Great Britain's Unisat and France's Telecom, are under construction. However, Arabsat's and Eutelsat's backers have successfully negotiated the coordination tests that Orion Satellite says do not apply to it. Owners of Unisat have coordinated the domestic broadcasting and common carrier aspects of the system but have not yet approached Intelsat regarding the international service. Telecom's owners thus far have held only "preliminary" discussions with Intelsat, according to a spokesman for the international organization. The Orion application stresses that the proposal does not raise the prospect of competition for Intelsat. Orion says its plan is to offer the sale or long-term lease of transponder capacity to customers for their own use, rather than make common carrier offerings to the public, as does Intelsat. As a result, Orion contends, it would not be required to demonstrate the avoidance of economic harm. "At the most," it says, it would be subject to the technical coordination requirement.

Thomas J. McKnight, president of Orion, and Christopher J. Vizas II, executive vice president, secretary and treasurer, say Orion is proposing a unique service in international

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telecommunications. They say Orion satellites—with the potential for linking points as far east as Cairo with those as far west as Houston—would perform the same kind of service terrestrial microwave systems now offer private customers. McKnight said the international telecommunications market has begun to demand “the diversity of services and facilities” available within the U.S. And Orion, he added, “plans to offer the first such private international facilities.” Because of the growth of media on both sides of the Atlantic, McKnight said, “Intelsat is not in a position to cope with the traffic Orion plans to serve.”

McKnight expects Orion to sell much of its transponder capacity to television program distributors, in both Europe and the U.S. Financial institutions and multinational corporations are also expected to be major customers. And McKnight and Vizas say they are basing those expectations on more than the marketing studies they say have been encouraging. McKnight said he has received letters from several Fortune 500 companies expressing interest in buying transponder capacity. He described the reaction to his description of Orion’s plans as “enthusiastic.”

Orion expects its system to cost \$230 million (with financing arranged with the Centennial Fund, a venture capital limited partnership), and assumes a launch of its two 22-transponder satellites by the National Aeronautics and Space Administration in 1986 and early 1987. Orion says since it will not operate as a common carrier, the earth stations in the U.S. could be owned and operated by users of the satellites. Access to the satellites in Europe would be through the facilities of the European governments involved. McKnight said he has talked to governments in Europe and the agencies that operate their telecommunications systems—postal telephone and telegraph operations—with a view to facilitating potential customers’ access to the satellite system.

Orion Satellite was established by McKnight and Vizas, who are the principals of Orion Telecommunications Ltd., a Washington-based consulting firm specializing in telecommunications matters. McKnight is a former legal assistant to former FCC Commissioner Abbott Washburn (now chairman of the U.S. delegation to the forthcoming Regional Administration Radio Conference on the allocation of satellite frequencies and orbital slots). One of the directors of Orion, along with McKnight and Vizas, is Gustave Hauser, former chairman and chief executive officer of Warner Amex Cable Communications Inc. However, he is not a shareholder. The fourth director is Stephen C. Halstedt, chairman of the applicant. Several of the shareholders are known in the communications field—Gerald Buford, Robert Holman and John C. Saeman, all of the Daniels & Associates, a cable MSO and a broker of cable properties; Frank M. Drendel and Frank Puente, both of M/A-COM, a major supplier of components, equipment and systems for commercial telecommunications and defense applications; Robert W. Hughes, of Prime Cable Corp., and John P. Cole Jr., of Cole, Raywid & Braverman, Washington communications attorneys. □

## Dingell-Fowler debate highlights press forum

**Congressman argues for retention of content regulations for broadcasters; FCC chairman says restrictions should be lifted**

“Malarkey” was what Representative John Dingell (D-Mich.) had to say about charges that the government has control over a broadcaster’s programming. Dingell, chairman of the House Energy and Commerce Committee, was addressing, in particular, a statement made by FCC Chairman Mark Fowler, who in stating the case for eliminating the fairness doctrine and equal time rule, said the FCC “must get out of the content regulation business.”

Dingell and Fowler made those remarks while participating in a national press forum last week devoted to “First Amendment Rights of the Electronic Media.” The forum, sponsored by the Society of Professional Journalists, Sigma Delta Chi, and the National Press Foundation, also included Steve Dornfeld, president of the SPJ. Larry King of the *Larry King Show* moderated the debate. Senator Bob Packwood (R-Ore.) was slated to participate in the forum, but was unable to attend due to an extended session of the Senate.

The debate between Dingell and Fowler was lively. Fowler, who has called for elimination of the fairness doctrine and equal time law, dismissed the spectrum scarcity argument. Fowler maintained there is a diversity of media sources in the nation today and that the regulations established years ago are not in tune with today’s marketplace. “The time is overdue,” he said, “for broadcasters to be entitled to the same First Amendment protections as the print media.” The decision of what is broadcast and what isn’t should be made only by the broadcaster, Fowler added.

Dingell heartily disagreed. He insisted that “there is a basic difference between the electronic and print media.” Broadcasters’ use of the spectrum, which Dingell characterized as a “monopoly,” was the main dif-

ference. “Monopolies have to be dealt with in the public interest,” Dingell said. “The fact that the fairness doctrine and equal time rule serve the public interest,” Dingell said, is no reason to claim there is content regulation.

The FCC chairman challenged Dingell’s argument that broadcasters have a “monopoly.” He said “there is no monopoly” because, according to statistics, most homes receive 10 or more television signals. He said Dingell did not understand the “pernicious” nature of the regulations. “What they are doing is precluding other material from being broadcast,” Fowler stated.

Dingell, on the other hand, maintained that regulations “don’t inhibit” broadcasters. He said the public has a right to hear different viewpoints and that the “airwaves really do belong to the public.” Dingell said no private legal remedies would work in place of the fairness doctrine and equal time rule, except in “extraordinary circumstances.” He charged that those who talk about doing away with the regulations are “disregarding the average citizen.”

King asked Fowler whether broadcasters might abuse their privileges if there were no regulations. Fowler agreed that there might be abuses, “but we have to take that risk in the name of a much higher value,” he added.

Dingell also addressed the issue of freedom of information. (The forum was held in honor of the annual Freedom of Information Day, March 16.) Dingell charged the Reagan administration with thwarting the public’s and Congress’s access to information. Congress’s attempt to obtain information concerning recent events at the Environmental Protection Agency was one example he cited of administration abuse.

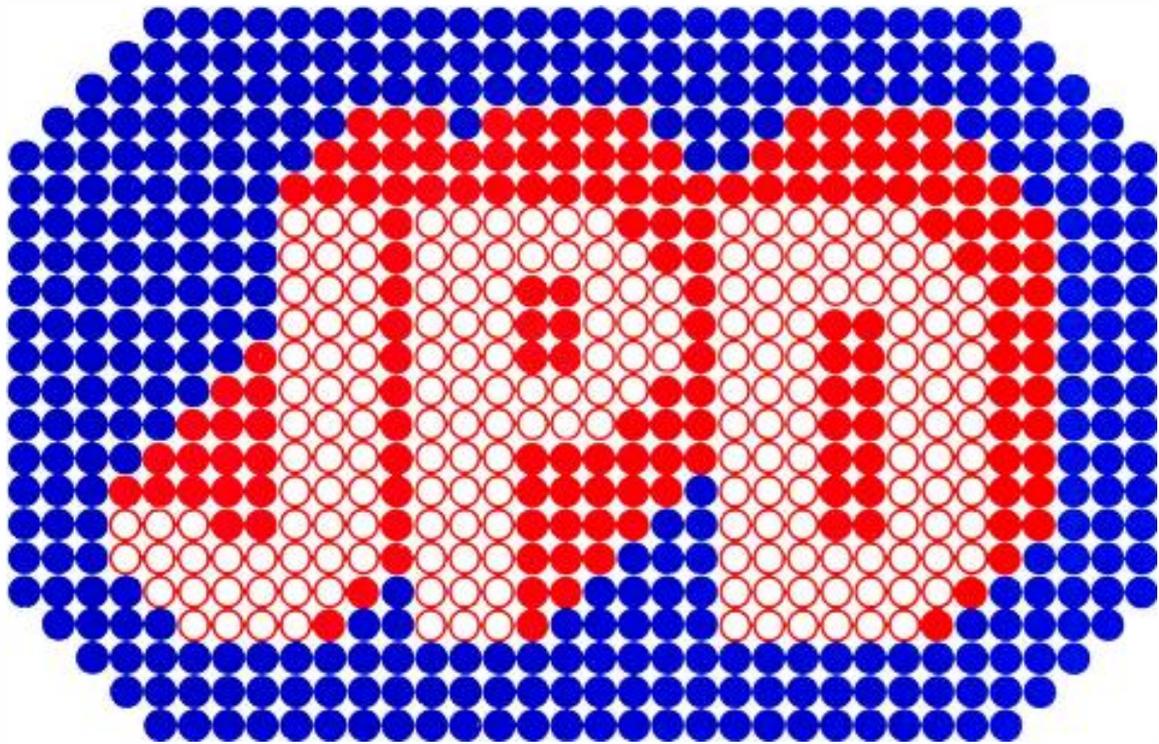
Dornfeld told the audience that SPJ also was concerned about the administration’s attempts to “curtail the flow of information and undermine the Freedom of Information Act.”

On content regulation, Dornfeld sided with Fowler and argued for repeal of the regulations. He said scarcity was no longer a justifiable argument and that the fairness doctrine does not “encourage robust debate, but discourages it.”

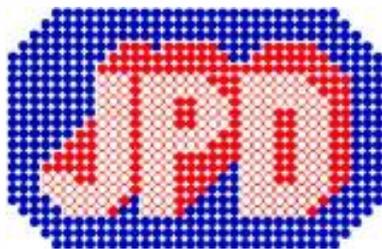
The society supports efforts by Packwood for a constitutional amendment that would



King, Fowler, Dingell and Dornfeld



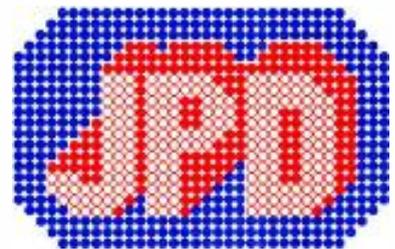
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expand First Amendment rights to the electronic media, Dornfeld stated. He noted, however, it has had some fears that the amendment could lead to tampering with the First Amendment. □

## Children's TV back under government spotlight

**FCC will come out with final report and Tim Wirth plans to set up temporary task force**

Advocates of more television for children were promised help last week by the FCC and Congress. FCC Chairman Mark Fowler announced that the commission will issue a final report on its children and television proceeding by "late summer/early fall, 1983." And Congressman Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, plans to introduce legislation to establish a temporary task force on children and television to "expeditiously devise a workable blueprint to maximize the potential of the video marketplace for children," he said, during a subcommittee hearing on the subject.

The FCC's proposal to finish the proceeding was stated in a letter presented to Wirth by FCC Commissioner Henry Rivera. The letter said the commission also intends to hold an en banc oral hearing in late April on the matter. Rivera was one of 12 witnesses testifying at the hearing held in conjunction with National Children and Television Week (March 13-19). Other witnesses were Robert Keeshan (Captain Kangaroo); LeVar Bur-

ton, host of public TV's *Reading Rainbow*; Squire Rushnell, ABC vice president, long range planning and children's television; Edward Fritts, National Association of Broadcasters president; Peggy Charren, head of Action for Children's Television; Jack Schneider, president, Warner Amex Satellite Entertainment Corp.; Bruce Christensen, president, National Association of Public Television Stations; John Blessington, vice president, CBS/Broadcast Group; Phyllis Tucker Vinson, NBC vice president, children's programming; Dr. Sharon Robinson, director of instructional and professional services, National Education Association, and Keith Mielke, associate vice president, *3-2-1 Contact*, Children's Television Workshop.

Rivera joined Wirth in calling for a temporary task force to examine children's television. Rivera said he was "disheartened" by his agency's inactivity on the subject and stated the need for a "vehicle for such supplemental activity which will break the existing regulatory stalemate." A temporary commission to evaluate the viewing needs of young viewers should be established, he stated. His proposal for a commission, Rivera said, would be similar to a plan outlined by the National Education Association during an FCC en banc meeting in January 1982. He suggested that the temporary commission have a limited life span (six months), during which the "group could freshen the record of the FCC's pending rulemaking, educate the current FCC on the issues involved, and ultimately present final recommendations for positive action." The temporary commission should be specifically accountable to the Congress as well as the FCC so Congress can act promptly on legislative recommendations, Rivera said.

The NEA also supported the concept of a temporary commission. NEA's Robinson said a commission would establish a dialogue among broadcasters, producers, educators and other community interests aimed

at improving the quality and increasing the number of television programs for children. The Temporary Commission on Alternative Financing for Public Telecommunications, Robinson stated, is an example of the effectiveness of establishing advisory committees.

Robinson, like Rivera, said current programming fare for children is insufficient and has "significantly declined in recent years." Rivera noted that "one need only scan a TV schedule to confirm that the choice of programs designed for the child audience on commercial television is limited, to put it most charitably." Although public broadcasting is one vehicle for fulfilling the children's programming mission, Rivera said, he has "several reservations about making it shoulder the entire responsibility for children's television."

In addition to the regulators and educators, children's television personalities, Keeshan and Burton said it was important to develop and maintain quality children's programming. Keeshan noted that in the past he has spoken out against government intrusion in broadcasting. However, in the case of children's programming, he maintained that children are special and need to be protected. He said that broadcasters, as well as the rest of society, "must be accountable for the effects of their actions upon the nation's young."

Burton said that children play a big role in his series and that each segment encourages young people to go and use their local libraries.

Burton also expressed concern about government cuts in the Corporation for Public Broadcasting budget. "As proud as I am to be part of this effort, I am worried too. I want to be sure that it's not the last program I'll be able to do for public television," Burton said.

Christensen noted that the funding cuts have "eroded" a public broadcaster's ability to produce and distribute all programming, especially that for children. He said that the administration's suggestion to seek funding from the public sector isn't the answer. Viewer support, he said, is also dropping off. "Records from the first four days of pledging in the spring festival show a still bleaker picture. Total dollars pledged are down 10%, and pledges are off 14%. Part of the problem is the lack of new, attractive and thus well publicized programming such as *Brideshead Revisited* and *Life on Earth*," Christensen said.

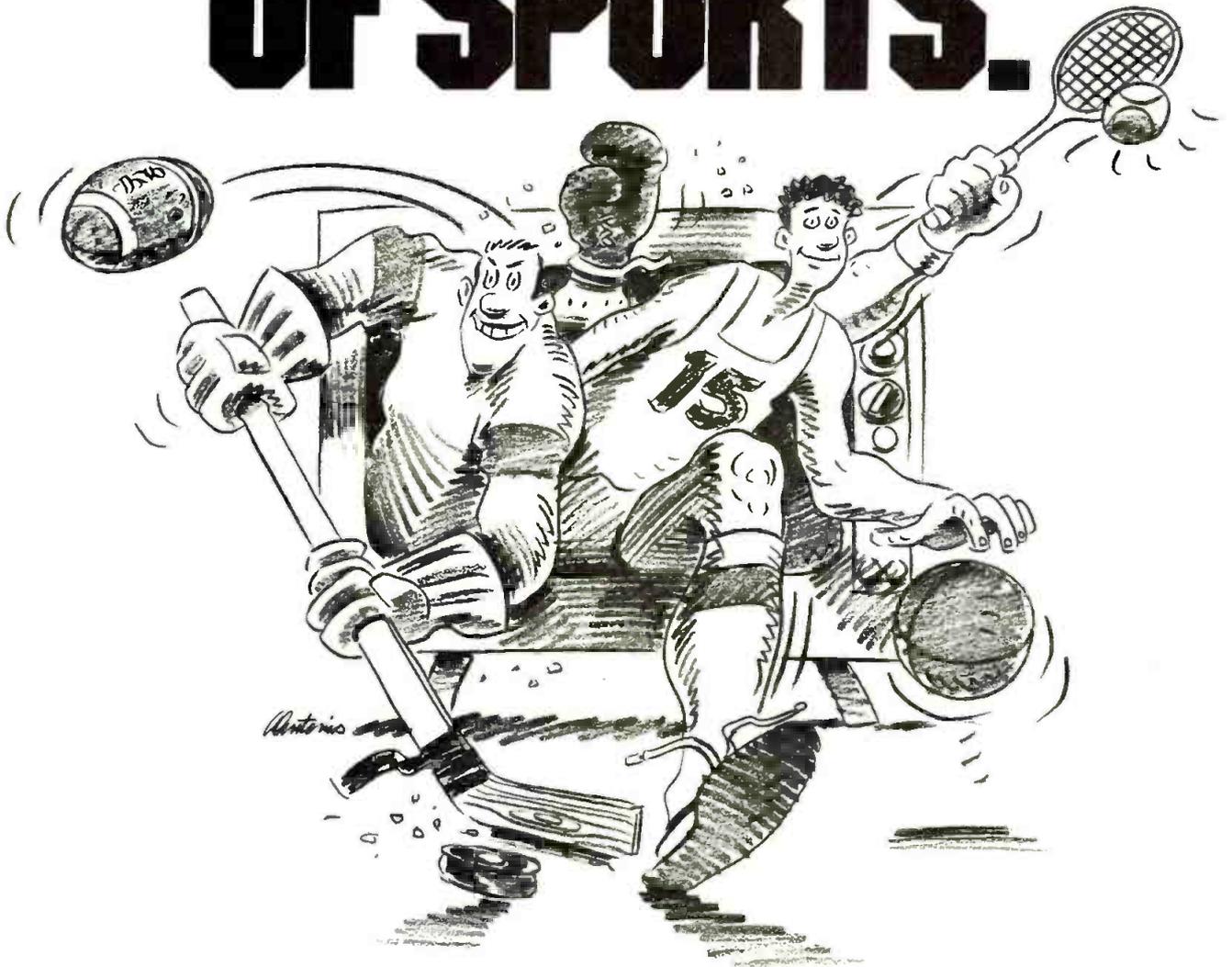
For network representatives, the hearing provided a forum to air their current children's product and announce new projects. Rushnell presented a videotape collage of ABC's children's programming and talked about a planned prime time special, *The Wind in the Willows*. Rushnell noted that ABC believes it has a special responsibility to provide programming for children. "At the same time," he said, "we do not believe that this responsibility can or should be defined by governmental standards that attempt to mandate either the amount or the type of children's programming. Rather, this responsibility should be exercised by individual broadcasters based on their own editorial and creative judgment. Only in this manner

**Advertiser's exemption.** Representatives of the advertising industry last week asked the Senate Commerce Committee to make permanent a temporary moratorium on the use of the Federal Trade Commission's "unfairness standard" in commercial advertising rulemakings. The request for the exemption was made during the committee's hearings on FTC reauthorization for fiscal 1983, 1984 and 1985. The advertising industry made the same request two weeks ago during authorization hearings in the House. The industry has been pursuing the issue since last year (BROADCASTING, March 14). In a joint statement, the Association of National Advertisers, the American Advertising Federation and the American Association of Advertising Agencies, also asked that the FTC's "deceptive acts or practices standard" be revised.

The groups charged that the current deception standard has allowed the "commission too often to abridge advertising without showing that the ads are in fact misleading, or harm consumers. Such restrictions infringe First Amendment principles." They also asked that the commission's back-door rulemaking provision be repealed.

In addition, the committee heard from FTC Chairman James Miller, and Commissioners George Douglas, Michael Pertschuk, David Clanton and Patricia Bailey. Miller called for revision of both the agency's unfairness and deception standards, requests he made in the House two weeks ago and in Congress last year. While Miller is seeking revision of those standards, he, along with the rest of the commissioners, opposes repeal of the fairness standard for advertising. The commission is also united in its opposition to proposals to exempt state-regulated professional groups from FTC oversight. While the majority of commissioners, with the exception of Pertschuk, support Miller's proposed revision of the unfairness standard, only Douglas agreed with Miller's call to redefine the deception standard. Miller said that his definition of deception would require the agency to "find that the challenged act or practice is a material claim that misleads consumers, acting reasonably in the circumstances, to their detriment." The chairman concluded that although most of the commissioners object to his proposal, "they approve the substance of my proposal as case selection criteria."

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Burton



Rivera

can children's programming be said to be truly responsive to audience and marketplace needs," Rushnell said.

Vinson said NBC tries to provide a diversity of programming with animation, live action, entertainment and information. "Hand in hand with that philosophy," she said, "is a commitment to avoid stereotyping, gratuitous violence and negative role models, while making every effort to incorporate, wherever possible, positive role models and ethnic diversity among the characters." She talked about the establishment of a social science advisory panel by NBC to aid in the development and evaluation of children's programming. The network also publishes viewer's guides, she said. She cited NBC series like *The Facts of Life*, *Fame* and *Different Strokes* that provide viewing experiences children and parents can enjoy together.

CBS, said Blessington, does not end its commitment to children's programming with what is on the screen. Instead, he said, the network has a separate department of educational and community services. "That department works with educational institutions and community groups across the country in developing ways in which CBS programs and projects may be used to benefit young viewers," he said. He discussed the network's reading program which distributes scripts of selected CBS programs for classroom use. Blessington said that CBS opposed the institution of quotas for children's programming: The network finds that "fundamentally at odds with basic First Amendment values, and with the role of broadcasting in a free society." Blessington also pointed out that the new technologies are supplying new sources of children's programming and cited the example of Warner Amex's Nickelodeon.

Schneider described Nickelodeon, a cable programming service devoted solely to young people. He said that according to research commissioned by the service, Nickelodeon had television's "highest number of positive characterizations of women, blacks and other minority and ethnic groups." He noted the service's programming falls into five main categories, pre-school, elementary, sub-teen, teen and programs children can enjoy along with their parents. "Nickelodeon is doing what cable was designed to do by offering more options, more participation and more programming suited to individual needs," Schneider said. "We are showing people that they are both competent and respected."

Some subcommittee members took issue with the networks. Congressman Albert Gore (D-Tenn.) said he thought that due to

the lack of programming for children, they end up watching mostly reruns of adult series. Gore was also disturbed by WJLA-TV Washington's January broadcast of "Born Innocent," which depicts a brutal rape, during the afternoon. Fritts told the congressman that the rape scene had been edited out and that the movie was only aired as a last-minute substitute. Gore charged, however, that it was a "lapse of judgment all too common." Congressman Mickey Leland (D-Tex.) expressed concern about the appearance of minority stereotypes on network television.

Charren was also critical of current children's programming. She accused broadcasters of not airing enough quality programming, because children's programming does not maximize profits. She argued that Congress should recommend that the FCC adopt stronger guidelines for children's television pro-

gramming and advertising. She also said she was pleased with the FCC's decision to proceed with its rulemaking.

Fritts cited several examples of what local broadcasters were doing in recognition of National Children and Television Week and discussed some of the past NAB activities concerning the issue. "Viewed in total, there is a considerable and growing body of program material from which youngsters and concerned parents can choose. The critic who castigates television for not having more good programs may actually be asking why more television programs don't conform to his particular idea of what is suitable for children and to the demands of his or her schedule," he stated.

Mielke discussed the merits of such productions as PBS's *Sesame Street* and *3-2-1 Contact*. □

## ACT gets in the act

Broadcasters, and particularly the television networks, "have not met their responsibilities to children," according to Representative Albert Gore Jr. (D-Tenn.), member of the House Telecommunications Subcommittee, at a Washington press conference organized by Action for Children's Television last week as part of National Children and Television Week.

"It's really a tragedy," Gore said. "Children spend more time before a TV set than in school, and what they see is not very helpful."

FCC Commissioner Henry Rivera, also present at the conference, seemed to agree. "It's up to all of us to nurture these future leaders of society," he said.

Peggy Charren, ACT president, also told reporters that ACT had petitioned the FCC for authority to file additional comments in

the FCC's pending EEO proceeding. She said that if there were more females and minorities in the TV industry, women and minorities would be better represented on children's television and fewer racial and sexual stereotypes would be depicted.

Specifically, she said, ACT wanted the FCC to change its employment reporting requirement so that those reports (Form 395) would include data regarding sex and race or ethnic group for each job title. ACT also wants the commission to compile and publish that data annually, she said.

Charren, noting that ACT thought one of the "most serious" problems in children's television is the way it ignores or stereotypes women and minorities, also announced that, as part of National Children and Television Week, ACT has released a new handbook called "Fighting TV Stereotypes." □

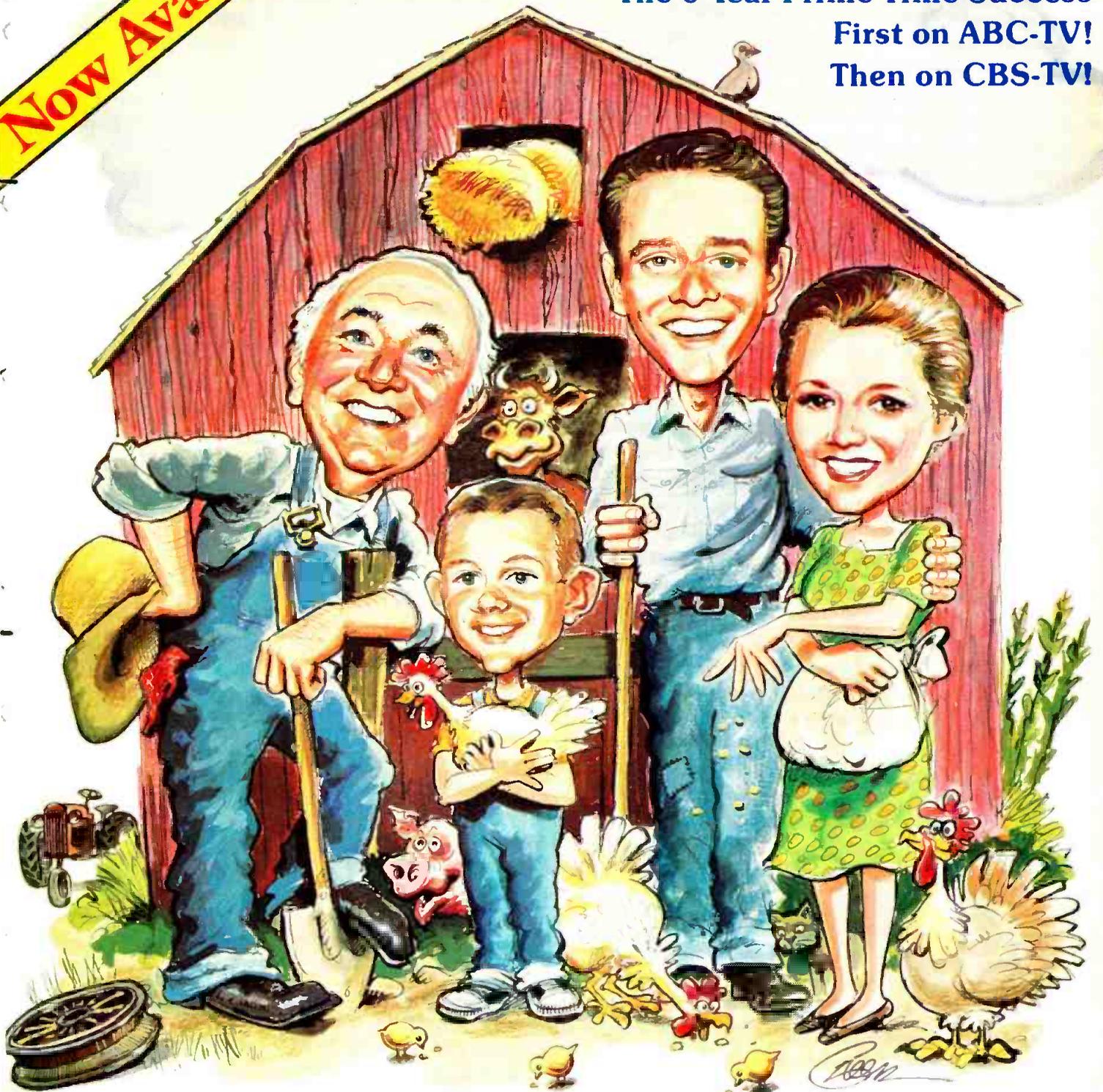


**Tax cut.** Senator John Heinz (R-Pa.); center, was on hand for celebration of National Children and Television Week in Washington last week. He was joined by two prominent figures in children's programming: Bob Keeshan (*Captain Kangaroo*); at left, and Fred Rogers (*Mr. Rogers' Neighborhood*). During a reception honoring the Sears, Roebuck Foundation for its 15 years of financial support of *Mr. Rogers' Neighborhood*, Heinz announced he will introduce legislation allowing tax credits for corporate contributions to children's programming on public television. Heinz was a co-sponsor of legislation establishing National Children and Television Week.

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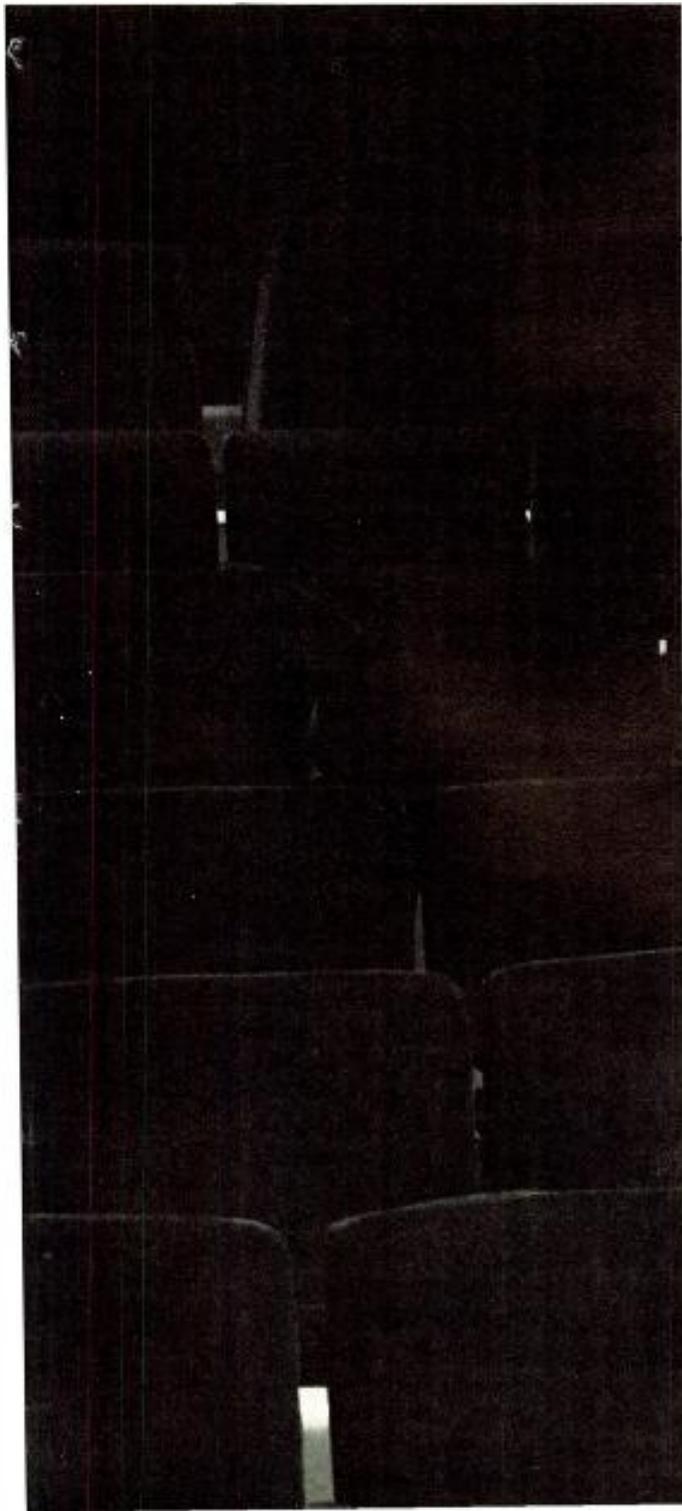
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## A bird in the hand . . .

RCA Americom may have found Satcom III, the satellite it lost in space over three years ago. An RCA Americom spokesman confirmed last week that its technicians were following an object in an elliptical orbit around the earth that they believed might be the ill-fated satellite.

Four days after Satcom III's launch from Cape Canaveral on Dec. 6, 1979, technicians ordered the firing of the satellite's apogee kick motor that was to have boosted the satellite from its initial elliptical orbit into its permanent geostationary orbit at an altitude of 22,300 miles. But when the button was pushed to ignite the solid-fuel motor, RCA Americom immediately lost contact with the bird and, after a thorough search of the heavens, it was given up as lost.

The orbiting object believed to be Satcom III was discovered by the North American Aerospace Defense Command (NORAD) in Colorado Springs, Colo., whose job it is to keep an eye on every object orbiting the earth, from communications satellites to space junk. In the fall of last year, as it often does, it asked the Lincoln Laboratories of the Massachusetts Institute of Technology, which maintains a radar installation in Westford, Mass., to "verify" the orbits of some "uncatalogued" objects it had picked up, according to Melvin Herlin, assistant to the director of the labs. It apparently was the MIT scientists who first suggested that one of the objects might be Satcom III. Herlin said the radar installation had been involved in the search for Satcom III when it was first lost. After it checked the orbits of the objects for NORAD last fall, the scientists rec-

ognized one of the orbits as one of the possible orbits for the lost satellite.

According to RCA Americom spokesman John Williamson, technicians have yet to make a positive identification on the object, although the object is in an orbit that an errant Satcom III could have assumed. (The object, he said, has an apogee of 22,300 miles and a perigee of 5,000 miles.) But even if it did turn out to be Satcom III, he said, there is little chance the satellite could be put into operation or be salvaged. Assuming technicians could re-establish contact with the satellite, he said, it is unlikely there is enough fuel on board to boost it into geostationary orbit (unless the apogee kick motor is intact) and keep it there or to bring it close enough to earth (within 200 miles) to allow the Space Shuttle to pick it up.

## Free lesson

Society of Broadcast Engineers, which is concerned about the FCC proposal to reshuffle the auxiliary broadcast microwave spectrum, has invited FCC officials, including the seven commissioners, and all other interested parties to a tutorial in Washington on how broadcasters use the spectrum. The seminar is scheduled for Wednesday, March 23, at 10 a.m. in the Colonial room of the Mayflower hotel.

## Popular choice

Since AM stereo was first conceived, there has been a lot of skepticism about it. Because of the nature of the AM medium, the skeptics say, AM stereo will never sound as

good as FM stereo. A side-by-side comparison of the two, however, indicates that the opposite may be true.

At the bidding of CKLW(AM) Windsor, Ont., M.A. Ragab of the University of Windsor grabbed 105 attendees of a camper show in Detroit (across the river from Windsor) and sat them down to listen to music broadcast in Harris stereo by CKLW and compare it to music broadcast by a number of Detroit FM stereo stations, including WRF, WMJC, WABX, WLLZ and WCZY. The test participants were not told what they were listening to.

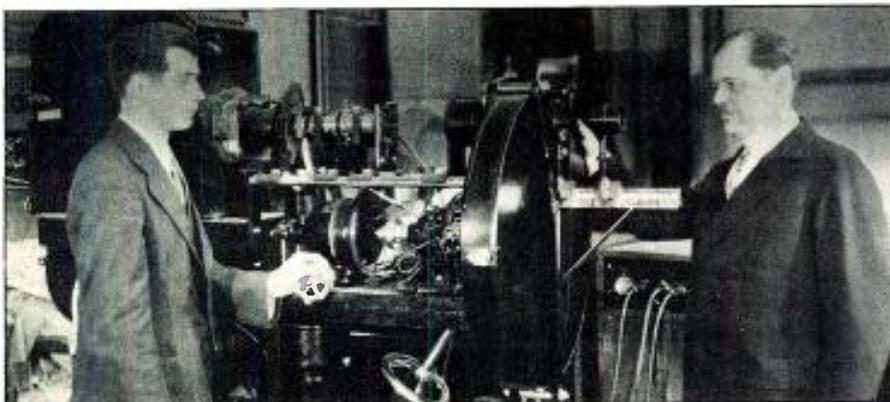
The results: 71% preferred AM stereo to FM stereo, and 95.9%, who said they are regular FM stereo listeners, said they would listen to an AM stereo station if it played their favorite music. Perhaps more important, 77% said they would be willing to pay "a substantial premium" to receive AM stereo in their cars.

## Northern influence

Forget the U.S. broadcasters, the receiver manufacturers and the consumers. The determining factor in deciding which of the four incompatible AM stereo systems emerges as the de facto standard may be the Canadians. The Canadian Department of Communications and the Canadian Association of Broadcasters are committed to pick a single standard. If it's made quickly enough, their decision could carry a lot of weight in the U.S. marketplace that is trying to single out a system. At an AM stereo seminar in Windsor, Ont., sponsored by the CAB, Jim Sward, president of Rogers Radio Broadcasting and vice chairman of the CAB, said the CAB will collect information on all the systems and, unhampered by the stringent U.S. antitrust laws, come to a consensus of which would be best for Canadian broadcasters. (Particular attention will be paid, he said, to how the various systems act at stations with directional antenna arrays, which are more common in Canada than in the U.S.)

Sward hopes the CAB endorsement of a system will be ready or close to ready next September, for the annual meeting of the executive committees of the CAB, the National Association of Broadcasters and the Association of Mexican Broadcasters. According to Wayne Stacey, CAB's executive vice president, the Canadian DOC, which does the actual setting of broadcast standards, is likely to adopt the CAB recommendation. The DOC announced last September that it will make its decision by March 1984.

"Gentleman, please do not underestimate the effectiveness of a Canadian initiative," Sward told broadcasters from north and south of the border and system proponents at the seminar. "We may appear as a mouse among elephants, but I would remind you that it was the Canadian mouse that turned the stampede of elephants away from 9 khz spacing in the AM band."



**Inventive honor.** Ernst F.W. Alexanderson, a pioneer in the development of radio and television at General Electric, has been inducted into the National Inventors Hall of Fame at the U.S. Patent and Trademark Office in Arlington, Va. Alexanderson (l) and an associate demonstrated on May 22, 1930, a large screen television system using high-frequency neon lamps and a perforated scanning disk. But Alexanderson's most important contribution to the field may have been the development of an alternator that generated a continuous radio wave. Using a 2 kw alternator operating at 100 khz, Alexanderson broadcast on Christmas Eve of 1906, some Christmas carols and violin music. GE claims the broadcast was history's first. Alexanderson, who received 322 patents during his 47-year tenure at GE, is also known for his work with facsimile. On June 5 1924, he transmitted a short, but clear facsimile message across the Atlantic Ocean to his father in Sweden. There are 47 other members of the Hall of Fame.

# Molly Granger on KHTV in Houston.

*"The one thing I want to stress most about TV independents, is that they need to realize the full potential of their place today. The time is right for them to be aggressive and not hang back.*

*"Gaylord's KHTV in Houston is a good example of a station that believes in itself and is willing to invest in its programming.*



*Molly Granger is Vice President-Media Director/Southwest, Eisaman, Johns & Laws Advertising, Inc., Houston.*

*"KHTV's 9 o'clock news, for instance, is extremely well-done. Even the time slot is perfect. Houston goes to work early, and a lot of people want to get to bed sooner, but still catch the news.*

*"KHTV is also not shy about grabbing hold of out-of-state sales people, and for that I give them kudos. It keeps KHTV objective and able to sell Houston as Houston is, rather than Houston as Houston was.*

*"All in all, we have had a long and pleasant relationship with KHTV, and other Gaylord stations as well. They are willing to work with us in any way they can to be included in our buy. And they usually are."*

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# TELECASTINGS

## Sports in Boston

Boston, which must be getting used to major public service campaigns, now has another one. WCVB-TV has launched what it calls its "most ambitious" one to date: a year-long "Be a Good Sport" campaign focusing on the constructive aspects of sports and promoting the benefits that athletics can provide for both the individual and the community. The campaign kicked off March 6 with a taped Jimmy Fund tribute to sportscaster Curt Gowdy, followed up with sports-related series on its evening newscasts and on *Good Day!*, and a preview of the winter Olympics. There's to be a weekly profile of a "Good Sport" chosen by a panel of sports notables, ongoing recognition of community people who use sports for charitable or civic purposes and a variety of other projects both on the air and off, including the annual "Love Run" road race for the Muscular Dystrophy Association.

Boston, meanwhile, has been responding for a year and a half to WBZ-TV's "You Gotta Have Arts" campaign, which started in September 1981 and is still going, and will get another later this month when WNEV-TV launches its crime-prevention promotion ("Telecastings," March 14).

## Car-operation

Three Saginaw Valley, Mich., commercial stations have shown their support for a non-commercial station there, WUCM-TV University City, Mich., by donating a new car to be auctioned during WUCM's annual fund-raising week. WNEM-TV Bay City, WJRT-TV Flint and WEYI-TV Saginaw, in conjunction with Draper Fashion Square Chevrolet, Saginaw, gave a \$6,900 Chevette to be auctioned with

other items donated by local retailers during the week-long event. Proceeds will be used to help pay for the station's new \$1.2 million transmitter.

## Denver debut

Denver's first new commercial television station in 30 years is under construction and will go on the air in the latter part of June, officials of Centennial Broadcasting Inc., the owner, announced last week. The station, on channel 31, will be Denver's second independent. It has applied to the FCC for call letters KDVR. George Sandoval, station manager, said it was spending \$4.75 million on transmitting and studio equipment, with the former—"Colorado's strongest"—to be installed on Lookout Mountain and the latter in studios and offices at 550 Lincoln Street. Principal owners are President and Chief Executive Jack Matranga, Sacramento, Calif., and the Business Men's Assurance of America, Kansas City, also owners of KTXL(TV) Sacramento. Manager Sandoval and the more than a dozen Denver businessmen are minority owners in the new station. Gary Vautin is program and operations manager, Kent Lillie is sales manager and Larry Ries is engineering director.

## Countdown

A timetable for the launching of a once-a-week, nonprofit movie network by Tribune Company Broadcasting, Taft Broadcasting, Gaylord Broadcasting and Chris-Craft Industries could emerge in the next few weeks. Partners in the venture have met in the last two weeks with major film studios including MCA, Paramount, Columbia Pictures, 20th Century-Fox and MGM/United

Artists and received lists of available movies that have run in theaters and on pay TV but not on the free networks. The next step, according to insiders, is to choose films and make offers on the rights, if enough can be found for a once-a-week, advertiser-supported presentation. The group expects to distribute the network to the same lineup of independent stations each week and does not anticipate it will need the participation of affiliates of the three major networks, although it will permit such participation.

## Reagan push

The Republicans last week launched a \$1 million nationwide television campaign that credits President Reagan's policies with improvement in the economy. The Republican National Committee bought time on stations in 45 markets for a 10-day campaign that began on March 14. But RNC spokesman William Greener said the campaign—the first nationwide effort of its kind since before the November election—is not part of the Reagan re-election drive. Rather, he said, the Republicans simply wanted to "reinforce the fact" that the "economy has turned around" in response to some "tough decisions" the President made. The 30-second commercial features a middle-aged woman in the workroom of her house refinishing antique furniture and commenting that some of her friends thought Reagan had been "too optimistic" regarding chances of improving the economy. But, she said, "optimism isn't such a bad thing to have. Took a ton of it to get the country started. Besides, the economy is starting to pick up again. People are going back to work because President Reagan didn't go for the quick fix. Maybe we can all be a little more optimistic about the future."

## Being careful

It's been almost 45 years since Orson Welles's radio production of *War of the Worlds* frightened listeners throughout the U.S., but NBC-TV officials haven't forgotten. *Special Bulletin*, an NBC *Movie of the Week* scheduled for March 20, about broadcast reporters covering the threatened nuclear destruction of Charleston, S.C., was to have frequent visual and aural interruptions to assure viewers that what they were watching was fiction. The regularly scheduled *NBC News Capsule* would not be shown during *Special Bulletin*, "to insure that the movie would not be confused with a news program," according to an NBC spokeswoman.

## Outtake outrage

One Boston television station is appealing and another is considering an appeal of a U.S. District Court magistrate's ruling that the First Amendment doesn't protect out-



**Commercial support.** WUCM-TV fundraising participants M. Todd Holmes, general manager, WNEM-TV, William Ballard, station manager, WUCM-TV, Robert Farrow, general manager, WEYI-TV, and Vince DeLuca, general manager, WJRT-TV.

takes. WBZ-TV is filing a motion in federal district court to overturn the magistrate's ruling that two spectators claiming they were beaten by Boston police can view videotapes to identify the officers allegedly involved.

Counsel for WNEV-TV is considering taking "appropriate" action, while WBZ-TV is taking the position that it is not an arm of the court and favors proposed shield law protection (BROADCASTING, Jan. 24) of such outtakes and other unused material.

Magistrate Robert B. Collings concluded that the plaintiffs' desire to see the videotape of what he called a public event "will not in any way deter the news media from covering public events."

### Veterans' day

Cast members of *M\*A\*S\*H*, the long-running CBS-TV series that completed its original broadcast Feb. 28, have agreed to hold a *M\*A\*S\*H* reunion party at Stage 9 of 20th Century-Fox studios on Feb. 28, 1984, and every Feb. 28 thereafter to commemorate the series. The soundstage where most of the 11 years worth of *M\*A\*S\*H* was shot has already been renovated, most recently to serve as a dinner party location for Queen Elizabeth during her visit to Los Angeles.

### In the marketplace

NBC-TV's one-hour daily variety series, *Fantasy* (3-4 p.m. NYT), which premiered last fall, has been continued by the network for another 20 weeks. Co-hosted by Peter Marshall and Leslie Uggams, the series is produced by Merrill Heatter Productions and Earl Greenburg Productions in association with Columbia Pictures Television.

NBC is adding two new game shows to its daytime lineup, effective April 4, and dropping two other series. *Dream House*, a show hosted by Bob Eubanks in which contestants compete for a new home, will air weekdays from 11:30 to noon NYT. *New Battlestars*, returning from the 1981-82 season and, featuring Alex Trebek as host, will be seen weekdays from noon to 12:30 p.m. *Hit Man* and *Just Men* have their final telecasts on April 1.

□

Thunderbird Images Inc. and the American Society of Cinematographers have agreed to produce and market *The American Cinematographer*, a new series of 10 one-hour television programs "showcasing the professional and personal lives of some of our most prominent directors of photography." Each segment will highlight an individual cinematographer, using film clips and interviews.

□

On The Air, New York, is making available to TV stations six one-hour programs titled *From the Bitter End* consisting of filmed performances of more than 40 entertainers when they appeared at the Bitter End nightclub in New York years ago. The footage is blended with more recent career material of performers including Kenny Rogers, Dudley Moore, Redd Foxx, John Denver, Linda Ronstadt and Stiller and Meara. The programs will be available from July 11 through Sept. 30, with On the Air retaining four minutes each hour for national advertisers and stations receiving five-and-one-half minutes per hour.

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## 'Thorn Birds' sellout

Advertisers banking on ratings bonanza for ABC-TV mini-series

Although reports were circulating that ABC was encountering some difficulty in selling out all spots for its 10-hour mini-series, *The Thorn Birds*, the network said last week it is "completely sold out" for *Birds* which runs in prime time from March 27 to March 30.

That was the word from Warren Boorum, vice president and general manager, sales, ABC-TV. He said the sellout was achieved by selling at the rate of \$150,000 per 30-second announcement. Computing at the rate of seven minutes per hour in prime time, the total take is in the neighborhood of \$21 million. Estimated cost of producing *Thorn Birds* has been reported at \$20 million.

CBS and NBC have made no strong counterprogramming moves on the apparent theory that *Birds* is destined to roll up blockbuster ratings. Those two networks have made minor revisions in their schedules to entice the younger audience, reasoning that *Thorn*

*Birds* is likely to score strongly with adult audiences over 25 years old.

Advertisers were said to be skittish about sponsoring the series because one segment of the story deals with a Catholic priest who succumbs to adultery (BROADCASTING, Feb. 21). Unlike *Winds of War*, another ABC grand-scale mini-series which garnered program sponsors, *Birds* was sold on a scatter basis.

The program's potential to reach a large audience was underscored by Rick Busciglio, senior vice president and director of broadcast. McCann-Erickson, who said he expected *Thorn Birds* to attain a share of at least 40. He based his estimate on the tremendous popularity of the novel on which the TV mini-series is based, and on the high-powered promotion and advertising campaign ABC has waged. *Thorn Birds* will run from 8 p.m. to 11 p.m. on Sunday, March 27, and Wednesday, March 30, and from 9 p.m. to 11 p.m. on Monday and Tuesday, March 28-29.

On Sunday night (March 27) 8 p.m. to 11 p.m., CBS is coasting with its regular programming, including *Archie Bunker's Place*.



Ward and Chamberlain in *Thorn Birds*

*Gloria*, *The Jeffersons*, *Newhart* and *Trapper John*. NBC is scheduling a three-hour movie, a theatrical remake of "King Kong."

CBS is sticking with regular programming again from 9 p.m. to 11 p.m. on Monday, March 28. The schedule opens with *Alice* and continues with *One Day at a Time* and *Cagney & Lacey*. NBC is replacing its series with a movie, *Prom Night*.

On Tuesday, CBS normally schedules a movie at 9-11 p.m. and is following that format with the showing of a repeat film, "High Anxiety." NBC is slotting a two-hour special, *The A Team*, from 8 p.m. to 10 p.m. and *Remington Steele* from 10 p.m. to 11 p.m.

On windup day, Wednesday, March 30, CBS is offering repeat specials of *Bugs Bunny Is Busting Out All Over* and *A Fat Albert Easter Special* at 8-9 p.m. and a repeat movie, *Scavenger*, 9-11 p.m. NBC will be showing *Real People* from 8 p.m. to 9 p.m.; *Facts of Life* from 9 p.m. to 9:30 p.m.; *Taxi* from 9:30 p.m. to 10 p.m. and, in a new time period, *Quincy* from 10 p.m. to 11 p.m. □

## Ratings Roundup

With the *Winds of War* and *M\*A\*S\*H* extravaganzas out of the way, and the Rev. Billy Graham very much around, the TV networks' prime time Nielsen ratings for the week ended March 13 sagged to one of their seasonal lows, bottoming at a combined average 48.5 rating and 76 share. Until then, they had averaged 51.5/80.

CBS-TV won the week for the 17th time this season, scoring a 17.6/28. ABC-TV, which has won four weeks, came in second again at 16.1/25. NBC-TV, which has had three weekly wins, was third with 14.8/23.

All three networks felt the effects of what researchers said was a strong dose—four hours—of Billy Graham Crusade on an ad hoc network of affiliates and independents. CBS was down almost a rating point from its season-to-date average. ABC was down 1.4 points and NBC was down seven-tenths of a point.

The week's schedule contained nothing to generate the excitement and ratings produced in recent weeks. The only first-run special, *The Hank Williams Jr. Story*, on NBC on Monday night at 9-11 NYT, took its time period with an 18.6/29.

Each network had a premiere, and all three could wish for better samplings. CBS's *Small and Frye* managed a 13.1/19 on Monday at 8:30-9 p.m., dropping four share points from its lead-in, *Square Pegs*, and, with *Square Pegs* losing the hour to both ABC's *That's Incredible* (19.9/30) and NBC's *Little House: A New Beginning* (15.5/23). *Monitor*, NBC's latest news magazine, came in with an 8.8/15 on Saturday at 10-11

p.m., behind both ABC's *Fantasy Island* (16.7/29) and "Jane Doe," the CBS *Saturday Night Movie* (14.3/24). *Search*, the start of a limited series on ABC Sunday at 7-8 p.m., had an 8.0/13 to become the lowest rated show of the week. *Search* was overwhelmed by CBS's *60 Minutes*, the week's second highest-rated show (27.1/44), which at the same time inflicted almost as much damage on ABC's *Voyagers* (9.6/16).

## The First 20

1. <i>Dallas</i>	CBS 27.7/42
2. <i>60 Minutes</i>	CBS 27.1/44
3. <i>Dynasty</i>	CBS 25.2/43
4. <i>Falcon Crest</i>	ABC 23.7/39
5. <i>Magnum, P.I.</i>	CBS 23.6/36
6. <i>Jeffersons</i>	CBS 22.7/34
7. <i>Newhart</i>	CBS 22.6/34
8. <i>Fall Guy</i>	ABC 22.2/33
9. <i>Simon &amp; Simon</i>	CBS 21.5/32
10. <i>Archie Bunker's Place</i>	CBS 21.3/32
11. <i>Knot's Landing</i>	CBS 20.6/34
12. <i>Love Boat</i>	ABC 20.3/33
13. <i>Hart to Hart</i>	ABC 20.2/34
14. <i>That's Incredible</i>	ABC 19.9/30
15. <i>Dukes of Hazzard</i>	CBS 19.7/31
16. <i>Gloria</i>	CBS 19.6/29
17. <i>Three's Company</i>	ABC 19.5/28
18. <i>Trapper John, M.D.</i>	CBS 19.3/32
19. <i>NBC Sunday Night Movie—Nightkill</i>	NBC 18.6/29
20. <i>Hank Williams Jr. Story</i>	ABC 18.6/29

## The Final Five

62. <i>Powers of Matthew Star</i>	NBC 9.5/15
63. <i>Renegades</i>	ABC 9.2/14
64. <i>Monitor</i>	NBC 8.8/15
65. <i>Gold Monkey</i>	ABC 8.7/14
66. <i>Search</i>	ABC 8.0/13

## USFL off to strong start

Ratings are good and attendance more than respectable as new spring league makes its debut

Only time will tell whether the national ratings for television and cable coverage of the USFL's debut were aberrant. Suffice it to say that league and network officials were pleased with the opening-day numbers—ABC scored a 14.2 rating and a 33 share nationally for its telecast of the Sunday afternoon (March 6, 3-6:15 p.m.) season opener between the L.A. Express and the New Jersey Generals at Los Angeles, while ESPN's national cablecast of the Michigan Panthers-Birmingham Stallions contest Monday, March 7, captured a 5.0 rating within that network's subscriber universe of 25 million.

By comparison, CBS scored a 3.7/19 for

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an NCAA basketball game that aired from 2:36 p.m. to 4:42 p.m., and a 7.2/16 for its *Sports Sunday* telecast which ended at 6 p.m. NBC tallied a 4.6/13 for its NCAA telecast which aired from 1 p.m. to 3:27 p.m., a 4.8/11 for its coverage of the Inverrary Golf Classic (3:30 - 5 p.m.) and a 5/11 for *NBC Sports World* (5 - 6 p.m.).

But while officials were pleased with the ratings, they readily conceded that viewer sampling and curiosity were partly responsible for the impressive figures. The ABC ratings were on a par with many NFL Sunday afternoon games, which generally average between 14 and 19 rating points nationally. ESPN's 5.0 performance was just enough to fulfill its promises to advertisers concerning audience delivery, and was well above the network's average prime time 2.0 rating.

Just as important from the league's standpoint, and perhaps more so, is game atten-

dance, which for opening week, was, on average, well above the league's stated expectations. An average of 40,510 fans attended the first six USFL games. Week two saw home attendance dip slightly, averaging a little more than 35,000, closer to what league officials had initially hoped for (25,000-35,000).

The performances of ABC and ESPN, in covering their first USFL games, received mixed reviews from sports columnists around the country, although USFL Commissioner Chet Simmons told BROADCASTING he was "very pleased" with both telecasts.

"Obviously they're just getting started," said Simmons, adding that with new production teams, "they will take a look at things to be improved," as the season progresses through the spring.

As to the numbers, both viewers at home

and at the stadiums, Simmons said: "I think [there has been] a good deal of sampling and curiosity. But starting out at that base" is a big lift for the league.

Simmons downplayed the competition that the USFL will face in the coming months from other sports. "Baseball doesn't really heat up until we're done," he said, and the others, for the most part, "are regionalized and localized." Is the USFL "the league that television built," as Barry Boesch, television sports critic for the *Dallas Morning News*, stated recently? Simmons's reply: "Let's face it, how many successful leagues aren't dependent on TV? We are a product of the television age [and] we're going into this because we can get exposure and money." Otherwise, Simmons suggested, the league wouldn't have been launched, despite its backing with about \$100 million in seed money. □

## Information Age

### Battle over teletext

**CBS, NBC, Time and AT&T back North American standard while British are pushing their own, supported by Taft, Field and SSS**

A January letter from CBS-TV to its affiliates put the matter most succinctly: "There are two teletext systems competing for the U.S. marketplace. It is likely that only one will survive over the long term; therefore, the choice is an important one."

Proponents of the two incompatible teletext systems—the North American Broadcast Teletext Standard (NABTS) and the British-conceived World System Teletext (WST)—have been waging a war of words over the past few months in an effort to influence broadcasters' choice, which will ultimately determine which system becomes the nation's *de facto* teletext standard.

At the center of the verbal war are the CBS affiliates, who have been bombarded by claims, counter-claims and counter-counter-claims by the system proponents. Assuming the FCC gives its regulatory go ahead later this month, CBS-TV will launch Extravision, a national NABTS teletext service, on April 3. It will be distributed along with its regular television programming. Since the affiliates are not obliged to retransmit the CBS teletext feed, WST proponents have tried to convince them to forsake Extravision and NABTS and launch their own local WST service.

The battle lines are clearly drawn. In addition to CBS, NABTS is backed by RCA, NBC, Time Inc. and AT&T. WST, on the other hand, has won the support of Field Enterprises, Taft Broadcasting and Southern Satellite Systems, a cable programmer.

When CBS announced last January its

plans to offer the national service, Albert H. Crane III, vice president, Extravision, wrote to CBS affiliates to correct the "misinformation" being bandied about by WST proponents and to remind them just why CBS-TV adopted the NABTS teletext system in the first place.

A month later, J. Trevor Armstrong, executive vice president, British Videotex and Teletext, a New York-based firm founded to promote WST for the British equipment manufacturer, sent the affiliates a point-by-point rebuttal, asserting Crane's letter contained "erroneous information" and urging the affiliates to break ranks.

Despite the direct appeal from the British, it appears they have not made much of an impact. Guy Main, executive vice president, WCIA(TV) Champaign, Ill., and chairman of the CBS affiliates association, said it is unlikely any of the affiliates would stray. "There doesn't seem to be too much controversy about it," he said. Main himself was unimpressed by the WST argument that NABTS is not fully developed and decoding equipment is not available. "It's the old chicken and the egg," he said. "Most stations are going to carry it on the basis that if they carry it they are going to start creating some interest" among receiver manufacturers.

Leslie G. Arries, president and general manager of CBS affiliate WIVB-TV Buffalo, N. Y., said he has seen a sample of what the high resolution graphics of NABTS will look like and is sold on it. "It's beautiful," he said. "The graphics don't look like a box of Whitman Samplers, which is what the British system looks like." And he is confident that with its widespread support NABTS will become the national standard. "You've got NBC and RCA, which is a set manufacturer, supplying NABTS and I certainly think AT&T is big enough all by itself to put across the system."

Armstrong's primary argument is that NABTS is a paper standard. "The truth is that the specification is so ambitious that there is currently no known way to build an NABTS decoder at an economic price," he said. Despite promises from CBS, he said, neither NABTS integrated circuits nor decoders have yet to appear. Broadcasters who sit back and wait for the NABTS standard to come to fruition, he said, risk watching their market position erode. By comparison, he said, WST is a proven hardware standard. WST is eight years old and is now in use in two dozen countries. More than 2.5 million WST decoder chip sets have been produced and the number will grow to 4.5 million in 1983.

Although Crane admits NABTS equipment is not currently available, he told BROADCASTING that it soon will be. CBS will use alphamosaic graphics, which will form an element or subset of the NABTS, for the launch of Extravision, but will switch to the high-resolution graphics this summer when origination and receiving equipment becomes available. (High-resolution graphics will be NABTS's hallmark and will, more than anything else, distinguish it from WST.) NABTS decoders in large quantities should be available by the end of the year. Asked why CBS doesn't invest a few million dollars to insure the production of high-resolution NABTS equipment, Crane said it would if it thought WST was a genuine marketplace threat.

"NABTS will be the most flexible, efficient, technically advanced system, with a reliable, stable signal, minimum access time and few transmission errors," Crane told the CBS stations. "Given the major companies supporting NABTS, it will develop into the national teletext standard....I urge you to give full consideration to NABTS as the teletext standard chosen by CBS. It will further enhance the network-affiliate partner-

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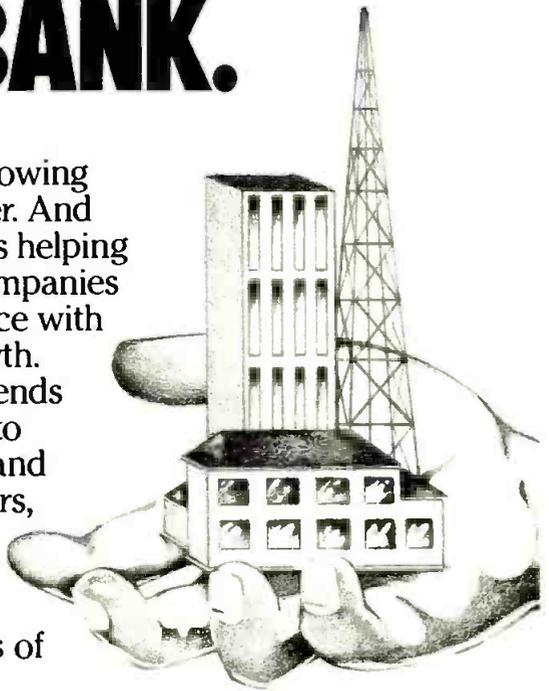
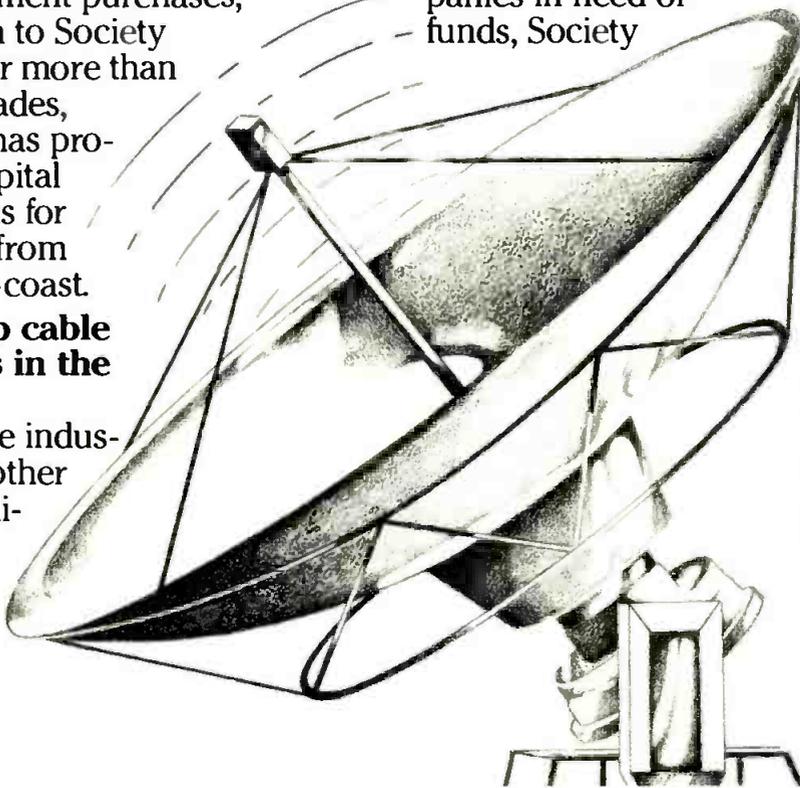
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According to Crane, the high resolution graphics inherent in NABTS are crucial to the future of teletext, which is envisioned as an advertiser-supported service. The superior graphics, Crane said, are "essential to properly reproduce advertising logos." National advertisers have told CBS, he said, that alphamosaic graphics of WST are not good enough to adequately reproduce the logos.

NABTS also benefits from its compatibility with the North American Presentation Level Protocol Syntax, which has been adopted as the U.S. videotext standard and which is being pushed by AT&T, he said. "The result is commonality of generation and display equipment which means savings for both broadcasters and home viewers."

Crane also claimed in his letter that the "software-based" NABTS system allows for future enhancements and its more efficient coding scheme reduces access time to a minimum. What's more, he said, it is equally or more immune to interference during transmission.

In his response to Crane, Armstrong told the affiliates WST is "capable of all display characteristics of NABTS and more." The alphamosaics are intended to provide an initial low-cost service that will get decoder boxes into homes. Once the service is established, he said, superior graphics can be introduced as technology advances and prices come down.

Armstrong also questioned the advantage of compatibility with videotext systems. "The number of chips sold for videotext use is unlikely to swell production volumes significantly, because there is no proven market yet for large scale residential videotext." The NAPLPS, he said, "is likely to suffer the same fate as the Videophone, which no one wanted or could afford."

As far as access time is concerned, he said, both systems deliver the same number of "pages" per second given the same vertical blanking interval, the portion of a television signal during which the teletext information is transmitted. Armstrong pointed out, however, that because the WST page format allows for 20% more characters, "the useful information per page on the proposed NABTS text is very significantly less."

Armstrong also challenged NABTS's claim that it will work well despite poor reception. Its first problem is that most of the signal processing occurs at the home receiver over which the broadcaster has no control. "As a practical matter," he said, "that means poor and highly variable quality." In addi-

tion, NABTS's error protection scheme will cause decoders to reject complete pages or parts of pages. On the other hand, he said, the WST decoder is designed to present as much information as possible when reception is poor, "which means that satisfactory information is conveyed, for practical purposes, without a break."

And there is no reason why the CBS affiliates have to be dependent on the network for teletext service, Armstrong told the affiliates, "There is little, if any, material CBS can give you that you cannot originate yourself simply by using your existing UPI and AP wire services," he said. "Why give up any editorial control or commercial inventory on your teletext service when you can control it all yourself." □

## Looking ahead to videotext's future

### Greater penetration and advertising sales predicted for service by end of decade

Teletext and videotext may be unfamiliar fare to most consumers today, but by 1990 those services should be another staple in their media diet. In seven years, according to representatives of the infant industry gathered at an all-day videotext-teletext seminar at New York University's School of Continuing Education, 40 million homes will be equipped with personal computers that can access videotext-teletext services.

Hadassa Gerber, senior vice president and director of new media technologies at McCann-Erickson, New York, estimated that pay-out for advertisers could begin as low as 5% penetration. "I don't think we have to project it as a mass market medium for it to attract advertising," she said.

Gerber believes the new services have little chance of stealing advertising revenues from broadcasting stations, but feels they could make inroads against targeting media such as direct mail, the Yellow Pages and the classified sections of newspapers. But Mala Bawer, who heads the Eastern sales office for Viewtron, the Knight-Ridder videotext operation set to launch next September in three southern Florida counties, predicted videotext services will see 8% to 12% penetration over the next 12 years. Knight-Ridder, she added, has invested \$26 million in the Florida operation so far and has slated the service for 10 more cities. Knight-Ridder hopes to have 5,000 subscribers on line by early next year in the 165,000-home area. Tariffs have yet to be firmly set, Bawer said.

**Hardware on the way.** Videographic Systems of America, a New York-based company made up of several French teletext equipment and software suppliers committed to the North American Broadcast Teletext Specification, has answered some of the critics of the NABTS standard by announcing availability of NABTS decoders—albeit expensive ones—next fall. The critics, proponents of the incompatible British or world system teletext standard, have claimed that while decoders for the British system are readily available, units for the new and unproved NABTS are far from the marketplace (see story, page 156). According to VSA, "professional" decoders will be available for \$1,375 in November. And at the same time, it said, a decoder circuit board that manufacturers can build into TV sets, set-top adaptors or addressable converters will be sold for \$561 each in quantities of up to 5,000 and \$275 each for orders over 10,000. VSA said it would introduce its own set-top adaptor "at a later date" and review all the decoder prices in March 1984.

but Knight-Ridder estimates it will cost \$600 to buy a dedicated terminal and modem (provided by AT&T), plus an average subscriber fee of \$25 per month. While confident of the medium's place in the telecommunications future, most speakers agreed that videotext would not overtake newspapers. One of its shortcomings, explained Time Inc.'s Larry Pfister, is that "videotext can only cover a subject the way the front page of the *Wall Street Journal* can."

Videotext's capabilities, however, were less a worry than how it would be delivered. Dow Jones's Dick Levine and Chemical Bank's John Farnsworth believe that two-way addressable cable systems are too far in the future to be of practical service for videotext transmission, so their companies have chosen to use phone lines instead. Dow Jones, however, is transmitting its Dow Jones News/Retrieval over three cable systems.

Chemical Bank, said Farnsworth, invested \$8-\$9 million last year and has assigned 140 people to develop Pronto, its electronic banking service set to debut this year. Farnsworth said Chemical Bank expects to spend another \$10 million this year on Pronto development, but rules out cable delivery because "all this is happening before two-way interactive cable becomes a reality."

To critics who have charged that videotext is out of reach for most consumers, Farnsworth answers that it is not as expensive as stereos, TV sets or food processors. □

## NBC, CBS study tracks teletext usage, preferences

NBC and CBS released the results of a jointly funded teletext study conducted last April and June in connection with teletext trials in the Los Angeles market over KNBC(TV), KNXT(TV) and noncommercial KCET(TV). The study relied on data from 75 metered homes receiving the three services, user diaries and focus groups. The study appeared to dispel the fears of some advertisers that teletext will be used most during commercial breaks in regular programming. On the contrary, some 80% of the teletext usage was initiated when viewers were already watching sets, but 30% of the time viewers turned on their sets specifically to use one of the three teletext services. A little more than 12% of teletext usage occurred when viewers wanted a specific piece of information.

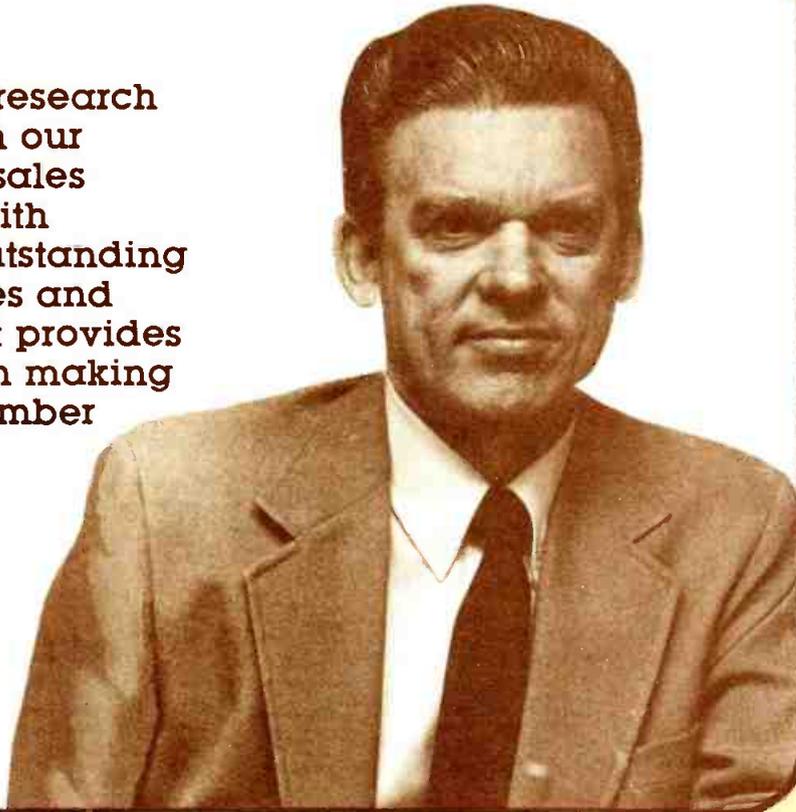
On the average, viewers requested 75 pages of text per viewing. The most-requested features were news, sports, weather and financial information. The viewers expressed a demand for more rapid updating of information than the services were capable of providing during the Los Angeles trial, and advertisers expressed a need for better quality graphics than those produced by the alpha-mosaic display mode used in that trial. The NABTS standard, adopted by CBS and NBC, allows for high-resolution graphics.

CBS expects to launch its Extravision teletext service on Monday, April 4, and NBC plans to launch its service some time this summer. □

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# Stock Index

Exchange and Company	Closing Wed. Mar 16	Closing Wed. Mar 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	58 3/4	59 7/8	-1 1/8	-1.87	10	1,702
N Capital Cities	137	139	-2	-1.43	20	1,797
N CBS	63 1/4	64	-3/4	-1.17	13	1,770
N Cox	49 5/8	52 1/4	-2 5/8	-5.02	22	1,406
A Gross Telecasting	41	41 1/2	-1/2	-1.20	11	33
O LIN	37 3/4	39 1/4	-1 1/2	-3.82	21	391
N Metromedia	396 1/2	398	-1 1/2	-.37	27	1,337
O Mooney	3 3/4	3 3/4			13	3
N Outlet Co.	52 1/4	51 3/4	+ 1/2	+ .96	20	141
O Scripps-Howard	26 1/2	24 1/2	+2	+ 8.16	15	174
N Storer	26 1/2	27 5/8	-1 1/8	-4.07	17	434
N Taft	43	43 1/4	-1/4	-.57	11	400
O United Television	13	14	-1	-7.14	18	156

## BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	25 3/8	24 1/8	+1 1/4	+ 5.18	18	101
A Affiliated Pubs.	40 1/2	40 1/2			15	210
O A.H. Belo	39 3/8	39	+ 3/8	+ .96	18	368
N American Family	16 5/8	16 5/8			14	225
O Associated Commun.	23 1/4	25 1/2	-2 1/4	- 8.82		55
N John Blair	51 1/8	51 3/4	- 5/8	- 1.20	11	199
N Charter Co.	12 1/8	13 1/4	-1 1/8	- 8.49	5	265
N Chris-Craft	21 5/8	22 3/8	- 3/4	- 3.35	5	141
N Cowles	17 1/2	17 3/4	- 1/4	- 1.40	10	69
N Dun & Bradstreet	113	113 1/2	- 1/2	-.44	23	3,061
N Fairchild Ind.	18 7/8	18 7/8			11	247
N Gannett Co.	61	61 1/2	- 1/2	-.81	18	3,246
N General Tire	30 1/4	34 1/2	-4 1/4	-12.31	21	713
O Gray Commun.	44	44			11	21
N Gulf United	28 1/4	29 3/8	-1 1/8	- 3.82	10	781
N Harte-Hanks	39 1/8	38 5/8	+ 1/2	+ 1.29	14	386
N Insilco Corp.	24	23 1/2	+ 1/2	+ 2.12	21	365
N Jefferson-Pilot	33 1/4	33 1/4			7	713
O Josephson Intl.	16 1/4	16 1/4			14	63
N Knight-Ridder	51 1/4	51 3/4	- 1/2	-.96	17	1,658
N Lee Enterprises	42 1/8	42	+ 1/8	+ .29	15	289
N Liberty	17 1/8	17	+ 1/8	+ .73	11	219
N McGraw-Hill	86 1/2	89 1/4	-2 3/4	- 3.08	20	2,154
A Media General	43 1/8	42 1/2	+ 5/8	+ 1.47	9	299
N Meredith	98	98			11	303
O Multimedia	35 3/4	33 3/4	+2	+ 5.92	13	364
A New York Times Co.	67 1/4	67 1/4			14	843
A Post Corp.	34 7/8	34 3/4	+ 1/8	+ .35	18	64
N Rollins	13 3/4	14 3/4	-1	- 6.77	8	364
N Schering-Plough	45 3/4	45 7/8	- 1/8	-.27	14	2,434
N Signal Cos.	30 5/8	32 1/2	-1 7/8	- 5.76	16	2,210
O Stauffer Commun.	43	43			10	43
A Tech Operations	24	24 1/2	- 1/2	- 2.04	11	19
N Times Mirror Co.	71 3/4	70 3/8	+1 3/8	+ 1.95	18	2,451
O Turner Bcstg.	17 1/2	18 1/2	-1	- 5.40	33	357
A Washington Post	60 7/8	64	-3 1/8	- 4.88	17	860
N Wometco	33 1/4	33 1/2	- 1/4	-.74	18	454

## CABLE

A Acton Corp.	7 3/4	8 1/8	- 3/8	- 4.61	39	39
N American Express	56 1/8	57 1/4	-1 1/8	- 1.96	10	5,388
O Burnup & Sims	8	7 3/4	+ 1/4	+ 3.22	9	70
O Comcast	21 1/2	21 1/2			17	96
N General Instrument	54 3/4	60 3/8	-5 5/8	- 9.31	16	1,699
N Heritage Commun.	13	13 5/8	- 5/8	- 4.58	23	95
O Rogers Cablesystems	9	7 7/8	+1 1/8	+14.28	18	198
O Tele-Communications	26 3/8	27 1/2	-1 1/8	- 4.09	73	555
N Time Inc.	55	55 7/8	- 7/8	- 1.56	23	2,806
O Tocom	9 1/2	9 1/4	+ 1/4	+ 2.70	7	54
N United Cable TV	20 1/2	21 3/4	-1 1/4	- 5.74	18	224
N Viacom	31	31 7/8	- 7/8	- 2.74	19	354

Exchange and Company	Closing Wed. Mar 16	Closing Wed. Mar 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Barris Intl.	6 3/8	6 3/8			91	35
N Coca-Cola	49 3/4	51 5/8	-1 7/8	- 3.63	17	114
N Disney	75	77 5/8	-2 5/8	- 3.38	23	2,501
N Dow Jones & Co.	39 1/4	38 7/8	+ 3/8	+ .96	14	2,504
O Four Star	7 1/2	7 1/2			42	4
N Getty Oil Corp.	54 3/8	58 1/2	-4 1/8	- 7.05	6	4,400
N Gulf + Western	23 7/8	25 3/8	-1 1/2	- 5.91	10	1,766
N MCA	37 1/4	40 3/4	-3 1/2	- 8.58	9	1,764
N MGM/UA	11 1/8	11 7/8	- 3/4	- 6.31	36	554
N Orion	19 3/4	20 1/4	- 1/2	- 2.46	4	135
O Reeves Commun.	19 3/4	19 3/4			7	162
O Telepictures	15 7/8	14 1/2	+1 3/8	+ 9.48	44	334
O Video Corp. of Amer.	7 3/8	7 5/8	- 1/4	- 3.27	8	12
N Warner	28 7/8	30 1/8	-1 1/4	- 4.14	6	1,834
A Wrather	25 1/4	26	- 3/4	- 2.88	30	56

## SERVICE

O BBDO Inc.	39 1/4	39	+ 1/4	+ .64	7	228
O Compact Video	7 1/4	7 7/8	- 5/8	- 7.93	3	24
N Comsat	73 3/4	76	-2 1/4	- 2.96	15	590
O Doyle Dane Bernbach	22	22 1/4	- 1/4	- 1.12	11	126
N Foote Cone & Belding	46 3/4	46 1/2	+ 1/4	+ .53	11	128
O Grey Advertising	90	90			8	51
N Interpublic Group	52 3/8	52	+ 3/8	+ .72	13	243
N JWT Group	31 1/2	32 5/8	-1 1/8	- 3.44	75	166
O MCI Communications	43 5/8	43 3/8	+ 1/4	+ .57	31	4,194
A Movielab	4 3/8	3 7/8	+ 1/2	+12.90	6	7
O A.C. Nielsen	71 3/4	71	+ 3/4	+ 1.05	18	805
O Ogilvy & Mather	48	48			13	204
O Telemation	5 1/4	5	+ 1/4	+ 5.00	14	6
O TPC Communications	2 1/8	2 3/8	- 1/4	-10.52	2	2
O Unitel Video	10	8 1/2	+1 1/2	+17.64	18	13
N Western Union	40 5/8	43	-2 3/8	- 5.52	11	832

## ELECTRONICS/MANUFACTURING

O AEL	23 1/4	23 1/4			12	45
N Arvin Industries	20 3/4	21 1/2	- 3/4	- 3.48	20	144
O C-Cor Electronics	16 3/4	18 1/2	-1 3/4	- 9.45	13	50
O Cable TV Industries	7	6	+1	+16.66	22	21
A Cetec	7 7/8	8	- 1/8	- 1.56	19	17
O Chyron	25	27 1/4	-2 1/4	- 8.25	19	68
A Cohu	7 1/8	7 3/8	- 1/4	- 3.38	15	12
N Conrac	31	32 7/8	-1 7/8	- 5.70	16	69
N Eastman Kodak	84	85 1/2	-1 1/2	- 1.75	12	13,648
O Elec Missile & Comm.	12	13 3/4	-1 3/4	-12.72	109	33
N General Electric	102 1/8	105 5/8	-3 1/2	- 3.31	13	23,139
N Harris Corp.	44 1/4	45 7/8	-1 5/8	- 3.54	21	1,386
O Microdyne	13 5/8	14	- 3/8	- 2.67	24	63
N M/A Com. Inc.	26	27 1/4	-1 1/4	- 4.58	24	1,018
N 3M	78	79 7/8	-1 7/8	- 2.34	14	9,158
N Motorola	106 5/8	107 3/8	- 3/4	-.69	22	4,066
N N. American Philips	54 3/4	57 1/8	-2 3/8	- 4.15	11	757
N Oak Industries	12	13	-1	- 7.69	7	195
A Orrox Corp.	6 1/2	6 5/8	- 1/8	- 1.88	11	14
N RCA	23 3/4	24 3/4	-1	- 4.04	11	1,792
N Rockwell Intl.	50	52 3/8	-2 3/8	- 4.53	13	3,819
A RSC Industries	6	6			46	19
N Scientific-Atlanta	16 7/8	19	-2 1/8	-11.18	41	395
N Sony Corp.	15	14 1/4	+ 3/4	+ 5.26	14	3,459
N Tektronix	69 1/4	70 5/8	-1 3/8	- 1.94	18	1,307
O Telemet (Geotel Inc.)	4	3 1/4	+ 3/4	+23.07	21	12
A Texscan	20 3/4	22	-1 1/4	- 5.68	28	123
N Varian Associates	38	37 1/4	+ 3/4	+ 2.01	13	702
N Westinghouse	46 3/4	47 1/4	- 1/2	- 1.05	9	4,022
N Zenith	16 3/8	17 7/8	-1 1/2	- 8.39	102	310

Standard & Poor's 400 Industrial Average

168.48 170.63 - 2.14

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-Over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: \* Stock did not trade on given day, price shown is last traded price. \*\* No P/E ratio computed, company registered net loss. \*\*\* Stock split. + Stock traded at less than 12.5 cents. \*\*\*\* Stock inactive due to limited bidding.

XEROX



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# You can't always take Roget's word for it

We'd like to thank the people who publish a leading Roget's Thesaurus for taking the time and trouble to include Xerox. But we'd like to bring up a grammatical point.

The Xerox trademark is not a noun. Nor is it a verb. It is a proper adjective and should always be followed by a word or phrase describing one of our products. Such as Xerox copier, Xerox

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That way you can be sure that when you ask for a Xerox product, you'll get only a Xerox product. And not just a synonym.

## CBS sees dip in first-quarter earnings

**Wyman says that first three-month figures are lower than year earlier, full-year predictions look to show increase**

Top CBS executives last week went before media and entertainment analysts in New York and confirmed that although they expect first-quarter 1983 earnings to be lower than comparable earnings in 1982, they expect to come out ahead at the end of the year. Just how much ahead, however, they did not say.

The thrust of the CBS corporate strategy over the past year, Thomas Wyman, CBS president, stated, has been to review its business portfolio and to make selected investments in new businesses. "We obviously felt the recession last year in a number of ways," Wyman said, "but we didn't suffer any undue hardships."

Although revenues at CBS were up last

year, earnings declined 31% (BROADCASTING, Feb. 14), down for the third year. Operating profit in the Broadcast Group totaled \$274 million, 12% below 1981's operating profit of \$311 million.

As to CBS's estimates of first-quarter earnings, Wyman reassured the analysts that it would be "ahead of our original budgets. Our aspirations for the year as a whole are not affected by the first couple of months." Wyman explained that "the first quarter has always been a problem for this company." Particularly hard hit during the first quarter, Wyman said, are the Columbia and Publishing Groups. But advertising revenues, he added, "tend to soar during the second and third quarters."

Reports that advertising rates on network television could increase as much as 30% next year are "wrong," said Gene Jankowski, Broadcast Group president. Getting more specific, Wyman said that "1984 will not be overwhelmingly more expensive than 1983."

Jankowski reported that CBS saw more than a 30% increase in its share of the audience for morning programming last year, and was the only network to register any sort of gain in daytime viewing. The answer to counteracting the decline of total audience

that over-the-air networks face, Jankowski explained, "gets back to programs." As TV homes are hooked to an increasing number of delivery systems, Jankowski said, programming becomes more crucial: "People are attracted by programs, not technology."

Jankowski said that no major changes are under way in CBS programming. "Series are, and will be, the backbone of network TV," he said. Jankowski offered NBC's *Great Event* series of a couple years ago as an example of what happens when a network continuously interrupts programming to make room for a special: It loses viewers.

Jankowski also confirmed that CBS has "no plans beyond recent announcements" that it would expand its commercial time (BROADCASTING, March 14). CBS also will not experiment with new programs during the summer rerun season, Jankowski said.

Following the presentation given by the CBS executives, an analyst asked Wyman if CBS would consider adding more TV properties to its Broadcast Group. (CBS currently owns seven AM's, seven FM's and five TV's. Under FCC rules, it still has room for two more TV's, but they would have to be U's because the network already owns the maximum of five V's allowed.) Without committing himself, Wyman replied "It is clear there are several cities, especially in the South, where we would like to have a presence." Wyman indicated, however, that it is not in CBS's immediate future.

How well do analysts think CBS will do in 1983? John Reidy, vice president at Drexel, Burnham, Lambert, estimated income from continuing operations for CBS in 1983 would be \$203 million, or \$6.85 per share, up 35.3% from 1982's \$150 million, or \$5.35 per share. Reidy said that 1982 was a "watershed year" at CBS as the company moved to divest itself of businesses that were depressing its bottom line, such as CBS Cable and its retail products division, and consolidated operations at its toy and record divisions. Wyman showed, Reidy believes, that there is a "very strong management team at CBS."

John McConville of Morgan Stanley said that although CBS stock could drop 30 cents per share the first quarter, he is estimating that it will to earn about \$7 per share this year. Morgan Stanley, he noted, has moved it back on the "buy" list.

Merrill Lynch also put CBS on its buy list, estimating it would earn \$6.40 per share in 1983, although not before dropping 15 cents per share in the first quarter.

Wertheim & Co.'s David Londoner also said CBS stock would earn about \$7 per share this year. Wyman, said Londoner, "in effect confirmed" what the street had been thinking—that CBS stock would earn between \$6.30 and \$7 per share this year—and that "nothing I learned at the meeting would make me change that," Londoner concluded. □

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3/21/83

**Bell bonds bounced.** Moody's Investor Service, whose financial ratings are among the most widely followed, has downgraded its rating of AT&T bonds one notch, from the top rating of AAA to AA-1. Bonds of AT&T's Western Electric subsidiary were similarly dropped, and those of all but one of the 22 operating companies it is scheduled to divest were downgraded in range from AA-2 to BAA-1, described as middle level. One operating company, Southern New England, retained its AAA rating. A Moody's spokesman said that different factors relevant to individual companies figured in the decision but that in general, it was the result of upcoming divestitures and the feeling that "the parts are not equal to the whole." He emphasized that new ratings, though lower, "are still quite large." A spokesman said one operating company had registered for a new debt issue and Moody's decided to re-evaluate all the companies instead of just that one. AT&T bonds had carried Moody's AAA rating since 1960.

are managing directors. Benware owns Dallas-based PRISM Productions, TV production company. Cox and McBryde have no other broadcast interests. **Buyers** are Sam (Sherwood) Sabean and son, Tim (Kelly) Sabean. Sam (Sherwood) Sabean is vice president and general manager of Metromedia's KHOW(AM) Denver. Tim (Kelly) Sabean is former vice president, programming, of Hefel Broadcasting in Chicago. KBHL is on 95.3 mhz with 3 kw and antenna 115 feet above average terrain. *Broker: Prikryl Media Investments.*

## Changing Hands

### PROPOSED

**WOKY(AM) Milwaukee and WMIL-FM Wauke-**sha, both Wisconsin □ Sold by Surrey Broadcasting Inc. to Sundance Broadcasting of Wisconsin Inc. for \$4,750,000 ("In Brief," March 14). **Seller** is Denver-based radio station group owner which also owns KAIR(AM) and KJYK(FM) Tucson, Ariz., and KATF-AM-FM Oklahoma City. Surrey is divesting WOKY and WMIL while keeping KYKY St. Louis, all of which are in process of acquisition from Charter for \$10 million. **Buyer** is headed by David E. Reese, chairman, and Michael D. Jorgenson, president, and owns KIDO(AM)-KIDG(FM) Boise, Idaho. WOKY is on 920 khz with 5 kw day and 1 kw night. WMIL-FM is on 106.1 mhz with 50 kw and antenna 925 above average terrain. *Broker: Kalil & Co. Inc.*

Brisco Broadcasting Inc. for \$600,000. **Seller** also owns 100% of WNJY(FM) Riviera Beach, Fla.; WKHM(AM)-WJXQ(FM) Jackson, Mich., and KARR(AM) Vancouver, Wash. **Buyer** is Tennessee-based corporation owned by Brian Byrnes, president, and Scott Park. Byrnes was former president and general manager of WSMV(TV) Nashville and has no other broadcast interests. KLNT is daytimer on 1390 khz with 1 kw. KNJY is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co.*

**KBHL(FM) Lincoln, Neb.** □ Sold by Sound Experience Broadcasting Co. to Radio Groups Inc. for \$500,000. **Seller** is group of seven shareholders, including David Benware, Glenn Cox and Marion L. McBryde, who

**KPOD(AM) Crescent City, Calif.** □ Sold by William E. Stamps, court-appointed temporary operator, to William E. Stamps, individual, for \$369,685. Stamps is former licensee who sold station to Florence M. Poorman. Poorman filed debtor's plan and relinquished control to Stamps. Stamps will be 100% owner. KPOD is on 1240 khz, with 1 kw day and 250 w night.

**WCCY(AM) Houghton, Mich.** □ Sold by Superior Shores Broadcasting Inc. to Desnick Broadcasting Co. for \$260,000. **Seller** is equally owned by Norman C. Koski, president; Patrick J. Rose, and Ronald D. Mikkola, who have no other broadcast interests. **Buyer** is principally owned by Harvey L. Desnick, president, who owns WHUH(FM) Houghton, Mich. WCCY is on 1400 khz with 1 kw day and 250 w night.

**WWDR-AM-FM Murfreesboro, N.C.** □ Sold by

**KCIK(TV) El Paso** □ Eighty percent sold by Missionary Radio Evangelism to Santa Fe Communications Inc. for \$600,000 and assumption of \$2 million in liabilities. This completes transfer of station began last year with sale of 20% of station to Santa Fe affiliate, DeRance Inc. (BROADCASTING, June 14, 1982). **Seller** is nonprofit corporation with no other broadcast interests; E. Alex Blomerth is president. **Buyer** is controlled by Harry G. John, who also has interest in KBSA-TV Guasti, Calif., and KCFM(FM) Florissant, Mo. KCIK is independent on ch. 14, with 380 kw visual, 36.3 kw aural and antenna 1,980 feet above average terrain. *Broker: Gammon, Camfield & Ninowski.*

**WYNZ(AM) Portland, Me., and WYNZ-FM Westbrook, Me.** □ Sold by Eastport Broadcasting Corp. to Buckley Broadcasting Corp. of Maine for \$1,125,000, including \$350,000 for noncompete agreement. **Seller** is principally owned by ERI Communications Group Inc., headed by Francis L. Boyle Jr., chairman, which also owns WAPE(AM) Jacksonville, Fla., and WIBX(AM)-WIBQ(FM) Utica, N.Y. **Buyer** is principally owned by Richard D. Buckley Jr. (80%), who owns WDRC-AM-FM Hartford, Conn.; KGIL(AM) San Fernando, Calif.; KWAV(FM) Monterey, Calif., and KKHI-FM San Francisco. WYNZ is on 970 khz with 5 kw full time. WYNZ-FM is on 100.9 mhz with 3 kw and antenna 225 feet above average terrain.

**KLNT(AM) and KNJY(FM) Clinton, Iowa** □ Sold by Patten Communications Corp. to

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Murfreesboro Broadcasting Corp. to Samuel F. Cooper and others for \$250,000. Seller is principally owned by Linda B. Timberlake and Muriel Burnett, co-executors of estate of Donald A. Burnett. Buyers are Samuel F. Cooper; his wife, Nancy Lee; Wayne R. Brown; R. Don Johnson Jr.; Robert E. Lee Jr.; M. Scott Edwards; Stanley E. Dixon; Joseph E. Dixon; James M. Eason, and Terrence N. Evans (10% each). Samuel Cooper is general manager of WWDR-AM-FM. Other buyers have no other broadcast interests. WWDR(AM) is daytimer on 1080 khz with 1 kw. WWDR-FM is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

**WLAR(AM) Athens, Tenn.** □ Sold by Athens Broadcasting Corp. to James C. Sliger for \$200,000. Seller is principally owned by Steve H. Snowden, president. It has sold, subject to FCC approval, WUCR(AM) Sparta, Tenn. (BROADCASTING, March 7), and WMCC(FM) Etowah, Tenn., and is applicant for new FM at Clarksville, Va. Buyer owns WJSQ(FM) Athens, Tenn. WLAR is on 1450 khz with 1 kw day and 250 kw night.

□ Other proposed station sales include: KFMR-FM Stockton, Calif.; WRBI(FM) Batesville, Ind.; WPPJ(AM) Yazoo City, Miss.; KRBN(AM) Red Lodge, Mont., and WMCC(FM) Etowah, Tenn. (see "For the Record," page 180).

APPROVED

**KTNM(AM)-KQAY(FM) Tucumcari, N.M.** □ Sold by Rodmar Inc. to Sagebrush Commu-

nications Inc. for \$810,000. Seller is equally owned by Robert B. Roddy and Wayne E. Marcy. Roddy is president and general manager of KPAG(AM) Pagosa Springs, Colo. Marcy also owns KKBK(AM) Aztec, N.M. Buyer is owned by Johnnie S. Cain, Linda L. Haldane (34% each), Vanita L. Manapace (20%) and Scott W. Roddy (12%). Cain and Haldane are principals in KDHN(AM) Dim-

mit, Tex. Manapace and Roddy are employed at KTNM-KQAY. KTNM is on 1400 khz with 1 kw day and 500 w night. KQAY is on 92.7 mhz with 3 kw and antenna 64 feet above average terrain.

□ Other approved station sales include: WAIM-TV Anderson, S.C. (see "For the Record," page 180).

## Tribune Co. ponders going public

**Group owner, newspaper publisher announces intention in proxy letter to offer shares**

The privately held Tribune Co., publisher of the *Chicago Tribune* and group owner of three TV and five radio stations, may go public. Founded more than 120 years ago, the Tribune Co. said it would consider moving from private to public hands under "satisfactory market conditions" which it believes could "exist in 1983 or 1984."

The proposal was put forth in a proxy letter to shareholders asking their support to change the charter of the company to clear the way for a public offering.

Owned by 378 stockholders, including descendants of the McCormick and Patterson families, the Tribune Co. has been rumored for some time to be interested in going public. Currently there are 7,395 shares outstanding among 20 million shares authorized. The value of one share, which is determined quarterly by the First National

Bank of Chicago and Morgan Guaranty Trust Co. of New York, was \$73,750 as of Dec. 31, 1982. The Tribune Co. said that, to achieve a market price of \$25 per share, it would have to split the stock 2,949-to-1.

The proxy letter also included amendments to increase the number of authorized shares from 20 million to 50 million, and authorize the issuance of five million shares of preferred stock. The Tribune Co. said that although it has no plans at this time to publicly offer preferred stock, such an amendment would raise equity for future capital improvements and acquisitions. Another proposal in the proxy letter asked for support in abolishing the two-thirds majority vote required to approve transactions among various Tribune Co. subsidiaries.

Reaction on Wall Street to the announcement was generally favorable. Alan Gottesman, vice president at L.F. Rothchild, said that investors tend to regard the value for stock in multiple media companies as high, and the Tribune Co. would come to the market with a "substantial record." The rise in major market independent stations—Tribune has three of them—Gottesman added, makes it especially attractive. He speculated that Tribune might use the revenues from a public sale of its stock to increase its broadcasting interests.

Ken Noble of Paine Webber believes Tribune's timing is "very good." It continues a trend, begun by Gannett in 1967, that has seen large broadcasting-newspaper companies go public. Noble listed Knight-Ridder, The Washington Post Co., Harte-Hanks Communications, Multimedia and Lee Enterprises as companies with major interests in both broadcasting and newspapers that have turned public over the last 16 years.

A.G. Becker's Tony Hoffman emphasized the Tribune Co.'s first priority is to reduce its debt, which during 1982 increased by \$111.5 million for a total of \$415.7 million, and offered this as an explanation of why it may seek to go public. Pressure from banks, Hoffman speculated, may also be a factor. "They have some image problems," Hoffman explained, referring to the ownership of the *New York Daily News*, *The News*, which is the largest general-interest circulation daily paper in the country, was subject to a \$75 million "recovery program" last year involving staff cuts and plant relocation after almost going under, and is reported by the Tribune Co. to be on its way back to life. If they can "clean up" the *News*, Hoffman concluded, a public offering "would be very well received" by Wall Street.

One analyst who dissented, however, is John Morton of Lynch, Jones & Ryan in

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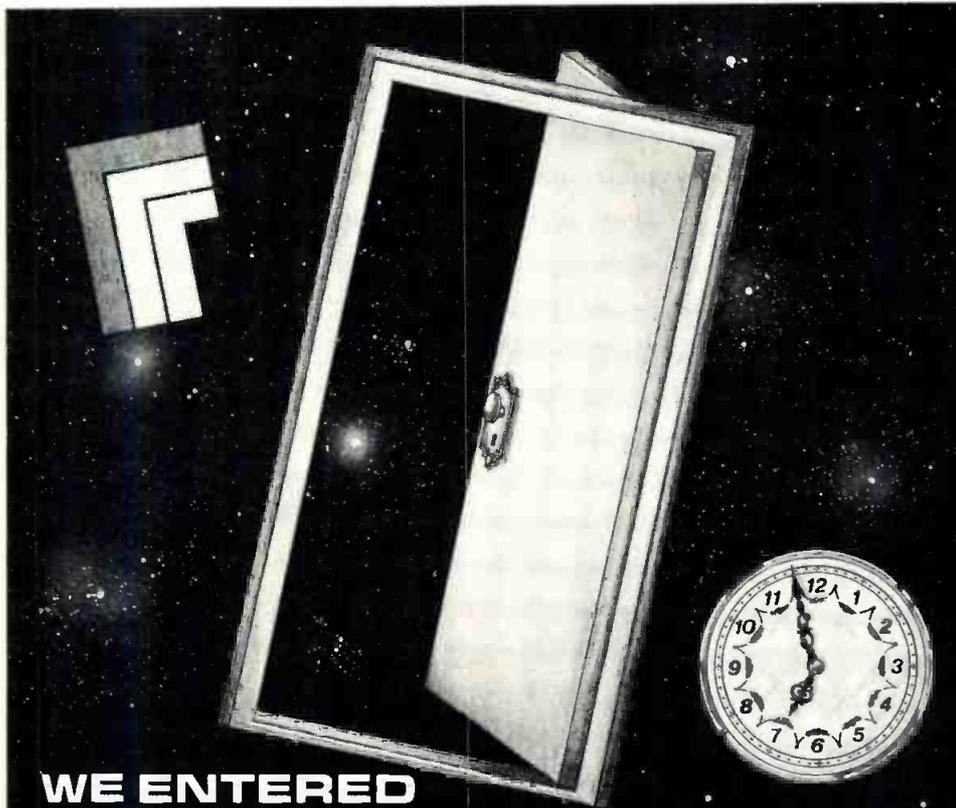
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## Bottom Line

**Storer record.** Storer Communications, Miami, reported record revenues for year and quarter ending Dec. 31, 1982, but also saw substantial dip in profits. Revenues for year increased 37% to \$379,302,000, up from \$276,437,000 in 1981. However, net income declined 71% to \$9,198,000, down from \$31,900,000 in 1981. Storer said profit decline was due principally to interest on debt incurred through expansion of cable operations. Broadcasting division profit in 1982 was \$51,126,000 on revenues of \$156,649,000, against \$49,385,000 on revenues of \$143,673,000 in 1981.

□

**G + W down.** Gulf + Western Industries, New York, reported net earnings of \$53,007,000 for its second fiscal quarter, ended Jan. 31, down from \$60,512,000—which included \$10,118,000 in earnings from discontinued operations—in same quarter last year. Revenues were \$1,306,386,000, down from \$1,328,952,000. Without giving figures, company said subsidiary Paramount Television results were “lower” than in year ago quarter, while Paramount motion picture results were “higher.”



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Washington. Morton thinks the Tribune Co. relies too much on big-city dailies and not enough on medium market newspapers. Other large publicly held multimedia companies, Morton explained, are buttressed by interests in newspapers in medium sized markets. “A great deal of the Tribune Co.'s revenues are tied up in big city newspapers,” Morton said, and “the profits are not there.” And the uncertainty of the *News*, Morton predicted, “would make Wall Street apprehensive.”

Although a private company, the Tribune Co. publishes an annual report. It reported that 1982 sales rose 2% over 1981 sales, to \$1.43 billion from \$1.41 billion. Net income dropped 73.2% from 1981's record of \$89,088,000 to \$23,922,000 in 1982. Group revenues in broadcasting, cable TV and entertainment totaled \$206 million in 1982, up 33.7% over \$154 million in 1981. The annual report did not break out figures for earnings in its broadcasting, cable and entertainment divisions, but it reported operating profit in 1982 at \$25,467,000, down 6% from \$27,109,000 in 1981.

□

## NPR axe falls

National Public Radio announced major program and staff cutbacks last Monday (March 14) which, according to NPR officials, is primarily due to the lack of private sector contributions since the beginning of the year. The move was made after the NPR board directed that \$2,775,000 be trimmed from the remaining fiscal 1983 budget of \$26 million (“In Brief,” March 14).

Programming will be cut by \$1.37 million, with the biggest casualty being *The Sunday Show*, a five-hour live arts program launched by NPR last spring. Its final show will be May 1. *NPR Playhouse* and *Jazz Alive* will continue through Sept. 30, the end of the fiscal year, but their future is in question.

NPR's news and information department will receive a \$450,000 cutback. Coverage of special events will now include only National Press Club speakers and congressional hearings. The two news programs, *Morning Edition* and *All Things Considered*, will not be affected, but there will be more in-studio coverage rather than live coverage.

Cuts to NPR Plus, the “second tier” of services, introduced in January, that includes 24 hours a day of classical music, six hours of overnight jazz and 18 hourly newscasts, will be made by the board at the Public Radio Conference in Minneapolis, April 17 to 20.

Staff cutbacks took place in all NPR departments, with 35 employees fired. Ten to 15 additional positions will be cut through attrition. Fifteen other job positions have been “frozen.” NPR's staff totals 460.

“The recession has finally caught up with us,” said NPR President Frank Mankiewicz, in announcing the cutbacks. He said that because the FCC has not completely deregulated use of FM stations' subsidiary communication authorization (SCA) channels, launching of NPR's joint enterprises, including transmission of digital nonbroadcast data and the establishment of a nationwide paging system, has been delayed.

□

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## UPI offers new customized service

**'CustomCast' uses microprocessor to separate items of interest from satellite-fed broadcast wire**

A new broadcast news service that will let radio and TV stations order the news coverage they want—and pass up what they don't—was announced by United Press International last week.

The service, called CustomCast, employs a special microprocessor, installed at each CustomCast subscriber station, that can be pre-programmed to deliver only those elements of the UPI broadcast wire coverage that the station wants. Each news item in the satellite-delivered service is coded separately, and the microprocessor accepts or ignores according to its pre-programmed instructions.

Thus, UPI officials said, radio and TV news directors using the CustomCast service can get the news they want and need for their particular format or areas of interest, and avoid wading through all the copy that they would discard anyway. UPI calls it a completely custom-tailored news service, with the customer doing the customizing.

The copy that is desired, officials said, is printed out at high speed—1,200 words a minute—on a silent printer.

Bill Ferguson, UPI vice president and executive broadcast editor, who was credited with a key role in developing the new service, said it "uses the latest electronic and satellite technology to solve a problem as old as the broadcast service itself. The problem has always been trying to serve the widely differing needs of the broadcast industry with a single broadcast news service—trying to satisfy large-market television and small-market radio stations with that same product."

With CustomCast, Ferguson added, "that problem is solved."

In pre-programming for the news and information they want, officials said, stations choose from "a vast shopping list of material available in UPI's database," selecting as much or as little as they want. The service includes a state news service from which they can choose items of most interest in their areas.

They also can select from "hundreds of other news and feature categories, such as in-depth coverage of financial news, the world of music, weekly analyses of major domestic issues, travel tips, religious news

and Washington reports by a special reporter assigned to each subscriber's state," UPI said.

CustomCast is being offered for "a small surcharge" over normal broadcast wire charges, UPI officials said. The surcharge is to cover the equipment costs, but they declined "for competitive reasons" to say what it is.

The system has been tested in Chicago, where the UPI broadcast wire is based, for several weeks. The news service said it will be available for all broadcasters in the Midwest and Southwest in April and should be available nationwide in the next few months. First to sign was WFLA(AM) Tampa, Fla. UPI said 10 others have since signed.

Officials said more than 600 UPI broadcast clients already have been equipped with satellite receive dishes, and that any not yet so equipped will get the dishes as part of the equipment package when they sign up for CustomCast.

The new system will be featured at the UPI booth at the National Association of Broadcasters convention next month. Among those on hand will be Paula Baird, vice president for broadcast sales, who calls CustomCast "the most important development in serving the news needs of broadcasters since UPI filed the broadcast industry's first newswire in 1935." □

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## ACLU stand on libel goes under fire at New York debate

**Union's call for complete ban on libel suits concerning public matters receives heavy opposition from representatives of Mobil Oil, Gannett, 'Newsday' during panel**

At a debate on libel law last week in New York, the representatives of a major oil company (Mobil) and two media organizations (Gannett and *Newsday*) agreed that the American Civil Liberties Union's new stand calling for a complete ban on libel suits concerning public matters is excessive and unwarranted.

Although it's an issue that has "emerged suddenly in the last year" as one attracting much debate and media attention, libel law perhaps even concerned this country's founding fathers.

With that opening comment from moderator Richard Salant, general adviser to NBC, the debate began last week on "Libel and the First Amendment," at a session jointly sponsored by New York Women in Communications Inc. and the International Radio and Television Society.

Panelists included Ira Glasser, executive director, American Civil Liberties Union; Herb Schmetz, vice president, Mobil Oil;

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Mobil's Schertz countered that such a stand represents "a clear prescription for the destruction of the free press. [The ACLU] wants the absolute power to lie and the public won't tolerate it." The ACLU is supposed to be "a defender of civil rights," Schertz said, but in the case of libel law, "it is attempting to take away the last vestige of civil rights for public figures."

Gannett's Lucan did not express her opposition as vehemently as Schertz, but did offer that the ACLU position, if intended to preclude all libel suits on public issues, "goes further than we need."

She said that the media have "the absolute, qualified right to be wrong when the circumstances warrant it."

Anthony Marro, managing editor, *Newsday*; Charles Rembar, an attorney with expertise in libel law, and Alice Lucan, an attorney with Gannett Co., specializing in libel issues.

Glasser explained to those in attendance the rationale behind the new libel law policy adopted by the ACLU last fall. The new policy urges a complete ban on libel suits in matters of public concern, even if the statements at issue are "false and malicious [or made in] reckless disregard" of the truth, said Glasser. Libel issues, he added, bear no relation "to the purposes for which freedom of speech is safeguarded" by the First Amendment. "The right to sue for libel is not a fundamental civil liberty."

Glasser said the basic issue is that of balancing the interests of the individual's reputation against the free flow of information. "The First Amendment strikes that balance," he said.

As for the ACLU's altered stand on the issue, Glasser said the union was expressing its preference for the option that the majority of U.S. Supreme Court justices declined to adopt in the 1964 *Sullivan v. The New York Times* landmark libel decision. The justices made a determination in that decision, said Glasser, that speech "can't be made immune by libel." So the choice was either to ban libel or "raise the threshold of difficulty." (Opting for the second choice, *Sullivan* ruled that public officials or public figures suing for libel not only had to prove that statements written or broadcast were false but also that they were malicious.)

"When talking about public issues," said Glasser, "private prosecution ought to be impermissible so long as we have the First Amendment."

*Newsday's* Marro also came down on Schertz's side, saying that journalists "often draw people into the public light, challenging their ethics, morals and conduct. When we do that we must accept a greater burden of proof. Subjects should have recourse."

Schertz, responding to a question from Salant, said that it's not "too tough" to win a libel suit under the existing laws. He ought to know. His boss, William P. Tavoulares, president of Mobil Corp., won a highly publicized libel suit against the *Washington Post* last August. Schertz suggested, however, that to accomplish that feat takes stamina and deep pockets—perhaps \$2 million or more. "It's possible," he said, "if you have the stomach for it." The burden on the public

figure is too great, he added, "way too favorable to the press." But, Glasser responded that "Governments and the courts are not the proper forum to distinguish truth from lies."

*Newsday's* Marro noted that the libel laws as they have evolved over the last 12 to 15 years have had an impact on the way stories are checked for accuracy—literally line by line in many cases—but not on news judgment. "There's been no pulling back from serious reporting," he said. "We're never

scared away by libel threats."

Rembar, an attorney who has tried a number of libel cases (both for plaintiffs and defendants), suggested radical changes, including the abolition of juries for civil cases as well as the huge monetary awards that are sought. "[Victorious] plaintiffs ought to get expenses and a good retraction," he said. The government also ought to bear the cost of legal fees in libel cases, suggested Rembar. "Matters of public concern should be treated specially." □

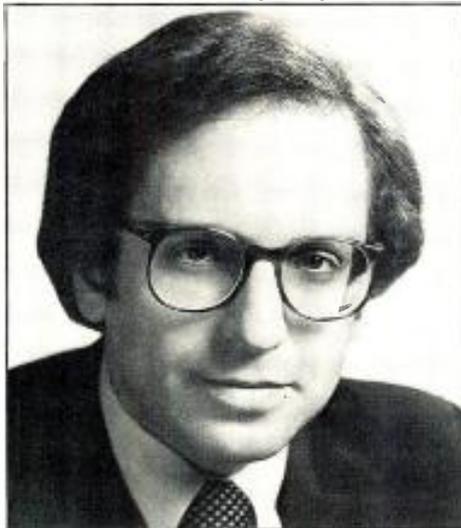
## Mater moves to CBS News

**Broadcast Group executive tapped for new post, senior VP for communications and news practices; Colloff becomes Broadcast Group policy, planning VP**

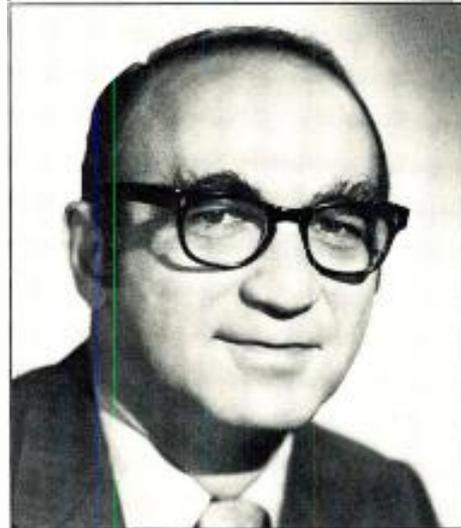
Gene P. Mater, the CBS/Broadcast Group's senior vice president, policy, was named last week to the newly created post of senior vice president for communications and news practices at CBS News. Roger Colloff, who had come out of CBS News to become division services vice president of the CBS Television Stations division, was named to assume some of Mater's principal functions,

and with the CBS law department. He also "will be actively involved in the group's planning activities as they relate to strategic issues about our current and future businesses," according to CBS President Gene F. Jankowski, president of the CBS/Broadcast group, who announced the changes.

Reporting to Colloff will be the CBG personnel department, which formerly reported to Mater, and the CBG research department, which has reported to David Fuchs, group vice president and assistant to the president. In another phase of the restructuring, Fuchs becomes responsible for the CBG program practices, communications and educational



Mater



Colloff

plus some new ones, under the title of CBG vice president, policy and planning.

A CBG spokesman said the moves recognized Mater's desire, as a working newsman throughout his pre-CBS career, to get back into news in a line job, and at the same time recognized Colloff's earlier experience in government affairs in Washington, which was one of Mater's preoccupations and now will be one of Colloff's.

At CBS News, Mater will be responsible for media relations, news practices and procedures and special projects and assignments, including representing CBS News at major national and international meetings. Reporting to him will be Emerson Stone, vice president for news practices, and Geraldine Sharpe-Newton, director of information services. Mater will report to CBS News President Van Gordon Sauter.

Colloff will serve as adviser to the broadcast group and its divisions on operational policy matters and will be the group's principal liaison with the CBS Washington office

and community service units, which formerly reported to Mater.

Mater joined CBS almost 13 years ago, as vice president and assistant to the president of the broadcast group, and became senior vice president for policy in 1981. He had been active since 1945 in reporting and desk work on newspapers in California, New Jersey and New York, as news director of Radio Free Europe in 1959-65 and then as public affairs director of Free Europe Inc., RFE's parent organization.

Colloff, a former special assistant to the U.S. secretary of energy and a senior staff member of the Office of Energy Policy and Planning, joined CBS News in 1979 and subsequently became vice president and director of public affairs broadcasts. He left that post last December to join the CBS Television Stations division as head of division services, a job that, as officials emphasized at the time, has often been used as a training ground for prospective managers of CBS O&O stations. □

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## NAB's Las Vegas show: 'productivity' on center stage

**National Association of Broadcasters expects full house and long agenda for April convention**

Fifth Estaters will have a full plate of legislative, technological, marketing, business, legal and regulatory issues to grapple with when they gather in Las Vegas next month at the National Association of Broadcasters annual convention. About 30,000 are expected at the NAB's 61st gathering to be held at the Las Vegas Convention Center and Hilton hotel April 10-13.

The association's theme for the three-day affair is "Productivity—Let's Work Together," a reflection of the current productivity campaign being undertaken by broadcasters (BROADCASTING, Feb. 21). Reservations for hospitality suites and for space in the 26,400-square-foot exhibition hall are running ahead of last year; 186 hospitality suites are booked, up from 180 at the NAB's convention in Dallas last year, and 536 exhibitors will market their products, an increase from 481 last year.

The NAB is completing an agenda that includes sales clinics and workshops instructing broadcasters how to compete with and make money with the new technologies and how to sharpen their management skills. This year's agenda also focuses heavily on regulatory and legislative issues. Congressional figures who play prominent roles in establishing communications policy will offer their views on cable copyright, radio deregulation, First Amendment rights, Cuban interference and other subjects. Senator Bob Packwood (R-Ore.), chairman of the Commerce Committee, is slated to address a joint session of the radio and TV conventions on Wednesday, April 13. Packwood will discuss his proposal to expand First Amendment rights to the electronic media. Senate Majority Leader Howard Baker (R-Tenn.) will address a TV luncheon on Monday, April 11, when he will outline the agenda for the 98th Congress and will probably discuss his efforts to pass a resolution that would allow television and radio coverage of the Senate. Congressman Tim Wirth (D-Colo.) is in the spotlight Tuesday, April 12, at the radio luncheon. Wirth is chairman of the House Telecommunications Subcommittee.

The NAB's 37th annual concurrent engineering conference is scheduled for April 11 and 12 at the convention center. The exhibition hall opens Sunday, April 10.

NAB President Edward Fritts kicks off the convention Sunday afternoon at a joint session with a "State of the Industry Address." Immediately following, former NAB President Vince Wasilewski will be presented with the association's Distinguished Service

Award, and the Oak Ridge Boys country music group will provide entertainment. On Wednesday morning the Grover Cobb Award will be presented to Jack Rosenthal, president, Harrisclope Broadcasting, Casper, Wyo. FCC Chairman Mark Fowler will address the convention's closing day luncheon. The convention will also hear from the six other FCC commissioners during a panel session earlier that morning.

Monday, April 11, and Tuesday, April 12, are devoted primarily to the radio and TV conventions and the engineering conference. The NAB's government relations department also has a series of special legislative panel sessions planned Monday and Tuesday featuring more senators and congressmen. On Monday, television broadcasters will hear congressional views on cable copyright from a panel including "Cable Copyright and Must Carry: Will Congress Finish the Job?" is the name of the panel featuring: Senators Charles McC. Mathias (R-Md.), chairman of the Senate Subcommittee on Patents, Copyrights and Trademarks; Slade Gorton (R-Wash.), Dennis DeConcini (D-Ariz.) and Patrick Leahy (D-Vt.); and Representatives Robert Kastenmeier (D-Wis.), chairman of the House Copyright Subcommittee, and Carlos Moorhead (R-Calif.), ranking minority member on that subcommittee and a member of the Telecommunications Subcommittee. Following that there will be several joint sessions for radio and television broadcasters on general communications issues, called "Deregulation: Will Congress Break the Log Jam?" One panel features Senator Larry Pressler (R-S.D.), of the Communications Subcommittee, and Congressmen Matthew Rinaldo (R-N.J.), ranking minority member of the House Telecommunications Subcommittee, Mickey Leland (D-Tex.), Telecommunications Subcommittee, and W.J. Tauzin (D-La.). The other panel will be composed of Senator Daniel Inouye (D-Hawaii), Senate Communications Subcommittee; Senator Robert Kasten (R-Wis.) and Congressmen Cardiss Collins (D-Ill.) and Thomas Tauke (R-Iowa) of the House Telecommunications Subcommittee.

This year's TV convention opens Monday morning with a session called "Growth Through Change," which will offer the results of a study commissioned by the NAB's research department exploring the trends shaping TV's future. A forum on Tuesday will be presented by the Television Bureau of Advertising. The TVB is preparing special reports on sales department compensation and composition and on "Television Station Advertising Now That The Code Is Dead." Jay Greenfield, partner with Paul, Weiss,

Rifkind, Wharton & Garrison, New York, will moderate that session. Federal Trade Commission Chairman James Miller will discuss with NAB joint board chairman, William Stakelin, executive vice president, Bluegrass Broadcasting, Louisville, Ky., advertising disclosures, the agency's "unfairness standard" and double billing, among other advertising topics. A series of legal clinics sponsored by the NAB's legal department will be open to both radio and television broadcasters Tuesday evening.

Workshops for the TV convention will cover a broad range of issues. Key sessions include "Strategic Planning and Venture Investment," a panel with: Stuart Brotman, Communications Strategies, Cambridge, Mass., and Paul Bortz, Browne, Bortz & Coddington, Washington, and "Through the Cable Copyright Jungle: A Broadcaster's Safari," with Washington attorney Norman Leventhal, Jim Popham of Fawer, Brian, Hardy & Zatskis, New Orleans, and John Stewart, Crowell & Mooring, Washington. Other sessions will look at minority programming, making money with teletext, financial planning and taking advantage of cable.

During the Tuesday radio luncheon, three members will be added to the NAB's Radio Hall of Fame. Benny Goodman will be inducted, along with the radio comedy team of Lum & Abner (the late Chet Lauck and Norris Goff).

The agenda for the radio convention includes several key sessions plus a syndicators' breakfast Monday morning. There is also a clinic on "What the FCC Did Not Deregulate." Participants include Martin Leader, Fisher, Wayland, Cooper & Leader; John Feore, Dow, Lohnes & Albertson; Henry Bauman, FCC deputy chief of the FCC's Mass Media Bureau, and Barry Umanksy, NAB, moderator.

On Wednesday the convention winds up with a series of joint sessions including a question and answer session with the six FCC commissioners, followed by a panel, "Productivity—Key to Prosperity in Big Cities and Small Towns," featuring Howard K. Smith as moderator, and Secretary of Labor Raymond J. Donovan and Thomas Donahue, AFL-CIO secretary and treasurer, as a panelist. Comedian Bill Cosby will provide the closing entertainment after lunch.

The NAB's 1983 Engineering Award will be presented Tuesday at the engineering conference luncheon to Joseph Flaherty, vice president of engineering and development of the CBS/Broadcast Group. George H. Brown, a retired RCA executive and winner of the 1980 David Sarnoff Award from the University of Arizona, will be the luncheon speaker. His topic will be "Why Don't We Standardize?" Key sessions during the engineering conference will focus on AM/FM allocations, channel 6-FM interference and AM stereo. □

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## Bates study tracks rising media costs

Advertising costs in 1982 outpaced consumer price index; same expected in '83

Ted Bates Advertising, New York, has some sobering news for inflation fighters: Media costs, which had abated in 1981, galloped ahead of the Consumer Price Index in 1982—and the cost per thousand (C-P-M) is expected to outrun the CPI again in 1983.

Bates's annual analysis shows that in 1980 and 1981 advertising costs, particularly in television and radio, grew at a rate generally below the CPI increases. But in 1982 the trend reversed itself.

While the CPI in 1982 rose by 6%, daytime network TV C-P-M's climbed by 9%; evening network TV by 24%; spot TV by 9%; network radio by 7%, and spot radio by 6%. In the print media, C-P-M's for magazines increased by 8%, supplements by 12%, newspapers by 10% and outdoor by 10%.

The Bates analysis, prepared by the media information and analysis division of its media-programming department, tracks trends in unit costs, audience, national expenditures and C-P-M's for nine media segments. The new report provides data from 1975 through 1983.

For 1983, Bates compares the estimated 6% increase in the CPI with the nine media and concludes the C-P-M's will be higher on average. Bates projects for TV "more moderate gains than in 1982," but still higher, with 8% for daytime, 10% for evening network and 8% for spot. The agency predicts that the radio C-P-M increase will accelerate slightly—10% for network and 7% for spot.

In the print sector for 1983, Bates estimates that the C-P-M gain will be 6% for outdoor, supplements and magazines and 10% for newspapers.

Appraising the overall jump in media costs, Bates comments: "How long media C-P-M increases can continue at such a high rate is a key question, especially when the rate of inflation appears to be moving at a 'moderate' pace. The answer to that question appears to be quite elusive, and to quote an overused cliché, 'Only time will tell.'"

The report says that between 1975 and 1982 unit costs increased in daytime network television by 125%; in evening network, 141%; spot TV, 91%; magazines, 75%; newspapers, 95%; supplements, 93%; spot radio, 134%; network radio, 123%, and outdoor, 120%.

During the same seven-year span, according to Bates, audiences for daytime network TV declined by 6%; evening network TV fell by 6%, while spot TV rose by 8% spot radio by 42%, and network radio increased by 34%. Magazines dipped by 1% while

other print media grew—newspapers by 2%, supplements by 5% and outdoor by 14%.

In exploring cost-per-thousand trends from 1975 through 1982, Bates points out that daytime network TV C-P-M's swelled

by 135%, evening network TV by 151%, spot TV by 76%, spot radio by 64%, network radio by 66%, magazines by 77%, newspapers by 91%, supplements by 83% and outdoor by 91%. □

### Cost-Per-Thousand Trends

	Day Net TV	Eve Net TV	Spot TV	Magazines	Newspapers	Supplements	Spot Radio	Net Radio	Outdoor	CPI
1975	100	100	100	100	100	100	100	100	100	100
1976	125	108	125	102	110	103	112	110	106	105
1977	161	136	131	111	119	122	122	119	115	112
1978	174	149	131	122	129	124	129	129	127	122
1979	182	167	143	131	139	134	135	135	142	135
1980	203	190	154	147	153	147	145	144	157	153
1981	218	203	162	164	173	163	155	155	173	169
1982	238	251	176	177	191	183	164	166	191	179
1983 (est.)	258	276	190	189	210	193	176	182	202	189

### Unit Cost Trends

	Day Net TV	Eve Net TV	Spot TV	Magazines	Newspapers	Supplements	Spot Radio	Net Radio	Outdoor
1975	100	100	100	100	100	100	100	100	100
1976	117	109	127	103	110	103	118	105	108
1977	146	138	134	111	121	119	133	120	119
1978	162	155	137	121	132	128	147	131	133
1979	177	174	157	131	143	139	163	140	147
1980	200	204	175	146	157	153	184	160	164
1981	206	208	184	162	175	171	208	189	182
1982	225	241	191	175	195	193	234	223	220
1983 (est.)	243	252	204	187	214	204	263	256	238

### Audience Trends

	Day Net TV	Eve Net TV	Spot TV	Magazines	Newspapers	Supplements	Spot Radio	Net Radio	Outdoor
1975	100	100	100	100	100	100	100	100	100
1976	93	100	102	101	101	100	105	96	101
1977	91	101	102	101	101	97	109	100	102
1978	93	104	105	100	102	103	114	102	103
1979	97	104	110	100	103	103	120	102	103
1980	99	107	114	100	103	104	127	111	104
1981	95	103	114	99	101	105	134	122	105
1982	94	96	108	99	102	105	142	134	114
1983 (est.)	94	92	107	99	102	105	149	141	116

### National Expenditure Trends

	Day Net TV	Spot TV	Magazines	Newspapers	Net Radio	Outdoor
1975	100	100	100	100	100	100
1976	124	133	122	123	120	115
1977	150	136	148	137	132	132
1978	172	161	177	146	148	140
1979	199	177	200	171	160	161
1980	222	201	215	193	185	165
1981	242	230	241	224	215	190
1982	270	260	260	252	235	211

Tables report trends in index form, with 1975, the base year, indexed at 100. These estimates are based on unit costs of 30 seconds for TV and network radio, 60 seconds for spot radio, one page four-color for magazines, milline black and white for newspapers, one page four-color for supplements and 100 showing for outdoor through 1981; 1982-83 based on increases in 50 showing. Audience levels and CPM's are based on women 18+ for day network, total persons 2+ for evening network; TV households for spot TV, persons 12+ for radio; circulation for magazines, newspapers and supplements; and total population for outdoor. Sources for audience information are: network and spot TV—A.C. Nielsen; network radio—RADAR; spot radio—Arbitron; magazines—Magazine Publishers Association; newspapers—Newspaper Advertising Bureau; supplements—Standard Rate and Data; outdoor—Outdoor Bureau and estimates. Figures for 1983 are Ted Bates's estimates. CPI is based on increases in yearly average rather than December to December.

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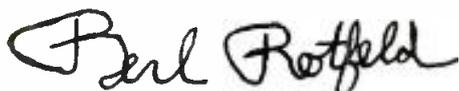
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# For the Record

As compiled by BROADCASTING, March 7 through March 11, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## New stations

### FM applications

- **Calexico, Calif.**—San Diego State University Foundation seeks 88.7 mhz, 3 kw, HAAT: 266 ft. Address: 5178 College Ave., San Diego, Calif. 92182. Principal: Nonprofit corporation with no other broadcast interests. Filed Feb. 28.
- **Hayden, Colo.**—Broadcasters Inc. seeks 95.9 mhz, 3 kw, HAAT: -173 ft. Address: 115 W. Jefferson, Hayden, Colo. 81639. Principal: Robert D. Zellmer Jr. and wife Rebecca (90% jointly) and Robert's parents, Robert and Marjorie (10% jointly). Family also owns KRZD(AM) Hayden and is principal owner of KRZV(AM) Springerville, Ariz. Filed March 2.
- **Selbyville, Del.**—DGR Communications Inc. seeks 101.7 mhz, 3 kw, HAAT: 289 ft. Address: 10137 Marshall Pond Road, Burke, Va. 22015. Principals: Patricia D. Doherty, Louis C. Rose, Sandra L. Garner (17% each), David J. Doherty, president, Arthur I. Rose and David C. Garner (16 2/3% each), who are applicants for new FM at Cobleskill, N.Y., and, subject to FCC approval, agreement to become minority stockholders of WSCM(AM) Cobleskill. David J. Doherty is former engineer at WTVH(TV) Syracuse, N.Y. Arthur I. Rose is engineer at WTOPI(AM) Washington, Sandra L. Garner is engineer at WMAL(AM)-WRQX(FM) Washington and David C. Garner is chief engineer at WTOPI. Filed March 1.
- **Jasper, Fla.**—WJCT Inc. seeks 89.5 mhz, 100 kw, HAAT: 568 ft. Address: 100 Festival Park Avenue, Jacksonville, Fla. 32202. Principal: Nonprofit corporation that also owns WJCT-FM-TV Jacksonville, Fla. Filed Feb. 28.
- **Cochran, Ga.**—Georgia Public Telecommunications Commission seeks 89.7 mhz, 100 kw, HAAT: 1008.5 ft. Address: 1540 Stewart Avenue, S.W. Atlanta 30310. Principal: State agency formed to provide for educational and public telecommunications and broadcasting in Georgia that

owns nine other TV's, all Georgia. Filed Feb. 28.

- **Greenville, Ill.**—Marlene G. Page seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 753, Elizabeth, Colo. 80107. Principal: Marlene G. Page (100%), who has no other broadcast interests. Filed March 4.
- **Topeka, Kan.**—Quality Public Broadcasting Corp. seeks 88.3 mhz, 35 kw, HAAT: 368 ft. Address: 5712 Massachusetts Ave., Bethesda, Md. 20816. Principal: Nonprofit educational institution headed by Eugene R. Bertermann, president, Ruth Free, George R. Douglas Jr. and Lowell Bush who also have voting interest in WWCJ(FM) Jackson, Miss.; WDCJ(FM) Lorton, Va.; WPTG(FM) Lancaster, Pa.; WJYJ(FM) Fredericksburg, Va.; WJTY(FM) Lancaster, Wis.; KUUV(FM) Neola, Utah, and subject to FCC approval, a new educational FM at Fort Valley, Ga. Filed March 1.
- **DeRidder, La.**—CMM Inc. seeks 92.1 mhz, 3 kw, HAAT: 287.25 ft. Address: 215 Lantana Road, Crossville, Tenn. 38555. Principal: Mike Miller (100%), who is applicant for seven full service TV's and six FM's. Filed March 1.
- **Great Falls, Mont.**—Great Falls Public Radio Association seeks 89.9 mhz, 10 kw, HAAT: 368 ft. Address: Box 3343, Great Falls, Mont. 59403. Principal: Nonprofit corporation headed by Bruce A. MacKenzie, president, with no other broadcast interests. Filed March 3.
- **Kearney, Neb.**—Union College seeks 89.7 mhz, 100 kw, HAAT: 966 ft. Address: 3800 South 48th Street, Lincoln, Neb. 68506. Principal: Noncommercial corporation that owns noncommercial KUCV(FM) Lincoln, Neb., and is applicant for new AM there, and new FM's at Norfolk, North Platte and Scottsbluff, all Nebraska (see below). Filed Feb. 28.
- **Norfolk, Neb.**—Union College seeks 88.9 mhz, 100 kw, HAAT: 403 ft. Address: 3800 South 48th Street, Lincoln, Neb. 68506. Principal: Noncommercial corporation that owns noncommercial KUCV(FM) Lincoln, Neb., and is applicant for new AM and three new FM's (see above). Filed Feb. 28.
- **North Platte, Neb.**—Union College seeks 91.7 mhz, 100 kw, HAAT: 522 ft. Address: 3800 South 48th Street, Lincoln, Neb. 68506. Principal: Noncommercial corporation that owns KUCV(FM) Lincoln, Neb. and is applicant for new AM and three FM's (see above). Filed Feb. 28.
- **Scottsbluff, Neb.**—Union College seeks 90.3 mhz, 100 kw, HAAT: 682 ft. Address: 3800 South 48th Street, Lincoln, Neb. 68506. Principal: Noncommercial corporation that also owns noncommercial KUCV(FM) Lincoln, Neb. and is applicant for new AM and three new FM's. Filed Feb. 28.
- **Greenville, N.C.**—The Board of Trustees of the University of North Carolina at Chapel Hill seeks 88.3 mhz, 31.6 kw, HAAT: 550 ft. Address: Swain Hall 0444 Campus Chapel Hill, Chapel Hill, N.C. 27514-6044. Principal: Noncommercial educational institution which also owns WUNC(FM) Chapel Hill, N.C. Filed Feb. 28.
- **Conway, S.C.**—South Carolina Educational Television Commission seeks 90.1 mhz, 20 kw, HAAT: 706 ft. Address: 2712 Millwood Avenue, P.O. Drawer L, Columbia, S.C.

29250. Principal: Noncommercial educational institution that is applicant for new FM in Greenwood, S.C. Filed Feb. 28.

- **Frogmore, S.C.**—Battery Creek Communications Co. seeks 92.1 mhz, 3 kw, HAAT: 279 ft. Address: A-7 725 Cedar Lane Road, Greenville, S.C. 29611. Principals: Equally owned by Alton Lloyd Finley Jr. and Michael Eugene Reid. Finley is president and principal owner of Tele-castings Inc. and general manager at WMRB(AM) Greenville. He also has interest in new FM at Wedgefield, S.C. Filed March 3.
- **Greenwood, S.C.**—South Carolina Educational Television Commission seeks 91.7 mhz, 15 kw, HAAT: 671 ft. Address: 2712 Millwood Avenue, Drawer L, Columbia, S.C. 29250. Principal: Noncommercial educational institution and applicant for new FM at Conway, S.C. Filed Feb. 28.
- **Pierpont, S.D.**—South Dakota State University seeks 90.9 mhz, 100 kw, HAAT: 1,057 ft. Address: KESD-FM-TV, Pugsley Center Box 2218B, Brookings, S.D. 57007. Principal: Nonprofit educational institution which owns KESD-FM-TV Brookings, S.D., and is governed by The State Board of Regents, which is licensee of KUSD(AM)-FM-TV Vermillion, S.D., KBHE-TV Rapid City, KTSD-TV Pierre, KDSB-TV Aberdeen, KPSD-TV Eagle Butte, KQSD-TV Lowry and KZSD-TV Martin, and is applicant for new FM's at Rapid City and Reliance, all South Dakota. Filed Feb. 28.
- **Keyser, W. Va.**—West Virginia Educational Broadcasting Authority seeks 89.5 mhz, 3.71 kw, HAAT: 1,432 ft. Address: State Building 6, Suite B-424, Charleston, W. Va. 25305. Principal is owner or permittee of WPBY-TV Huntington and WSWP-TV Grandview, WVPN(FM) Charleston, WVPW(FM) Buckhannon, WHPW(FM) Huntington, WVPV(FM) Morgantown and WVNP(FM) Wheeling, all West Virginia and is applicant for new noncommercial educational TV on channel 11, South Charleston, and FM's at Keyser and Parkersburg, all West Virginia. Filed Feb. 28.
- **Martinsburg, W. Va.**—West Virginia Educational Broadcasting Authority seeks 88.9 mhz, 3.98 kw, HAAT: 1,591 ft. Address: State Building 6, Suite B-424, Charleston, W. Va. 25305. Principal: Educational institution that is owner or permittee of two TV's and five FM's and is applicant for new noncommercial TV on channel 11, South Charleston, W. Va. and two FM's (see above). Filed Feb. 28.
- **Parkersburg, W. Va.**—West Virginia Educational Broadcasting Authority seeks 90.1 mhz, 9 kw, HAAT: 322.4 ft. Address: State Building 6, Suite B-424, Charleston, W. Va. 25305. Principal: Educational institution (see above). Filed Feb. 28.

### TV applications

- **Muskogee, Okla.**—Hasler Productions Inc. seeks ch. 19; ERP: 732.4 kw vis., 73.2 kw aur., HAAT: 500 ft.; ant. height above ground: 236.71 ft. Address: 2925 West Broadway, Muskogee, Okla. 74401. Principals: Equally owned by John Thomas Doerner; Willie Patricia Hasler, her husband, Francis Joseph, and son, John Gatlin. Latter is freelance announcer and Doerner is TV news photographer at KTUL-TV Tulsa, Okla. Filed Feb. 24.

### AM actions

- **Andalusia, Ala.**—H&H Broadcasting Co. granted 1400 khz, 250 w, 1 kw unlimited. (BP-820730AA). Action Feb. 25.
- **Breen, Colo.**—Daystar Radio Ltd. granted 1560 khz, 10 kw-D, 500 w (CH). Major environmental action under section 1.1305. (BP-820803AF). Action Feb. 28.
- **LaJas, P.R.**—Professional Radio Broadcasting Corp. granted 1510 khz, 1 kw DA-U. Major environmental action under section 1.1305. (BP-790531AG). Action Jan. 24.
- **San Sebastian, P.R.**—Otilio Serrano Serrano granted 1410 khz, 1 kw-D. Address: Betances No. 31, San Sebastian 00755. Estimated construction costs \$80,000; first year operating cost \$49,670; revenue \$120,000. Format: Popular music. Principal: Serrano owns half interest in two San Sebastian furniture stores and is sole owner of farm land. He has no other broadcast interests. (BP-781205A1). Action Dec. 8, 1982.
- **Beaufort, S.C.**—Bobby S. Merritt et al application dismissed for 1490 khz, 500 w-D, 250 w-N. (BP-810206AD).

**NOTE  
NEW  
ADDRESS**

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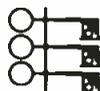
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**PENTHOUSE**



Action Feb. 7.

■ Beaufort, S.C.—William and Vivian Galloway granted 1490 khz, 500 w-D, 250 w-N. Address: P.O. Box 26, Frogmore, S.C. 29902. Principals: William A. Galloway (51%) and Vivian McNair Galloway (49%). Galloways own Charlotte, N.C.-based building and real estate renovation firms. They have no other broadcast interests. Applicants are requesting interim operating authority and special temporary authority from Sea Island Broadcasting Corp. of South Carolina whose license was revoked in 1976. (BP-810209AO). Action Feb. 7.

### FM actions

■ \* Le Grande, Calif.—Family Guidance and Educational Media granted 90.1 mhz, 1 kw, HAAT: 1,989 ft. Address: 3836 McDowell St., Le Grande 95333. Estimated construction cost: \$2,380; first year operating cost: \$2,700; revenue \$2,700. Format: Educational. Principal: Nonprofit educational corporation. Larry Milliken is secretary and treasurer. Action Feb. 28.

■ Hilo, Hawaii—Hawaii Broadcasting Inc. granted 94.7 mhz, 100 kw, HAAT: minus 330 ft. Address: 1145 Kilauea Avenue, P.O. Box 747, Hilo 96720. Principal: Closely held group of more than 50 stockholders. Richard Henderson is president and 32.3% owner. Action Feb. 28.

■ Spencer, Ind.—Spencer Communications Inc. granted 92.7 mhz, 1 kw, HAAT: 480 ft. Address: 389 North Fletcher, Spencer 47460. Estimated construction costs: \$63,000; first-quarter operating cost: \$21,700; first-year revenue: \$125,000. Principals: Leonard E. White (80%) and John W. Smith Sr. (20%). White is Spencer real estate investor. Smith is Jeffersonville, Ind., broadcast engineer consultant and low power TV applicant for Jeffersonville. Action Jan. 28.

■ West Plains, Mo.—Ambrose T. Walker, M.D. application dismissed for 102.3 mhz, 3 kw, HAAT: 300 ft. (BPH-801211AD). Action Dec. 2, 1982.

■ West Plains, Mo.—CMM Broadcasting Co. granted 102.3 mhz, 3 kw, HAAT: 300 ft. Address: Box 233, 701 Jamestown Rd., Dyersburg, Tenn. 38024. Estimated construction cost: \$95,800; first quarter operating cost: \$24,000. Format: Popular. Principals: Carl G. Minton and wife, Mary F. (100% jointly). Carl is sales manager at WASL-AM-WTRO-FM Dyersburg, Tenn. They have no

other broadcast interests. (BPH-800925AB). Action Dec. 2, 1982.

■ Cheyenne, Wyo.—Blue Sky Broadcasting Inc. granted 106.3 mhz, 3 kw, HAAT: -4 ft. Address: 2317 Bradley Ave., Cheyenne 82001. Estimated construction costs: \$4,850; first-quarter operating cost: \$40,000; first-year revenue: \$150,000. Format: Beautiful music. Principals: Gerald E. Gebhard and Stephen Z. Lobel (40% each) and Phillip R. Noble (20%). Gebhard is announcer at KFBO(FM) Cheyenne. Lobel is former news director of KAT(AM) Casper. Noble is former reporter for KTWO(TV) Casper. They have no other broadcast interests. (BPH-810428AA). Action March 1.

### TV actions

■ Hartford, Conn.—Golden West Broadcasters denied application for channel 61; ERP: 2090 kw (M), 1416 kw (H) vis.; 142 kw (H) aur., and HAAT: 1,490 ft. (BPCT-791011KE). Action Feb. 28.

■ New Orleans—Oak Television of New Orleans application dismissed for ch. 38; ERP: 2576 kw vis., 257.6 kw aur., HAAT: 946 ft.; ant. height above ground 971 ft. (BSCT-800109KG). Action Feb. 28.

■ Natchez, Miss.—Pamela K. Clark application dismissed for ch. 48; ERP: 908 kw vis., 108 kw aur., HAAT: 620 ft.; ant. height above ground: 472 ft. (BPCT-810511KN). Action Feb. 25.

■ Spartanburg, S.C.—South Carolina Educational TV Commission granted application for instructional TV on 2602 mhz. (BPIF-820414MK). Action Feb. 22.

■ Nashville, Tenn.—Domedia of Tennessee Inc. denied application for channel 30. ERP: 1440 kw (M), 1171 kw (H) vis.; 221 kw (H) aur., HAAT: 414.75 ft. (BPTV-791025KF). Action Feb. 28.

■ Nashville, Tenn.—Golden West Broadcasters denied application for subscription television on channel 30 (BSTV-791026KU). Action Feb. 28.

■ Salt Lake City—Rocky Mountain Broadcasting Inc. application dismissed for ch. 13; ERP: 44.7 kw vis., 6.76 kw aur., HAAT: 2,992 ft.; ant. height above ground: 140 ft. (BPCT-810511KN). Action Feb. 25.

■ Norfolk, Va.—Tidewater, TV Corp. application dis-

missed for subscription television on ch. 49; ERP: 2455 kw vis., 245.5 kw aur., HAAT: 992.7 ft.; ant. height above ground: 1,024 ft. (BSCT-800319KH). Action Feb. 28.

## Ownership changes

### Applications

■ KPOD(AM) Crescent City, Calif. (1240khz, 1 kw-D, 250 kw-N)—Seeks assignment of license from William E. Stamps, court-appointed temporary operator, to William E. Stamps, individual, for \$369,685. Stamps is former licensee who sold station to Florence M. Poorman. Poorman filed debtor's plan and relinquished control to Stamps. Stamps will be 100% owner. Filed March 2.

■ KFMR-FM Stockton, Calif. (100.1 mhz, 3 kw, HAAT: 285 ft.)—Seeks assignment of license from Carson Communications (a partnership) to Susan V. Carson. Seller: Robert D. Carson is transferring controlling interest to Susan V. Carson as part of divorce settlement. Susan Carson will own 100%. She has no other broadcast interests. Filed March 2.

■ WRBI(FM) Batesville, Ind. (103.9 mhz, 1.95 kw, HAAT: 360 ft.)—Seeks assignment of license from McPherson Media to ARS Broadcasting Corp. for \$180,000. Seller is Eugene V. McPherson, president, who owns WVLN(AM)-WSEI(FM) Olney, Ill., and has CP to raise antenna height of WSEI. Buyer is Alan R. Schriber, president, who owns 100% of common stock. His wife, Pamela Lynn Kammen, and J.G. Tourkow are members of governing board. Schriber is staff economist for WCPO-TV Cincinnati. Filed March 2.

■ WYNZ(AM) Portland, Me., and WYNZ-FM Westbrook, Me. (970 khz, 5 kw-U, DA-N; FM: 100.9 mhz, 3 kw, HAAT: 225ft.)—Seeks assignment of licenses from Eastport Broadcasting Corp. to Buckley Broadcasting Corp. of Maine for \$1,125,000, including \$350,000 for noncompete agreement. Seller is principally owned by ERI Communications Group Inc., headed by Francis L. Boyle Jr., chairman, which also owns WAPE(AM) Jacksonville, Fla., and WIBX(AM)-WIBQ(FM), Utica, N.Y. Buyer is principally owned by Richard D. Buckley Jr. (80%), who owns WDRC-AM-FM Hartford, Conn.; KGLL(AM) San Fernando, Calif.; KWAY(FM) Monterey, Calif., and KKHI-FM San Francisco. Filed March 1.

■ WCCY(AM) Houghton, Mich. (1400 khz, 1 kw-D, 250 w-N, DA-1)—Seeks assignment of license from Superior Shores Broadcasting Inc. to Desnick Broadcasting Co. for \$260,000. Seller is equally owned by Norman C. Koski, president; Patrick J. Rose, and Ronald D. Mikkola, who have no other broadcast interests. Buyer is principally owned by Harvey L. Desnick, president, who owns WHUH (FM) Houghton, Mich. Filed March 2.

■ WSLI(AM)-WXLY(FM) Jackson, Miss. (930 khz; 5 kw-U; FM: 96.3 mhz; 80 kw; HAAT: 1,450 ft.)—Seeks assignment of license from Capitol Broadcasting Co. To J.D. Osburn and Russ D. Reynolds for \$2,750,000. Seller also has sold, subject to FCC approval, WJTV(TV) Jackson, Miss., for \$19 million and KKTU(TV) Colorado Springs for \$15.5 million. It also owns KNAZ(TV) Flagstaff, Ariz. W.R. Newman III is chairman. Buyers own KYKZ(FM) Lake Charles, La., and KEAN-AM-FM Abilene, KYKX(FM) Longview and KYKS(FM) Lufkin, all Texas. Filed Feb. 28.

■ WPJJ(AM) Yazoo City, Miss. (1530 khz, 250 w-D, DA)—Seeks assignment of license from The Evangelist James Baker Evangelistic Association to Gateway Broadcasting Co. Inc. for \$1 and does not provide for pledge of stock. Seller is Rev. James Baker, president, who has no other broadcast interests. Buyer is Joel Netherland, president, (57.1%), and Kenneth W. Helton (42.9%), who own WJNS(FM) Yazoo City, Miss. Filed March 2.

■ KRBN(AM) Red Lodge, Mont. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Rockefeller Broadcasting Co. Inc. to Bottenberg Communications Inc. for \$118,000. Principals: Seller is equally owned by Lyle H. Rockefeller, his wife, Kathleen; Clifford Sherwood and his wife, Ruby. Buyers are Bernard A. Bottenberg, president (95%) and Donald L. Kirkpatrick (5%). Kirkpatrick is part owner of KPAG(AM) Pagosa Springs, Colo., and applicant for new FM on channel 292 there. Filed March 3.

■ WWDR-AM-FM Murfreesboro, N.C. (1080 khz, 1 kw-D, DA; FM: 98.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Murfreesboro Broadcasting Corp. from Linda B. Timberlake and Muriel S. Burnett (100% before; none after) to Samuel F. Cooper and others (none before; 100% after). Consideration: \$250,000. Principals: Sellers are Linda B. Timberlake and Muriel Burnett, co-executors of estate of Donald A. Burnett. Buyers are Samuel F. Cooper; his wife, NancyLee; Wayne R. Brown; R. Don Johnson

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## Summary of broadcasting

### FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
<b>Total Radio</b>	<b>9,159</b>	<b>1</b>	<b>0</b>	<b>9,160</b>	<b>565</b>	<b>9,725</b>
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
<b>Total TV</b>	<b>1,068</b>	<b>4</b>	<b>7</b>	<b>1,079</b>	<b>169</b>	<b>1,248</b>
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

\*Special temporary authorization

\*\*Includes off-air licenses

Jr.; Robert E. Lee Jr.; M. Scott Edwards; Stanley E. Dixon; Joseph E. Dixon; James M. Eason, and Terrence N. Evans (10% each). Samuel Cooper is general manager of WWDR-AM-FM. Filed March 2.

■ WLAR(AM) Athens, Tenn. (1450 khz, 1 kw-D, 250 kw-N)—Seeks assignment of license from Athens Broadcasting Corp. to James C. Slinger for \$200,000. Principals: Seller is principally owned by Steve H. Snowden, president. It has sold, subject to FCC approval. WUCR(AM) Sparta, Tenn. (BROADCASTING, March 7), and WMCC(FM) Etowah, Tenn., and is applicant for new FM at Clarksville, Va. Buyer owns WJSQ(FM) Athens, Tenn. Filed March 1.

■ WMCC(FM) Etowah, Tenn. (103.1 mhz, 3 kw, HAAT: 14 ft.)—Seeks assignment of license from Athens Broadcasting Corp. to Ketrion Broadcasting Inc. for approximately \$150,000. Seller is principally owned by Steve H. Snowden, president. He bought station from Ketrion last year and is now transferring WMCC back to Ketrion in lieu of

debt. He has also sold, subject to FCC approval. WLAR(AM) Athens, Tenn. (see above), WUCR(AM) Sparta, Tenn. (BROADCASTING, March 7) and is applicant for new FM at Clarksville, Va. Buyer is owned by Charles R. Ketrion, president, who also owns WCPH(AM) Etowah. Filed Feb. 17.

■ KCIC(TV) El Paso (ch. 14, 380 kw vis., 36.3 kw aur., HAAT: 1,980 ft.)—Seeks transfer of control of The Cristo Rey Corp. from Missionary Radio Evangelism (80% before; none after) to Santa Fe Communications Inc. (none before; 80% after). Consideration: \$600,000 and assumption of \$2 million in liabilities. This completes transfer of station begun last year with sale of 20% of station to Santa Fe affiliate, De Rance Inc. (BROADCASTING, June 14, 1982). Seller: Nonprofit corporation headed by E. Alex Blometh, president. It has no other broadcast interests. Buyer: Nonprofit corporation, controlled by Harry G. John, who also has interest in KBSA-TV Guasti, Calif. and KCFM(FM) Florissant, Mo. Filed Feb. 28.

### Actions

KTNM(AM)-KQAY(FM) Tucumcari, N.M. (1400 khz, 1 kw-D, 500 w-N; FM: 92.7 mhz; 3 kw; HAAT: 64 ft.)—Granted assignment of license from Rodmar Inc. to Sagebrush Communications Inc. for \$810,000. Seller is Robert B. Roddy and Wayne E. Marcy (50% each). Marcy owns KKBK(AM) Aztec, N.M. Buyers are Johnnie S. Cain, Linda L. Haldane (34% each), Vanita L. Menapace (20%) and Scott W. Roddy (12%). Cain and Haldane are principals in KDHN(AM) Dimmit, Tex. Menapace and Roddy are employed at KTNM-KQAY, but hold no ownership interests. (BAL,H-821217EQ,ER). Action March 1.

■ WAIM-TV Anderson, S.C. (ch. 40, 135-kw vis., 26.9 kw aur.; HAAT: 380 ft.)—Granted assignment of license from New South Television Corp. to Mark III Broadcasting Inc. for \$200,000. Sellers: Frank L. Outlaw (75%) and Robert B. Nations (25%), who also own co-located WAIM-AM-FM. WAIM-TV has been dark since May 1979, when equipment failures knocked station off air. Buyer: Anthony C. Kupris, president (83%), and family. Kupris owns WMBB(TV) Panama City and is permittee of new LPTV at Tallahassee, Fla. He also is limited partner for new TV at Little Rock, Ark. (BALCT-821022EB). Action Dec. 28, 1982.

## Facilities changes

### AM applications

#### Tendered

■ WWMG (1380 khz) New Bern, N.C.—Seeks petition for reconsideration: CP to change city of license to Trent Woods, N.C., change hours of operation to unlimited by adding night service with 5 kw; install DA-N; change TL, and make changes in ant. sys. Major environmental action under section 1.1305. Ann. March 10.

■ WDNY (1600 khz) Dansville, N.Y.—Seeks CP to increase day power to 1 kw. Ann. March 7.

■ WCOR (900 khz) Lebanon, Tenn.—Seeks CP to in-

crease power to 5 kw and install DA-D. Ann. March 7.

#### Accepted

■ KXXX (790 khz) Colby, Kan.—Seeks CP to make changes in ant. sys. Ann. March 11.

■ WELL (1260 khz) Albion, Mich.—Seeks modification of license to change SL and to operate main DA-N trans. by RC from proposed SL. Ann. March 7.

■ WCPQ (1330 khz) Havelock, N.C.—Seeks CP to increase ant. height. Ann. March 7.

## In contest

### FCC actions

FCC ALJ John H. Conlin granted applications of Gilmore Broadcasting Corp. for renewal of KODE-TV Joplin, Mo., and Mid-Continent Telecasting Inc. for renewal of KOAM-TV Pittsburg, Kan. Decision determined that stations did not engage in anticompetitive practices by combining or conspiring to arrange their commercial advertising rates, as previously alleged. ALJ did find that KODE-TV did, however, charge political candidates higher rates than station's lowest unit charge for same class and amount of time, but judge concluded overcharges were unintentional and that station had promptly rectified errors once they were discovered.

### Other

Thomas C. Spavin, former senior economist with Department of Justice, Antitrust Division, has been named Deputy Chief of FCC's Office of Plans and Policy.

## Call letters

### Applications

Call	Sought by
	<b>New FM's</b>
KRIJ	JIBO Broadcasting Corp., Paradise, Calif.
KPSN	Millard Quick Jr., Payson, Arizona
	<b>Existing AM</b>
WTZX	WUCR Sparta, Tenn.
	<b>Existing FM</b>
*KCDS	KPRN Angwin, Calif.
	<b>Existing TV's</b>
KDVR	KTMX-TV Denver
WPMT	WSBA-TV York, Pa.
WDLI	WJAN Canton, Ohio
KPDX	KLRK Vancouver, Wash.

### Grants

Call	Assigned to
	<b>New FM's</b>
WJAM-FM	Marion Communications Inc., Marion, Ala.
KCRP	Carole R. Prenter, Rosamond, Calif.
WLVO	Mary Ellen Burns, Mt. Zion, Ill.
*WMAB-FM	Mississippi Authority for Educational Television, Mississippi State, Miss.
KFLN-FM	Empire Broadcasting Corp., Baker, Mont.
KKRB	Wynne Broadcasting Co., Klamath Falls, Ore.
WLDY-FM	Flambeau Broadcasting Co., Ladysmith, Wis.
	<b>Existing AM's</b>
KPRD	KWTC Barstow, Calif.
KHYV	KBEE Modesto, Calif.
KSES	KYUC Yucca Valley, Calif.
	<b>Existing FM's</b>
KCAQ	KACY-FM Oxnard, Calif.
KBYQ	KNTL Sweet Home, Ore.
WVOZ-FM	WOLA-FM Carolina, P.R.

# 1983 CLOSINGS

## KMHT (AM/FM)

**Marshall, Texas**  
**\$1,100,000**

**KJIM**  
**Ft. Worth, Texas**  
**\$490,000**

**KTER**  
**Terrell, Texas**  
**\$270,000**

George  
**MOORE**  
AND ASSOCIATES

**MEDIA BROKERS AND APPRAISERS**

6116 N CENTRAL EXPRESSWAY SUITE 712  
DALLAS, TEXAS 75206 214/361-8970

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Program director**—operations manager. Full time AM 25-40th market, to do air shift, MOR sound. Must be experienced with people, promotion, music—especially organization and planning. Salary, plus bonus on profitability. EOE. Resume to Box R-41.

**A boss knows how it's done.** A leader shows how it's done. Aggressive, enthusiastic sales manager for central Missouri's regional powerhouse. Resume to: G M, KTXV, P.O. Box 414, Jefferson City, MO 65102. No calls! EOE

**Sales manager needed.** Central Arkansas major market. Manage five person sales staff. Successful sales management history, with emphasis on training, and motivation required. Replies confidential. Send resumes to Box R-107.

**General Manager** for small market, eastern Montana, class C FM. Sales and on-air experience necessary. Salary, bonus, and benefits. Send resume to Box R-109.

**Station Manager**—we are looking for someone who would like to escape to the fresh air and quiet atmosphere of northern Wisconsin who has the experience and background to manage a regional FM station. Manager must have sales experience, be aggressive and willing to work. Good compensation package and benefits. Write Box R-119.

**Growing group needs management people**—GM/SM. You need to be dedicated, bottomline oriented, strong in sales, training, promotions, and desire to succeed. Send info to Mike Morgan, KPER, P.O. Box 2276, Hobbs, NM 88240. 505—393-1551. EOE.

**Radio Advertising Bureau, Inc.** Regional manager. Radio sales management person, with larger market experience, and now working in the Southwest, to headquarter in Dallas to cover regional cities as regional manager for the Radio Advertising Bureau. Fascinating range of assignments. Develop and maintain membership for RAB, selling radio as a medium to major retailers, regional and national accounts in your area of responsibility and coordinating this vital activity with the individual efforts of radio broadcasters. You favorably influence the future (and present) of radio. Able to sell, teach and organize. Platform speaking and presentation skills essential. Opportunity for continuing growth and exposure to all facets and total range of radio. Salary open, depending on experience and qualification. Send letters and/or resumes to: Joe Vincent, Sr. Vice President, Radio Advertising Bureau, 485 Lexington Avenue, New York, NY 10017. No phone calls accepted!

### HELP WANTED SALES

**Religious radio station** in sunny Miami, Florida, needs an individual who wants to start a sales department from the ground floor up for a 24 hour FM station. WGLY is the only contemporary Christian commercial station in Dade County. Attractive salary, plus commission. Call 616—452-3111—Fred Jacob. EOE.

**Senior Account executive** for one of the mid-South's and nation's dominant AM stations. Need creative, aggressive, strong-closer. Excellent benefits with group owner. Minority candidates encouraged. EEO/M-F employer. Write Box R-53.

**Western Pennsylvania** top rated medium market needs experienced salesperson. Financially rewarding opportunity includes hospitalization, profit sharing and retirement benefits. Contact Mr. Smith, 412—785-3450.

**Need advertising consultant** with two years' radio sales experience. Number one rated contemporary country FM, Kalamazoo, Michigan. Good list, great opportunity in dynamic university city. Top 50 ADI. Send resume and salary expectations. 50,000 watt WNNW, 6123 S. Westnedge Ave., Portage, MI 49002.

**Sales manager** for AM/FM in prosperous Kentucky market. Prefer an experienced manager who understands need for training staff. Send resume and references to Box R-86.

**General sales manager** for powerhouse, 50,000 watt, New England major market station. Must be a seasoned professional, with extensive sales experience, specializing in people development. Must show leadership abilities. Supervision over sales staff of nine. Must be experienced in national sales. Must work well with other departments and be a team player. Successful sales management record required. Send full resume, salary requirements, history, references in first letter. All replies confidential. EEO. Write Box R-114.

**Radio sales manager.** AM near Boston needs experienced sales pro to sell, develop and train staff, and sell to agencies in Boston. Start soon and be ready to start fast. Send letter and resume to Box 1279, Back Bay Annex, Boston, MA 02117.

**Account executive** for radio. Minimum one year experience in radio sales required. Send resume to WTKN Radio, One Allegheny Square, Pittsburgh, PA 15212.

**A leading country station** in Providence, RI, is looking for experienced salespeople. We need people who can sell, and want to make money. Send resume with salary history and references to: Doug Shackett, WHIM Radio, 125 Eastern Ave., East Providence, RI 02914.

**We are looking** for professional salespeople with experience, dedicated, and interested in a career. We promote those who do the job and want to succeed. You earn what you're worth. SE New Mexico and NE Texas are the areas. Send info to Mike Morgan, KPER, P.O. Box 2276, Hobbs, NM 88240. 505—393-1551. EOE.

**KDOK Radio Station**, Tyler, Texas, is in search of self-motivated, experienced people interested in an exciting career in radio sales. KDOK is part of a fast growing group which offers unlimited growth opportunity. The market in Tyler, Texas, is wide open, being the most affluent area in east Texas. Send resume to: Barry Turner, KDOK, P.O. Box 6340, Tyler, TX 75711. Phone 214—593-2519. EOE, M/F.

**Major market MOYL** desires account runner. Significant sales position. If you thrive on innovative selling and can embrace result-oriented sales promotions, solving retailer's problems and writing long term business, we're your kind of people. Start up guarantee with high incentive program. Stable, steady working conditions with a company that's on the move in America's best kept secret, Baltimore! The last person that answered this ad, today is my local sales manager and quadrupling her earnings. A/E's with more than 3 jobs in the last 5 years or if you have that terrible disease called agency-itis, need not apply. Resumes, work samples, billing history to Tom Gavin, WITH, 5 Light Street, Baltimore, MD 21202. EOE.

### HELP WANTED ANNOUNCERS

**Finger Lakes Area**, NY state. Small market AM/FM operation needs experienced morning show talent for AM station. Applicant should be community involved, good communicator, warm & friendly. Growth-oriented company has fine reputation for quality and professionalism. EOE. Send tape and resume to: Alan Andrews, WCLI, 99 W. First St., Corning, NY 14830.

**Alaska's largest city**—Anchorage AM and FM seeking experienced announcer. No beginners! Easy listening and contemporary rock formats. Send tape, resume to: Bob Stevenson, KHAR/KKLV, 3900 Seward Highway, Anchorage, AK 99503. EOE.

**Love real radio?** Good voice, air shift, interviews, writing, producing telephone talk show, remotes, etc.? Need intelligent, dedicated person who wants to succeed. 2 years' experience. Salary commensurate with abilities. Resume and tape to WSHW, Box 545, Frankfort, IN 46041. Equal opportunity employer.

**High power university-owned** public station needs experienced classical-jazz announcer. Position requires ability to record live concerts, conduct interviews, assist in classical music programming and host classical and jazz music shows. Send resume and audition tape to Personnel Director, Box 24,070-A, East Tennessee State University, Johnson City, TN 37614. Affirmative action, EEO, M/F.

**Want to work for the best?** Send tape to southern Indiana's leading contemporary station: WRTB, Box 2000, Vincennes, IN 47591.

**Need experienced, stable** personality for top rated 50,000 watt contemporary country station in Kalamazoo, Michigan. Dynamic university city. Top 50 ADI. Program oriented management. \$250-\$350 weekly. Excellent benefits. Send tape/resume to Gary Mallernee, WNNW, 6123 S. Westnedge Ave., Portage, MI 49002.

**WCPC/Clearfield, Pa.**, seeking evening drive A/C personality. T/R to Bob Day, 110 Healy Ave., Clearfield, PA 16830. EEO, M/F.

**Operations manager.** Experienced in all phases of small market operations, willing to relocate to north central Louisiana. Salary to \$15,000, depending on experience. Resume, tape to KTOC, 622 Hudson Ave., Jonesboro, LA 71251.

### HELP WANTED TECHNICAL

**Experienced engineer.** Must know FCC regs. AM directionals, FM, automation and all related equipment. Our equipment relatively new, brand new 5000W AM transmitter. Salary excellent, with hospitalization and other benefits. Applicants from Western states preferred. Call Jack Chapman, 505—863-4444, Gallup, NM. EOE.

**Chief engineer**, AM, FM, STL, experience necessary. Expanding Midwest company. Pat Demaree, 501-521-5566. EOE.

**Engineer for Boston** market needed. This is a major broadcast group with AM & FM facilities in the Boston market. You must have engineering experience. An equal opportunity employer. Send resume to Box R-118.

### HELP WANTED NEWS

**Assistant news director.** Responsible for two daily radio newscasts, a weekly public affairs program, and special programming as needed. Will help supervise a staff of 8 student employees, and assist in teaching an introductory TV/radio news writing course each semester. MA and 2 years' experience preferred. Salary: \$13,000-\$14,000, depending upon experience. Send resume to: Employment Manager, Personnel Dept., YMCA Bldg., Rm. 211, Texas A&M University, College Station, TX 77843. An EOE.

**Dedicated news professional**, good voice, solid background, needed immediately. Need skills and attitude to succeed in information-oriented market. Letter, resume, tape: WILO, Box 545, Frankfort, IN 46041. Equal opportunity employer.

**New England news leader** seeking experienced newscaster with management potential. Good writing skills and delivery necessary. EOE. Resume to Box R-99.

**Newsperson with creative eye** for the human side needed for small market station on mid-Atlantic Coast. Experience and college preferred. EOE. Send resume to Box R-137.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Needed immediately:** creative production person who knows how imagination sells. Character voices valuable, 2 yrs' experience a must. Send tape sample and resume to Station Manager, WAXX/WAYY, Box 47, Eau Claire, WI 54702, no later than March 31st. An equal opportunity employer.

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## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

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**Wanted**—energetic & talented personality for morning position on news-oriented station using "unforgettable" music. Talk-show, operations director, promotion are all options, if you are qualified. Send tape and resume no later than March 31st to Station Manager, WYAY, Box 47, Eau Claire, WI 54702. An equal opportunity employer.

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## SITUATIONS WANTED MANAGEMENT

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**I know small markets.** Competent, dependable, trustworthy, experienced broadcaster seeks GM position. Replies confidential. Write Box R-10.

**Results-oriented General Manager.** Aggressive, ambitious, greedy. Highly organized and disciplined to achieve profits. 19 years in management all markets AM/FM. Effective management skills and creative strategies for developing maximum sales. If you are a progressive owner looking for quality and a consistent winner, write Box R-36.

**Station manager** available now for your small/medium market station. Experienced all departments. Will make you money and friends. Write Box R-73.

**22-year broadcaster.** 11-years sales, 1½ years sales manager. Thorough knowledge internal operations. Bottom-line awareness. Seek general manager. Employed. Write Box R-79.

**Vice-president/General Manager,** radio; excellent sales and management track record in both radio and TV over 12 years (four in management). Call 415-944-5396.

**Experienced broadcaster**—highly motivated individual with station management experience seeking position in operations management. Demonstrated talent and ability in staff management, production, promotion and sales. Thorough knowledge of broadcast regulations. Six years' practical experience and M.A. in Communications. Write Box R-112.

**Former sales manager** wants to return to New York state for first general manager's position. 20 years' broadcast experience in sales-announcer-first phone. Community minded. Will make your station profitable and control costs. Personal interview required. Write Box R-121.

**Selling general manager** with full hands-on experience in all phases of radio. Very stable. Currently employed. Management by objective. People-oriented. Strong revenue-producing ideas. Expert in finance—projection, billing, collection. Extensive trainer. Outstanding success. High-powered references. Write Box R-122.

**General manager** desires re-location to west coast. Experienced in all phases of broadcast. Exceptional track record. Will tackle any situation. Not a desk boss. If a young, enthusiastic, ethical bottom line oriented General Manager is what you need, let's talk! Write Box R-134.

**General Manager** of combo operation. Consistent top ratings and sales. Turnaround or turn-key. Ready for a big 1983? Write Box R-135.

**General Manager:** 20 years' experience. Last 9 years as GM. Seeking solid opportunity in progressive large or medium market. Past 4 years in major market. Knowledgeable in all phases of station operation. Top leadership and organizational skills, with close attention to the bottom line. People-sensitive, community involved, Christian family man. Write Box R-136.

**Pittsburgh's top retail bilier** will move into management May 2nd. Will it be at your station? Send your best offer to Box R-141.

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## SITUATIONS WANTED SALES

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**One year's experience** sales/consultancy with cop experience. Creative production. References available. Clients & employers. Six years' experience news reporting, including severe weather coverage (typhoons, hurricanes, floods, tornadoes). Prefer medium market, with trees and water. Salary, commission dependent on responsibilities, position goals. Require job description. Am flexible, will fit into professional organization. Write Box R-111.

**Your attention, please!** Iowa, southern Minnesota, western Illinois. Announcer/sales combo. 26, family man, ready to help your station. Mark Rumsey, 9946 Orangewood Drive, Denver, CO 80221. 303—452-6040.

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## SITUATIONS WANTED ANNOUNCERS

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**Personable. Professional sounding.** Impeccable references. Eager to improve. Troy Sass, 11205 N. Parkview Drive, Mequon, WI 53092. 414—242-2033.

**Personality,** likes to have fun on the radio. Three years drive same station. Keith, 414—769-6966.

**Separate the amateurs fast.** I'll audition on the phone. Trained and experienced announcer/disc jockey with other broadcasting skills. Find out more. Phone Eugene Johnson, afternoons and evenings, 212—485-9849, or write Box R-26.

**Male announcer,** experienced in NY metropolitan area, looking for weekends on Long Island station. Chris Dowhie, 212—580-2800.

**Let's go to the audition tape.** Phone Mike, 212—375-5415. Highly literate, well-educated, totally trained news-sports. Copy, commercials, sales-oriented. Love small markets (small budgets okay). Solid background and character.

**Attention Midwest.** Will return early April. Presently metro South market. Present employer best reference. Over twenty years' all-round experience. Very strong news and production. College, with third endorsed. No early mornings. Nights call 512—884-7693.

**Recipe for small market success:** Take one female team player, mature and responsible. Combine with energy, dedication and dependability. Add a dash of creativity and community involvement. Blend with an A/C, MOR or country format mixing well. Place in any shift in any state. Yield: One versatile performer for one lucky employer. Call Jenny Zablocki, 312—560-0172, weekday evenings after 6pm, or write 16825 Forest Avenue, Tinley Park, IL 60477.

**Creative personality/former** production director from Detroit area seeking position with AC/top 40 station in SE Michigan. Bob Marshall, 313—453-3765.

**Attn: available immediate Va. employment.** Announcer, 23, 5 yrs' experience 50,000 watt VA. FM. Dependable, career-oriented. Bright, knowledgeable style can adapt to your format. Double in news, production, sales. Will send you tape and resume. Alan Keith, Parkslev, VA 23421. 804—665-4402.

**Enthusiastic, stable,** single 31. Priorities opportunity over remuneration. Professional sound. Any shift. Pete Fellenz, 414—626-2432.

**Catch It!** Talent and Creativity. Want it? Get it! Call 201—773-3492. (I don't do windows!)

**Answer: Janet Lynch.** Who's available now, currently employed, intelligent? Professional attitude, potential, 3 1/2 yrs' related experience, WLCV grad, broadcasting grad, degree, RRT. Announcing, production, news, copywriting, television. Janet Lynch, 3743 Deep Dale, Louisville, KY 502—895-5208 mornings, evenings EST, weekends. Prefer South, surrounding states.

**Major mkt experienced** announcer/DJ/production. Can work any music format—airshift. Locate anywhere, any size mkt. References, aircheck, resume. FL., Days, 316—225-6717; nites 227-3151.

**10 year dependable** professional. Excellent reference checks. Prefer country. All formats considered. Mike, 904—255-6950.

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## SITUATIONS WANTED TECHNICAL

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**Engineering-entrance level,** broadcasting school graduate, FCC 1st, relocate anywhere. Lonnie Docket, 1409 S. Coffman St., Longmont, CO 80501. 303—776-3801.

**FM chief.** 1st class license, experienced, immed. avail. Will re-locate, no board shift. 213—670-5390, Dick.

**Chief engineer,** 17 years' experience with AM, FM TV, cable, seeks engineering position with noncommercial operation in Southeast. Very strong on RF, audio, total plant construction, maintenance. Resume on request. Don Mussell, P.O. Box 423, Santa Cruz, CA 95061.

**Experienced engineer/announcer** seeks employment with good company. Prefer West and country format. John Gregory, P.O. Box 4015, Route 85, Livingston, MT 59047. 406—222-6890 after 7 p.m.

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## SITUATIONS WANTED NEWS

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**Sportscaster**—9 yrs' exp. Includes NCAA network baseball PBP. Let's talk. Dan, 316—231-6205.

**Sportscaster/reporter** with major market experience looking for sports position with year-round PBP and chance to be creative. Currently small market sports/operations director. Please call 714—968-3867.

**Sports director.** Sixteen years' experience. Award winner. Professional baseball, college football, basketball, CBA. Excellent skills. Hard worker. Write Box R-85.

**Former sportscaster** out three years wants back in. News, PBP, reporting, superb writing/editing. Also print/TV news, retail background. Can relocate immediately. Call Mike Saelens, 703—451-9022, weekdays before noon.

**Pilot/reporter.** Fixed wing pilot with 6 yrs' TV and 8 yrs' radio reporting experience. A good flyer who is an equally skilled reporter. Box R-126.

**Sports director**—radio, 7 years' experience. Play-by-play football, basketball, baseball. Available immediately. Resume/tapes upon request. Box P-55.

**Sports—college PBP,** bowl game, interviews, anchor. News, DJ, production experience. Larry 219—749-2923, mornings, evenings.

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## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

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**NC, SC, VA** 12 years' experience. 32 years old. Have been operations manager, program director, news director, music director, announcer/sales. If you have opening in any of above, I'm interested. Write Box R-117.

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# TELEVISION

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## HELP WANTED MANAGEMENT

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**Station manager** with proven sales and administrative ability for station in growing Texas city. EOE. Box R-20.

**Public Television General Manager.** WTVI, Charlotte, NC, has opening for General Manager. Managerial skills and solid background in broadcasting essential. Development experience helpful. Send full resume, salary requirement and job history to Search Committee, WTVI, 42 Coliseum Drive, Charlotte, NC 28205. Applications must be received by April 6th, 1983.

**WRCB-TV seeks experienced** program manager. Knowledgeable in total station operations, programming, production, FCC and legal, and promotion activities. Send resume to William Evans, General Manager, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405, or contact at 615-267-5412, or contact at Las Vegas Hilton at NATPE. A Sarkes Tarzian station. An equal employment opportunity employer.

**New independent television** station in Little Rock, Arkansas, needs a business manager, experienced in all phases of accounting, budgeting and forecasting. Prior broadcasting experience helpful, but not necessary. Salary open. Send resume to: KLRT/Channel 16, Quapaw Tower, Suite 108, Little Rock, AR 72202.

**Director of telecommunications** for new low power TV station operated by Navarro College. 50 miles south of Dallas, in community of 25,000 population. Ideally, person employed would have experience and expertise in management, programming, and before camera. Minimum education: Bachelor's degree in radio, TV, film or telecommunications. Applications accepted through April 15. Send resume, including salary, to Dr. T.M. Harvey, Special Assistant to President, Navarro College, Box 1170, Corsicana, TX 75110. Navarro College is an affirmative action/equal opportunity employer.

## HELP WANTED MANAGEMENT CONTINUED

**WRCB-TV seeks** take-charge traffic manager. Thorough knowledge of computers/traffic systems, plus ability to manage people. Send resume to Jeff Weaver, WRCB-TV, 900 Whitehall Road, Chatham, TN 37405. A Sarkes Tarzian station. An equal employment opportunity employer.

**Television business manager** wanted. Lower Midwest, 80's size market, looking for 2-3 years' experience in business office; excellent opportunity for assistant to move up. Business Administration or Accounting degree desirable. Send resume to Box R-138.

**WUTR-TV Utica, NY**, seeking General Manager with strong management experience and proven ability to maintain cost control. Sales experience desired but not mandatory if candidate has experience at managing people and an understanding of how to set rates and control sales inventory. Reply Personnel Director, Box 550 Ithaca, NY 14850.

## HELP WANTED SALES

**If you're an experienced TV/radio time sales executive**; if you know how to get to the decision maker; if, through no fault of your own, you're looking for a position with an unlimited future, contact or send resume to Fred Procise, WTSG-TV, Box 4050, Albany, GA 31706. with experience and financial requirements.

**Regional sales manager**—aggressive ABC affiliate is seeking regional sales pro. Must have TV or radio experience working with agencies and a can-do outlook. Areas of responsibility include Baltimore-Washington, Norfolk and Philadelphia. Good base, plus commissions and expenses. Send resume to Frank Pilgrim, WMDT-TV, P.O. Box 321, Salisbury, MD 21801. EOE/M/F.

**A.E. opening in sunny Florida** with NBC affiliate. New ownership, excellent benefits, established list. Looking for aggressive, knowledgeable person who wants a better situation in a good economic environment. Send resume to: LSM, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. A Media General station—EOE/MF.

## HELP WANTED TECHNICAL

**Assistant chief engineer**—KCSO-TV, Channel 19, has an opening for an assistant chief engineer. Must be capable of extensive studio maintenance. Knowledge of RCA TR-22, TK-27, TP-66, Sony 2860, studio camera set-up and maintenance helpful. UHF transmitter experience an asset. Equal opportunity employer. Send resume: Chief Engineer, KCSO-TV, P.O. Box 3689, Modesto, CA 95352.

**Broadcast technician II.** Salary: \$1509—\$1932 monthly. Expanding television station that nationally has the 15th largest market is currently recruiting qualified maintenance engineers. Required: 2 years of full-time experience/training in television technician work to include repair, maintenance of state-of-the-art broadcast television equipment, and an FCC first phone or telephone license. Official University of Washington applications must be received by 5 PM or postmarked by midnight, Friday, April 15, 1983. University of Washington Staff Employment Office, 1320 N.E. Campus Parkway, Seattle, WA 98195. 206—543-6969. An equal opportunity and affirmative action employer.

**Immediate openings in engineering** for maintenance (3-5 years' experience) in SE top 40 market. Send resume and salary requirements to: Director of Engineering, WPTF-TV, Box 1511, Raleigh, NC 27602.

**TV engineer** with a strong maintenance background in all facets of broadcast and television production equipment. Applicants must be familiar with operation of television color cameras, video tape machines (both quad and one-inch). Remote production experience helpful. Applicants must have at least two years of broadcast experience and hold a valid general class FCC license. A degree in communication equipment technology or equivalent in military experience desirable. Send resume and salary requirement to Director of Engineering, WNED-TV, Box 1263, Office B, Buffalo, NY 14240. An equal opportunity employer.

**Technical directors/tape operators.** TD for growing NYC television production facility. Must know Grass Valley, Sony, Ikegami equipment. First class or general license preferred. Tape operator for Sony one inch VTR's. Opportunity to train as editor. Resume to Box R-71.

**Engineer.** Midwest group owner seeks a knowledgeable engineer to assume the responsibilities of chief engineer. Hands on experience with UHF transmitters, studio equipment, and ENG is essential. Previous experience as chief or assistant chief is preferred. Send resume, references, and salary history to Director of Engineering, 4 South Main Street, Dayton, OH 45402. Equal opportunity employer.

**Southwest Florida UHF** will give good pay, benefits, warm weather, sunshine, family living on the Gulf in the nation's fastest growing market. You give us solid electronics background, 5 years broadcast maintenance experience and a desire to work. Send resume to: WEVU-TV, c/o Jack Spiess, Operations Manager, P.O. Box N, Bonita Springs, FL 33923. An equal opportunity employer.

**Video maintenance engineer.** Must be expert in repair and maintenance of 3/4" VCR's. Studio camera and Quad VTR experience desirable. Resume and salary requirements to: Chief Engineer, WVIR-TV, Box 751 Charlottesville, VA 22902.

**Maintenance technician.** Museum of Broadcasting, New York City. Repair of industrial VCR's, audio systems, etc. Must have five years' experience and knowledge of CCTV. Contact Lauren Gray, 212-752-4690.

**Service Engineers**—See our display ad in this issue under Allied Fields-Help Wanted Technical. The Sony Broadcast Company.

**Assistant chief engineer.** WLNE-TV, a VHF CBS affiliate in southeastern New England, is seeking an assistant chief engineer. Candidate, preferably, will possess a BSEE degree, or equivalent technical background, FCC first class or general class radio-telephone license, a minimum of five years' experience in TV broadcast operations and maintenance, and proven ability of accomplishment with minimum supervision. All replies are confidential. Contact: C. Robert Ogren, Jr., Chief Engineer, WLNE-TV, 430 County St., New Bedford, MA 02741.

**Television chief engineer.** Need people leader & hands-on chief. Well equipped station with good people needs organization & structure. Lower Midwest area, great outdoor living. Full responsibility for all technical facilities and buildings. Send resume to Box R-139.

## HELP WANTED NEWS

**News director**—group-owned CBS affiliate in Southeast, 79th market. Prefer several years' news management experience; position available immediately. EOE, M/F. Send resume to: Gary R. Bolton, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408.

**News Director.** Network affiliate, No. 1 in a 100+ market size in coastal state, needs strong administrator, someone that can motivate and organize and has strong commitment to quality journalism, and is "hands-on". Forward resume, statement of news philosophy, and salary history to Box R-90.

**Weatherperson**—group-owned CBS affiliate; top rated news operation. Prefer several years' on-air experience. 79th market; EOE, M/F. Send tape & resume to: Gary R. Bolton, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408.

**We're looking for an imaginative and innovative news professional** to take over as News Director. Versatility and people skills highly regarded, along with an aggressive attitude towards the challenge of managing a winning effort. Resume to Box R-98. EEO, M/F.

**Co-anchor**—5 day a week anchor for 5PM news and co anchor 10PM for VHF, ABC affiliate in beautiful Gulf Coast resort area. ENG, on-air experience required. Send resume/tape to: Larche Hardy, News Director, WMBB-TV, Box 1340, Panama City, FL 32402. EOE.

**News dir./anchor** Small market Sunbelt/Rockies news dept. Aggressive, harder news style wanted. Good station, good area. Tape, resume to: Michael Clark, KIVA, Farmington, NM 87499 505—326-1141. EOE.

**General assignment reporter** wanted immediately for station in the top 40 market. Person should have degree and minimum of two years' television experience. Salary negotiable. Send resume, demo tape and salary requirements to News Director, WOTV, Box B, Grand Rapids, MI 49501. EOE/M/F.

**News director.** Looking for someone who wants to lead a young, aggressive department. Network affiliate. Contact General Manager, WGXA-TV, Box 340, Macon, GA 31297.

**News reporter.** Must possess a commitment to journalism, personal qualities necessary for a good, hard-nosed reporter, and be a good writer with 3/4" editing ability. Salary \$14,500-16,000. Submit resume, tape and salary requirements to Linda Imboden, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE, M/F.

**Managing editor** for 14-member Midwest CBS affiliate's news department. Good communicator and people manager. Will participate with news director in overall responsibility for content of news programming. Resume, tapes, salary requirements, first reply to Tom Maxedon, Director News Services, WLFI-TV, P.O. Box 7018, West Lafayette, IN 47906. Equal opportunity employer.

**Reporter:** experienced news reporter for strong news Sunbelt CBS affiliate. Editing skills required. Reporter/anchor: interviewing for general assignments reporter who can also take command on weekends. Must have producer/anchor experience. Tapes, resumes to News, P.O. Box 7754, Monroe, LA 71203.

**TV news writer-producer** for top rated medium market station. Applicant must have above average writing and editing skills. Norm Schrader, News Director, WDAY-TV, Box 2466, Fargo, ND 58108. WDAY-TV is an equal opportunity employer.

**No. 1 independent** needs anchor person for its prime time news 9-10 PM. Three years on-air experience required. Looking for a creative journalist who has strong background in reporting and writing. Please send tape and resume to Penny Parrish, News Director, KMSP-TV 6975 York Ave. S., Minneapolis, MN 55435. No phone calls. Equal opportunity employer.

**Anchor.** We have promoted the host of our weekday Good Morning Jacksonville news program. Looking for a dynamic replacement. Successful candidate must be good writer and excellent communicator. Opportunity to join an aggressive news team at an ABC affiliated, corporate owned station. No beginners and no phone calls. Tape and resume immediately to Tom Sanders, News Director, WTLV, P.O. Box TV-12, Jacksonville, FL 32231 EOE.

**Producer for one**, eventually two newscasts a day. We want someone who's creative, can write well, and can motivate others without making enemies. We're number one in our competitive, medium, Midwest market, and intend to stay there. \$300-375/wk. Write Box R-143.

**Chief photographer & ENG editor.** Progressive small market news dept. in scenic New Mexico. Contact: Richard Draper, KIVA, Farmington, NM 87401. 505—326-1141, afternoons. EOE.

**Midwest affiliated station** seeking career-minded, people-oriented news director. Experience in all facets of news operation and ability to work with station management. Excellent benefits with growing company. Degree in journalism or communications preferred. Send resume and salary requirements to Box R-131. EOE.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Producer/director.** Position demands high creativity in commercial work. Minimum five years' experience in all areas of studio and remote production. Salary negotiable. Send resume and tapes to Bill Sikes, KSNW-TV, 833 N. Main, Wichita, KS 67201. EOE.

**Coordinator of instructional TV**, to be responsible for all aspects of broadcast TV use in schools. Applicant should be experienced in program scheduling, producing teacher guides, and ITV utilization. Knowledge of non-broadcast technology helpful. Send resume to Instructional TV, Office B, WNED-TV, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

## HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

**Television talent:** A group-owned, top 10 network affiliate, is seeking a versatile talk show host. Must have solid talk-format experience. Only dedicated, hardworking, professionals need apply. Send resume to Box R-1. EOE.

**Director-producer** for growing SE affiliate. Heavy newscast background with hands-on switching experience, program & commercial production. Looking for aggressive self-starter; ability to handle crews & work with clients. Complete resume & salary requirements to Box R-83.

**Staff announcer/weathercaster**—looking for a strong staff announcer with weather responsibilities. Previous applicants need not re-apply. Send resume and tape to: Production Manager, WSAZ Television 3, P.O. Box 2115, Huntington, WV 25721. EEO employer.

**Film/tape editor.** Major market independent needs experienced feature film and syndicated program editor. Salary: DOE. EOE. Resume to: Department FE, Kelly Television Co., P.O. Box 98828, Tacoma, WA 98499.

**Videographer/editor:** WBZ-TV in Boston is looking for a creative genius! The candidate must currently be shooting and editing quality news/information/public-affairs stories and/or specials. If you are qualified, please send a resume and cassette to Matthew Mixon, Production Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. An equal opportunity employer. No phone calls, please.

**Broadcast producer.** Requires bachelor's degree or equivalent experience and demonstrated video production skills. Duties: production of television news and features, production of radio news, newsroom liaison and production work related to special video, audio and multi-media projects. Send resume to: Employment Office, P.O. Box 6163, University, AL 35486. An equal opportunity, affirmative action employer.

**Assistant director/production aide.** WPTY-TV a mid-south independent, looking for assistant director. Would also assist production in lighting, set-up, camera work and BVU-800 editing. Minimum two years' experience necessary. Please send resume and demo reel to: Production Manager, WPTY-TV, 2225 Union Avenue, Memphis, TN 38104.

## SITUATIONS WANTED MANAGEMENT

**General Manager.** Dynamic, innovative, resourceful, industrious; experience sales, programming, all technologies. Confident of television's future in technological revolution. Successful history. Box R-2.

**Very successful GM,** AM-FM-UHF. Ground-up UHF success; turn-around UHF success, same with AM-FM. People, profit-oriented, sound recruiter, strong programmer, budget-oriented. 15 years network negotiating. Impeccable credentials & references. Prefer South/Southeast, but will go anywhere with good sound company. Married, sober, solid. Will accept TV only or any combination. No hurry. Reply Box R-77.

**Well-versed manager seeks** new challenge. Broad background, including budgeting, construction, day to day operation, unions, FCC, satellites and major league sports. Comfortable with computers. Currently responsible for operations and engineering in major market. Box R-115.

**Sales manager** in radio seeks management growth position for PA. TV station. Write Box R-130.

## SITUATIONS WANTED TECHNICAL

**Chief Engineer.** Answer this ad, get my resume and references. I will be at the convention and we can talk. No obligation. Box R-78.

## SITUATIONS WANTED NEWS

**Meteorologist.** Highly credible, very knowledgeable. Extensive forecasting experience. Interested in people and weather's effects on them. Nice videocassette. Available soon. Write Box R-30.

**Meteorologist**—ready to move up! I'm looking for medium to large market. If you want someone who enjoys weather, then write Box R-37.

**Sportscaster whose credibility** and leadership can produce the winning edge. I specialize in "involvement" packages. Tape shows versatility. Box R-68.

**Phone E.T.** Dedicated, attractive one-woman-band. Network, major, small market experience. Looking for reporting job medium, small market. Ellen, 212—581-3453.

**Friendly, solid Southern anchorman** in prime of life. Very seasoned resource person. Need to break \$20,000 barrier. Box R-110.

**Assignment editor,** assistant news director. Over 10 years working as videographer, VCR editor, field producing. College degree in radio-TV. Willing to work with young, aggressive staff. Write Box R-116.

**Photographer/editor.** Female, 5 months' medium market experience. Recent college grad, strong resume. Team spirited, enthusiastic, hard working, looking to learn from professionals. Write Box R-113.

**Los Angeles O&O producer** has the skills to be your best News Director. I'm organized, budget-conscious, creative, good with people. History of success with the ratings and awards to prove it. Write Box R-123.

**Anchorman, 38,** with reporting/producing skills, available now for new opportunity. Box R-124.

**Synoptic meteorologist** seeking television employment. Has seven years' experience in nationwide weather forecasting and radio broadcasting. Available July 1, 1983. Inquiries write Box R-125.

**Pilot/reporter.** Fixed wing pilot with 6 yrs' TV and 8 yrs' radio reporting experience. A good flyer who is an equally skilled reporter. Box R-126.

**Very personable weatherman,** early 30's, experienced, extensive meteorological knowledge, seeks second banana spot in small to medium market. BA communications, strong feature and environmental reporting. Salary and location flexible, but I needed the job yesterday. Hurry. 305—962-1108.

**Anchorman.** Currently Principal anchor in near 100 market. Consultant advises a big leap upward. 815—455-5797.

**Consumer news producer** for network affiliate in top ten market wants quality more than quantity. Desires thoughtful TV-producing job without daily deadlines. Write Box R-129 or call 617—969-0687.

**Ambitious meteorologist** is seeking a challenging position with a medium market station. I have a degree in meteorology accompanied with experience in TV broadcasting. Call Tom Glad, 312—424-0718.

**Reporter/anchor, 27,** six years' experience, needs to move up. Write Box R-142.

**Experienced news photographer,** 4 yrs' experience photojournalism. Seeking freelance work in NY-Washington area, 202—484-5649.

**Reporter/anchor, 27,** six years' experience, needs to move up. Write Box R-142.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Showcase producer,** will air local, circuit, national talent, guaranteed ratings. Michael Montalbano Productions, 2630 Wedgefield Road, Sumter, SC 29150.

**Experienced producer/director,** major-market newscast and production credentials. Available for interviews in Las Vegas during NAB. Write Box R-72.

**Radio-television-film graduate** seeks entry-level production of news photography position. Experience includes production internship KTVV-Austin, camera, editing, lighting, more. Will relocate. Write/call Randy Sell, 1105 N. Princeton Ave., Villa Park, IL 60181. 312—834-4574.

**Production director.** Three years commercial television news. Background digital effects, editing, commercials, promos. Keith 619—272-0656.

**Master control, production, editing.** 3 years' commercial TV experience, studio and remote. Seeking full-time. W. Duke Sapp, 6212 Newberry Road No. 614, Indianapolis, IN 46256.

**Director.** Currently directing news, medium market. Four years' experience newscasts, public affairs, commercial and promotional field work. Seeking new opportunity directing news or field-producing. Write Box R-120.

**TV graphic designer.** 3 years' experience at major market station. Creative, versatile, industrious. Call Michael Irving, 215—642-8855.

**Recent graduate seeking** entry level position in production. Did camera and editing for two cable shows in NY. Contact Richard Gordon, 212—740-2053.

## CABLE

### HELP WANTED MANAGEMENT

**Cable Communications administrator.** City of Raleigh, pop. 150,000, seeks administrative liaison to coordinate and oversee franchised cable communications system. Reports to City Manager. Requires B.S. in commun., eng., bus., pub. adm., or related field; considerable administrative experience, preferably in cable communications. Salary: \$24,106-\$33,919. Send resume to Personnel Director, City of Raleigh, P.O. Box 590, Raleigh, NC 27602. Deadline: May 31, 1983. EOE, M/F.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Manager of community access corporation.** High degree of organizational, production, public-relations, community out-reach skills required. Challenging position for innovative, creative person who can work with newly formed non-profit board. Resume, references, salary history and requirements to: Personnel ACAC, Suite 300, GMU Metro Campus, 3401 N. Fairfax Drive, Arlington, VA 22201.

### HELP WANTED TECHNICAL

**Chief engineer/technician** for one-person engineering operation. Heavy on maintenance and repair. Responsible for supervision and operation of student FM radio station and CCTV studio. Must be able to work with students and faculty. FCC first or general phone required. Possible opportunity for part-time teaching if desired and degreed. Finest university facilities in this Sunbelt state. Deadline for applications is April 15. Job starts July 1. Send letter of application, resume, three current letters of recommendation, college transcripts (if applicable) to: Ralph Carmode, Division of Communication, Mississippi University for Women, Columbus, MS 39701. EEO/AA.

### HELP WANTED INSTRUCTION

**The University of Illinois** at Urbana-Champaign is seeking a teacher of broadcast news gathering and writing with the emphasis on writing for television and radio. Must have meaningful professional experience. Master's or Ph.D. degree preferred. Assistant professor rank. Salary open, position permanent. Applications desired ASAP. Write to Thomas B. Littlewood, Head, Department of Journalism, 119 Gregory Hall, 810 South Wright Street, Urbana, IL 61801. Appointment effective August 21, 1983. AA/EOE.

**Assistant dean.** Newhouse School of Public Communications, Syracuse University. Directs academic and administrative operations, plans communications programs and works with the Dean on development of relations with the communications professions. Ph.D. desirable. Master's required. Minimum of two years' administrative experience required. Salary competitive. Application deadline: April 4, 1983. Send resume to: Assistant Dean's Search, 377 Newhouse II, Syracuse University, Syracuse, NY 13224. Syracuse University is an equal opportunity, affirmative action employer.

**Mass communication.** Lecturer to teach television and radio production. Ability to also teach survey of American broadcasting an advantage. M.A. required. Full-time non-tenure track appointment. Beginning Fall, 1983, \$16,500 and up. Application deadline: April 15. Contact: Head, Dept. of Communication & Theatre, Univ. of Illinois at Chicago, Box 4348, Chicago, IL 60680. The Univ. of Illinois is an affirmative action/equal opportunity employer.

## HELP WANTED INSTRUCTION CONTINUED

**Assistant/associate professor**, tenure track, radio/TV sequence. Ph.D. preferred, M.A. with professional experience required. Teach undergraduate/graduate skill/theory courses; consultant to student-operated media. Salary: dependent on qualifications. Open Fall, 1983. To ensure consideration, apply before April 18, 1983. Send vita to Chairman, Search Committee, Department of Journalism, University of Mississippi, University, MS 38677. Equal opportunity employer.

**University of Bridgeport**, journalism/communication. Assistant professor, one year appointment. MA or PH.D., with professional experience in public relations or electronic journalism; ability to teach in both fields would be an asset, but is not required. Reply before March 31, 1983, to: George Garrigues, Chair, Journalism/Communication Department, University of Bridgeport, Bridgeport, CT 06601. An equal opportunity employer.

**Boston University** school of public communication is seeking candidates for the following positions for the 1983-84 academic year: broadcasting and film department: chairperson—Ph.D. or substantial professional experience required; demonstrated ability in teaching, research, and administration. Areas of teaching expertise should include at least two of the following: new technology, writing for TV/film, and TV or film production. Faculty (full- and part-time)—Ph.D. or substantial professional experience desirable or at least Master's degree and teaching experience required. Must be able to teach film production, with emphasis on post-production (i.e., sound, editing, animation), and/or writing for film and television or television production. Mass communication department: faculty (full- and part-time)—Ph.D. or Master's degree with substantial professional experience required. Applicants should have demonstrated ability to teach in one or more of the following areas: advertising, audiovisual production, communication theory, graphic layout and design, research methods, writing. All positions contingent upon funding. Candidates should send letter of application, clearly stating the position for which they are applying, and two resumes to Carolyn O'Connor, Staff Coordinator, Boston University School of Public Communication, 640 Commonwealth Avenue, Boston, MA 02215. Deadline for applications: March 31, 1983. An affirmative action/equal opportunity employer.

**Graduate assistantships.** Communication department with strong professional emphasis has assistantships to support graduate study in mass communication leading to the M.A. degree. Persons with backgrounds suitable for teaching assignments in journalism, radio-TV production or basic speech are invited to apply. Must be accepted for admission to graduate school. Send inquiries to Chairman, Department of Communication, Box 13048, SFA Station, Nacogdoches, TX 75962.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash-highest prices** for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

**\$1,000 Reward** for UHF transmitters—for information which leads to our purchase of a UHF TV transmitter. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Western Electric tubes**, mixers, consoles, amps, telephones, microphones, tweeters, drivers, horns, speakers, parts. 213-576-2642. David, POB 832, M.P., CA 91754.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Quad VTR's**—Clearance on Ampex, RCA, all models new and old. Unbelievably low prices! Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Color Cameras.** Clearance on Norelco PC-70, RCA TK 45A, Ikegami HL33 & 35. Prices have never been this low! Bill Kitchen, Quality Media Corporation, 404-324-1271.

**UHF transmitters**—GE TT59 (55 kw), Emcee 1 kw translator, RCA TTU-1B. Several other available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Remote cruiser for lease or sale**—beautiful 40 ft. cruiser with PC-70 cameras (3), Quad and 3/4" VTR's, all switching, audio, etc. Small deposit and \$5,000 per month. Can add 1" VTRs or modify entire unit to your specs. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Film Cameras**—two RCA TK 27 film cameras, unbelievable low price. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**New TV Startups**—Let us show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**2.5 KW Sparta 602 FM.** 1975, on-air. Going to higher power. M. Cooper, 215-379-6585.

**Character generators**—Vidifont, 3M, and Telemation models available, under \$4,000. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**1 KW AM transmitters:** RCA BTA-1R, Gates BC-1G. Both 1965, exc. cond. M. Cooper, 215-379-6585.

**Sony BVH-500, AC,** 2 batteries, HT-500, Calzone shipping case. TK 76A-10 X 1 Cannon lens, rear zoom pistol grip, power supply, B case. Call Walter Edel, 212-689-1040.

**5 KW AM transmitters:** Harris BC-5H (low hours), RCA BTA-5H and Collins 21E. M. Cooper, 215-379-6585.

**Quality broadcast equipment:** new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue, 813-685-2938.

**AM transmitters.** 1 kw, 5kw, 10kw and 50 kw. Continental, Collins, RCA, Gates/Harris, GE. All units in stock, shipped with crystal on your freq. 28 units to choose from. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

**Tek 1440 13B** video corrector. Q6 character generator w/DCE. VO 2860 Dynasc edit package. 220-t. heliast 5" w/connectors. Used, all in good condition. Call Joe Alvin, WNNV-TV 802-295-3100.

**1" Sony VTR**—BVH-500 w/HT-500A, charger & power supply. Complete package: \$29K. 916-929-7127.

**Spotmaster console** model 8BEM-200 in good operating condition. Also have CCA FMC-HP-9 FM 100kw antenna, plus 360' 3/8 rigid. Make offer. Dick Pickens, 512-474-0106.

**Used broadcast television equipment.** Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

**FM transmitters.** 1 kw, 3kw, 5kw 10kw and 20kw. Collins, RCA, Gates/Harris, Continental and CCA. All units in stock, shipped with crystal on your freq. 17 to choose from. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

**Ampex Corporation**, on March 1, announced substantial price reductions on models ATR 700 & ATR 800. Before you buy any recorders, call us for a new price quotation. We are an authorized Ampex dealer, we stock Ampex recorders & parts. Northwestern, Inc., 800-547-2252.

**Two Otari reproducers.** Model ARS. Excellent condition. \$600 each. One Shure 700 power console. Like new. \$800. 912-985-1130.

**For sale:** Grass Valley 900 Series modules: 900PS, 903P, 907, 921, 930A, 931, 932, 933, 934, 935, 936A, 937, 900 trays. 1-Ampex AG-440B 1/4", 2 track audio recorder. 1-Ampex ATR 700 1/4", 2 or 4 track audio recorder with VariSpeed. New. Call 312-641-6030, days.

**Microwave towers**—(2) 300', (1) 280', (3) 160', All 36" face. Bill Elks, WECT-TV, 919-791-8070.

## COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

## CONSULTANTS

**Why hire a production assistant** that can't troubleshoot when you could hire a VTI graduate? Video Technical Institute, Joe Clark—214-263-2613.

## MISCELLANEOUS

**Options**—professional service will secure your options for antenna sites as FCC requires. Call 202-338-0976 or 202-965-7067.

**Lower Manhattan studio available.** 35' x 35' stage; wraparound cyc; 14' lighting grid; computerized lighting board; 3 cameras; 1" & 3/4" recording capability; double re-entry switcher; control switcher w/frame storage. Call D. Thompson, 212-323-7818.

## RADIO PROGRAMMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

## RADIO

### Help Wanted Technical

## MAINTENANCE TECHNICIANS

KMPC, a member of the Golden West Broadcasters' prestigious broadcast group, is seeking experienced radio Maintenance Technicians.

The successful individuals must have a minimum of three years experience with a major market radio station. Specific skills should include installation and maintenance of technical facilities such as broadcast cartridge and multi-track equipment, digital and microprocessor based industrial control systems, satellite-earth terminal equipment, radio network transmission cueing systems, transmitters with pulse-width and Doherty modulation techniques, studio-transmitter microwave systems. Salary to low \$40,000 range based on experience. Excellent benefits package included.

For consideration, please send resume to:

**ATTN: Personnel**  
**Golden West Broadcasters**  
**5858 Sunset Boulevard**  
**P.O. Box 710**  
**Los Angeles, CA 90028**

Equal Opportunity Employer



## Join ABC's Wide World Of Opportunity Vacation Relief Positions

ABC, recognized around the world as an innovative broadcast communications leader, is actively seeking experienced individuals for vacation relief positions in the following areas:

### Studio Threatre Maintenance

This position requires experience in the repair and maintenance of cameras, switchers, audio consoles, record and playback machines, video monitors and distribution equipment. Knowledge of T.V. and integrated circuits, test & measurement devices, as well as audio and video transmission through airwaves and cable is essential. Your proven work experience in a directly related area is required.

### Transmitter Engineers

Openings exist for individuals with a minimum of two (2) years television transmission experience. Complete knowledge of microwave

equipment plus auxiliary equipment such as pumps and airflow apparatus is essential. Experience in transmitter installation and maintenance is also required.

### Video Control Operator

Positions are available for individuals with experience in film to tape video transfer and computerized color correction. Proven work experience with RCA TK29 or related equipment is required.

### Radio Engineer

Openings exist for experienced individuals familiar with cartridge and tape equipment as well as editing and remote broadcasting. General F.C.C. license preferred.

Candidates with the required experience interested in exploring these Vacation Relief positions, are urged to forward a resume or letter of qualifications along with salary history to:



**Dean Feruce**  
**ABC Personnel**  
**4151 Prospect Ave.**  
**Los Angeles, CA 90027**

An Equal Opportunity Employer M/F/V/H

### Help Wanted Management

#### MANAGER

##### Advertising & Promotion

WRC-AM Radio (News-Talk) has an immediate opening for an advertising & promotion professional responsible for all advertising, promotional & press relations programs. Requirements include:

- Minimum 5 years progressively responsible adv. & promo. exp.
- Familiarity with radio, TV and print advertising & promotion.
- High level of creativity.
- Good press contacts.

Send resume, including salary history, to:

NBC EMPLOYMENT, Dept. A  
4001 Nebraska Ave., NW  
Washington, DC 20016  
An Equal Opportunity Employer

### Help Wanted Announcers

#### JOIN TAMPA BAY'S MOST AGGRESSIVE BROADCAST STAFF!

Blair's WFLA AM and FM are accepting applications for:

- Air Personalities
- Production Manager
- Maintenance Engineer

Send tape and resume to:

WFLA  
Blair Broadcasting Corp. of Florida  
801 East Jackson Street  
Tampa, FL 33602

Equal opportunity employer, M/F

### Help Wanted Announcers Continued

#### CLASSICAL MUSIC ANNOUNCER/ PRODUCER

Minnesota Public Radio has opportunity for experienced, knowledgeable person. Music background, including excellent pronunciation of musical terms, foreign language titles and names. Warm, informed, assured presentation style. Immediate opening. Send letter, resume and tape: M. Heltzer, MPR, 45 E. 8th St., St. Paul, MN 55101.

### Situations Wanted Programing, Production, Others

## JOEL CASH

is looking. Draws on solid creative base for witty/disciplined on-air performance. Strong writer, producer. Unusually talented combination of hands-on programming ability and insightful administrative skills. Programming credits: WWDC, WAVA, WSRS. Production/concepts: WMZQ, WPKX. In depth formatic interests span country to new music. Call anytime: 202-543-5107.

### TELEVISION Help Wanted News

## TIRED OF PM?

How about a combination of morning TV talk and news?

We're a big market ABC affiliate—North-east.

Send resume and salary requirements only to Box R-140. An equal opportunity employer.

### Help Wanted Technical

#### SUNBELT SPORTS

Established remote facilities company seeking maintenance and operating engineers to staff state of the art mobile unit based in Southwest. Send resume to: Tel-Fax Texas, 1601 Lamar Blvd. East, Suite 205, Arlington, TX 76011. Attention: Personnel.

## Help Wanted Technical Continued

### PROCTER & GAMBLE

#### Television Production Engineer

Exceptional opportunity for an experienced audio/video engineer qualified to set up, operate, and maintain broadcast quality video production and post production systems.

You will become a member of a small staff group responsible for producing film and video programs for sales meetings, documentaries, recruiting, training, employee information, and TV advertising. Responsibilities will cover: evaluation and recommendation of teleproduction equipment, technical performance of remote and studio production and post production systems. Serving as technical crew member for remote and studio shoots when required.

Engineering degree preferred—two years' experience with a television production facility minimum. Background in system design and installation a definite plus.

Procter & Gamble is a company noted for employment stability. In addition to salary, you would be eligible for a benefits package that ranks among the top of all U.S. companies.

All replies will be held in confidence. Send application and salary history to:

**Mr. Gerald P. Hendrixson**  
The Procter & Gamble Co.  
637 Redna Terrace  
Cincinnati, OH 45215



An Equal Opportunity Employer

## Help Wanted Programing, Production, Others Continued



### CO-HOST

Greenville-Spartanburg-Asheville market. Here's great opportunity to join successful PM team & our current male co-host. If you are a real go-getter, w/good personality, send resume and cassette to:

Personnel Manager  
WLOS-TV  
P.O. Box 2150  
Asheville, N.C. 28802

Writing, production and background in communications a must. An EOE.

### VIDEOGRAPHER

Boston station seeks outstanding videographer for highly produced features. Extensive experience shooting news-feature or magazine stories required. Proven command of lighting, and demonstrated ability to deliver quality hand-held video is a must. We're looking for a real pro who is not afraid to make suggestions and will do whatever it takes to bring in exciting pictures. Resume to Box R-96.

## DIRECTOR OF ENGINEERING

We are a dynamic and progressive West Coast broadcasting company, seeking an equally progressive Director of Engineering with a minimum of ten years in television broadcasting.

The successful individual must have previous management experience, electrical engineering or related degree, plus extensive television engineering skills with emphasis on maintenance. Our company offers all the below-the-line facilities and services. As Director, you will be responsible for staffing and supervising all engineering assets.

Excellent benefits, with salary in fifty plus range, based on experience. For consideration, send resume to:

**Box R-128**

Equal opportunity employer,M/F

## Help Wanted Management

### PUBLIC AFFAIRS SPECIALISTS— LONDON

The U.S. Information Agency (USIA) is recruiting two public affairs specialists for its television and film service office in London. These persons will work with TV broadcasters and the European Broadcast Union to expand the understanding of and participation in USIA TV activities in Europe and to market TV programs in European broadcasting systems. Positions require at least six years' experience demonstrating a thorough knowledge of the TV and film industry, knowledge of U.S. foreign policy relating to Europe, and skill in developing contacts and marketing TV programs in the international broadcasting industry. Overseas experience is desirable. Salary for these foreign service positions is competitive. Send resume or application (SF-171) to: USIA, Bureau of Broadcasting, Office of Personnel, Attn: CINE, Room 1341, 330 Independence Avenue, SW, Washington, DC 20547. USIA is an equal opportunity employer.

## Help Wanted Programing, Production, Others

### FIELD PRODUCER

Boston station seeks creative producer for new entertainment project. We're looking for an aggressive professional, an organized problem solver, an inspired leader, and a team player. Impeccable standards of quality are essential. Qualifications: 2-3 years producing news-feature or magazine stories, and demonstrated understanding of all 3/4" field operations, including lighting. No beginners, please. Resume to Box R-95.

### DIRECTOR OF ENGINEERING

Our Midwest multi-station, network-affiliated television group seeks an aggressive director of engineering to oversee the chief engineers of several local stations, set standards for group technical performance and growth, and implement both management and engineering policies. The successful applicant will have been a local UHF or VHF chief, and will have supplemented that experience with the technical and business credentials needed for budget planning, capital expansion, and cost control management. You will join a nationally-known broadcast organization with an innovative and broad-based communications outlook. We seek an intelligent, energetic technical manager, and we will match those credentials with appropriate pay and benefit compensation. Interviews at NAB possible. Write Box R-88.

### FINANCIAL MANAGER

Degree required, CPA & solid TV experience with good references preferred. Pleasant northern California market in top 25. No phone calls, please. Resumes to Allan Howard, Vice-President and General Manager, KXTV, P.O. Box 10, Sacramento, CA 95801 EOE, M/F

## Help Wanted Management Continued

### STATION MANAGER

Come to the sun! Corpus Christi, one of America's most beautiful cities, has the opening of a lifetime. One of the top rated ABC affiliates in America is looking for the right Station Manager. Due to expansion in our group, we are now looking for a bright, aggressive broadcaster who enjoys sun and success. The person we select will have a good knowledge of news, promotion, public relations, station image, FCC regulations, public service and a feel for sales. If you know you're right for the job, let us hear from you.

Send a resume to:

**Bob White**  
Vice President  
KIII-TV  
P. O. Box 6669  
Corpus Christi, Texas 78411  
(512) 853-7700

An equal opportunity employer

#### PROGRAM MANAGER

Start-up full power UHF indie in New England desires adventuresome, experienced program manager. Station will be local and live 4-6 hours per day. Prefer organized and yet creative person with nerves of iron. Send resume to Bridgeway Communications, Attn: H. O'Neill, 59 Cavalry Rd., Westport, CT 06880.

### ALLIED FIELDS Help Wanted Technical

Continued growth due to broadcaster acceptance of BMX consoles, TOMCAT tape machines and custom studio systems, require immediate consideration of candidates for the following positions:

#### AUDIO SYSTEMS APPLICATIONS ENGINEER

Position requires systems designer with at least three years experience and who works well with both technical and non-technical customers and own sales staff, in sales-support role. Design, costing, and documentation of studio equipment and systems for proposals and manufacturing. Requires knowledge of radio on-air and production studios. Candidate will utilize drafting, CAD-CAM and word processing tools for the preparation of professional presentations. Secretarial services will be provided. Position will liaison marketing with engineering and manufacturing departments. Preparation of drawings and technical writing for product brochures and manuals will be required. Ability to simultaneously manage several projects important. Travel to 20%. Sales skills beneficial.

#### AUDIO SYSTEMS SALES

Position requires pleasant, skilled communicator and professional sales experienced candidate. Technical and user expertise in broadcast audio equipment and facilities essential. This is a long-term position and requires excellent telephone skills and to 25% travel. Customers to be served are in broadcasting and production industries. Technical sales support, sales administration and secretarial services will be provided. Position will be responsible for customer inquiry and solicitation. Only candidates whose background will hold up to critical review need apply. Both positions will report to Vice-President of Marketing and be based in San Diego. Resumes should contain educational and vocational experience, as well as financial history and requirements.

Larry Zaiser/Vice-President of Marketing



PACIFIC RECORDERS & ENGINEERING CORP  
11100 ROSELLE STREET, SAN DIEGO, CALIFORNIA 92121

## Help Wanted Technical Continued

### SERVICE ENGINEERS

The SONY Broadcast Company currently has two highly visible opportunities available in its Atlanta and New York offices.

The successful candidates will possess 5 years experience with emphasis on installing, maintaining and servicing broadcast/digital electronics equipment. Knowledge of microprocessor technology highly desirable. BSEE or equivalent relevant experience is preferred.

SONY offers a competitive starting salary and comprehensive benefits which include company paid pension, dental and profit sharing.

For prompt consideration, please call or forward your resume, including salary history to:

#### NEW YORK:

Mr. Carlo Severo  
47-47 Van Dam Street  
Long Island City, N.Y. 11101  
Tel: (212) 361-9170

#### ATLANTA:

Mr. Joe Atkins  
2300 Peachford Rd., Suite 3000  
Atlanta, Georgia 30338  
Tel: (404) 451-7671

We are pleased to be an equal opportunity employer m/f/h/v

# SONY

### Help Wanted Programing, Production, Others

#### VIDEO/SAUDI ARABIA

Immediate openings in Saudi Arabia for news or documentary professionals with hands-on video experience.

#### VIDEO SUPERVISOR

Degreed. 3-5 years experience in all aspects of news or documentary production/supervision.

#### WRITER

Degreed. Experience in news or feature scripting/editing.

#### CAMERAMAN/EDITOR

Experience with state-of-the-art video/ENG equipment.

#### ENGINEER

Experience with all field and studio equipment and sound mixing.

If you are interested in the outstanding single status professional opportunities available in Yanbu with Saudi Arabian Parsons, Ltd., please submit your resume with salary history to:

Saudi Arabian Parsons, Ltd.  
c/o George Dawson  
Parsons Service Corporation  
Dept. 687  
100 W. Walnut Street  
Pasadena, CA 91124

## Help Wanted Sales

# TECHNICAL SALES REPRESENTATIVE MAGNETIC TAPE

**TERRITORY: Texas and Oklahoma**  
This position selling magnetic tape for a large international company will provide the right person with an excellent guaranteed income plus commission plus benefits plus a sound future.

The ideal candidate will have some experience in sales, along with a background in audio/video production or duplication. A knowledge of the equipment, techniques and marketing practices used in the professional video and audio recording/duplicating industries would be to your advantage.

You will sell to professional accounts in a very competitive field which means you must be aggressive and have a good sense of salesmanship. The ability to learn quickly and communicate effectively is important. Home base will be in DALLAS, TEXAS.

Qualified individuals please send your resume including salary history in confidence to: Bob Zamosciany. (No phone calls, please.)

## AGFA-GEVAERT, INC.

4225 Wingren Rd., Suite 201  
Irving, Texas 75062

Equal Opportunity Employer M/F

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**BROADCASTING's**  
Classified Advertising

## CABLE

### Help Wanted Instruction

#### BROADCASTING ASSISTANT PROFESSOR

Tenure-track, to teach audio production within R-TV-film program. Some supervision of audio facilities including guidance in reorganizing facilities to teach "state of the art" audio production for telecommunications. Other courses available, depending upon interest and expertise. Ph.D., professional experience, evidence of teaching effectiveness and creative/scholarly performance required. Salary negotiable. Attractive benefits package. Application, vita and three letters of reference no later than April 4, 1983, to: Dr. Joe Duncan, Search Committee Chairperson, Department of Communication, Indiana State University, Terre Haute, IN 47809. AA/EOE.

#### SPORTSCASTER

Regional sports pay TV seeks first rate, seasoned play-by-play broadcaster with specific skills and proven experience in one or more professional telecasting of baseball, football, basketball or soccer. Immediate opening. Send 3/4" video cassette to:

VP Network Operations  
PO Box 344  
Carlsbad, CA 92008

## Help Wanted Programing, Production, Others Continued

#### HOST/HOESSESS NATIONAL CABLE SHOW FAST GROWTH SITUATION

Need research, writing and on-camera skills for show about personal computing. We are in 8,000,000 homes through syndication. Starting salary \$18-20K. Please send resume and tape to

THE PERSONAL COMPUTER SHOW  
PO. Box 5033  
San Antonio, TX 78230

### Help Wanted Management

#### CABLE TV ADVERTISING SALES MANAGER

Executive sales position available with NJ cable TV company. Requires extensive local and adv. agency radio/TV sales exp. Involves development and supervision of sales and traffic operations. Applicant must be able to motivate others and should have research capabilities, management and superior sales track record. Salary plus commission and good benefits. EOE. Send resume, cover letter & salary history to:

Cable Advice, Inc.  
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Unlimited

Personal Consulting Service  
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Reporters-Anchors-Producers  
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#### FM BROADCASTER, DON'T MISS THE BOAT

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News/features/doc's.

we supply:

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- Producers
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Cal-West Production Service  
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## FOR SALE TRANSPORTABLE TELEVISION PRODUCTION CENTER

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UNIT DESIGNED FOR PICK-UPS  
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EQUIPMENT INCLUDES 6 (SIX)  
CAMERAS AND 3 (THREE) VTRS.

THIS UNIT WAS SET UP FOR  
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CONTACT: CHIEF ENGINEER, WPHL-TV, INC.  
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### 3-AMPEX VR1200A 2" VTRs

Two with Vel Comp, one with editor. Spare heads and parts included if purchased as a package. All 3 machines currently in use at WPHL-TV, 5001 Wynnefield Ave., Phila., PA 19131. All inquiries direct to Chief Engineer.

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30-minute programs from the golden age of radio  
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You know it's technically possible, but is it Economically Feasible? Are revenues likely to meet expenses? Your financial backers will want an impartial opinion before they invest. We specialize in Economic Feasibility Studies for new radio, TV and Cable operations.

DES Associates (201) 891-7758

### Business Opportunity

#### TRANSPONDER FOR LEASE

Transponder on Westar V available for short or long-term lease. Capable of carrying broadcast or cable video programming, data, voice and facsimile communications. Call Bill Baumann, 513-721-1414; 1718 Young Street, Cincinnati, OH 45210.

### Employment Service

#### RADIO JOB PLACEMENT

DJ's-news-sports-programers-sales-management—if you are ready to move up, NBTC can help. National, the nation's leading radio placement service, places personnel in all size markets from coast to coast. For confidential details, including registration form, enclose one dollar postage and handling to:

NATIONAL BROADCAST TALENT  
COORDINATORS  
Dept. B, P.O. Box 20551  
Birmingham, AL 35216  
205-822-9144

#### 10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newpeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.

#### FREE PLACEMENT SERVICE TO RADIO STATIONS

DJ's Sales Writers Engineers

Trained Beginners Experienced Personnel  
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Contact: Valerie Meifu, Job Placement Director  
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### Public Notice

#### TOWN OF NORFOLK BOARD OF SELECTMEN

The Town of Norfolk will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 5:00 p.m. on June 1, 1983. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Norfolk. A copy of the application shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen, Town Hall, 100 Main Street, Norfolk, MA 02056.

### For Sale Stations

Horton  
& Associates



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#### NEW JERSEY

Growing AM, dominant in area.  
Good operating profit. Value real estate  
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Terms to qualified buyer.

Woodland Park • Box 948 • Elmira, N.Y. 14902  
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#### UHF TELEVISION CONSTRUCTION PERMITS

Several markets available. Medium  
& small. Call Bill Kitchen, Quality  
Media Corp., 404-324-1271.



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nationwide mergers & acquisitions

STATION				CONTACT	
E	Major	UHF-TV	\$10,000K	Terms	Bob Thorburn (404) 458-9226
SW	Major	C1.C FM	\$6,500K	Cash	Bill Whitley (214) 680-2807
SE	Major	C1.C FM	\$3,750K	Terms	Bill Chapman (404) 458-9226
W	Metro	FM	\$2,800K	\$450K	Corky Cartwright (303) 740-2224
SE	Regional	C1.C FM	\$900K	\$500K	Ernie Pearce (615) 373-8315
SW	Medium	AM/FM	\$775K	\$175K	Greg Merrill (801) 753-8090
W	Metro	FM	\$600K	\$100K	Elliot Ebers (213) 366-2554
SE	Suburban	C1.IV	\$350K	Terms	Bill Cate (904) 893-6471
SE	Small	AM/FM	\$300K	29%	Ernie Pearce (615) 373-8315
MW	Small	AM	\$195K	\$60K	Bob Thorburn (404) 458-9226

STOP BY AND SEE US AT NAB, Suite No. 750—Las Vegas Hilton and Suite No. 2098A MGM Grand.

**901/767-7980**  
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A six-cassette (eight-hour) success-oriented seminar that shows you how to be more productive ... increase sales ... multiply your income.

Prepared and produced by Pam Lontos, nationally-known sales wizard, you'll learn how to: organize yourself ... prospect by telephone ... sell persuasively ... research your clients ... sell benefits ... eliminate/overcome objections ... sell to "non-believers" ... close the sale fast ... and much, much more.

Equal—at least—to a \$500 sales clinic, this seminar-at-home (or in your car) is available now for only \$150.

Send order and payment in full to: Broadcasting Book Division, 1735 DeSales St., N.W., Washington, D.C. 20036-4480.

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Major Market SE. Beautiful music. 3,000,000, terms. Mitchell King, 804-490-0304, National Business Brokers.



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& associates, inc.  
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11311 N. Central Expressway • Dallas, Texas

**SUNBELT 5000 WATT AM**

7 acres • Large building • 500 w. p.s.a. Excellent equipment. • Black format. Growth small market. Manager's residence. Ideal for owner-operator \$450,000. Qualifications in 1st letter. Write Box R-132.

**CHARLOTTE RADIO STATION**

FCC rules force the sale of WHVN, 1310 KZ, Charlotte, NC. Very attractive price and terms to qualified buyer. Sale includes transmitter building, 6 acres land and completely equipped operating station. Open for a personal inspection. For further details, phone: George Buck in Atlanta, GA. 404-288-1480.

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, Washington, DC 20036.

**Payable in advance.** Check or money order. Full & correct payment **MUST** accompany all orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box num-

ber), c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not for wardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85c per word, \$15 weekly minimum. Situations Wanted (personal ads): 50c per word \$7.50 weekly minimum. All other classifications: 95c per word, \$15 weekly minimum. Blind box numbers: \$3 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half-inch increments per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertisements require display space. Agency commission only on display space.

**Word Count:** Count each abbreviation, initial, single figure or group of figure or letters as one word each. Symbols such as 35mm, COD, PD, etc., count a one word each. Phone number including area code or zip code counts as one word each.

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Media Investment Analysts & Brokers

Bob Marshall, President

New England AM/FM. Outstanding area to live and play in. Annual sales rate increase of 13% per year for the last five years. Well equipped with real estate included, \$1.5 million on good terms or \$1.3 million cash.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 (803) 842-5251  
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### MISSOURI OZARKS

Coverage of Springfield, Missouri, via translator by FM station with AOR format. Source affiliate. Negative cash flow, but excellent potential. Will consider all offers. Box 308, Greenfield, MO 65661.

### CLASS A FM—KENTUCKY

Newly equipped & fully automated. \$230,000/terms, or arrange your own financing and get an incredibly low price. Write Box R-133.

### BILL - DAVID ASSOCIATES BROKERS - CONSULTANTS

303-636-1584  
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### BOB KIMEL'S NEW ENGLAND MEDIA, INC.

#### EXCELLENT CASH FLOW

Makes this Northeast AM/FM single station market most attractive. Exceptional physical equipment. Located in one of the East's best resort areas. \$725,000, down, owner financing on balance.

8 DRISCOLL DR. ST. ALBANS, VT. 05478  
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THE HOLT CORPORATION

### TAX DEDUCTIONS? OWNERSHIP? INVESTMENT OPPORTUNITY!

1000 watt AM station. Located approximately 1 hour from Washington, D.C. Marketing to fast growing communities. Experienced staff. Reasonable financing available. Write Box R-34.

### AM CASH PRODUCER THAT'S BETTER THAN FM

Excellent low dial non directional coverage of large high density black area makes this Southeastern black gospel station a real money maker. **No FM capable of reproducing this station's ratings and sales.** Real estate included. Owner needs capital to fund other ventures. Quick sale at low multiple of cash-flow. Some owner financing. Qualified principals only. Write Box R-127.

### MDS STATION FOR SALE

MDS station in top-15 television market with 12,000 subscribers, including large number of bulk and hotel-motel accounts. For complete information, contact Mark Sena, 813-877-8844.

### WALKER MEDIA & MANAGEMENT, INC.

Mid-Atlantic AM-FM.  
Real estate—excellent cash flow.  
\$1,500,000, on terms.

703-521-4777  
William L. WALKER  
P.O. Box 2264  
Arlington, VA 22202

### CLASS A STEREO FM

in western Indiana. New building, studio and transmitter at same site; new equipment (Harris); 2 control rooms; 4 acres R/E; auxiliary generator power; two-way radio; remote pick-up equipment, including portable turntables. Beautiful layout with excellent billing, but surface only scratched. Dual city ID with Clinton, IN. Terms available to qualified buyers; possible takeover of low-interest bank loan to qualified parties. Principals only, contact Keith Spencer, R.R.4, Box 144-A, Rockville, IN 47872, or phone 317-569-2026.

### H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast  
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State \_\_\_\_\_ Zip \_\_\_\_\_

# Fates & Fortunes

## Media



Brazzil

**William Brazzil**, VP and general manager, Wometco Enterprises' WTVJ(TV) Miami, and VP, sales management, broadcast division, named VP in charge of broadcasting. **Morton Cohn**, president and general manager, Wometco's WLOS-TV Asheville, N.C., succeeds Brazzil

as general manager of WTVJ. **Dave DeArmond**, VP and station manager, WLOS-TV, succeeds Cohn as VP and general manager of station.

**James Feeney**, group controller, cable and television divisions, Adams-Russell Co., Waltham, Mass., joins Tribune Cable Communications, Mahwah, N.J., as director, operations.

**Joseph Loughlin**, president and general manager, Tribune Broadcasting's KWGN-TV Denver, joins Tribune's WGN-TV Chicago as VP and general manager, succeeding Robert King, president and general manager, who formed his own consulting firm (BROADCASTING, Feb. 28).

**Tony Doar**, operations manager, Groton, Conn., system, Storer Cable, named operations manager, Clinton, Conn., system, succeeding **Bert Marcus**, retired. **Frederick Rolandi**, VP, finance, ARA Leisure Services, Philadelphia, joins Storer Cable as regional business manager, Northeast operations, based in Springfield, Va.

**Bill Latz**, general manager, WOWO(AM) Fort Wayne, Ind., named executive VP.

**Mike Kettenring**, news director, WSMV(TV) Nashville, named president and general manager.

**Dennis Garlington**, manager, interactive Index service, Cox Cable's San Diego system, joins Community Cable TV, Las Vegas, as regional VP and general manager.

**Jim Hardy**, VP, general manager, Sandusky Newspapers Inc.'s KWFM(FM) Tucson, Ariz., joins Sandusky's KNUS(AM)-KBPI(FM) Denver in same capacity.

**James Waterbury**, VP and general manager, American Family Corp.'s KTIV(TV) Sioux City, Iowa, joins co-owned KWWL-TV Waterloo, Iowa, in same capacity. **Edward Piette**, VP, operations, KWWL-TV, succeeds Waterbury.

**Martin Colby**, station manager and general sales manager, XETV(TV) Tijuana, Mexico, named VP and general manager. **Joan O'Laughlin**, operations director, succeeds

Colby in both positions.

**Gary Swartz**, station manager, KLBB(AM)-KEEY-FM Minneapolis-St. Paul, named general manager.

**Bob Britt**, station manager, WAFX(AM) Fort Wayne, Ind., named general manager, succeeding **Frank Nachazel**, resigned.

**Virgil Dominic**, director of news and communications, WJKW-TV Cleveland, named station manager.

**Joe Thompson**, station manager, KWYT-FM Salinas, Calif., joins KBOQ(FM) Marina, Calif., in same capacity.

**W. Lane Rogers**, operations manager, KDYL(AM)-KSFJ(FM) Salt Lake City, joins KNEO-AM-FM Phoenix in same capacity.

**Bob Adams**, program director, WHDH(AM) Boston, joins WDBO(AM) Orlando, Fla., as operations manager.

**Craig Sherwood**, director of station relations, national satellite radio programming, CBN Continental, Virginia Beach, Va., named Northeast affiliate relations representative.

**Thomas Dooley**, director of financial planning, Viacom Entertainment Group, New York, named director of financial planning for parent Viacom International.

**James Kirtland**, manager, Storer's Radner, Pa., cable system, joins Dowden Communications, Atlanta-based MSO, as director of marketing

**Beverly Dreher**, VP and director of personnel, Times Mirror Cable Television, Irvine, Calif., named VP, human resources.

**Larry Giele**, assistant financial director, Corinthian Broadcasting's KHOU-TV Houston, joins Corinthian's WANE-TV Fort Wayne, Ind., as financial manager.

**Jim Karayn**, president and general manager, WUHY(FM) Philadelphia and WHYY-TV Wilmington, Del., both noncommercial, resigns effective June 30.

**Robert Affe**, communications attorney, joins WTXS-TV Waterbury, Conn., as director of station services.

## Marketing

**Robert Rees**, executive VP, Doyle Dane Bernbach, New York, named president of new Detroit office.

**Ronald Gambella**, VP, Needham, Harper & Steers, New York, elected senior VP, management information systems. **Colby Kerr**, account supervisor, NH&S, Chicago, elected VP.

**Thomas McDonough**, senior VP, Atari Inc., Warner Communications, New York, joins

Kenyon & Eckhardt there as senior VP, management representative.



Queen

**Penelope Queen**, VP, international research director, Dancer Fitzgerald Sample, New York, named senior VP, research director.

**Ronald Geskey**, VP, and media director, D'Arcy-MacManus & Masius, Minneapolis, joins Campbell-Ewald advertising, Warren, Mich., as senior VP,

associate media director.

**Ben DeYoung**, from Bristol-Myers, New York, joins Grey Advertising there as VP, management supervisor. **Helen Higgins** and **Barbara Lurey**, associate research directors, Grey Advertising, New York, named VP's.

**David Gantman**, director of research, N W Ayer, New York, elected senior VP. **Law Mottley**, group research director, elected VP.

**Patt Cannon**, production manager, Fallon, McElligott, Rice, Minneapolis, joins Bozell

## WHY HIRE A GEORGE RODMAN WHEN YOU CAN RENT ONE.



George Rodman is the communications expert you've always wanted but could never afford to hire.

He was creative services director at three TV stations and at both ABC and CBS owned stations division.

He knows what works in promotion. His company now supplies stations with promotion counsel and materials. Like logos, news campaigns, TV spots and animation.

Rodman, Inc. Where you get big league thinking without paying a big league salary.

### GEORGE T. RODMAN, INC.

Box 2066 Darien, Ct. 06820  
(203) 655-8677

& Jacobs there in same capacity.

**Casey Giarratano**, independent film and video producer, joins Burton-Campbell, Atlanta, as broadcast producer.

**Robert Gibelling**, advertising and sales promotion manager, Georgia-Pacific, Atlanta, joins The Weather Channel there as advertising director.

**Dan Perry**, Midwest sales manager, ABC Radio Networks, Chicago, named VP, Western sales manager, Los Angeles. **Virginia Kraus**, account executive, TeleRep. New York, joins ABC Radio Network youth sales, New York, in same capacity.

**Philippa Ewing**, from Ogilvy & Mather, London, and **Stephen Bautista**, from Moore & Slater, New Bedford, Mass., join Creamer Inc., Providence, R.I., as copywriters.

Appointments, Katz American Television: **Rich London**, VP, national sales manager, white team, New York, to VP, national sales manager, eagles team there; **Russ White**, account executive, New York, succeeds London; **Ibra Morales**, account executive, New York, to team manager, white team there; **Skip Dornseif**, account executive, Chicago, to sales manager, eagles team there, and **David Harris**, from Avery-Knodel, New York, to account executive, blue team there.

**Angela Pumo**, New York sales manager, Eastman CableRep, named VP, national sales manager.

**Charles Hansen**, sales manager, Blair Television, NBC/green team, New York, named VP. **Michael Howe**, account executive, Blair Television, Dallas, named sales manager.

**Charles Whaley**, from KROG(AM) Los Angeles, joins Pro Radio there as account executive.

**John Doscher**, from Metro Television Sales, New York, joins Seltel there as account executive, raiders team.

**Patti Maniscalco**, account executive, Avery-Knodel Television, New York, named research analyst.

**Mary Ann Weiss**, from WXF(AM) Elmwood Park, Ill., joins McGavren Guild Radio there as account executive.

**Michael Sonberg**, local sales manager, KRTH(FM) Los Angeles, joins Hillier, Newmark, Wechsler & Howard, representative firm, there as sales manager.

**Norma Paige**, from KYW-TV Philadelphia, joins Petry Television there as account executive.

**Kelly Seaton**, national sales manager, WGN(AM) Chicago, named general sales manager.

**James Thompson**, national sales manager, KYW-TV Philadelphia, named general sales manager.

**Harvey Adelberg**, senior account executive, KCOP(TV) Los Angeles, joins WTXX-TV Waterbury, Conn., as general sales manager.

**John Westerberg**, national sales manager, KDNL-TV St. Louis, named local sales manager.

**Pat Byrd**, account executive, WCOT(AM); WBW(FM) Orlando, Fla., named local sales manager.

**Mike McCord**, account executive, WDRB-TV Louisville, Ky., joins WNGE-TV Nashville as local sales manager.

**Robert Linger**, account executive, WCKO(FM) Pompano Beach, Fla., named local sales manager.

**Tim Lavender**, from WFAA-TV Dallas, joins KTWT(TV) Fort Worth as national sales manager.

**Sharon Hamovitz**, from WPXI(TV) Pittsburgh, and **Kevin Donohue**, from WITH-FM Baltimore, join WCBM(AM) Baltimore as account executives.

## Programming



Burkhart

**Kent Burkhart**, partner and president of Burkhart/Abrams/Michaels/Douglas & Associates, named chairman. **Dwight Douglas**, partner in firm, succeeds Burkhart.

**Judd Parkin**, from story department, NBC Entertainment, Los Angeles, named manager, mini-series and

novels for television.

**Peter Giambrone**, manager, quality assurance program, Warner Amex Satellite Entertainment Co., New York, joins The Disney Channel, Burbank, Calif., as manager of on-air operations. **Joe Zsohar**, from NBC-TV, Los Angeles, joins Disney Channel as manager of videotape operations.

**David Judelson**, president, Gulf + Western Industries, resigns as part of management restructuring following appointment of Martir Davis as vice chairman and chief executive officer (BROADCASTING, March 7).

Appointments, Home Box Office, New York: **John Redpath**, VP and general counsel, to senior VP, general counsel; **Kevin Senie**, VP finance and administration, and treasurer, to senior VP; **Bob Becker**, controller; **Jef Bewkes**, director, corporate planning; **Leslie Jacobson**, associate general counsel, to VP's. In HBO's Network Group: **Pete Frame**, VP, affiliate relations, to executive VP; **Bill Hooks**, VP, regional operations, to senior VP, regional operations; **Ed Horowitz**, VP, studio and network operations, to senior VP, network operations and corporate development; **Tom Oliver**, VP, USA sales and marketing, and **Stan Thomas**, VP national accounts, to senior VP's. In Entertainment Group: **Steve Scheffer**, VP, film programming to executive VP; **Seth Abraham**, VP sport programming, to senior VP, programming operations and sports; **David Meister**, VP, Cinema and program services, to senior VP, Cinema and HBO family programming; **Henr Schleiff**, director, business affairs and admin

# Broadcasting

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

**Broadcasting Magazine**  
 3 years \$160       2 years \$115       1 year \$60  
(Canadian and international subscribers add \$20 per year)

**Broadcasting Cablecasting Yearbook 1983**

The complete guide to radio, television, cable and satellite facts and figures—\$75 (if payment with order \$65) **Billable orders must be accompanied by business card, company letterhead or purchase order. Off press April 1983.**

Name \_\_\_\_\_  Payment enclosed

Company \_\_\_\_\_  Bill me

Address \_\_\_\_\_ Home? Yes  No

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations  Yes  
(required)  No

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istration, to VP, business affairs, and **Neil Braun**, director, motion picture planning, to VP.

**Gary Credle**, independent producer, joins Warner Brothers Television, Los Angeles, as VP, production.

**Dennis Fitch**, director, advertising, ABC Entertainment, Los Angeles, named VP.

Named VP's, Warner Communications, New York: **William Roskin**, assistant VP, industrial and labor relations; **Warren Christie**, executive director of taxes, and **John Thomas**, director of internal auditing.

**Sally Roslow**, senior research group manager, Pety Television, New York, joins Viacom Enterprises there as director of market strategy.

**Tolfe Lee Albert**, VP, director of barter, Dailey & Associates Advertising, Los Angeles, joins William B. Tanner there as assistant VP, special products, media placement.

**Bodie Chandler**, music director, Lorimar, Los Angeles, joins Columbia Pictures Television there as VP, music.

**Evelyn Voehringer**, manager, office administration, USA Cable Network, Glen Rock, N.J., named director, personnel and administration.

**Larry Grouse**, director of scientific affairs and senior editor, *Journal of the American Medical Association*, Chicago, joins Cable Health Network, Los Angeles, as senior medical editor.

**Harry Safter**, regional sales manager, Northeastern region, MGM/UA, New York, named to newly created position of field sales manager.

**Rik Barnes**, regional sales manager, National Screen Service, Los Angeles, named general sales manager.

**William Perez**, VP, news and public service, Televiscentro Films, San Juan, P.R., named operations coordinator.

**Char Carroll**, actress and producer, joins Western Video, San Diego, as production coordinator.

**Charlie West**, program director, KMOD-FM Tulsa, Okla., joins WRXL(FM) Richmond, Va., in same capacity.

**Robert Neil**, program director, WFLA-AM-FM Tampa-St. Petersburg, Fla., joins WSYR-FM Syracuse, N.Y., in same capacity.

**Dennis Nugent**, assistant program director, WTVN(AM) Columbus, Ohio, joins WHAS(AM), Louisville, Ky., as program director.

**Tom Pollard**, program manager, KKOY(AM)-KQSM(FM) Chanute, Kan., joins KIRX(AM) Kirksville, Mo., as program director.

**Robert Dicks**, producer, *PM Magazine*, Cosmos Broadcasting's WIS-TV Columbia, S.C., joins co-owned WDSU-TV New Orleans as production manager.

**Bonnie Strauss**, reporter, KNXT(TV) Los Angeles, joins Group W Productions there as feature reporter, *Hour Magazine*, syndicated

television program.

**Chuck Swirsky**, sports producer-reporter, WGN(AM) Chicago, named managing editor, sports.

**Erik (Ike) Iverson**, news and sports reporter, WTVW(TV) Evansville, Ind., joins Joyce Cable News, Romeoville, Ill., as sports director.

## News and Public Affairs

**John Lyons**, editor-producer, ABC News Radio, New York, named to newly created position of London bureau chief.

**John Kosinski**, senior executive producer, Primo Newservice, Greenwich, Conn., joins WFSB(TV) Hartford, Conn., as assistant news manager.

**Jeff Greenfield**, media critic for CBS News, and regular on its *CBS Sunday Morning*, will join ABC News in April as general media analyst for various news shows, including *Nightline* and *20/20*.

**Tedd Linn**, producer-anchor and reporter, WKER(TV) Dayton, Ohio, joins WISH-TV Indianapolis as producer-night assignment editor.

**Diane Durham**, executive assistant to Ed Turner, senior VP, Cable News Network, Atlanta, named producer.

**Mark Otteson**, 6 p.m. news producer, WRAU-TV Peoria, Ill., named managing editor.

**Doug Adair and Mona Scott**, from WKYC-TV Cleveland, join WCMH-TV Columbus, Ohio, as co-anchors.

**Nathan Roberts**, co-anchor, 10 p.m. news, KHJ-TV Los Angeles, resigns.

**Bill Lagattuta**, from KMGH-TV Denver, joins KGW-TV Portland, Ore., as news anchor. **Cathy Kiyomura**, from KATU(TV) Portland, Ore., joins KGW-TV as reporter.

**Charles Glass**, correspondent, *Newsweek*, London, joins ABC News as correspondent, based in Beirut, Lebanon.

**Fred Landau**, assignment editor and reporter, WTXX-TV Waterbury, Conn., assumes additional duties as anchor.

**Liz Gonzales**, anchor-reporter, KOAT-TV Albuquerque, N.M., joins KTTV(TV) Los Angeles as weekend co-anchor. **Nancy Nelson**, from WTCN-TV Minneapolis, joins KTTV as co-anchor, midday news.

**Ken Lancaster**, anchor-reporter, WQRC(FM) Barnstable, Mass., joins WCOD-FM Hyannis, Mass., as morning anchor.

**Michael O'Mara**, weekend anchor-reporter, WTVG(TV) Toledo, Ohio, joins WJKW-TV Cleveland as special projects reporter.

**Phyllis Watson**, 6 p.m. anchor, WITI-TV Milwaukee, joins WFAA-TV Dallas as 5 p.m. co-anchor and reporter.

**Sally Myers**, reporter, WOWT(TV) Omaha, joins WNEM-TV Bay City, Mich., in same capacity.

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## Technology

**Richard Dibona**, president and chief executive officer, M/A-Com, Burlington, Mass., elected chairman of board.

**David Hatch**, founder and president, Pintek, Sherborn, Mass., joins Augat Inc., Attleboro, Mass., as product manager, cable and connector products, interconnection components division. **John Braun**, general manager, systems division, Augat Inc., Mansfield, Mass., named group VP, interconnection systems. **Frank Angelis**, VP and general manager, components division, named group VP, interconnection components products.

**James Vollmer**, group VP, RCA Corp., New York, named senior VP, technical evaluation and planning.

**Tom Long**, VP and general manager, communications division, Tektronix, Beaverton, Ore., joins Analogic, Wakefield, Mass., as executive VP.

**William Lambert**, VP, general manager, Jerrold-Canada, Toronto, division of General Instrument, New York, moves to parent company as VP and general manager, newly created satellite systems division. **John Tambllyn**, general manager, Dominion Metal Industries, Ltd., Montreal, joins Jerrold-Canada, succeeding Lambert. **Edgar Edenbach**, VP, marketing, Jerrold subscriber systems division, Hatboro, Pa., named VP, assistant general manager, Jerrold-Canada.

**Tony Barclay**, manager, sales and distribution facility, Anixter Communications, Houston, named VP, Southwest region.

## Promotion and PR

**Ann Berk**, station manager, NBC-owned WRC-TV Washington, named to newly created position of VP, advertising, promotion and publicity, NBC television stations, New York.

**John Gregory**, supervisor, media and government relations, Hill & Knowlton, Los Angeles, named VP. **Larry Charles**, head of entertainment group network, H&K, Los Angeles, named VP.

**Bill Sullivan**, director of information services, Satellite Program Network, Tulsa, Okla., named international relations director, in charge of promotion for international programs.

**Cindy Rakowitz**, publicist, WOR-TV New York, named publicity administrator.

**Ernest Santella**, producer-director, KJAC-TV Port Arthur, Tex., joins WRAU-TV Peoria, Ill., as director-photographer, creative services department.

## Allied Fields

**Newton Minow**, one-time FCC chairman and partner in Chicago law firm of Sidley & Austin, has been nominated for seat on CBS board according to notice for April 20 board meeting.



Godfrey in 1950's

Following a serious auto accident, and recovery spent listening to "a lot of radio," Godfrey decided the rotund delivery of most announcers of the day was ill fitted to the medium, and decided to adopt a more "informal" approach. Godfrey came to national attention in 1934, when Walter Winchell chanced to tune in to an all-night program that Godfrey was conducting, and told readers he was impressed with what he heard. Godfrey remained based in Washington until 1941, when he moved to New York and a morning program over WABC(AM) (now WCBS). In 1945, he began his CBS Radio daytime series, *Arthur Godfrey Time*. It was also in 1945 that his emotional commentary on the funeral procession of President Franklin Roosevelt made him a national figure. Godfrey added television to his domain in December of 1948, with his *Arthur Godfrey's Talent Scouts*, which had begun as a radio program in 1946, followed in January, 1949 by the debut on CBS-TV of *Arthur Godfrey and His Friends*, which was later to become *The Arthur Godfrey Show*. At the time, according to BROADCASTING, the shows held the number 2 and 3 positions in the ratings, behind Milton Berle. At the height of his popularity in the 1950's, Godfrey could be heard daily on his network radio show, *Arthur Godfrey Time*, and seen nightly on *Talent Scouts*, and every Wednesday night on *The Arthur Godfrey Show*. It was once said that he "went into more homes in America every morning than the milkman." But Godfrey sold more than milk. Singer Julius LaRosa, who was fired on-air in 1953 for what Godfrey called a "lack of humility," called him "the greatest salesman in the world." Godfrey's "irreverence" toward a product—he once searched a sponsor's chicken noodle soup, apparently in vain, for chicken—was found, to his advertisers' delight, to be a powerful salesman. This folksy personality, with his ever-present ukelele and greeting of "Howaya, howaya" was in 1954, according to CBS, responsible for 12% of the network's total revenues. Following a near fatal bout with lung cancer in 1959, which resulted in the removal of a lung and breathing difficulties for the remainder of his life, Godfrey became less active in broadcasting, devoting much time to aviation, a lifelong passion. Godfrey's survivors include his wife, Mary, three children, Richard, Michael and Patricia, and son-in-law Robert Schmidt, president of Communications Technology Management, McLean, Va., and former president of the National Cable Television Association.

**Earle Stanley**, partner, law firm of Dow, Lohnes & Albertson, Washington, joins law firm of Wilkinson, Barker, Knauer & Quinn there as partner, effective March 31.

**Walter Cronkite** was awarded American Education Award, education industry's highest honor, at convention of American Association of School Administrators. Award is given annually to American "who has achieved a most distinguished career in his or her chosen profession, and who serves as a role model for American youth."

**Joyce Tudryn**, from National Association of Broadcasters, Washington, joins International Radio and Television Society, New York, as director of programs and services.

## Deaths

**Edward Cooper**, 79, retired vice president, Motion Picture Association of America, died of heart attack March 9 at his home in Washington. Before joining MPAA in 1952, Cooper was chief of staff of Senate Interstate Commerce Committee during its investigations of domestic and international communications in 1940's, and was later staff director, Senate Democratic Policy Committee. He is

survived by his wife, Mary.



Marshall

**Rex Marshall**, 64, president, WNHV-AM-FM White River Junction, Vt., and former network television announcer for many commercial products, died of heart attack March 9 at Veterans Administration hospital, White River Junction. Starting in 1936, Marshall was announcer for radio stations including-WORL(AM) Boston and WCAU(AM) Philadelphia. Beginning in 1952, Marshall became network announcer for such products as Reynolds Aluminum, Esso gasoline, and Maxwell House coffee. He is survived by his wife, Barbara, two sons and two daughters.

**Irving McConnell**, 75, retired engineer, FCC, Washington, died of cancer March 9 at his home in Bowie, Md. He is survived by his wife, Winifred.

**Robert Bray**, 65, television actor who played role of park ranger, Corey Stuart, on *Lassie* television series, died of heart attack March 7 at his home in Bishop, Calif.

## NATPE's Chuck Larsen: taking care of showbusiness

Can a television programmer find happiness as a television program syndicator? Chuck Larsen, president of ALMI Television Productions, New York, appears not only to have successfully made the switch in a remarkably short period of time, but to have done so during the year he also spent as president of NATPE International, which opened its 20th annual conference last Friday (March 18) in Las Vegas.

Larsen, who, at 37, has been program director at the New York stations of both the NBC and ABC television networks, has since October headed a newly formed television syndication and production division at the ALMI Group, a two-year-old entertainment company that last year produced three feature films, owns the rights to over 350 more and operates 140 theater screens in the New York area. His stewardship of NATPE, according to several who have served with him, has led to better management procedures and a bridging of the gap between the past, when the organization was smaller and run by volunteers, and the present, in its growing role as a major industry service organization.

Larsen's career in broadcasting began in his home town of Howell, Mich., where he held summer jobs when, home from college at local WHMI-AM-FM as an announcer, salesman and news director. His goal in those days was television journalism. He got that opportunity as news anchor and reporter at WILS-AM-FM Lansing, Mich. After two years there, he landed a job as weekend news anchor and reporter at WLWI(TV) [now WTHR(TV)] Indianapolis. While there, his assignments tended to fall in the outlying counties of the station's service area, a job that entailed working entirely on his own, even to the extent of setting up his own camera, running to get in front of it and then broadcasting the story.

After two years in the news department, Larsen moved up to become director of public affairs programming and community relations. It was 1970, the beginning of the prime time access rule, and Larsen's task over the next two years was to produce a half-hour local documentary every other week for airing in prime time. He and a small staff turned out 48 documentaries, some of which captured local journalism awards.

Larsen's next move was to Columbus, Ohio, and WLWC-TV [now WCMH-TV], where he had been offered the job of program director. By now, Larsen knew he preferred behind-the-scenes production and management to work before the cameras. And he also knew his interests lay beyond journalism. From WLWC-TV he moved to NBC-



Charles Warren Larsen, president, ALMI Television Productions, N.Y., and president of NATPE International; b. Oct. 8, 1945, Howell, Mich.; BA, TV and radio journalism, 1967 and MA, TV and radio news and public affairs, Michigan State University; news anchor, reporter, WILS-AM-FM Lansing, Mich., 1966-1968; news anchor reporter, then director, public affairs programming and community relations, WLWI(TV), Indianapolis, 1968-1973; program director, WLWC-TV Columbus, Ohio, 1973-75, WKYC-TV Cleveland, Ohio, 1975-78, WNBC-TV New York, 1978-81, WABC-TV New York, 1981-82; present position since October, 1982; m. Shelby Smith, Dec. 30, 1966; children—Tonya, 14, Wendy, 11, and Alexis, 6.

owned WKYC-TV Cleveland, where he served as program director for three years. From there, in 1978, he moved to WNBC-TV New York, where he also served as program director. In 1981, he moved to WABC-TV there, but left nine months later, after the position of program director was eliminated.

Shortly after he left WABC-TV, in the summer of 1982, Larsen was approached by the owners of the ALMI Group, Al Schwartz and Michael Landis, who wanted to establish a syndication arm that would market programs to all kinds of television—network, stations, cable, pay and the video-cassette recorder industry—and would eventually produce original programs. In October, Larsen was named president of the new company.

Currently, ALMI Television Productions is marketing four movie packages, an advertiser-supported presentation of the French film, "Cousin, Cousine" and an original mini-series for children. The company plans to expand its offerings to include specials and various other forms of television programming, according to Larsen, who said its objective is to become "a full-service syndication and distribution company" that will "handle all kinds of product to all of the television media outlets."

Production of original television fare at ALMI will come after the company has established itself as a distributor, according to Larsen, who sees the next few years as a "golden era" for programmers. The tremendous diversity of outlets being created on both cable and over-the-air TV "all have one thing in common," he said. "They all need programming."

During his one-year tenure as president of NATPE International, Larsen has succeeded in streamlining the organization's operations and "considerably" improving the way it is managed, according to those with whom he has worked. The association's operating budget for 1983 is smaller than that of 1982 and, according to insiders, communications have improved among members of the board of directors and executive committee.

Larsen, "has tried to develop a sound business foundation at NATPE International," according to one executive committee member, who said the association is no longer "that small band of programmers that met annually to exchange ideas." Its annual conference last year attracted over 5,500 people. It is in essence, he said, "a big business."

Among Larsen's innovations at NATPE International is one that will be introduced at this week's convention: an Alumni Club, created to recognize past members of the NATPE board of directors and to take advantage of their industry know-how as a resource for the organization. The club will have its first meeting at the convention. At a ceremony to be attended by "between 300 and 400 industry leaders," 100 former board members will be inducted into the club, according to Larsen, who believes past directors have not been given enough credit for helping to build NATPE into what it is today.

When not behind his desk or on the road with ALMI Television Productions, Larsen is often in Greenwich, Conn. where he and his family have their home. His wife, Shelby, who is well known to NATPE International members as a tireless volunteer who has helped staff a number of conferences, is an attorney with a practice in Greenwich. Larsen is an amateur photographer who also enjoys tennis and swimming and who is, according to friends, a lover of gadgets. Among recent acquisitions: a travel alarm clock that neither rings nor buzzes, but talks to its owner, telling the time and warning him from time to time about how late he is running.

As to the timing of Larsen's switch from buying to selling TV programs, he feels it is simply one more step in the evolution of his career. "I've been in television all my life," he said, "and what I've discovered over the years is that what I really like is the business side, the acquisition, the sales, the negotiations, the dollars and cents." It is, he said, "the business of show business." ■

Television Bureau of Advertising reported 1982 political advertising figures on commercial television totaled record \$117 million, both in network and local spots, 29% increase over 1980 political figure of \$90.6 million and 103% above \$57.6 million reported in 1978. TVB also announced that of \$117,038,100 spent on political advertising in 1982, \$116,176,200 of that was spent by way of national, regional, or local spot TV while \$861,900 was placed on networks. Political expenditures for fourth quarter 1982 totaled \$58.5 million for spot TV, while an almost equal amount—\$57.6 million—was spent in previous three quarters.

FCC reauthorization bill (S. 607), slated for markup by Senate Commerce Committee on Tuesday, is likely to be altered. Appropriations ceiling set at \$86.4 million for fiscal 1984 and fiscal 1985 will be raised by \$3 million. Extra funds would be used to expedite agency's licensing process, now overburdened with low power TV and cellular radio applications.

Tele-Communications Inc. and E.W. Scripps will form TeleScripps Cable Company, joint venture for acquisition and development of cable television systems, according to agreement in principle announced by two companies. Initially, company will be managed by TCI, one of largest MSO's in U.S., but will become stand-alone cable operation by mid-1984.

Scripps-Howard Cable and Charles F. Dolan have joined hands in partnership called Cablevision Systems of Southern Connecticut and reached agreement to buy Southern Connecticut Cablevision, 45,500 basic subscriber system serving five Connecticut counties. Seller is headed by Victor Oristano, managing general partner. Thirty-five channel capacity system serves Bridgeport, Stratford, Milford, Orange and Fairfield counties and passes 95,000 homes with 900 miles of plant. Parties declined to give specific price until agreement is filed with Connecticut Department of Public Utility Control, but Oristano said deal exceeds \$45 million purchase by Knight-Ridder and TeleCommunications Inc. last year of Cross Country Cable's northern New Jersey cable system (BROADCASTING, Jan. 18, 1982). Scripps-Howard and Dolan also are partners in Cablevision of Connecticut, cable system under construction in Fairfield county. Combined systems are expected to serve area with over 250,000 homes, Scripps-Howard said.

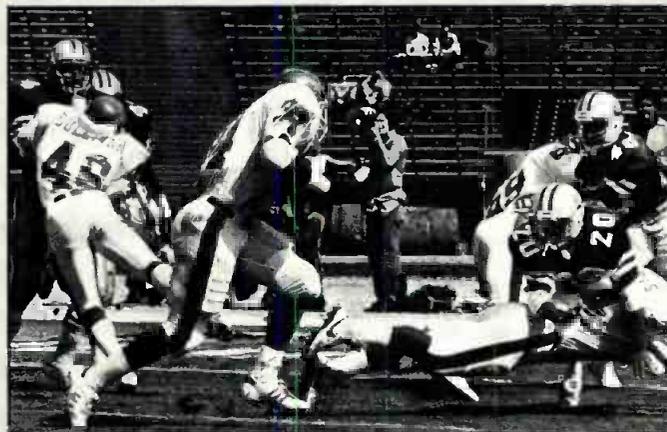
First pay-per-view offering by Reserved Seat Video Productions, joint venture between ABC Video Enterprises and ESPN, four-bout boxing package, slated for May 20, will be beamed to cable, STV and closed circuit operators via transponder Satcom III-R. Minimum retail price will be \$15, but only closed-circuit operators will be required to guarantee minimum draw. RSVP is committing \$1 million to promote event and signal will be scrambled with Oak's Orion security system.

White House deputy press secretary Larry Speakes's relations with press—particularly television reporters and cameramen—showed signs of strain last week. After President Reagan and Netherlands Prime Minister Ruud Lubbers had posed for pictures in Rose Garden, Speakes told press to "show a little respect" and not ask questions after President said he would not answer them. Reagan had declined to answer one question, from ABC's Sam Donaldson, about whether he would veto jobs bill pending in Senate, only to have NBC's Andrea Mitchell ask another, about nuclear arms talks. Nor was that only flare up. Speakes objected to cameramen using zoom lenses to shoot from Rose Garden through windows of Oval Office. Speakes called that "snooping in," and said cameras would not be allowed in Rose Garden if practice were repeated. Oval Office, he said, is "off limits" to such shots. Donaldson figured in Speakes' irritation on that matter, also. Speakes accused Donaldson of prodding his cameramen to zoom in on Reagan in Oval Office.

**ABC shifts.** Changes in ABC-TV's prime time schedule will go in effect over the next few weeks, including the introduction of new series for limited runs and period changes for three other programs. *Baby Makes Five*, a domestic comedy, begins on Friday, April 1, 8-8:30 p.m., while *Ryan's Four*, a new medical drama will be launched with a doubleheader—as a special preview on Tuesday, April 5 (9:30-11 p.m.), and in its regular period on Wednesday, April 6 (9-10 p.m.). Beginning April 6, *The Fall Guy* will vacate the time period given to *Ryan's Four* and will be telecast one hour earlier, at 8-9 p.m. Moving to new time periods are *Benson*, from 8-8:30 p.m. Friday to 8-8:30 Thursday, effective March 31, and *Condo*, which will be moved up one half-hour to 8:30 p.m. starting on that night also. *Amanda's*, now scheduled in that slot, will go on hiatus and return later in the season.

In comments at FCC last week, National Association Broadcasters said it opposed any reduction in minimum mileage separations among FM stations. "While actual median separations provide the listener with good quality service, interference unavoidable occurs and FM service is needlessly degraded where these separations are at a minimum," NAB said. "Accordingly, any further reduction of minimum separations only would serve to increase aggregate levels of interference." Comments came in response to five technical studies filed by Subgroup on Technical Matters, Advisory Committee on Radio Broadcasting in proceeding aimed at increasing number of commercial FM stations (Docket 80-90).

Group of New York cameramen, reporters, editors and other members are in process of forming Electronic Newsgatherers Association to raise standards of their work and to reward outstanding performances through presentation of awards. More than 20 workers at New York TV stations have showed interest in joining proposed ENGA. Robert F. Blake, former director of press information CBS Cable, has been named executive director pro tem of ENGA. Those interested may write association at 41 Park Avenue, New York, N.Y. 10016.



National rating for ABC's second Sunday afternoon telecast of NFL action (March 13) was down by almost half that of premiere game week before. Second week's game—in which Philadelphia Eagles beat New Jersey Generals 25-0 at Philadelphia—averaged 7.4 compared to 14.2/31 rating that network received for opening game between Generals and L.A. Express (see story, page 154). Game two, however, still beat sports competition on CBS (which, some overlap, scored 4.4/15 and 4.2/12 for two college basketball games) and NBC (which scored 5.2/14 for gold tournament and 13 for ACC college basketball championship). ESPN rating (within its universe of 25 million homes) for its second Monday night NFL cablecast was down also—scoring 3.4 for game where home team L.A. Express beat Washington Redskins 20-3, compared with 10.0 rating for its debut game week prior. ESPN's first Saturday NFL game (March 12), where Chicago Blitz lost to Arizona Wranglers 30-29, scored 3.0 rating.

Daytime Broadcasters Association members plan trip to Washington this week to lobby leaders of Senate and House communication committees for passage of legislation which would extend hours of broadcast for daytime stations. New bills are expected to be introduced during their visit.

Screen Actors Guild and American Federation of Television and Radio Artists have rejected proposal by motion picture and television producers that would have required members of two unions to continue working beyond June 30 contract expiration date on any movie or long-form television production begun prior to May 15, even if SAG and AFTRA call strike. Alliance of Motion Picture and Television Producers' proposal was turned down by joint boards of unions, which are in "phase one" of planned merger. First-round negotiations between unions and management are scheduled for mid-May. Many production companies are said to be settling up their schedules around June 30 contract deadline.

Robert Wold Co. and its Wold Communications subsidiary have two widely disparate clients—Cuban government and Roman Catholic Church. Robert Wold Co. has reached tentative agreement with Cubans to feed 5,000 hours of coverage of 1984 summer Olympics in Los Angeles via satellite. Deal requires State Department approval since it involved use of U.S. domestic satellites and transfer of funds from Cuba to U.S. Meanwhile, Wold Communications has begun distributing over Westar IV Catholic Telecommunications network of America, which offers entertainment, educational and religious television programming. CTNA, for-profit subsidiary of United States Catholic Conference, is transmitted three hours per day (12:30-3:30 p.m. NYT), Monday through Friday.

San Diego-based Oak Industries and eight of its top executives, including Everitt Carter, chairman and chief executive officer, were named in class action suit filed in federal district court in San Diego last week with violating federal securities laws, fraud and negligent representation. Complaint, filed by shareholder Joseph Smith of New York, alleges that Oak and key corporate executives failed to disclose material facts or made misleading statements about firm's business and financial status, and cited press releases, quarterly reports and speeches as sources. Company, which manufactures cable and fiber-optic equipment as well as owning several subscription television systems throughout country, has reported decline in earnings in recent months. In February it announced 1982 net income of \$4.1 million, bolstered by tax credits of more than \$17 million. Oak has posted operating losses for first quarter of 1983 and written off \$23 million in losses attributed to "certain subscription television development costs and other assets."

AT&T has proposed modification of its divestiture plan to resolve controversy over manner in which it and 22 local operating companies may use Bell name and trademarks after breakup of system in January. Under proposal filed with U.S. Judge Harold Greene, in Washington, local companies could continue to use Bell in their names, provided it is preceded by geographic designation, but could use it in marketing telephones or other equipment. Parent company would use Bell only when preceded by modifier "American." Modification was in response to comments of Justice Department, which had joined number of other AT&T customers and competitors objecting to original plan for dealing with name. That indicated that AT&T and local companies would use name Bell with result, critics said, that customers would be led to believe Bell system was intact. AT&T said in its proposed amendment that, upon approval of plan of reorganization, it will conduct intensive advertising and public relations campaign to inform public of names and trademarks associated with AT&T's products and services, distinguishing them from names and trademarks to be used by local companies.

AT&T announced last week it is accepting applications for interim priority and regular use of frequency of KHOE-TV (ch. 30) San Ber-



**Neighborly gesture.** First Lady Nancy Reagan did the honors for the RKO Radio Networks last week, cutting the ribbon officially opening a new Washington news bureau at 1776 G Street N.W., a short walk from the White House. The ceremonies (last Wednesday, March 16) were fed via satellite to some 400 RKO Radio affiliates. Tom Burchill (at left), president of the RKO Radio Networks, presented a contribution of \$10,000 from the parent RKO General Inc. to Mrs. Reagan for relay to parents group fighting drug abuse.

ardino, Calif. FCC has denied station's licensee, Faith Center Inc., renewal for station and ordered it to cease operations May 24.

In effort to shore up public television's foundering monthly magazine, *The Dial*, Public Broadcasting Communications Inc. announced it has entered licensing agreement with John Quincy Adams Productions Inc., Goshen, N.Y. for printing, distribution and marketing. John Quincy Adams Productions is newly formed company headed by Henry M. McQueeney, publishing executive formerly with Woodhill Press, Goshen which published *Communications World* and *Afternoon TV*. Public Broadcasting Communications Inc., consortium of 15 public stations, formed to publish *The Dial*, will retain full editorial control of its publication, according to noncommercial WNET-TV New York President John Jay Iselin, who said new arrangement "gives us the financial stability and investment potential to make the *The Dial* the long-term success it deserves to be."

**CBS Reports: Guatemala won 35th George Polk Award in journalism** for network television reporting. Hour-long program, which aired last September, traced political and economic role of U.S. in that Central American nation. Award marks 16th time CBS News has won George Polk award in 35-year history of competition.

**Ted Kavanau**, vice president of Cable News Network, Atlanta, will give up job as head of CNN Headline News to establish new documentary and investigative journalism unit in Washington bureau.

**Bill Diefenderfer**, chief counsel for Senate Commerce Committee, who stated his intentions to leave committee ("Closed Circuit," Jan. 31), is joining Washington office of McNair, Glenn, Konduros, Corley, Singletary, Porter & Dibble, Columbia, S.C.-based law firm on April 25. Gerry Kovach, general counsel for committee, will succeed Diefenderfer.

**John M. Fowler**, general counsel to U.S. Department of Transportation, named executive vice president of Warner Amex Cable Communications, reporting to Chairman and President Drew Lewis, who was Secretary of Transportation before joining Warner Amex last month.

# Editorials

## Neither nor

The extent to which government regulation permeates television programming is on conspicuous display at the NATPE International annual conference that is under way this week. At formal sessions and in informal conversations, the biggest political question is certain to be: Will the FCC repeal its rules that exclude television networks from domestic program syndication and financial participation in the programs they buy for network exhibition?

The pervasiveness of government regulation was also on conspicuous display at the NATPE conference last year, when the biggest question was: Will the FCC repeal or waive its prime time access rule so networks might lengthen their evening news? That question has been answered in the interval between conferences: No. In the face of unanimous opposition from television stations, independents and affiliates alike, and from program suppliers, the FCC let PTAR alone.

The answer to this year's question is yet to come, and this year's alliances are less one-sided. The networks have attracted supporters of their petitions for repeal of the financial interest and domestic syndication rules, including most of their affiliates, the National Telecommunications and Information Administration and, with one caveat, the U.S. Department of Justice. For somewhat different, but equally compelling reasons, the universe of program suppliers (including some station groups affiliated with the networks) and independent stations are united in their opposition. Both sides have invested in lawyers, economists, public relations operatives and lobbyists on a scale suggesting that sheer survival is at stake.

Last week's 10 hours of oral presentations before the FCC served a useful purpose. They narrowed the debate to the principal question: Would repeal give the networks both the power and the incentive to manipulate syndication in favor of their affiliates over others and the independents? The code word is "warehousing." Indeed Jack Valenti, president of the Motion Picture Association of America, was the crystallizing agent. Representing major network program suppliers that stand to share financial interests that are now all their own and to lose at least some syndication if the FCC rules are repealed, Valenti put the issue this way: "This war is being waged by the networks to demolish the one foe they most fear, the independent television stations."

The networks deny an interest in warehousing, which they say would defeat their purpose of getting into syndication to make money.

On the other side, the independents fear that the networks would use syndication as a weapon. If independent audiences were driven to network affiliates for lack of off-network programming on the independents, network revenues would rise.

Beyond that, the program suppliers and the independents have financed research intended to demonstrate that selective warehousing by the networks could prove profitable beyond whatever value the denial of off-network series to independents might have. An economic study the opponents underwrote presented an array of models to support the conclusion that the price of programs offered in syndication could be inflated if others were intentionally withheld.

The FCC cannot come to a decision until the reply comments have been received next month and the cases fully presented. The decision will be made the easier for the reduction of the main issue to potential warehousing. The guess here is that when all is said and done, the combatants will have bought themselves a compromise.

## Heavy legacy

A certain disillusionment is setting in among applicants for low-power television stations. It is becoming clear that the applicants for markets with populations exceeding three figures will still be in the application stage into the foreseeable future.

This FCC is not to blame, although it must exercise its responsibility to get the backlog moving. When the low-power service was proposed, by a vastly different FCC, in 1980, the event was grossly oversold. No wonder 12,000 applicants have responded to the promise of a windfall.

The FCC of 1983 is on the right track in deciding to start with applications in the boondocks where television service is slight or nonexistent. But it cannot procrastinate on the way to larger markets. As is noted in a story elsewhere in this issue, applicants everywhere worry that they may run out of money and interest while the bureaucracy grinds on.

As the present FCC is discovering, when it comes to broadcast station placements, the commission cannot airily wave its hand and tell the marketplace to do its work. What's choking those computers now is the engineering data that the 1980 FCC dismissed as just another tiresome detail.

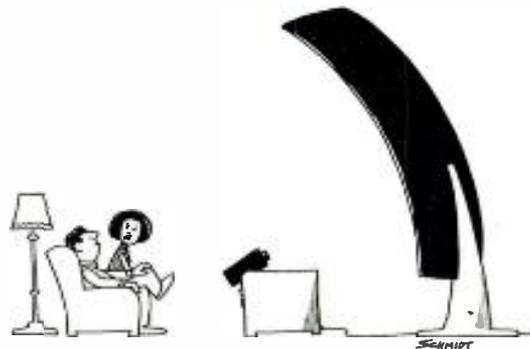
## An original

Studio announcers still wore tuxedos when Arthur Godfrey strummed his banjo and talked his way into radio in 1929 at Baltimore's WFBR. Television had opened the world to the American living room by the time he left the center of the scene.

Godfrey was a broadcasting phenomenon and one of television's first stars. He understood a star's prerogatives. After he fired Julius LaRosa on the air, Fred Allen was quoted as saying: "Godfrey has given CBS 24 hours to get out of town."

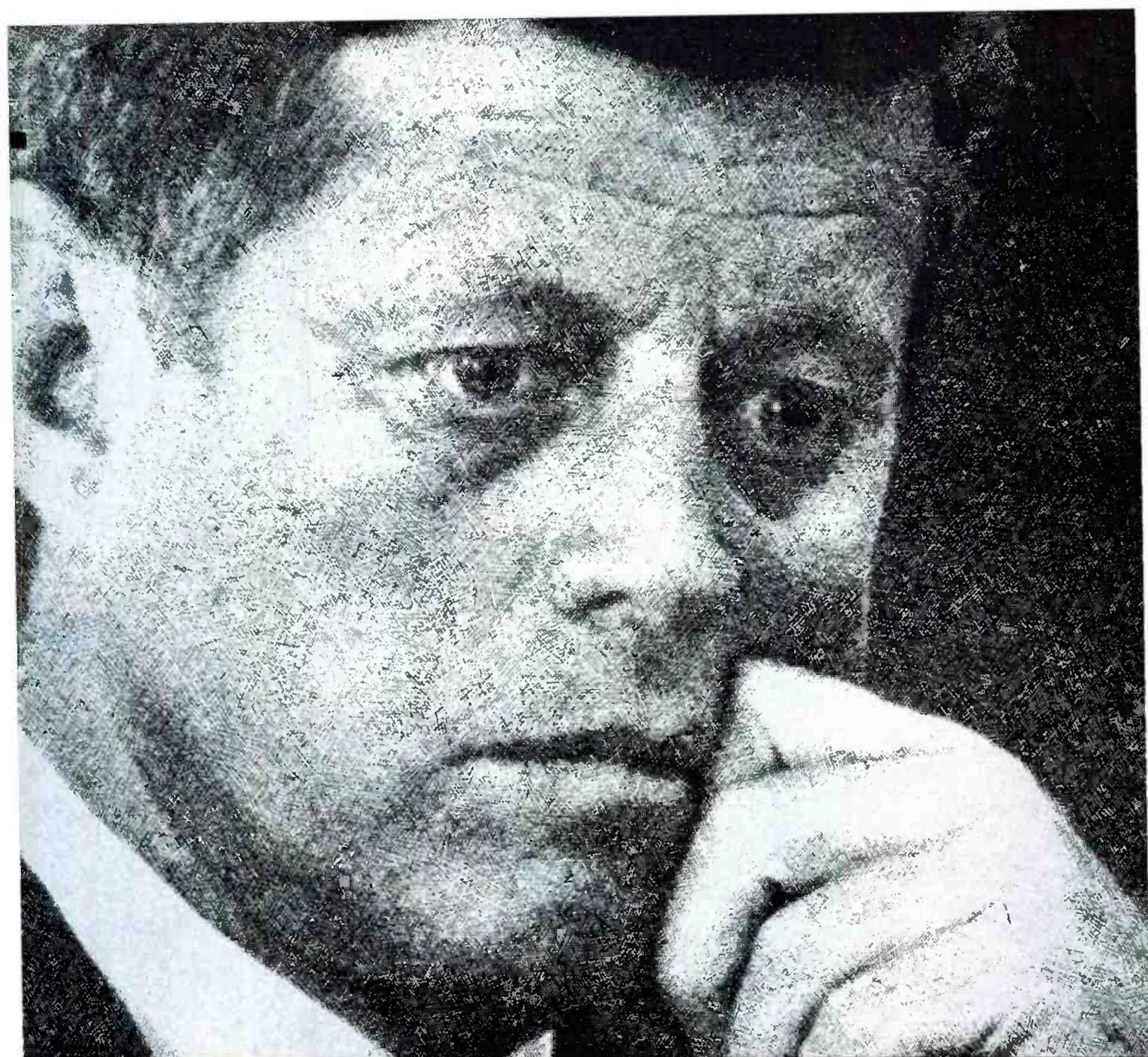
At his peak, Godfrey delivered 12% of CBS-TV's total billing, an asset CBS executives treated with deference bordering on reverence. "It's only a matter of time," it was remarked in this publication in that period, "that the second syllable of Godfrey will be forgotten."

Godfrey is gone, but will not be forgotten. On the totem of broadcast personalities he ranks near the top.



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