

Television Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 14

volume

23

20

motion pictures



Warner Bros. Television Distribution
A Warner Communications Company

52d Year 1983

Networks prep their pilots
for the fall TV season
Here comes NATPE

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BLOCK

GNP
26 BREATHTAKING
FEATURE FILMS



**THE
EXPLOITABLES**
25 EXPLOSIVE
FEATURE FILMS

JUSTERS!

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

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



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

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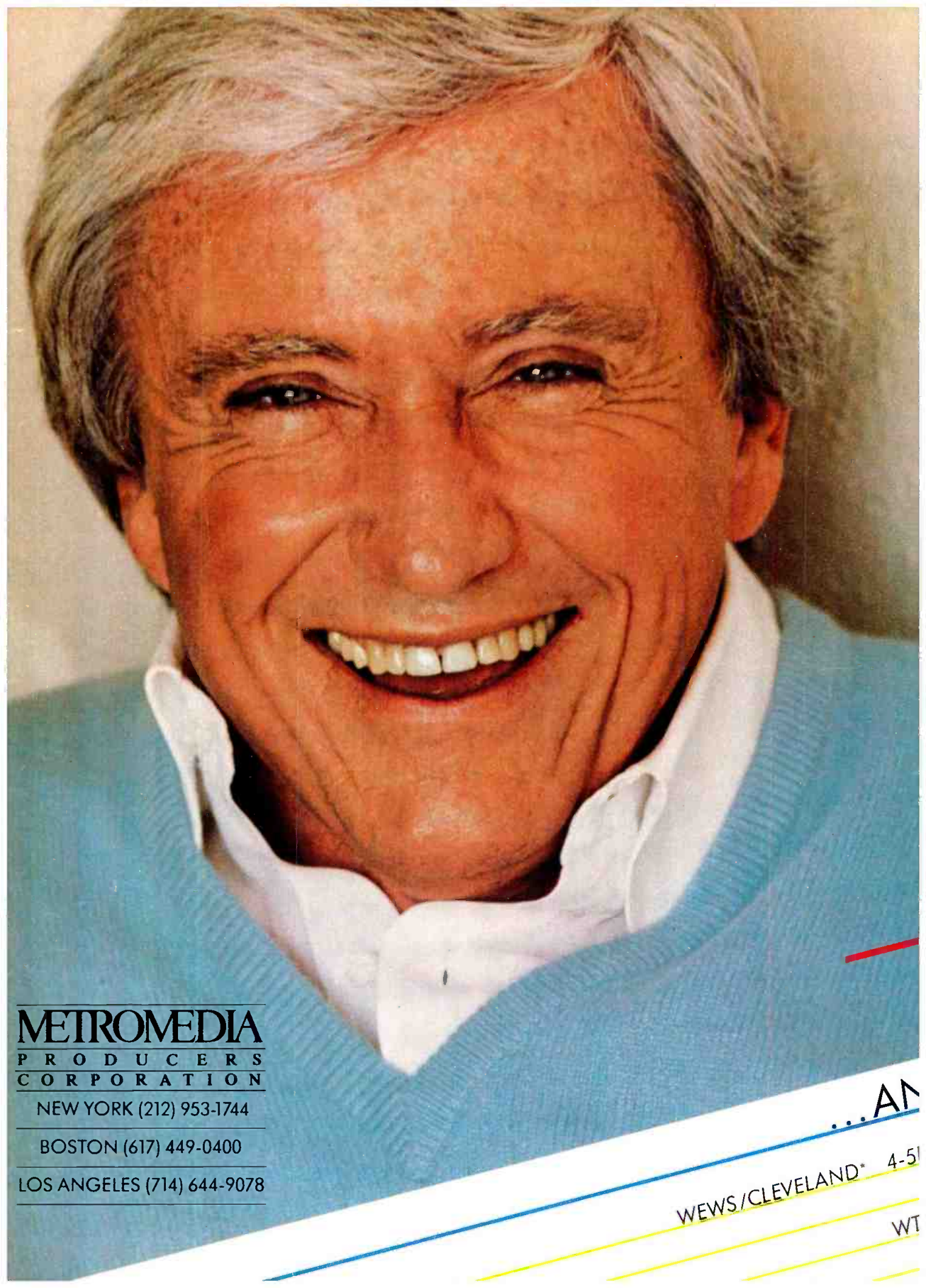
MGM FAMILY FAIR highlights scores of MGM's best-known, best-loved stars as some of the most famous characters ever captured on film.

Plus—23 Academy Awards and nominations.

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MERV

... for more reasons than ever before. He's branching out, expanding his format to include important information as well as dazzling entertainment.

Now Merv offers special tips on self-improvement, child-raising, home economy. Updates on medicine, politics, the arts. Spotlighting trends, lifestyles, beauty, fashion. And of course, a roster of celebrity guests!

ENTERTAINING, ENLIGHTENING, EXCITING - MERV IS...

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MOVING UP FROM COAST TO COAST!

- ING UP **71%** SHARE UP **50%**
- KRON/SAN FRANCISCO 2-3PM WOMEN 18-49 UP **100%** WOMEN 25-54 UP **140%**
- INGTON D.C. 9-10PM WOMEN 18-49 UP **71%**
- WXIX/CINCINNATI 12-1PM SHARE UP **33%** WOMEN 25-54 UP **33%**
- WPVI/PHILADELPHIA** 4-5PM WOMEN 25-54 UP **22%**

*WEEK #1 ARB FEB '83 PREVIEW/FEB '82 REPORT **ARB JAN '83/JAN '82 - ALL OTHERS NSI JAN '83/JAN '82



ENTERTAINMENT



VOL. 1983 No. 1

Hollywood, California 91607, Winter — Spring

SPECIAL EDITION

OR ON I: SIX YEARS, SIX RUNS

Traditional Feature Film Offering Leads New Orion Sales Push

In a departure from the current trend in short term film licensing, Orion Entertainment announced the availability of ORION I on the traditional basis of six years and six runs.

As with past motion picture packages (FILMS FOR THE 80's, FILMWAYS I), ORION I offers super promotable features with Hollywood's favorite stars. Jessica Lange joins Susan St. James and Jane Curtin as one of three desperate housewives who plan a comical robbery in "How to Beat the High Cost of Living." Sean Connery romances Natalie Wood and listens to President

one of his finest performances as a man who learns love from a small boy (Ricky Schroder), even as he teaches the youngster survival in the wilds of Australia. Also from Australia is one of the highest grossing films of all times — "Mad Max." International favorite Mel Gibson stars as Max in the original adventures of the Road Warrior. Marshal Arts superstar Chuck Norris made his starring feature film debut in the action-packed movie, "Breaker! Breaker!" "Star Trek's" William Shatner trades in Mr. Spock for a sensuous and evil Stephanie Zimbalist, an attractive teenager who becomes "The Babysitter." Robert Blake creates a charismatic detective in the tradition of Sam Spade and Philip Marlowe in the story of "The Big Black Pill."

The versatile Karl Malden stars as hockey coach Herb Brooks in the true story of the powerhouse American team at the 1980 US Olympics, also starring Andrew Stevens, Steve Guttenberg and Jerry Houser as skilled team members. Academy award winners Broderick Crawford, Jose Ferrer and John Marley star with Michael Parks, Rip Torn and Raymond St. Jacques in the fast paced mix of rumor and legend surrounding the late FBI chief in "The Private Files of J. Edgar Hoover." More true life drama is offered in "Son-Rise: A Miracle of Love," an award winning film based on the real life experiences of a couple with an autistic son.

Muscle bound Jan-Michael Vincent, as a merchant seaman, joins forces with neighborhood store owner Art Carney in



Leonard Finster, film historian and star of "That's Funny," says: "Keep your eye on ORION, because this year we've got great movies and more coming at you."

"Defiance," the story of gang violence in an urban ghetto. "In the Custody of Strangers" stars Martin Sheen, with his real life son Emilio Estevez, in the harrowing drama of a blue collar worker's son incarcerated in a prison system designed for adult criminals.

More popular performers starring in ORION I include Barbara Eden, Jamie Farr, Richard Benjamin, Dabney Coleman, Eddie Albert, Patty Duke-Astin, John Houseman, Brian Keith, Stuart Whitman, John Saxon, Dirk Benedict, Richard Thomas, Fred Willard, Garrett Morris, Susan Anspach, Trevor Howard, Tony Bill, Cyd Charisse, Don Murray, and more.

From action to adventure, drama to comedy, ORION I offers 20 outstanding titles which also include spectacular 10-second and 30-second promotion spots guaranteed to generate viewer interest.

AEROBICISE, THE HOME VIDEO PAY-TV HIT COMES TO FREE TV

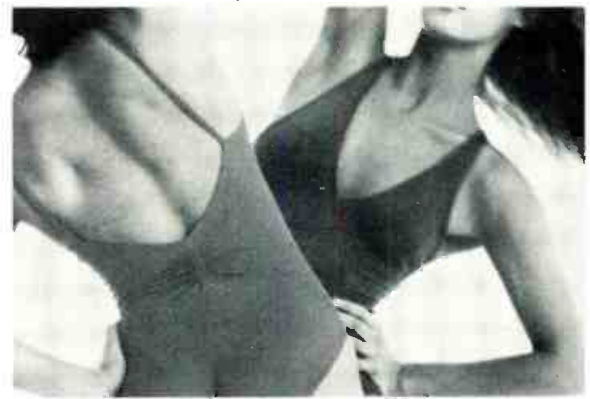
The revolutionary new fun health program that has already captivated the country is now an exciting new 30-minute strip series for television available exclusively from ORION. Five gorgeous instructors lead viewers in the Nation's hottest new exercise program that combines original music and skilled instruction to become the most stimulating and entertaining exercise program ever offered.

Produced and directed by famed fashion photographer Ron Harris, Aerobicise uses proven techniques to create a healthier, more vital life style.

Aerobicise is a program of "Oxygen Exercises" which raise the pulse rate long enough to produce positive results. Regular viewers of "Aerobicise" will lose weight, look better, feel better, and be better.

Watching "Aerobicise" will make viewers want to get up and start moving!

The greatest pleasures in life come from feeling good about yourself. Starting now, "Aerobicise" work for you at your viewers. The Monday through Friday workout provide a complete in-home exercise program that is fun to watch and easy to follow.



Due To Popular Demand "Saturday Night's Original Not-Ready-For-Prime-Time-Players Are Now Ready-For-Anytime

Available to stations on a multi-year, multi-limited run basis, giving stations total programming flexibility in all time periods.

"Saturday Night" continues to feature the comedy antics of the original Not-Ready-For-Prime-Time-Players: Dan Aykroyd, John Belushi, Chevy Chase, Jane Curtin, Garrett Morris, Bill Murray, Lorraine Newman and Gilda Radner. A nation of comedy fans have given their allegiance to creator/producer Lorne Michaels' TV comedy series giving it continued strength and durability.

Dominating each fast-paced episode will be the most memorable sketches from the Emmy

winning series, including Samurai Delicatessen, The Kill Bees, The Coneheads, Saturday Night Fever, The Nurds, featuring Gilda Radner as Li: Loopner, Mr. Bill, Those Wild as Crazy Guys, featuring Steve Martin and Dan Aykroyd, Fath Guido Sarducci, Cheese Burge from the Greek Restaurant, The Blues Brothers, Baba Wawa.

Plus, Bill Murray's popular lounge singer, Nick Rail; Aykroyd's Tom Snyder, Garr Morris as Tina Turner, Rosan Roseanadanna and other zany characters.

Young adult comedy at its finest every day on "Saturday Night!"



Henry Fonda in the science fiction spectacular "Meteor." TV's "Fall Guy." Lee Majors joins former matinee idol Cornel Wilde in the epic adventure "The Norseman."

One of the world's great beauties, Angie Dickinson lends her vibrant good looks to suspense director Brian De Palma's erotic classic, "Dressed to Kill," which also features De Palma's wife Nancy Allen and an outstanding performance by Michael Caine. Academy award winner William Holden gives

The Golden Age Of Comedy Returns In New Half-Hour Strip "That's Funny"

Top comics of the past appear in an exciting collection of classic comedy short subjects in the new comedy series, "That's Funny." Stars like Lucille Ball, Leon Errol, W. C. Fields, Phil Harris, Laurel & Hardy, Edgar Kennedy, Jean Arthur, Billy Gilbert and the Three Stooges all appeared in comedy short subjects. These long running comedy series were the precursors of TV situation comedy... only they were funny!

At RKO, the short subjects division produced over 1,000 films, had full use of the many elaborate sets and plenty of talented performers which today give these rare comedies an expensive look. The RKO comedy gems also feature the early work of directors like George Stevens ("Gunga Din") and Mark Sandrich ("Top Hat").

Created and produced by Rob Word, and hosted by puppets

Leonard and Alice Finster, "That's Funny" adds a laugh track to these long unseen films making them better than ever.

"Why sit around watching television reruns when you can see Hollywood's best comedies for the first time in over 50 years?" asked Leonard Finster. "Young and old alike will find something to tickle their funny bone. It's the perfect family entertainment!"

Leonard Finster says: Call...

ORION ENTERTAINMENT CORPORATION

Los Angeles: 213-557-8700
New York: 212-758-5100
Chicago: 312-346-9142
Atlanta: 404-881-0493

Broadcasting **Mar 14**

Networks go a piloting in Hollywood □ NATPE set to open Las Vegas extravaganza □ Nashville's debut □ Foes poised for oral arguments on financial rules

SPRINGTIME IN HOLLYWOOD □ Three networks prepare for fall season as full-scale pilot production gets under way. **PAGE 39.**

QUELLO'S COMPROMISE □ FCC commissioner's idea to allow networks gradually into syndication market could steal the show at oral presentations before the FCC on the commission's proposal to repeal the syndication and financial interest rules. **PAGE 41.**

EIGHT, PLEASE □ FCC report on international direct broadcast satellite conference to begin in June shows U.S. will ask for eight orbital slots. **PAGE 42.**

PASSIVE OBSERVERS? □ Role of two cameramen filming man setting himself ablaze sets off controversy. **PAGE 43.**

ALL ABOARD □ CBS and NBC join ABC in expanding commercial prime time with two more national minutes and one more local. **PAGE 44.**

CABLE'S IDES OF MARCH □ The Copyright Royalty Tribunal's rate increase for distant signals goes into effect tomorrow. **PAGE 44.**

PARKER'S FAREWELL □ Everett Parker, head of the UCC's Office of Communication for nearly 30 years, retires. **PAGE 45.**

NAB ELECTIONS □ Twelve new members are elected to radio and TV boards. **PAGE 45.**

BRIGHTER FEATHERS □ For the first time since 1978, NBC profits rise. **PAGE 46.**

NATPE CONCLAVE □ Television program executives

gather in Las Vegas for their 20th annual convention with repeal of the financial-interest and syndication rules uppermost on their minds. **PAGE 70.** A rundown of daily activities begins on **PAGE 74.** Too many shows and not enough time periods seem to be the programmers' predicament this year, although many see the marketplace changing dramatically soon. **PAGE 82.** Listing of the nearly 300 exhibitors begins on **PAGE 86.**

OUTTAKE BLUES □ CBS outtakes from *60 Minutes* piece are center of contention by Los Angeles doctor suing for slander over CBS production methods. **PAGE 127.**

NASHVILLE HELLO □ Nashville Network spends \$1 million in multicity bash to launch cable programming service to seven million subscribers. **PAGE 146.**

RESEARCH HOMEWORK □ ARF conference discussion centers on need for better research to keep up with changing society. **PAGE 158.**

SAT QUERIES □ Panelists at satellite symposium discuss DBS, copyright issues, piracy and international allocation problems. **PAGE 162.**

FUTURE IS NOW □ Twenty-eight news organizations file brief with Judicial Conference of the United States asking that cameras and microphones be allowed in federal courtrooms. **PAGE 172.**

BELL'S PATHFINDER □ Randy Tobias is American Bell's point man in AT&T's plans for bringing advanced information systems, including videotext, to the nation. **PAGE 199.**

INDEX TO DEPARTMENTS

Advertising & Marketing	158	Datebook	24	In Sync	154	Programming	146
Business Briefly	18	Editorials	202	Journalism	172	Riding Gain	60
Cablecastings	12	Fates & Fortunes	195	Law & Regulation	118	Stock Index	159
Changing Hands	160	Fifth Estater	199	Monday Memo	34	Technology	162
Closed Circuit	10	For the Record	176	Open Mike	30	Telecastings	170

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INDEX TO ADVERTISERS ■ Accu-Weather, Inc. 176 □ Almi Television Productions 109 □ The Bennett Group 111, 112-113, 114 □ Best Film & Video Corp. 88 □ Blackburn & Co., Inc. 160 □ Broadcast Personnel, Inc. 195 □ CBS Television Network 15 □ Classified ads 184-194 □ ColoGraphics Systems, Inc. 105 □ Columbia Pictures Television 13, 28-29, 84-85, 132-133 □ Continental Electronics 177 □ DFS Program Exchange 99, 107, 135, 143 □ Delta Air Cargo 62 □ Ebony/Jet Celebrity Showcase 163 □ Energy Productions 134 □ Environmental Satellite Data, Inc. 130 □ Genesis Entertainment/Gannaway Enterprises, Inc. 144-145 □ Gober Advance Inc. 122 □ Golden West Television 148-149 □ Gold Key Entertainment 128-129, 166-167, 168-169 □ The Samuel Goldwyn Co. 101 □ The Graphic Express Corp. 142 □ Group W Productions 25, 27, Third Cover □ Group W Satellite Communications 123, 124-125, 126 □ Harris Corp. 131 □ Katz Communications Inc. 117 □ M.A. Kempner Inc. 96-97 □ LeParc Hotel 122 □ MCATV 11, 31, 89, 90-91, 92-93, 94 □ MGM/UA Entertainment Co. 4-5, 35, 36-37, 67, 68-69, 71, 72-73, 75, 76-77, 79, 80-81 □ MIP-TV 178-179 □ McMartin Industries Inc. 60 □ Metromedia Producers Corp. 6-7, 119, 120-121, 171 □ Mutual Broadcasting System 61 □ Orion Entertainment Corp. 8 □ PK Services Corp. 23 □ Paramount Television 47, 48-49, 50-51, 52-53, 54-55, 56-57, 58-59 □ Professional Cards 181 □ Cecil L. Richards Inc. 161 □ The Romano Film Group 175 □ Service Directory 180 □ SONY Broadcast 136-137, 156-157 □ Standard Rate & Data Service 183 □ Stolze Software Systems Inc. 114 □ Sunbow Productions Inc. 98, 100, 104 □ Syndicast Services 155 □ D.L. Taffner Syndication Sales 14, 82, 87, 106, 115, 127, 138 □ William B. Tanner Co., Inc. 197 □ Telepicture Corp. 19, 20-21, 22 □ The Tobacco Institute 66 □ Turner Program Services 16-17, 152-153, 164-165 □ 20th Century Fox Television 32-33, 140-141 □ Uni-Set Corp. 12 □ United Air Express 173 □ United Press International 63, 64-65 □ United States Satellite Broadcasting Co., Inc. 83 □ Viacom Second Cover, 3, 102-103, 151 □ Ward-Beck Systems Ltd. Fourth Cover □ Warner Bros. Television Distribution Front Cover □ WLS-TV 139

Who's on first

Efforts to achieve full First Amendment rights for electronic media are picking up steam. Freedom of Expression Foundation, devoted to achieving that goal, has been formed at instigation of Senator Bob Packwood (R-Ore.), moving force behind drive for constitutional amendment to expand First Amendment rights to electronic media. Dr. Craig Smith, former director for public policy, Chrysler Corp., Detroit, and former deputy director of National Republican Senatorial Committee, has been hired to run foundation, which is seeking financial support from broad base of communications groups. Foundation will operate on initial budget of \$250,000.

Smith said foundation has solicited roughly \$150,000 (of which \$20,000 is in bank) in pledges from organizations including AT&T, Western Union, Comsat, Scripps Howard, and Times Mirror. FEF also plans to support itself through membership dues from organizations such as National Association of Broadcasters and National Cable Television Association. Smith said foundation will establish policy advisory board on which NCTA President Thomas Wheeler, NAB President Edward Fritts, and AT&T Chairman Charles Brown have agreed to serve.

Telcos to be let in?

Despite FCC Office of Plans and Policy recommendation that telephone-cable crossownership prohibition be retained (BROADCASTING, Nov. 9, 1981), Common Carrier Bureau is developing notice of proposed rulemaking proposing "relaxation" of rule. Official said notice, which should be ready for commission "within the next few months," was spurred by interest of "number" of commissioners. Although Commissioner Joseph Fogarty has long advocated elimination of ban—and Commissioner Stephen Sharp has indicated he would be favorably disposed to that (see story, page 134)—official wasn't sure whether item would be brought up before terms of those commissioners expire June 30.

Dropping pilots

As television networks approach end of pilot purchasing for 1983-84 prime time season, advertising agency executives note reversal of trend in recent years toward steady increases in number of

pilots ordered. For 1983-84, indications are that only about 75 pilots will be produced, sharp drop from 96 ordered for 1982-83 and down from 85 ordered for 1981-82. Networks appear to be economizing, according to agency sources, not only by ordering fewer pilots, but also by renewing more series that in prior years might have been dropped, for example, *Cheers*, renewed last week by NBC-TV (see ratings story, page 150). Network executives say reduction in number of pilots purchased this year is balanced by short-run spring series with which all are experimenting this spring.

Glitter

Oral argument today (March 14) on FCC's proposal to repeal network syndication and financial-interest rules, which is expected to draw standing-room-only crowd, is also drawing top-notch representation from parties at interest. Making his debut as official witness before commission will be Thomas Wyman, president and chief executive officer, CBS. Presenting case for repeal for NBC will be Robert Mulholland, president and chief operating officer. ABC will be represented by Everett Erlick, senior vice president and general counsel.

Among stars slated to argue case against repeal: Jack Valenti, president of Motion Picture Association of America, former FCC Chairman Dean Burch and television producer Norman Lear.

Togetherness

Still another honor has been added to long list accorded Frank Stanton: He has been named president emeritus of CBS Inc. (Stanton served as company's president from 1946 to 1971 and vice chairman from 1971 until his retirement in 1973.) Emeritus motion was made at last CBS board meeting by Chairman William S. Paley. Stanton-Paley association will continue in still another area of their busy media careers. Paley was named last week to co-chairmanship of Paris-based *International Herald Tribune*, and Stanton was named board member.

Out of the blue

Satellite Music Network, Dallas-based radio program service currently distributing three live formats 24 hours per day to over 170 affiliates, is likely to go public within next 90 days. Reason for move, according to highly placed insider,

is recent growth of network, which has signed average of 25 new affiliates in each of last three months, bringing total of stations signed to approximately 265. On air since September 1981, SMN disclosed it is about to launch new hot hits format, to be entitled "Hot Rock" ("Closed Circuit," Feb. 28).

Next blast

Last Days of Pompeii, six-hour mini-series based on classic novel by Sir Edward Bulwer-Lytton, is likely to be next big special drama to air on ABC-TV, but not until 1984-85 season. Final go-ahead is expected to come in next few weeks, with project to be produced by David Gerber in association with Columbia Pictures Television and Columbia/RAI of Italy and filming to begin this summer in London and Rome. Network expects schedule to be dominated next season by coverage of Olympics and national political conventions, and has tentative plans to air only one four-hour mini-series, to be titled *Mystic Warrior* and likely to air in fourth quarter.

Is longer better?

Cable Satellite Public Affairs Network will change its name in hope of becoming more marketable. New name: C-SPAN—America's Network. Cable service will get reaction to new name from 27 cable marketing executives it has invited to Washington this week for lesson on what it does and how it does it.

Speculation

Hundred-point run-up in Metromedia stock price over past four weeks, carrying it past \$408 before it settled back into \$390's last week, can find variety of explanations on Wall Street. Most analysts seem to think several factors contributed, including past year's restructuring in which company sold off outdoor advertising properties, traded up TV holdings in big markets and moved strongly to get into cellular radio—all considered good moves for even better down-the-road performance—plus buy-back of 1.2 million of its own shares and, perhaps triggering influence in at least one analyst's opinion, unconfirmed reports that Metromedia has been negotiating with Ted Turner about possible acquisition of superstation WTBS(TV) Atlanta and Cable News Network with its *CNN Headline News*.

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The bare-handed cobra-catcher!



The soaring torpedo!



The leaping motorcyclist!



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

THAT'S INCREDIBLE!

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



MCA TV



The fearless bee-lady!

Cable castings

California communications

California State Assemblywoman Gwen Moore (D-Los Angeles) has introduced legislation that would establish a cabinet-level "Department of Communications" in the state, the first such state agency in the United States.

The proposal is contained in A.B. 854 and would consist of a five-division department within the existing State and Consumer Services agency, to include sections devoted to policy and planning, research and development, legal affairs and public broadcasting and the arts.

Although the proposed department would not have a specific mandate for regulating cable television, broadcasting or other new technologies, its mission includes recommending "elements of a state communications policy," representing "the interests of state government" before the Congress and federal government in matters relating to communications regulation, "operating a research and development program identifying state-of-the-art and conventional technological approaches to the solution of communications problems encountered by state government," and "coordinating and developing... comprehensive planning for the enhancement of

communications and computer services within California."

In announcing the bill, which will be discussed in hearings later this spring, Moore declared: "It's time the state put its house in order to take advantage of the benefits afforded by telecommunications deregulation and growth—and to avoid the pitfalls." She emphasized that her legislation would consolidate several existing agencies and provide coordination of their activities. Moore is head of the Assembly Committee on Utilities and Commerce.

CARS-BAS marriage

Westinghouse Broadcasting and Cable's request that the FCC launch a rulemaking to authorize the cable television relay service (CARS) to share frequencies assigned to television auxiliary services in the broadcast auxiliary service (BAS), to consider merging CARS and BAS into one service and to consider whether owners of master antenna TV systems should be eligible for CARS licenses (BROADCASTING, Jan. 10) has drawn a mixed response in comments at the commission. The National Association of Broadcasters urged the commission not to launch a separate rulemaking to address Westing-

house's concerns, but to consider those as comments in a pending rulemaking that is looking toward the development of a broad spectrum-use plan for fixed and mobile bands between 947 mhz and 40 ghz. The National Cable Television Association gave Westinghouse its support, paying special attention to MATV use of CARS frequencies. "If the commission chooses to facilitate the development of interconnected MATV systems by granting CARS licenses for this purpose, it should pre-empt local regulations and fees that give SMATV operators an unfair competitive advantage [over cable operators]," NCTA said. "Alternatively, the commission should conduct a rulemaking proceeding to consider whether the public interest is served by the granting of CARS licenses to MATV operators for the purpose of interconnecting buildings without using public rights of way." The Society for Private and Commercial Earth Stations said it supported "many" of Westinghouse's proposals. Nonetheless, it said additional restrictions aimed at preventing "private cable operators" from using CARS frequencies struck "a clearly anticompetitive posture."

Obey the rules

The National Cable Television Association has alerted its membership to learn and adhere to the FCC Equal Employment Opportunity rules. The warning was sent out after the FCC's enforcement division advised NCTA that it will begin making random checks of cable systems this month to see if they are in compliance with the rules. "If there are questions or discrepancies surrounding the contents and accuracy of the file," the NCTA admonition said, "the division may commence a compliance audit of the cable unit in question." Under the current rules, NCTA said, cable systems must establish an EEO program and make annual reports on its implementation and submit annual reports on complaints of discrimination and minority employment. "We urge all member systems to fully comply with the aforementioned rules," NCTA said, "and to contact all employment units to likewise verify their compliance."

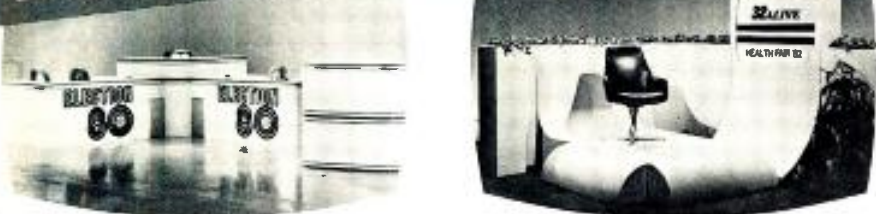
Money shuffle

Storer Communications Inc. has established a new \$450-million revolving credit line with a consortium of 17 banks led by Chase Manhattan. The funds will be used to repay the \$321.5 million outstanding under a 1982 line of credit, which has been terminated. The remainder will be used to finance the continued expansion of Storer's cable operations. Storer may draw on its credit for three years. During the revolving period, Storer said, Storer will be able to borrow at Chase Manhattan's prime rate or for periods up to 180 days at three-quarters percent over CD rate plus Federal Reserve requirements. After March 31, 1986, it said, the out-

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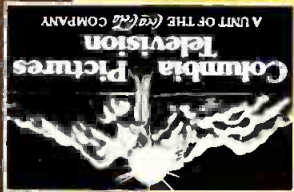
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standing balance may be converted to a four-year loan with annual principal maturities of 15% in the first year, 25% in the second and 30% in the third and the fourth. "Although the company has experienced a decline in net income, principally because of the growing interest expense related to capital expenditures," said Storer Chairman Peter Storer in a prepared statement, "I believe that the long-term outlook is favorable." The banks extending the credit: Bank of America, Barnett Bank of South Florida, Citizens & Southern National Bank, Citizens Fidelity Bank & Trust Co., Comerica Bank-Detroit, Continental Illinois National Bank and Trust Company of Chicago, The First National Bank of Atlanta, Mellon Bank, National Bank of Detroit, RepublicBank Dallas, Security Pacific National Bank, Shawmut Bank of Boston, Society National Bank, Southeast Bank, Texas Commerce Bank National Association and Wells Fargo Bank.

CAB stand

"Connect with the missing audience." That's the theme of this year's Cabletelevision Advertising Bureau conference, to be held in New York on April 5 and 6. Workshop issues on the first day of the conference will deal with establishing rates and creating promotional materials; hiring, training and motivating effective sales people; selling against other media; streamlining sales administration, and sharpening personal communications skills. The second day will focus on cable from advertiser and agency perspectives. Session topics will include ways to improve media planning efficiencies; ad opportunities in cable sports coverage; cable and direct marketing, and an update on the cable audience methodology study currently being analyzed by Nielsen. For more information, contact Lela Cocoros at CAB, New York.

Musical ballot

MTV has come up with its own battle-of-the-bands concept in the form of a new half-hour monthly program entitled *The MTV Basement Tapes*, to debut today (March 14). The program features video clips of local bands around the country and viewers will be asked to vote for their favorite by calling a 900 phone number. Bands receiving the most votes per program will be featured in a final playoff to air in September, with the

winner earning a new video clip and an EMI-America recording contract for a four-song record.

More music

USA Cable Network and ATI Video will premiere a joint program venture today (March 14) examining today's "pop culture and music scene." Called *Radio 1990*, the show is scheduled to air Monday through Friday from 7 to 7:30 p.m. NYT, to be repeated in a late-night time period following USA's music cabaret series, *USA Hot Spots*.

Plans call for *Radio 1990* to highlight video clips of rock performers as well as reviews of current movies, books, fashion and television programs. Lisa Robinson, rock critic for the *New York Post* and syndicated radio and newspaper columnist, will serve as on-air personality.

Right cause, wrong effect

A study by researchers at the Rand Corporation, a Santa Monica, Calif.-based think tank, concludes federal legislation or regulations requiring cable operators to provide leased access channels could backfire by forcing them to drop cable services aimed at narrow audiences, which leased access rules are intended to benefit. The study, undertaken by Stanley M. Besen and Leland Johnson under a grant from the John and Mary Markle Foundation, said leased access regulations may be helpful only if competitive media fail to generate specialized programming or to guarantee access to the media for those seeking it.

More pay up north

Having won a regional pay television license to serve British Columbia and the Yukon, AIM Satellite Broadcasting Corp. announced last week it will launch The Performance Channel, a seven-day-a-week service featuring movies and specials, by early fall. The service will be available for direct reception in the home as well as through local cable and MDS affiliates, the new licensee said. If the service is successful, Canadian producers stand to benefit. AIM, which beat out three other applicants for the license, said that it will spend \$43 million for Canadian productions over the next five years. (CRTC rules require pay television licensees to invest in Canadian programming.)

Although two national pay services—First Choice and the C Channel—have been in operation since Feb. 1, AIM Chairman Harold Hine believes The Performance Channel will have no problem competing for programming. "We are adequately funded," he said. "On our own and in association with other regional licensees, we will have buying power that will enable us to compete for excellent product on equal terms with anybody."

Ancillary action

Warner Amex Cable announced the signing of an agreement to provide Westinghouse Electric, through Warner's Pittsburgh cable system, with a high-speed digital link to serve three Westinghouse facilities in downtown Pittsburgh. The link will be completed this spring. A fourth Westinghouse facility may be added later. C. Thomas Rush, vice president of commercial services for WA, said the company will market similar commercial communications services in Pittsburgh and other metro systems as well.

Field trip for NCTA execs

The National Cable Television Association's annual by-invitation-only executive seminar is set for April 28-29 at the Saddlebrook Resort in Wesley Chapel, Fla. For the second year running, the topic will be the competitive media. "This year's program will delve into how the cable industry can position itself nationally and locally to market more effectively to subscribers and nonsubscribers and against the competition," NCTA said. The results of two studies will be presented and discussed. The study conducted by Opinion Research Corp. will compare urban and suburban subscribers and nonsubscribers and identify marketing techniques for reaching each of the market segments. A Browne, Bortz and Coddington study will examine the economics of the competition and suggest strategies for meeting it.

First in a field of one

South Washington County Cable TV Co. is feeling confident about its chances of winning the cable franchise to serve seven communities in the suburbs of St. Paul, Minn. It was the only company to submit a bid to the South Washington County Cable Communications Commission, the agency set up to award a single franchise for the communities, which include Afton, Cottage Grove, Denmark township, Grey Cloud township, St. Paul Park and Woodbury. South Washington County Cable TV has proposed a two-way, addressable 64-channel system. It's a subsidiary of the Chicago-based Telephone and Data Systems Inc., which owns all or part of 10 cable systems serving approximately 13,600 basic subscribers.

USA to hotels

USA Network Cable has reached an affiliation agreement with The American Network, a new service offering programming and teleconferencing services via satellite to hotels and motels nationwide. TAN, based in Milwaukee, began transmitting USA full time on March 1.



#1

IN RALEIGH-DURHAM!

THREE'S COMPANY

WTVD M-F 5:30PM

	RTG	SHR
THREE'S COMPANY	13	31
Sanford & Son	11	27
Newscenter 28	3	7

Source: ARB/Nov. 82

D.L. TAFFNER SYNDICATION SALES

Contact: DICK CIGNARELLI (213) 937-1144

There are rare events
that capture
the heart
and imagination
of an
entire nation.



The
night of
February 28, 1983
was such
an event.

We're proud
to have
been
part of it.

 CBS

DISC

RENTALS

★ Robert Conrad ★



Richard Chamberlain ★



★ Sally Kellerman ★
★ and Raymond Burr ★

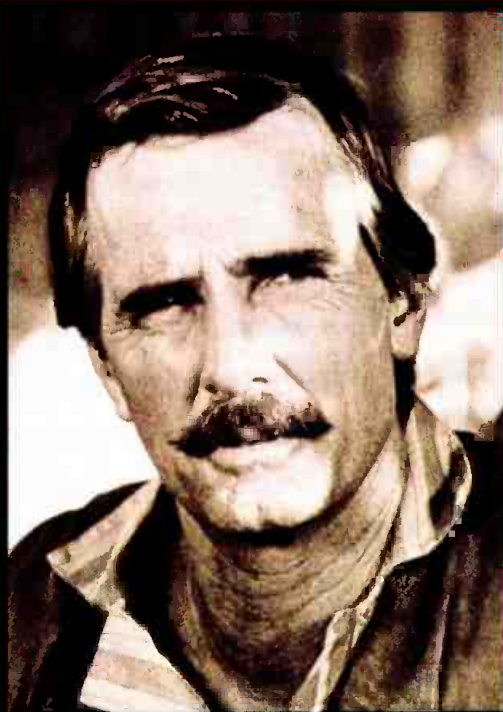
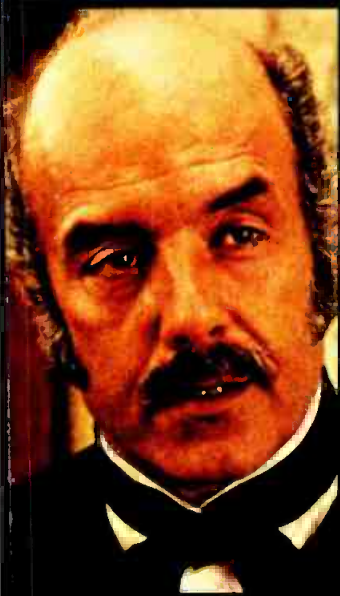


★ Chad Everett ★

OVER

WAAAAA

★ Pernel Roberts ★



★ Dennis Weaver ★

★ Andy Griffith and David Janssen ★



Discover the rest of "Centennial's" all-star cast, including Lynn Redgrave, Brian Keith, Stephanie Zimbalist, Robert Vaughn, Alex Karras, Gregory Harrison, Barbara Carrera, Donald Pleasance and Timothy Dalton.

26 hours.

TURNER PROGRAM SERVICES

TV ONLY

South Carolina Electric and Gas □

Energy information campaign begins in late March in Augusta, Ga., and Columbia and Charleston, both South Carolina. Flight will run 13 weeks in all dayparts. Target: adults, 25-54. Agency: Wray/Ward Advertising, Charlotte, N.C.

E.H. Wright Co. □ Campaign for Mr. Quick charcoal begins in late April-early May in eight markets. Spots will run for varying flights over 13-week period in all dayparts. Target: adults, 18-49. Agency: Mandabach & Simms, Chicago.

McRae's Department Stores □ Spring image campaign is currently running in 10 markets. Spots will air through June in day, fringe and prime times. Target:

adults, 18-49. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

Clorox Co. □ Household products division will advertise two products beginning March 28. Soft Scrub liquid cleanser will air in 40 markets for nine weeks and Formula 409 spray cleaner will run in eight markets for six-week flight. Products will air in all dayparts and target women, 25-54. Agency: Young & Rubicam, New York.

Clorox Co. □ Campaign for Hidden Valley Ranch salad dressing begins March 28 in 22 markets. Eight-week flight will air in all dayparts. Target: women, 25-54. Agency: Young & Rubicam, New York.

Gold Seal Co. □ Campaign for Snowy bleach detergent begins in second quarter on ABC, CBS and NBC, supplemented with 17 spot markets. Flight will run six weeks in day and early fringe times. Target: women, 18-49. Agency: Geers Gross, New York.

Oklahoma Department of Tourism and Recreation □ Tourism campaign begins March 21 in Dallas; Oklahoma City and Tulsa, both Oklahoma; Joplin and Kansas City, both Missouri, and Wichita, Kan. Six-week flight will air in all dayparts. Target: women, 25-49. Agency: GKD Advertising, Oklahoma City, Okla.

Friendly Ice Cream Corp. □ Campaign for various products begins March 21 for five weeks in 19 markets. Spots will air in fringe, prime and weekend times. Target: women, 25-54. Agency: Quinn & Johnson, Boston.

Volkswagen of America □ Campaign for entire line of Volkswagen automobiles begins this week in 19 markets. Flight will run four weeks during news times. Target: men, 18-49. Agency: Doyle Dane Bernbach, New York.

La Choy □ Campaign for Chinese foods begins in April in over 18 markets. Four-week flight will air in day and fringe times. Target: women, 18-49. Agency: Cunningham & Walsh, Chicago.

Genesee Brewing Co. □ Campaign for Genesee beer begins in late March in

AdVantage

Mennen goes pro. Mennen Co. has signed as major sponsor of United States Football League's Monday night games over ESPN. Television commercials for four Mennen products—Speed Stick deodorant, Speed Stick anti-perspirant, Skin Bracer after shave and Aftra after shave skin conditioner—will be rotated throughout schedule at cost of about \$250,000. Commitment by Mennen also includes Mennen most valuable player of game athletic scholarship award. Most valuable player will be announced during fourth quarter of game, immediately following Mennen ad. Recipient's school will receive \$1,000 scholarship. Agency for four Mennen products is SSC&B: Lintas, New York.

□

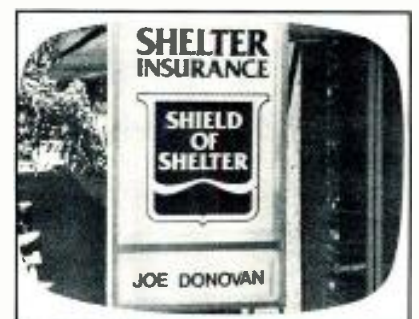
Olympic goal. James Duffy, president of ABC Television, told Sales and Marketing Executives Club of Los Angeles that ABC has set goal of \$625 million in advertising sales for its coverage of summer and winter Olympic games in 1984. Network is about 70% there, said ABC spokesman, having sold about \$440 million so far. Duffy said Coca-Cola has purchased entire soft-drink category—\$34.2 million for summer games and \$6.8 million for winter games; McDonald's has purchased fast-foods category—\$30 million for summer games and \$6 million for winter games; Anheuser-Busch and Miller Brewing Co. are sharing beer category at \$20 million each for summer games and \$6 million each for winter games. Twentieth Century-Fox has purchased nearly \$10 million in time, to be divided between summer and winter games.

□

Consumer electronics study. Warwick Advertising, New York, which bills estimated \$120 million, has released preliminary findings of study on electronics industry. National survey is being conducted among 11,000 households; first of three phases has been completed. Results: more than one-third of individuals who use in-home computers are children; computer ownership among families with children using computers in school is almost three times as high as in families whose children do not use computers in school; families who have members involved with computers on their jobs own four times as many computers as other families; one of every four families owns video games (as differentiated from computers) and of these owners, three-fourths have children under 18, families who own video games also are more likely to subscribe to cable TV than nonowners—correlation that may have special significance to marketers of such products and services. Subsequent phases of Warwick's continuing research, company spokesman said, "will explore qualitative attitudes of consumers concerning their acceptance or uneasiness with intrusions of consumer electronics in their lives."

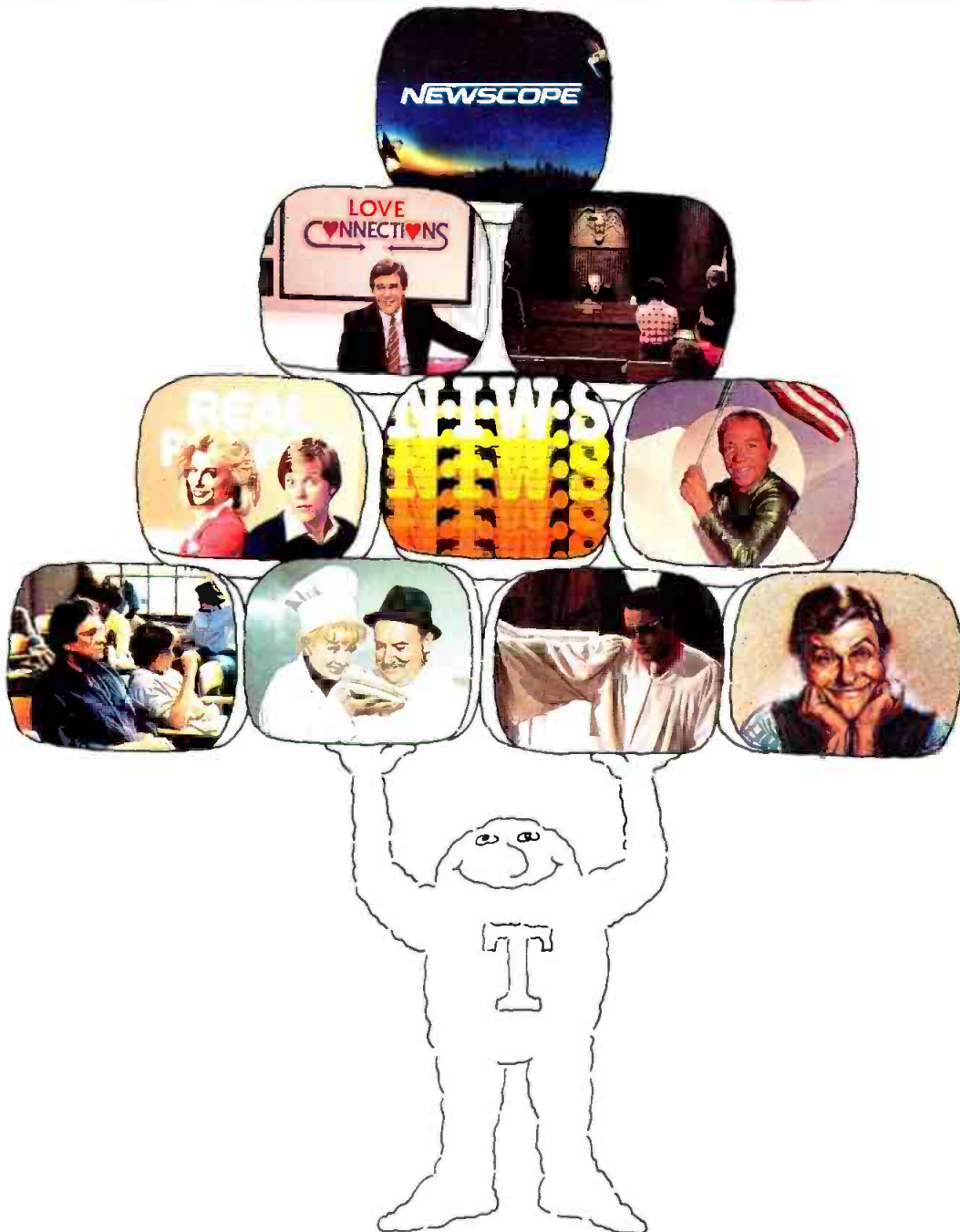
□

Pepsi push. Pepsi-Cola Co., Purchase, N.Y., is allotting \$40 million, primarily in television, for 1983 as it begins its new national advertising campaign spotlighting new advertising theme, Pepsi Now! Pepsi will be represented both in network and spot TV and in local radio. Along with Pepsi Now! spots, company will continue to schedule Pepsi Challenge spots. Commercials will spotlight Pepsi Light, Mountain Dew, Pepsi Free and Diet Pepsi. Agency is BBDO. New York.

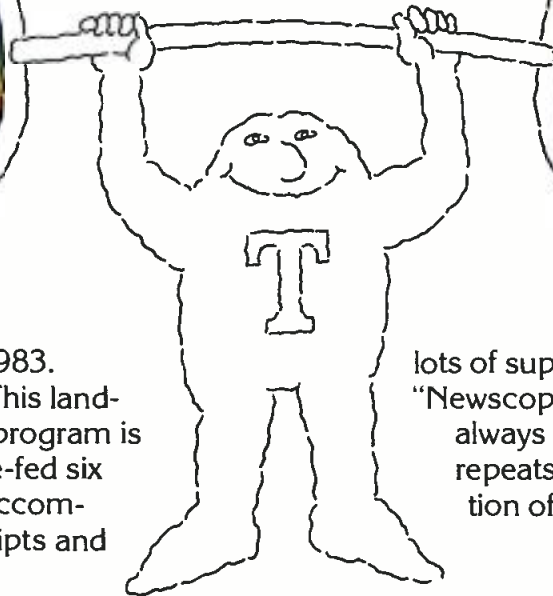


Shelter shield. Shelter Insurance Co., full-service insurance company, has launched new corporate and co-op advertising campaign that will run through 1983 in 13 Midwestern and Southeastern states. Campaign consists of three, 30-second TV spots which focus on benefits of Shelter's complete homeowners coverage with slogan "Shelter Insurance. All the shield you'll ever need." Five 30-second radio spots will also be used. D'Arcy-MacManus & Masius, St. Louis, is agency.

SHOWS OF STRENGTH



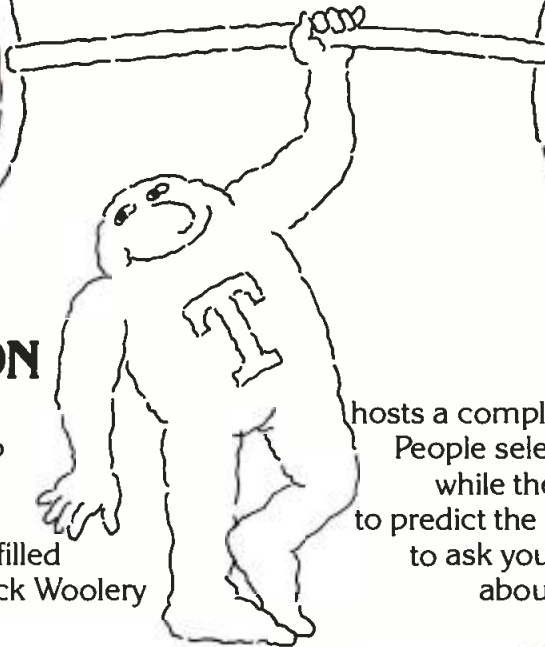
Telepictures
CORPORATION



NEWSCOPE

A firm "Go" for September 1983. Already sold in 75 markets. This landmark news and information program is locally-anchored and satellite-fed six days a week. Every show is accompanied by extensive, daily scripts and

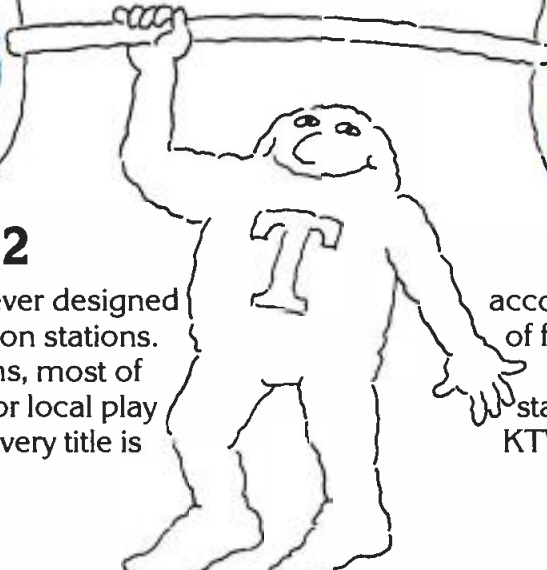
lots of support materials. And best of all, "Newscope" is a premium sales vehicle, always fresh 52 weeks a year with no repeats. "Newscope" is a co-production of Gannett Broadcasting Group and Telepictures.



LOVE CONNECTION

A firm "Go" for September 1983. This first-run reality strip is based on real-life video dating experiences everyone can relate to. It's a show that's filled with fun and surprises as Chuck Woolery

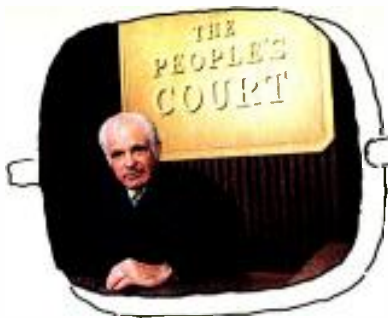
hosts a completely unpredictable half-hour. People select their ideal love companion while the audience plays along, trying to predict the final choice. And, don't forget to ask your Telepictures sales executive about our unique Insurance Policy.



TELEPICTURES 2

The first movie package ever designed especially for local television stations. After only two network runs, most of these films are available for local play right now! Not only that, every title is

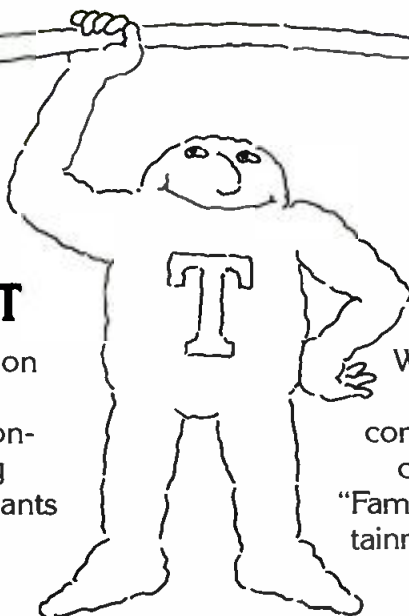
accompanied by a complete package of fully researched promotional aids. Already sold to major movie stations like WPIX, KTTV, WDM-TV, KTVT, KHTV, KSTW, KPLR-TV, KTXL, XETV, KGMC and many more.



THE PEOPLE'S COURT

Syndication's hottest strip is in session for a third blockbuster season! This successful half-hour reality show continues to win rating book after rating book as actual plaintiffs and defendants battle it out before Judge Joseph A.

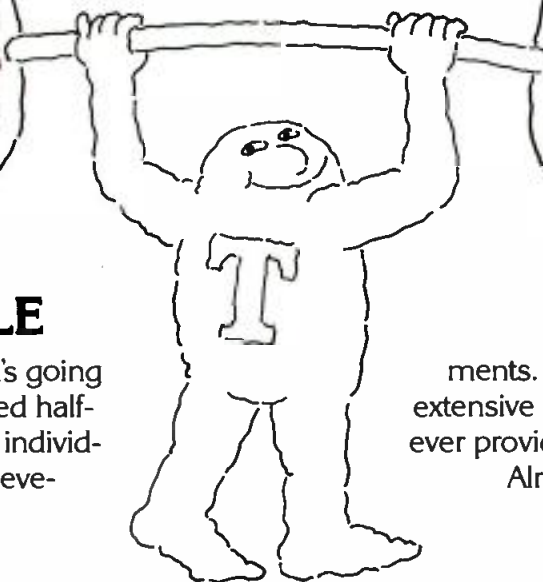
Wapner. And when it comes to young adults 18-49, in head-to-head competition, only our court is supreme, consistently out-distancing strips like "Family Feud PM," "PM Magazine," "Entertainment Tonight" and "Tic Tac Dough."*



MORE REAL PEOPLE

George Schlatter's hit series that's going stronger than ever. 195 fast-paced half-hours celebrating the American individual by highlighting unusual achieve-

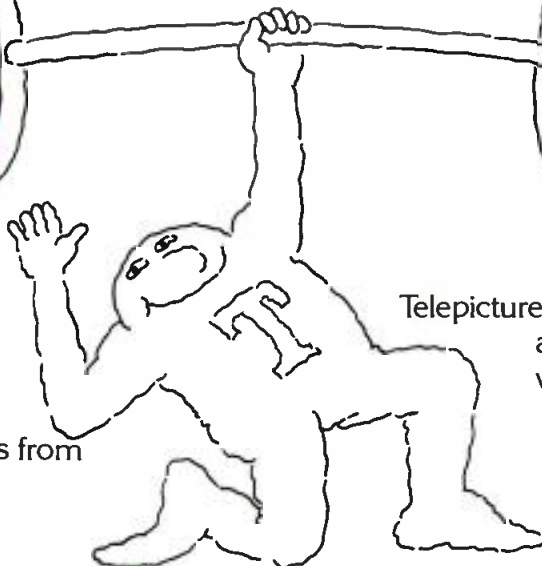
ments. It's accompanied by the most extensive package of promotional tools ever provided with an off-network show. Already sold in over 85 markets!



N.I.W.S

The pre-eminent weekly news service in syndication, N.I.W.S provides multi-part series and feature reports to over 150 stations worldwide. And because it's from

Telepictures, extensive support materials are part of the package. That's why N.I.W.S is sold in 10 of the top 10 markets plus 19 of the top 20 and 28 of the top 30.



SHOWS OF STRENGTH

TELEPICTURES 1

Sixteen powerhouse movies including the Emmy Award winning "Guyana Tragedy: The Story of Jim Jones," "The Three Musketeers" and "The Four Musketeers."

HERE'S LUCY

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

MY FAVORITE MARTIAN

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



THE NEW DICK VAN DYKE SHOW

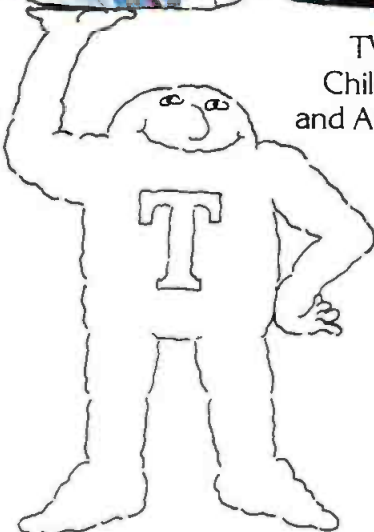
The first time in syndication, 72 all-color half-hours starring four-time Emmy winner, Dick Van Dyke and a superstar cast including Hope Lange, Richard Dawson, Dick Van Patten, Nancy Dussault, Barbara Rush, Fannie Flagg plus a line-up of major guest stars.



AND INTERNATIONALLY

Telepictures represents an extensive collection of the best in Theatrical Features, Mini-Series, Made-for-

TV Features, Documentaries, Series, Children's Programs, Musical Specials, and Animated Specials. They're sure-fire audience grabbers every station should have on its schedule.



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35 East Wacker Dr. · Chicago, IL 60601 · (312) 726-1216

about 25 markets. Flight will run four weeks in prime access, prime, fringe and sports times. Target: men, 18-49. Agency: William Esty Co., New York.

Dribeck Importers (Beck & Co.) □ Campaign for Beck's beer begins in April in five markets. Spots will air in news, prime and sports times. Target: men, 18-34. Agency: Della Femina, Trivisano & Partners, New York.

RADIO ONLY

E.I. du Pont de Nemours & Co. □ Campaign for Lucite paint begins this month in about 30 markets. Flight will run into third quarter in morning, midday and evening drive. Target: adults, 25-54. Agency: N W Ayer, New York.

Helena Chemical Co. □ Campaign for Vitavax-M herbicide begins April 11 in 33 markets. Flight will run through June 24 during 6-7 a.m. and mid-afternoon drive. Target is farmers (men), 25-54. Agency: Ward Archer & Associates, Memphis.

The Krystal Co. □ Fast-food chain begins campaign in late March in 16 markets. Four-week flight will air during morning, midday and evening drive. Target: adults, 18-49. Agency: Cargill,

Wilson & Acree, Atlanta.

Farmland Foods □ Campaign for ham begins March 28 for two weeks in 12 markets and resumes in May for additional two weeks. Spots will air in morning drive. Target: women, 35-54. Agency: Barickman Advertising, Kansas City, Mo.

Honey Baked Ham Co. □ Campaign for honey baked ham begins March 21 in 11 markets. Flight will run during 6 a.m.-7 p.m. times. Target: adults, 25-54. Agency: Mills Hall Walborn & Associates, Cleveland.

RADIO AND TV

ITT Continental Baking Co. □ Campaign for "new and improved" Wonder Bread begins in late March in about eight San Francisco markets. Flight will run through second quarter and will add radio to schedule in third quarter. Target: women, 18-49. Agency: Ted Bates Advertising, New York.

Flav-O-Rich Inc. □ Campaign for ice cream begins in April in over 100 markets. Spots will run for varying flights in all dayparts. Target: women, 25-54. Agency: D'Arcy-MacManus & Masius, Atlanta.

RepReport

KLIV(AM)-KARA(FM) San Jose, Calif.: To SelCom Radio from Bernard Howard and Wechsler.

KMXL-FM Logan, Utah: To Roslin Radio Sales from John McGuire Co. (regional rep).

WRTR(AM) Two Rivers, Wis: To P/W Radio (no previous rep).

KJAZ(FM) Alameda, Calif.: To Roslin Radio Sales from Unirep.

KFIM(FM) El Paso, Tex.: To McGavren Guild from Masla Radio.

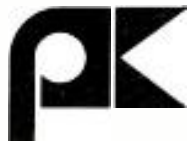
WWW(AM)-WDOO(FM) Cleveland: To McGavren Guild Radio from Eastman Radio.

WIL-AM-FM St. Louis: To Blair Radio from Christal.

CFCL(AM)-CITO(FM) Timmins; CKNC(AM)-CICI(FM) Sudbury; CHNB(AM)-CKNY(FM) North Bay, and CHRO(AM) Ottawa: To Brydson Spot Sales from All Canada.

HOW TO BUY A RADIO STATION

ONE-DAY SEMINAR
PARK LANE HOTEL
NEW YORK, APRIL 6



If you're in the market to buy, sell or invest in a radio station, come to Paul Kagan's unique role-playing conference with 8 leading broadcast and financial executives. Kagan, a station appraiser and publisher of the **BROADCAST INVESTOR** newsletter, has analyzed over 2,000 radio deals since 1975. You've seen him quoted in *Barron's*, *Time Magazine*, *The Wall Street Journal* and many other publications. Here's the complete lineup of speakers for April 6.

- Dick Casper, Sudbrink Broadcasting
- Dave Croll, T. A. Associates
- Barry Dickstein, Hartstone & Dickstein
- Harvey Grace, station owner
- Ted Hepburn, station broker
- Bob Mahlman, station broker
- Jason Shrinsky, Washington attorney
- Robert Williams, station owner

These experienced entrepreneurs will actually negotiate station sales on the spot and allow you to join in. Come to the Park Lane Hotel in New York City on Wednesday, April 6. Registration will begin at 8:30 a.m.; the seminar will run from 9:00 a.m. to 5:00 p.m.

To: PK Services Corp.
26386 Carmel Rancho Lane
Carmel, Ca 93923
(408) 624-1536

Register me for Paul Kagan's April 6 Seminar in New York.* Enclosed is my check for \$325. (Additional members of the same company: \$275 each). Fee includes continental breakfast, cocktails, luncheon and radio station pricing statistics.

Name & Title _____
Company _____
Address _____
City/State/Zip _____

*Make Reservations Early. Mention "The Paul Kagan Seminar" when calling the Park Lane Hotel—(212) 371-4000.

This week

March 13-15—*Ohio Cable Television Association* annual convention and trade show. Hyatt Regency hotel, Columbus, Ohio.

March 13-19—National Children and Television Week sponsored by *National Council for Children and Television*. Theme: "All Your Time is Prime Time... Think About It." Information: NCCT, 20 Nassau Street, Princeton, N.J., 08540; (609) 921-3639 or (213) 622-0349.

■ **March 14**—*New York Television Academy* dinner. Theme: "Children's Television Programming: Priority or Afterthought?" Speakers include Gerry Laybourne, Nickelodeon; Keith Mielke, Children's Television Workshop; Squire Rushnell, ABC Entertainment, and Lee Polk, Corporation for Public Broadcasting. Copacabana, New York.

March 14-15—*New York State Cable Television Association* spring legislative conference. Empire State Plaza, Albany, N.Y. Information: Susan Shuffelt, (518) 463-6676.

■ Indicates new or revised listing

March 15—*Hollywood Radio and Television Society's* 23rd International Broadcasting Awards, to honor "outstanding worldwide television and radio commercials." Century Plaza hotel, Los Angeles.

March 15—*Electronic Industries Association* annual spring conference. Shoreham hotel, Washington.

March 15—*International Radio and Television Society/New York Women in Communications* seminar, "Label and the First Amendment." Moderator: NBC's Richard Salant. Panelists: Herb Schmetz, Mobil Oil, Alice Lucan, Gannett newspapers, Ira Glasser, American Civil Liberties Union, Charles Rembar, libel attorney, and Anthony Marro, managing editor, *Newsday*, Marriott's Essex House, New York.

March 15—*Electronic Industries Association's* annual government/industry dinner, featuring presentation of EIA Medal of Honor, this year to Charles Brown, chairman, AT&T. Speaker: Vice President George Bush. Shoreham hotel, Washington.

March 15—"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.

March 15—*Southern California Cable Club* luncheon. Speaker: Paul Klein, president, Playboy Network. Proud Bird Restaurant, Los Angeles.

March 15—"National Press Forum," to be conducted by National Press Club. Moderator: Larry King, talk show host, Mutual Broadcasting System. Guests: FCC Chairman Mark Fowler and Senator Bob Packwood (R-Ore.), chairman, Senate Commerce Committee. Sponsors: *Society of Professional Journalists*, *Sigma Delta Chi*, and *National Press Foundation*. National Press Club, Washington.

■ **March 15**—*National Communications Club* luncheon with FCC Commissioner Mimi Weyforth Dawson. National Communications Club, Washington.

March 15-17—"National Satellite Opportunities Conference," TVRO seminar/trade show, sponsored by *Satellite Television Technology International*. Riviera hotel convention center, Las Vegas. Information: STTI, Box G, Arcadia, Okla., 73007; (800) 654-9276.

March 16—Presentation of eighth annual Big Apple Awards, sponsored by *New York Market Radio Broadcasters Association*. Sheraton Center, New York.

■ **March 16**—*New York Television Academy* luncheon. Speaker: Edward Bleier, executive vice president, Warner Bros. Television, on "Why We Need the Networks and They Need Us: Plus Other Important Programing Trends." Copacabana, New York.

March 16—*American Women in Radio and Television, Houston chapter*, monthly meeting. Sakowitz Post Oak Assembly Room, Houston.

March 16-19—Alaska Radio Conference, "ARC I." Ketchikan, Alaska. Information: Pat Conley or Martha Rosen, KRBD-FM Ketchikan, (907) 225-9655.

March 17—*Academy of Television Arts and Sciences* "forum series" luncheon. Speaker: Ed Ney, chairman, president and chief executive officer, Young and Rubicam, Century Plaza hotel, Los Angeles.

March 17-18—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Palmer House, Chicago.

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

March 18—"Telephone Issues for the States—1983; Implementing Divestiture," conference sponsored by *Telecommunications Research and Action Center*. Capital Hilton, Washington. Information: Deborah Hollander, (202) 462-2520.

March 18—Seminar on private cable (SMATV) sponsored by *Society for Private and Commercial Earth Stations (SPACE)*. Riviera hotel, Las Vegas. Information: Carole Sutter, (202) 887-0600.

■ **March 18**—*Syracuse University's S.I. Newhouse School of Public Communications* conference, "Culture and the Technology of Mass Media: Historical Perspectives." Syracuse University campus, Syracuse, N.Y.

March 18-19—"War, Peace and the Media" conference sponsored by *New York University, department of journalism and mass communication with a grant from Gannett Foundation*. NYU campus, New York. Information: Ann Marie Cunningham or Pamela Abrams, (212) 598-3636.

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 Association/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. Future convention: Sept. 23-26, 1984, Kansas City, Mo.

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.

Also in March

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.

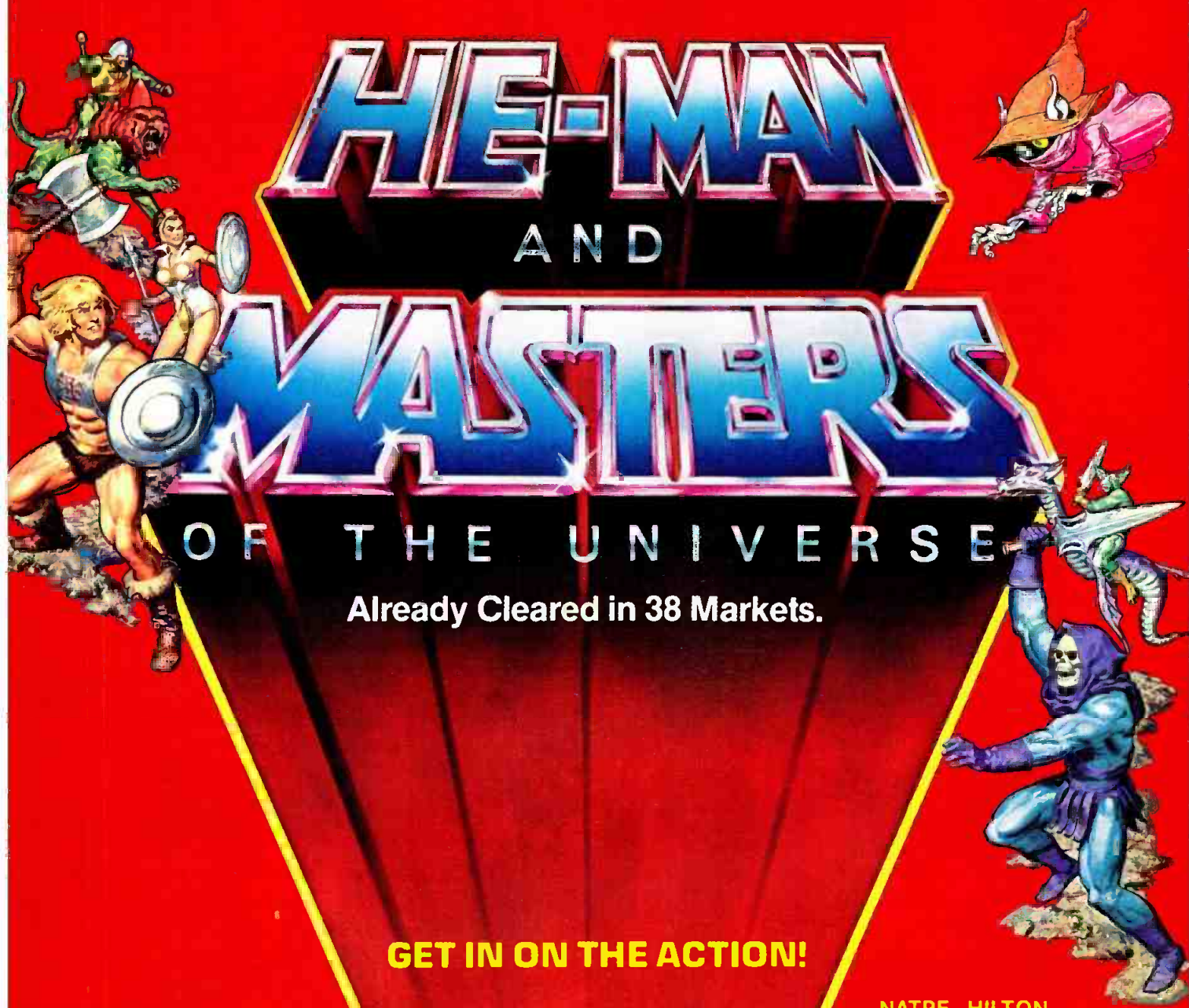
March 21—*Annenberg School of Communications* communications colloquium with Richard Gordon, filmmaker, photographer, on "Making a Film Documentary in Rural China." Colloquium room, Annenberg campus.

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

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**GROUP W
PRODUCTIONS**

WESTINGHOUSE BROADCASTING AND CABLE, INC.

Stay Tuned

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

Network television □ NBC: *MADD: The Candy Lightner Story* (true-life story of a fight against drunk driving), Monday, 9-11 p.m.; CBS: *The People's Choice Awards*, Thursday, 9-11 p.m.; *Wizard of Oz*, Friday, 8-10 p.m.; *Still the Beaver (Leave It To Beaver special)*, Saturday, 9-11 p.m.; ABC: "Close Encounters of the Third Kind," Monday, 8-11 p.m.; *The Face of Rage* (movie about rape and its victims), Sunday, 9-11 p.m.; *The Magic Planet* (fantasy/adventure special), Thursday, 8-9 p.m.; PBS (check local times): *Marcel Marceau* (film portrait), Monday, 8-9 p.m.; *Mirage* (Israeli politics and espionage docu-drama), Tuesday, 10:30-11:30 p.m.; *Return of the Great Whales*, Wednesday, 8-9 p.m.; *Gala of the Stars 1983* (arts festival), Sunday, 8-11 p.m.

Cable □ WTBS: *Portrait of America: Georgia*, Monday, 8:05-9:05 p.m.; HBO: *Separate Tables* (play) [Terrence Rattigan], Monday, 8-11 p.m.; *Five American Guns* (re-enactments of five handgun shootings), Tuesday 10-11 p.m.; *Blondie* (in concert), Saturday, 9:30-10:30 p.m.; USA: *Radio 1990** (daily pop music magazine), Monday, 7-7:30 p.m.; MTV: *The MTV Basement Tapes** (videoclips of local bands), Monday, ARTS: *Dave Brubeck... Live at the Vineyards* (jazz), Monday, 10:30-midnight, *Sticks and Bones* (play) [David Rabe], Tuesday, 9-11 p.m.; BRAVO: *Lucia Di Lammermoor* (opera special), Monday, 8-10:30 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York); *Contemporary German Television*, a festival of programming, Tuesday, now-April 30; *Children's Television in Germany*, seminar, Monday, 12:30-2 p.m.; Two German Filmmakers: *Fassbinder & Petersen*, a discussion of their styles, Wednesday, 12:30-2 p.m.; *The Black Image... in Public Affairs and News Programming*, seminar, Tuesday, 12:30-2 p.m.

*indicates a premiere episode

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.

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

March 24—*Philadelphia Cable Club* meeting. Speaker: Steven Eftros, 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 24-25—Fifth International Conference on Cul-

ture 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 Eshade 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.

March 28—*Annenberg School of Communications* communications colloquium with John Carroll, IBM Thomas Watson Research Center, on "The Film Experience 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 Programers* "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: NFCB 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 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 5-8—*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

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



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

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

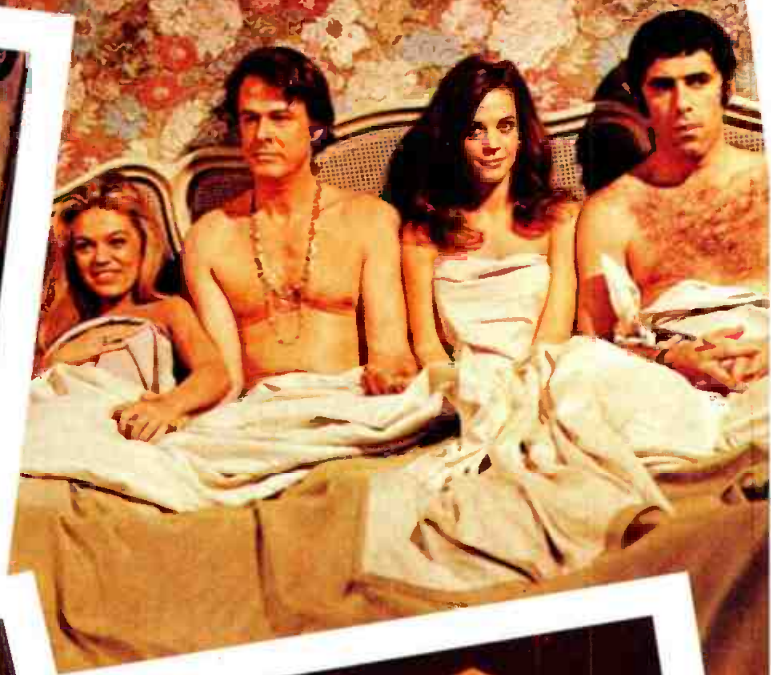
Qualified applicants compete. Everybody wins — and, right on the air, one wins the biggest prize of all: solid guaranteed employment. Popular host Michael Young introduces actual employers ready to hire for a variety of jobs — from the conventional to the extraordinary.

It's a unique daily half-hour that entertains, informs and involves viewers. "HELP WANTED!" is all set to fill vacancies in choice time periods starting in September. See the pilot at NATPE. Hilton Exhibition Floor.

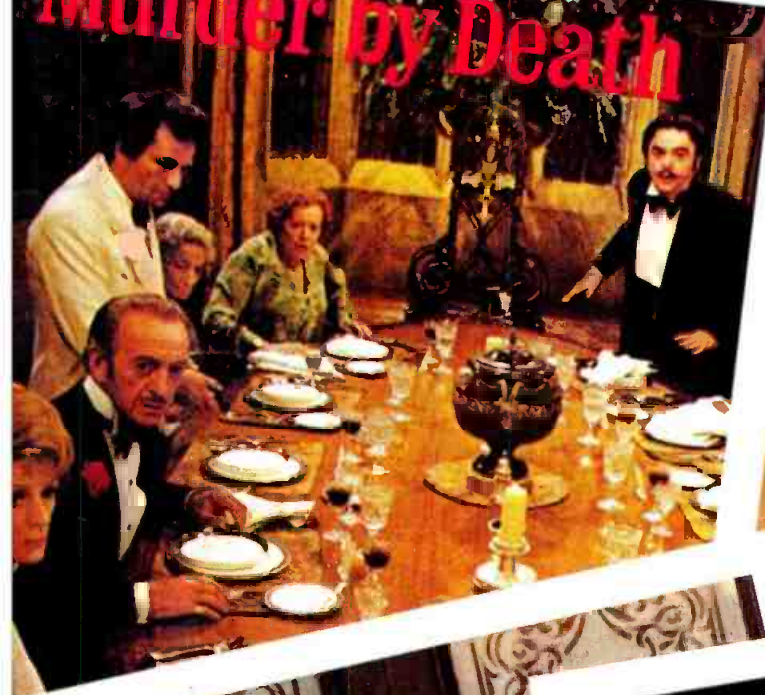
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Murder by Death



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GO TO
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Harpo

EYES
OF LAURA MARS

**FUN WITH
DICK AND
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**THE WAY
WE WERE**

**TAXI
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THE AMSTERDAM KILL
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BLACKBIRD
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BREAKOUT
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With proven power at the box office and on television.

Reach for the best movies you can buy... **VOLUME ONE FOR THE 80's.**



Errata

BROADCASTING erred last week in saying sales price for WETO(FM) Oak Ridge, Tenn., was \$165,000 and in saying it had been purchased by Number 1 TV Inc. WETO was purchased for \$400,000 by Otis Ray Harper from Rau Radio Stations, as reported correctly in BROADCASTING, Feb. 28.

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 Associ-

ation 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 8-10—California Associated Press Television-Radio Association (CAPTRA) 36th annual convention. Speaker: Bill Kurtis, 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 Association 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.

Open Mike

M*A*S*H mixup

EDITOR: I found your Feb. 28 article, "Mus-tering out M*A*S*H," full of interesting facts and figures, but being a devout M*A*S*H fan, I did notice one error. In the list of pictured cast members on the first page of the article, you list Colonel Henry Blake (Harry Morgan). Sorry, guys! The colonel pictured is Harry Morgan, but his character was Colonel Sherman Potter, Henry Blake's replacement. Colonel Henry Blake, known for his fishing vest and lure-infested hat, was played by McLean Stevenson.—Steven A. Wilson, junior, California State University, Sacramento.

A vote for the networks

Editor: The flood of newsprint, charge and countercharge levied by program producers and syndicators against the networks [on the subject of repealing the FCC's financial interest and domestic syndication rules] overlooks the most important element of television broadcasting... the station. There is no "network" without the affiliate. We are the "network."

I support repeal of [these] rules because that is in the best interest of every affiliated broadcast station. When it's in my station's best interest, it's also in the interest of the public we serve, our viewers.

Some of the articles opposed to the repeal of this rule are so erroneous that they would be funny if the subject weren't so serious. It's obvious that these authors have never had to sit and negotiate with program producers and syndicators for the renewal of one of their successful programs. The reason we support the networks, as affiliate stations, is that the networks put something back into the system. They provide news, documentaries, public service and entertainment programming... while making money. The program producers and syndicators only take, make money, and then try to take advantage

of the stations and make more money at everyone's expense.

We as stations used to purchase programming at a fair market price to broadcast locally. The announcement positions within the programs belonged to us. Program producers and syndicators with top rated programs then used that rating leverage to take some of our commercial time, in addition to the license fee. When we balked, they threatened to give the program to a competitor—even though we had helped build the popularity of the show. We had no choice. We were between a rock and a hard place, literally backed up to the wall.

The audience appeal of these programs made them an easy advertising sell for us and also for the program producers and syndicators. They took the commercial positions they had taken from us and sold them to the same advertisers we try and sell to national—in direct competition to our efforts. This practice has proliferated. Program producers and syndicators not only are in competition with us, the customer stations, but also the networks for available advertising dollars.

The program producers and syndicators cry "financial ruin" if the rule is repealed. You might be interested to know that sales revenues from the sale of these national "barter" minutes in syndicated programs reached \$300 million in 1982, a 900% increase in the last 10 years. I project that this figure will reach a level in excess of \$1 billion in sales revenue by 1990. Those are dollars that would have been available to the local stations in time sales.

Repeal will help to maintain the traditional network-affiliate system that has been responsible for building and developing the best broadcast system in the world. In this day of emerging technologies, it's necessary to preserve our system of broadcasting. The repeal of this antiquated rule will help.—Eugene H. Bohi, president and general manager, WGHP-TV High Point, N.C.

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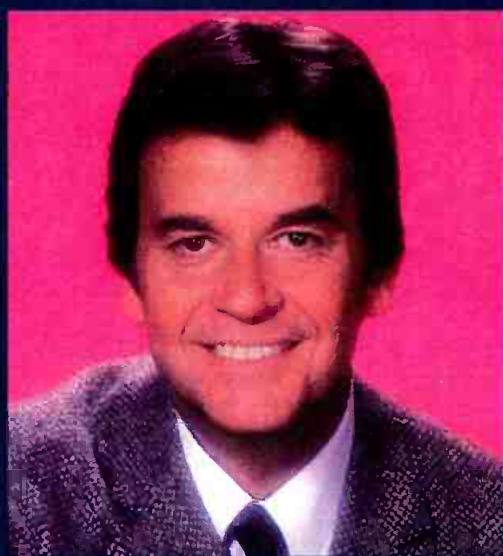
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Marie Leonard, Mona Gartner, advertising assistants.
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Tim Thometz, Western sales manager.
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- ★ **Planet of the Apes** ★ **Batman**
- ★ **Lost in Space** ★ **Time Tunnel**
- ★ **Voyage to the Bottom of the Sea**
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- ...and a lot more!

**NATPE '83
HILTON SUITE 473**



year 6

Monday Memo

A children's TV programming commentary from Catherine Wyler, PBS

Children's television needs competition

When I hear that basic and pay cable are going to fill all the needs for the daily children's programming that no longer appears on the networks, I'm reminded of the conventional wisdom when I joined PBS 18 months ago that all kinds of cable would soon make public television obsolete; the private sector would take over and public dollars would no longer be needed.

In fact, almost the reverse has happened. Since I started thinking about this article, the second cable channel aimed at providing quality television programming has folded. Even in a fragmenting marketplace, the prime time audience for PBS has increased 22% in just two weeks.

While deregulating the commercial airwaves, the chairman of the FCC has begun to advocate relying on public television alone to fulfill the need for decent children's programming, noting that "public broadcasting has an impressive track record in children's programming." Although I'm not sure why we should be regulated more in order to deregulate others, more funds for children's television do sound glorious, and I know many good producers with wonderful ideas, yearning to try them.

Still, in the best of all possible worlds, there would be quality programs produced especially for children on all broadcast and nonbroadcast media, commercial or non-commercial. If we look at children as our future, and agree that television is a primary socializing force in modern society, we know that children should have material specially directed to them, particularly when they're watching alone, mostly in the afternoons. The great majority of what children see now is adult fare. That supplies them with a lot of useful information, but since they don't process it as well as adults do, it's important for adults to be present to help them. Evening family viewing promotes this and can therefore be very supportive. Both commercial and public television regularly present shows for families; from *Happy Days*, *Alice* and *Fame* on the commercial networks, to *Nature*, *Nova*, *Life on Earth* and *National Geographic Specials* on PBS. And a major new series of 26 hour-long family-targeted dramas is now being planned by a group of public television stations to air on PBS in the fall of 1984. So families are being served, and children watching in those situations can get explanations of material that may confuse or scare them.

But what can be done to get kids some attention across the broadcast spectrum in the afternoon? This is the time when more and more young people are at home alone. I remember how important it was for me that



Catherine Wyler is the director of children's and cultural programming at the Public Broadcasting Service. She joined PBS as director of arts and humanities programming in June 1981, and was appointed to her present position in the spring of 1982. Wyler was previously with the National Endowment for the Arts, where she was assistant director of the media arts: film/radio/television program. Prior to that, she managed network relations at Warner Brothers Television in New York. She conducted a development study for a video drama library at Harvard University's Loeb Drama Center, and was story editor for Joseph E. Levine, Avco Embassy Pictures and for Ray Stark's Rastar Productions. Wyler has also worked as a literary and theatrical agent, and as production assistant on films and two Broadway plays.

my mother was usually there when I got home from school. The realities of life in the 1980's as opposed to life in the 1950's mean my own daughter has almost never had that experience. This dimension of our society has altered radically in 30 years; now 58% of mothers with children under 18 are employed. One way to let our children know we care for them is to talk to them through television when we're not at home, rather than throwing them leftover evening programming.

Since the cabling of the country is going more slowly than once projected (only 32% so far), and, in any case the cost of cable will put it beyond the reach of millions of families, what limited children's service there is on basic and pay cable will certainly never be a panacea. I feel strongly that our children's afternoon viewing shouldn't be ignored by the biggest audience gatherers of all—the commercial networks. Besides, if they're beginning to lose viewers to other media, why not instill some audience loyalty in these kids instead of ignoring them? Where are the Mouseketeers and Howdy Doody fans of yore? They're watching PBS—Big Bird and Mister Rogers have

them. Next fall, *Sesame Street* will be 15 years old. Its first audience is in its 20's. Could it be partly responsible for PBS's prime time audience growth in the last couple of years?

More money for children's programming will be put to good use at PBS, but I'd rather not work in a vacuum. If all broadcasters were trying to attract young people, a wider variety of programs and even better ones might be the result. Traditionally, network television has sought primarily to entertain children; it has been left to public television to instruct as well. That was justified when we were providing alternative programming to audiences also served by commercial programs. But children deserve to be entertained as well as instructed. If there are no other players in broadcast, this is PBS's opportunity to do some pure afternoon entertainment for kids, along with our traditional menu. The trouble is that there aren't enough hours in the afternoon for us to provide all the different kinds of experiences for different age groups that should be available. We're already doing two-and-a-half hours every weekday afternoon; we need some competition.

Chairman Fowler recently said, "Who are we in government to dictate which program is good and socially desirable and which is bad and socially undesirable? We should let the marketplace decide." I believe there is a confusion here between quality and desirability that begs the question. Surely the business of government is to foster improvement in the quality of our lives. That's why federal funding of public television should remain one of the highest priorities. Yet the government should not judge the quality of a program or decide its content. It might also be argued that all broadcasters, as users of the public airwaves, should choose to provide at least an hour of service to children between 4 and 6:30 p.m. That's prime-kid-time. At the same time, all broadcasters certainly should be free to decide content and specific program schedules. If they tried hard enough, I've no doubt that they'd be creative in finding profit too.

Then, quite apart from PBS, we'd see any number of new formats. Some that now focus on adults could be re-thought for kids: a tell-it-like-it-is soap opera for teen-agers, action-adventure series with *young* heroes, a news wrap-up done by peers, game shows, and more. That would send a subliminal message of love and nurturance to our children, instead of the current message that the society values only your buying power, not you. Our children are more precious than that; our children are more important than that, and they are more deserving than that. Public television needs more competition in serving up quality programming for our nation's children, not less.

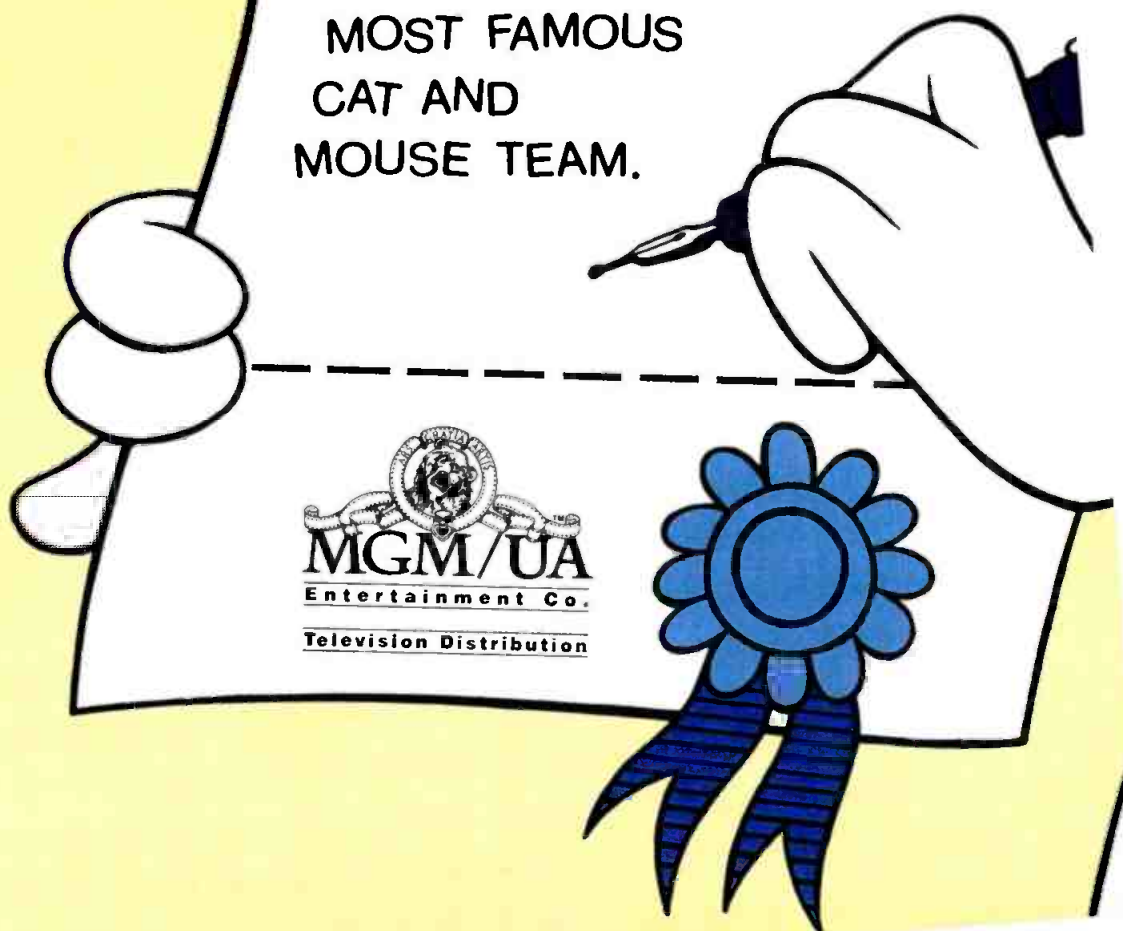


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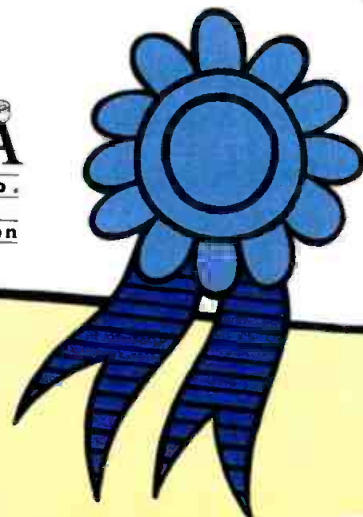
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TOP OF THE WEEK

The networks make their fall buys

This year's crop of prime time shows includes more limited runs; dramas, made-for-TV movies abound

The three major networks have just about finished purchasing pilots for next fall's prime time television season, with trends weighted in favor of dramas and made-for-TV movies. All three networks are also experimenting this spring and summer with limited runs of new series that, if successful, could return in the fall schedule.

ABC

At ABC-TV, several limited-episode series have already aired, with future programs still undecided. These include: □ *Condo*, a half-hour situation comedy starring McLean Stevenson and Luis Avalos "as a textbook WASP and an upwardly mobile Hispanic, respectively" who grapple with conflict as next-door neighbors (premiered Feb. 10, a Witt-Thomas Production); □ *Amanda*, a half-hour sitcom featuring Bea Arthur as the manager of an ocean front hotel (debuted Feb. 10, an E & L Production); □ *At Ease*, with David Naughton and Jimmie Walker starring in a half-hour sitcom about enlisted men assigned to a U.S. Army computer base in Texas (an Aaron Spelling Production introduced March 4); □ *High Performance*, a one-hour drama detailing "the adventures of a crack team of high-risk security school instructors who train top-level bodyguards and chaffeurs," starring Brennan Flannery and Lisa Hartman (began airing March 2, from Lou-Step Productions in association with Warner Brothers Television); □ *The Renegades*, another one-hour drama, based on the adventures of six young men and a young woman—all former gang leaders—as an undercover crime detection unit (premiered March 4 and from Lawrence Gordon Productions in association with Paramount Television).

■ Two other short-order series were bought with air dates unknown. They are □ *Ryan's Four* (six one-hour episodes ordered from Fair Dinkum Productions in association with Paramount Television), a drama about a group of "tough but compassionate" interns in a big city hospital; and □ *And Babe Makes Five* (five episodes of unspecified length ordered from Alan Landsburg Productions), starring Peter Scolari and Louise Williams as a young married couple "batling five children and two mothers-in-law."

ABC has bought 18 pilots, including six comedies and 12 dramas.

■ Dramas include: □ *Lottery*, produced by Rosner Television in association with Orion

Television, starring Ben Murphy and Marshall Colt. Each episode focuses on lottery winners transformed by instant wealth, as seen by a state administrator and IRS agent. □ *Concrete Beat*, from Viacom Productions, concerns a New York City newspaper columnist "with humor and compassion." The cast includes John Getz, Ken McMillan, Darlaine Flugal and Rhoda Gemignani. □ *Feel the Heat*, produced by Paramount Television. A woman assistant district attorney and male private investigator, lovers, who "mix it up in business and pleasure." □ *Trauma Center*, from Glen Larson Productions/ Jeremac Productions in association with 20th Century-Fox Television, highlights lives of ambulance drivers and paramedics assigned to an emergency medical center and features James Naughton, Dorian Harewood, Wendie Malick, Eileen Heckart and Bill Randolph. □ *Masquerade* (projected as midseason replacement, 1983-84), from



ABC's *High Performance*

Glen Larson Productions in association with 20th Century Fox, stars Greg Evigan and Kirstie Alley as members of a secret team of top-secret government agents training average Americans for undercover assignments. □ *Rolling Thunder*, a Stephen J. Cannell Production. A former judge catches felons in partnership with a paroled auto thief and former race car driver. □ *Spraggue*, from MF Productions in association with Lorimar Productions, a wealthy bachelor and his eccentric aunt "team up and join the ranks of master crime solvers." □ *Master of Darkness*, from Paramount Television, "an international traveler and businessman uses the ancient Japanese art of 'Rinjutsu' to fight evil." □ *Shooting Stars*, from Aaron Spelling Productions, a television private detective de-

cides to play it for real, "with the help of his TV show friends." □ *Hotel*, from Aaron Spelling Productions, is based on Arthur Hailey's best-selling novel about an exclusive hotel and its maverick general manager. □ *Wishman*, produced by Viacom Productions. Joseph Bottoms, Linda Hamilton, James Keach and Sam Weisman in a series about a bioengineering assistant who steals results of a top-secret project from a private research lab and flees pursuers.

■ Comedy pilots ordered include: □ *Automan* (90-minute pilot for one-hour series), from Glen Larson Productions in association with 20th Century Fox. "A mild mannered computer expert unleashes a force field in human form who helps him fight crime." □ *On the Side* (pilot and two scripts), from Carsey/Werner Productions. Madeline Kahn stars in a series about "a happily married man" in love with two women. □ *Good Girl*, from Garry Marshall Productions in association with Paramount Television. "An attractive teen-age girl's trusting, innocent and optimistic manner clashes with her uncle's (and guardian's) suspicious outlook on life." □ An untitled Garry Marshall project in association with Paramount Television. A "fast moving and physical comedy" about a smart high school "nerd" who hires his "smooth" best friend. □ *Side by Side*, from 20th Century Fox Productions. Ron Liebman and Charles Durning star as two blue collar workers who work together and live in the same two-family home (based on the British series, *Pig in the Middle*). □ *Another Ballgame*, produced by Paramount Television. A newlywed couple adopts an orphaned 10-year-old. Cast includes Alex Karras, Susan Clark and Emanuel Lewis.

CBS

■ New half-hour comedies in the works: □ *Author, Author*, based on the 20th Century-Fox feature film about a man raising a number of children on his own and produced by Fox and written by Israel Horowitz. □ *Domestic Life*, a sitcom from 40 Share Productions and Universal Television, with comedian Steve Martin as executive producer about a family that includes a precocious, highly intelligent 12-year-old. □ *Empire*, a satirical look at big business starring Patrick MacNee as a corporation chairman whose style is to pit his executives against one another, also from 40 Share and Universal. □ *For Members Only*, a more traditional comedy written and produced by John Baskin and Roger Shulman for Saul Ilson Productions and Columbia Pictures Television about three caddies working at a country club and not playing by the rules. □ *Changin' Times*, a youth-oriented comedy about the rites of passage undergone in high school that is likened to early episodes of *Hap-*

py Days. Producer is Lorimar and is written and directed by Rick Kellard and Bob Comfort. □ *Diner*, based on the feature film of the same name and possibly starring some of its cast, is written and directed by Barry Levinson. □ *Sutter's Bay*, an Alan Landsburg Productions, is about life in a small town. □ *Great Day*, from Fred Silverman's InterMedia Entertainment and MGM/UA and written and produced by Mark Fink and Stephen Miller, about the problems of a contemporary family presented in a fast-paced series of stories within each episode. □ George Hamilton will star in an untitled series from MGM/UA about an actor whose lavish lifestyle is about to be ended by bankruptcy, is on the verge of suicide and meets and is hired as a butler by the black man who purchased his Beverly Hills home and permits him to maintain the illusion among his friends that nothing has happened. □ An untitled comedy from Lorimar and Charlie Hauck starring Dana Hill about a man whose wife dies and leaves him three children by her first marriage to raise. □ *Together Again*, also from Charlie Hauck and Lorimar, about an adventuresome and undisciplined man who dies but returns to earth as a ghost to advise and constantly interrupt two friends with advice and problems. □ *13 Thirteenth Avenue*, from Paramount Television, has Lennie Ripps as executive producer and revolves around a man and his young son who move from the suburbs into a New York apartment in a building run by a curious mix of individuals, including a vampire and a werewolf. □ *A Fine Romance*, based on an English program and produced by D.L. Taffner/Ltd., is about a young, plain but intellectual woman whose glamorous sister sets her up with a young blue collar worker with whom she develops a relationship.

■ One-hour dramas include: □ A yet-to-be-titled medical drama about three young doctors assigned to a small Texas hospital and their efforts to introduce big-city medicine. It stars Shelly Hack and is from Gerald Abrams's Cypress Point Productions and MGM/UA. □ *Whiz Kids*, written by Phillip DeGuere (also executive producer) for Universal Television, about four high school kids, three boys and a girl, who tie a computer into those of the local police force and newspaper and establish a crime solving club. □ *Savage of the Orient*, starring Joe Penny and shot in the Philippines, about the international crime solving adventures of a

private detective, from Terry Becker Enterprises. □ *Johnny Blue*, a detective drama starring Gil Girard as the owner of a dinner club in New Orleans who is also a private detective. □ *Scarecrow and Mrs. King*, from Warner Brothers Television and starring Kate Jackson as a divorced housewife who becomes involved in the international espionage work of an intelligence agent.

NBC

In addition to variety pilots, NBC has ordered 13 comedies and 13 dramas for development. ■ The variety shows are: □ *Snitch*, from 20th Century-Fox, a "magazine of the air" spoofing "yellow journalistic tabloids." □ *Sunday Funnies*, from Paramount Television, a compilation of "live-action sketches, blackouts and musical numbers based on comic strip characters." □ *The Steve Landenberg Television Show*, from ITC Entertainment, starring Steve Landenberg and a company of players performing comedy sketches. □ *The Cracker Brothers*, from Paramount Television, one-hour comedy "featuring pranks and adventures of three misfits." □ *Primetime*, Solt/Leo Productions in association with Columbia Pictures Television, hosted by Leslie Nielsen with guest stars (including Laraine Newman, William Shatner and Martin Milner). The series takes a "comedic look" at television's past, present and future.

■ Comedy pilots ordered by NBC include: □ *Littleshots*, from Major H Productions in association with Paramount Television, featuring "stunts and adventures" of a group of children; executive producers are Ron Howard and Anson Williams of *Happy Days*. □ *817 Hollywood Drive* (working title), from Larry/Larry Productions and Columbia Pictures Television, starring Ann Jillian and John Ravin, with Brandon Maggart and Georgia Engel, featuring a teen-age boy who befriends a "Marilyn Monroe-type ghost." □ *Mr. and Mrs. C.* from SCOMI Productions, examines the relationship between an older white woman and her boarder, a black female ex-con, starring Doris Roberts, Terry McGovern, Mary Armstrong and Deborah Malone. □ *President of Love*, from Paramount Television, a "wealthy and charming eccentric" helps people succeed in romance with the help of his young nephew. □ *There Goes The Neighborhood*, Saul Ilson Productions in association with Columbia Pictures Television, concerns the adventures of three hoboes living in a mansion they inherited, starring Buddy Hackett. □ *High Court*, from Starring Right Productions and Warner Brothers Television, shows an eccentric young judge and the "extended family" of his night court. □ *Love for Hire*, from EMI Productions, a satire of detective shows in which a second-rate detective works out of a "rundown Hawaiian hut." □ *Young Hearts*, from Carson Productions, looks at the lives of two "adolescent siblings" among friends, at home, and with coworkers at a shopping mall. □ *Another Jerk*, from 40 Share Productions and Universal Television. Marc Blankfield stars in series based on movie, "The Jerk," starring Steve Martin. □ *The Ladies*, from Ed Friendly Productions, a recently separated woman moves in with her



NBC's Family Tree

23-year-old divorced daughter. □ *Don Rickles Project* (working title), from Alan Landsburg Productions, Don Rickles and La Shana Dendi star as an owner of corner grocery store (Rickles) and a street-wise orphan (Dendi) who works and lives with the store owner. □ *Yazoo*, Carson Productions, starring William Conrad in a show about an ex-television anchorman who decides to live in a lost land of puppet characters (the Peppercorn Puppets). □ *We've Got It Made*, from InterMedia Productions, "a street-wise female comes to work as a live-in domestic for two young bachelors" (Fred Silverman is executive producer).

■ NBC has ordered the following dramatic pilots for the new season, some of which may be aired this spring or summer: □ *The Bravo Brigade*, from MGM/UA in association with David Gerber Productions, an exploration of the lives, loves and struggles of young men and women recruits on a state-side military base. □ *The Naturals*, from Blinn/Thorpe Productions, an *Odd Couple* pairing of two police officers from widely separated parts of the country. □ *The Yellow Rose*, from Warner Brothers Television, described as a re-creation of the motion picture "Giant," this series revolves around a modern ranch in Texas run by a family "after the death of their larger-than-life father." □ *The Rousters*, from Stephen J. Cannel Productions, the "head roustabout for a small carnival tries to live down the fact his name is Wyatt Earp III." □ *V*, a Warner Brothers Television production, in which a group of American freedom fighters resists aliens trying to take over the earth, starring Marc Singer, Faye Grant, David Packer, Michael Wright and Jane Badler. □ *Bay City Blues*, from MTM Productions, adventures of a minor league baseball team, based in a working-class town (executive producer is Steven Bocho). □ *Manimal*, from 20th Century-Fox; a New York police department consultant and "expert on the criminal mind" is able to turn himself into a variety of animals. It stars Simon MacCorkindale, Melode Anderson and Glynn Turman (Glenn Larson is executive producer). □ *Nightmares*, Universal Television production, an anthology of terror and suspense "featuring ordinary peo-



CBS's The Mississippi

ple under extraordinary circumstances." □ *Brewster's Brood* from 20th Century-Fox, a "down-on-his-luck" race car driver is adopted by five children who have been abandoned by their parents. □ *Boone*, from Lorimar Productions, a young singer in the Elvis Presley mold begins his climb to fame while living with his "mid-American" family in

Nashville. □ *Big Bad John*, from MGM/UA and InterMedia Productions, a sheriff from Montana goes to New York City to investigate his son's death and becomes partner with a young, hip policeman. It stars Wilfred Brimley. (Fred Silverman is executive producer.) □ *Lone Star*, from Lorimar Productions, adventures of two brothers, both mod-

ern-day Texas rangers. □ *Making Out*, also from Lorimar, "contemporary look at a high school of the 1980's featuring teen-agers hanging out and working at the local shopping mall." cast includes Tammy Lauren, Eric Stoltz, Beth Ehlers, K.C. Martel, Gretchen Corbett and Brian Robbins (executive producer is Seth Freeman). □

Quello to float compromise on financial interest, syndication

Commissioner expected to spell out proposal at FCC's oral presentation

Just how valuable the oral presentations on the FCC's proposal to repeal its network syndication and financial interest rules will be today (March 14) remains to be seen. But an early reading indicates that FCC Commissioner James Quello's notion for working out a compromise position ("Closed Circuit," Jan. 10), which he is planning to introduce formally, could steal the show.

Although that proposal has evolved some since it originally surfaced, it's still essentially based on limiting network entry. In Quello's own words, the proposal is to permit the networks "graduated" entry, "where the networks are allowed to acquire more of a financial interest [in independently produced programming], and eventually probably full syndication rights, as their audience is significantly fractionalized by oncoming technologies."

Quello said he would issue no detailed proposal until after the reply comments are filed and he has "full access to the facts." Although the compromise notion has generally been panned by both sides in the issue, Quello said that actually boded well. "The fact that both sides don't like it means we're onto something pretty good," he said.

Any other excitement will have to be generated by the about 40 parties slated to rehash their cases in the all-day event—or by FCC Chairman Mark Fowler. For an informal survey of the rest of the commissioners last week revealed that only Fowler—and perhaps Commissioner Mimi Weyforth Dawson—seem particularly enthusiastic about prospects for the forum. One commissioner, Stephen Sharp, pleading previous commitments, isn't even planning to attend. Others, including Commissioners Anne Jones and Henry Rivera, doubted there would be time for commissioners to prepare—even if they wanted to. "There's not a lot of us champing at the bit to take this on," Rivera said.

At least four commissioners had at least expressed interest in considering compromise—or transition—proposals.

Of all the commissioners interviewed, only Fowler, who insisted his mind was still open on the question, said the presumption lay against the rules. "In my mind, the burden is against the rules, because they have the role of precluding someone from a market," Fowler said. "That doesn't mean the burden won't be met," he hastened to add.

Dawson, who previously suggested that

elimination of the rules be tied to relaxation of the commission's ownership rules, deferring network entry until other broadcast entities have had an opportunity to grow and amass more clout ("Closed Circuit," Feb. 7), last week said she hoped the presentations would give the commission an opportunity to decide what the "appropriate" questions were in the case. One of the more important ones, she said, is whether the commission should make a decision by focusing on the network rules in a "vacuum," or whether those rules should be examined in "context" with the entire video marketplace. She stressed she hadn't arrived at any conclusions, but noted that, for questions of entry, access to markets and diversity, "usually a broader picture is a sounder approach."

Dawson also noted that she has "spoken positively" of taking a transition approach. "I'm not saying the commission should adopt that one [Quello's], but I think we should look at it," she said.

Jones, who told BROADCASTING that she was consumed by preparation for "joint board" proceedings—which are addressing jurisdictional separations for the telephone industry later this week—and really hadn't given the network rules any thought since she last shared her views on the subject.

At that time, she stressed that the FCC was supposed to be concerned with diversity. If the independent television stations can't "make it" without the rules, she said, she wasn't sure outright repeal would be a good idea. "I'm intrigued by Jim's [Quello's] idea," she said (BROADCASTING, Feb. 14).

Rivera said the "victor" in the debates

would be the party that demonstrates that the "public interest is in their camp." And Rivera makes no bones of the fact that he thinks the networks—and all the others arguing for repeal—were those facing the burden.

"They're the ones who want to change the status quo," he said. "The rules seem to be working, so they're the ones who should have to tell me why it's in the public interest to get rid of them."

Commissioner Joseph Fogarty, who has been keeping a noticeably low profile on the issue, declined to return phone calls on the subject last week. Nonetheless, an aide said he has expressed concern about the Justice Department's apparent conclusions about the potential for "warehousing" without the rules (BROADCASTING, Feb. 14).

Although it's still scheduled to appear at the presentation, the Committee for Prudent Deregulation, which has been arguing for retention of the rules, last week also filed a formal objection to the scheduling of the presentations. In a motion filed at the FCC, CPD repeated that the oral presentations should have been held some time after reply comments, which are due April 26, are filed. It also said the FCC's failure to provide advance notice of the hearing—both in writing to all interested parties, and in the *Federal Register*—"combined with the unreasonably short time period in which all interested parties were required to give notice of their desire to participate"—had violated the commission's own rules.

In response to a similar charge in a hearing before the Senate Communications Subcommittee (see page 134), Fowler said the commission had moved to notify interested parties—both with written notices and in the *Federal Register*—to bring the commission's action within the "spirit of law." (Last Friday, in fact, the commission denied CPD's motion 6-0, with Commissioners James Quello and Anne Jones concurring, and Henry Rivera absent.) In a separate interview, Fowler told BROADCASTING that the question of whether to hold oral arguments was "purely discretionary."

Fowler also said the commission wanted to move on the proposal "as quickly as we can." Nonetheless, he said, although it "might be nice" to get the item to a vote before June 30—before Fogarty and Sharp depart—"ultimately" it wouldn't matter whether the item were voted before then, since the remaining five commissioners would be the ones that counted when the item came back up on reconsideration, he said. □



Commissioner Quello

U.S. sets goals for 1983 RARC

Just-named delegation to Geneva conference will seek eight orbital slots to fill expected DBS needs

Some 30 countries of the western hemisphere will meet in Geneva this summer to develop a plan for use of the 12 ghz band by direct broadcast satellite systems. Each will scramble for orbital slots and spectrum, regardless of present need, and for an overall plan that best serves its interests. The broad outlines of U.S. strategy—the objectives and proposals—were made public last week with the adoption by the FCC of a report and order that caps two and a half years of work.

The proposals show the U.S. will seek eight orbital slots—enough to accommodate the needs of the parties that have shown an interest in providing DBS service and more. They also reflect the view that the demands of other countries for minimum guarantees regarding slots and spectrum will be met.

Nevertheless, the proposals indicate that the U.S. will fight for a “flexible” plan. It wants one that can accommodate a nation’s expanding need for DBS service and, at the same time, allow a country sufficient latitude as to the use it makes of the frequencies assigned to it.

The proposals still must be approved by the State Department. But that approval is regarded largely as a formality, given the cooperation of the FCC and the State Department, along with the National Telecommunications and Information Administration, in preparing for the conference.

The commission’s action was one of two major developments last week in connection with preparations for the International Telecommunication Union-sponsored conference, which is to begin on June 13 and is scheduled to run for five weeks. The other was the State Department’s announcement of the 32-member delegation, which will be headed by former FCC Commissioner Abbott Washburn.

Officials in the U.S. and Canada have been congratulating themselves on their foresight in not joining with Regions One (Europe) and Three (Asia and the Pacific) when they adopted a DBS plan for themselves at the 1977 World Administrative Radio Conference. They said the plan being developed was too rigid and would not allow for developing technologies—criticism, they say now, time has proved correct.

For the U.S., the key to a successful plan is flexibility. Officials expect the plan to assign some slots and frequencies to all countries seeking them, whether they have an immediate need or not; they say that is a reality to be faced. And while the U.S. normally opposes such plans as inefficient, one commission official, who helped develop the report and order, said that is not critical. The technical procedures the U.S. will urge are critical, he said; they would simplify implementation of DBS service. He talked of the conference adopting broad tests against which the ITU’s International Frequency Registration Board would measure a pro-

posed system for acceptance, rather than requiring it to meet detailed criteria.

And the U.S. wants procedures built into the plan to permit countries to seek additional channels as the need for DBS service grows. The commission said the eight slots the U.S. will seek initially will not be sufficient for the country’s long-range needs. And although the order is not explicit, officials say one option under consideration would require a country to return slots and frequencies to a pool if it does not use them after a certain number of years. The facilities then would be available to countries needing them. Officials conceded winning acceptance of that proposal would be difficult.

What’s more, the U.S. will urge a block-grant, or multichannel approach, under which countries would be assigned blocks of spectrum which would not be available for a variety of uses. For instance, a country might combine several channels into one for high-definition television service.

The language of the report and order itself



Washburn and Fowler

was not the only word out of the commission that the requirement of eight slots is a “minimum.” FCC Chairman Mark Fowler along with Washburn expressed “consternation,” as Fowler put it, regarding a statement, attributed to an unnamed “official” in a March 7 BROADCASTING article, indicating that eight slots would be a “negotiating position.”

Fowler said it was not true that the eight “represent a bargaining chip and that we’ll take less.” He noted that the commission has already approved, conditionally, eight applications for DBS service and that five more are awaiting approval. “It would be unfortunate if other interested parties, including foreign governments, received an incorrect impression of what our needs are.”

The commission’s report and order says that the eight eclipse-protected orbital slots—those positioned to be free of eclipse during prime time and daytime hours—in each of four time zones would accommodate a total of 72 channels. The eight approved applications would require a total of 36 channels, and the five pending, 34, for a total of 70.

Besides the number of slots, the FCC proposed several other requirements:

(1.) For planning purposes to provide service to the continental U.S., four service areas of approximately equal size should be assumed. (2.) To meet U.S. needs for fixed satellite service and direct broadcast service, the 12.1-12.3 ghz band should be divided at 12.2 ghz, with DBS downlink service assigned to the 12.2-12.7 ghz band. The 11.7-12.2 ghz band would be set for FSS downlink service. (3.) And planning would be based on individual reception, since that would provide for community reception, as well.

The delegation list released by the State Department indicated that the White House had prevailed in a contest with the State Department over the number of vice chairmen the delegation would include. State had urged four, as a means of providing the delegation with what it considered a sufficient number of high-level spokesmen. The White House insisted that one was enough—and that slot was assigned to Schaefer.

However, the three others who were to be named vice chairmen showed up on the list as senior advisers—John F. Clark, of RCA Corp.; Richard E. Shrum, Department of State, and Donald M. Jansky, a private consultant representing the National Telecommunications and Information Administration, which he had served until late last year. A fourth senior adviser is Edward Jacobs, of the FCC.

The delegation’s other government members are:

Paul E. Carroll, FCC; Bruce A. Franca, FCC; William H. Hassinger, FCC; John W. Kiebler, NASA; David MacCuck, telecommunications attache, U.S. Mission, Geneva; Edward F. Miller, NASA; Harold J. Ng, NTIA; Bruno Pattan, FCC; Steven Selwyn, FCC; Louis C. Stephens, FCC; Leslie A. Taylor, FCC, and Francis S. Urbany, NTIA.

The delegation’s private sector members are:

Perry G. Ackerman, Hughes Aircraft; James A. Ebel, Fetzer Broadcasting; Richard G. Gould, Telecommunication Systems; Richard R. Green, CBS; Robert E. Greenquist, Western Union; John J. Kelleher, Corporation for Public Broadcasting; Robert E. Lee, consultant to U.S. Satellite Broadcasting Co.; Nicholas Marzella, Satellite Television Corp.; Harley W. Radin, Radin Associates; Jay Ramasastry, CBS; Edward E. Reinhart, Satellite Television Corp.; Peter H. Sawitz, Operations Research Inc.; Ronald F. Stowe, Satellite Business Systems, and James E. Whitworth, Satellite Television Corp.

Besides the delegation, the U.S. will send a 12-member support staff and a number of special advisers, who will spend only part time at the conference.

The support staff consists of:

Herbert D. Cohen, TRW; Stephen E. Doyle, Aerojet Liquid Rocket Co.; Arthur Feller, FCC; Barbara Globler, FCC; Louis J. Ippolitto, NASA; Alex Latker, FCC; Kenwyn Long, NTIA; Donald R. Musson, NBC; Michael Pagones, Bell Labs; Phillip Tremper, FCC; Hans Weiss, Comsat, and Fred Zusman, Operations Research Inc.

The complement of special advisers has not been announced, but the following are believed to be included:

Richard E. Wiley, of Kirkland & Ellis; Joseph Flaherty, CBS group vice president for engineering and development; FCC Commissioner Anne Jones; Wade Hargrove, of Tharrington, Smith & Hargrove, and Ward White, senior counsel of the Senate Commerce Committee. □



Flaming issue for broadcast journalists

Attempted immolation, staged for TV camera, snarls WHMA-TV in nationwide controversy; coverage becomes media event

In the town square of Jacksonville, Ala., on March 4 (a Friday night) a man set himself on fire before the running ENG camera of a WHMA-TV Anniston, Ala., news crew. He had several times spoken to WHMA-TV personnel of his intentions during the hour preceding his action, which occurred at approximately 11:10 p.m. The station, in turn, had informed the police following each call it received. Yet, one hour from his first call to the station, the man, who at one point referred to himself as the "human torch," arrived at the square in Jacksonville and, unhindered and illuminated by a TV camera light, set a match to his fuel soaked clothes all within 200 feet of the town's police and fire stations. The half-minute of flames that followed burned him seriously and has been the cause during this past week of reflection and disagreement among those involved, attracting worldwide news coverage.

The man (Cecil Andrews, 37) began calling WHMA-TV shortly after the station's 10 o'clock newscast began. According to the news secretary who answered the first call, Andrews threatened to immolate himself within 10 or 15 minutes because he was "tired of joblessness," and urged the station to send a camera crew. Ron Simmons, who answered the second and third calls, and who less than an hour later recorded the man setting fire to himself, had become WHMA-TV's chief cameraman in January. He also was in contact with the Jacksonville police and made the decision to leave for that community (15-20 minutes away) with ENG gear and his part-time assistant, Gary Harris,

Precisely what the dialogue was between the WHMA-TV studio and the Jacksonville police before the camera crew left is uncertain. WHMA-TV personnel claimed, at first, that they had an arrangement with the police to meet at the square in Jacksonville. News director and chief anchorman Phil Cox, who answered the man's fourth call minutes after finishing the half-hour 10 o'clock newscast, says he told the police his crew "was going there to help" but that they were going to be late because of car trouble. He says he also gave the police a beeper number they could use to reach the camera crew.

The police say there was no agreement, but rather an understanding that irrespective of what WHMA-TV did the police would act. According to Chief of Police John Locke, a transcript of the telephone conversation shows that Cox correctly recalls what he said to the police. Locke adds that the conversation was not, however, with the officer in charge, who earlier had told cameraman Simmons over the phone the crew could come along "just for the ride." Chief Locke has yet to decide if he will make public the transcript or tapes of the WHMA-TV-police conversation. "I am hesitant about releasing it," he said. "I would have to release everything on it, including a lot of things that don't have to do with this case."

Although uncertain whether the two parties had an arrangement, understanding or misunderstanding, it is known that the police officers stopped patrolling the Jacksonville public square at or near the 11 o'clock end of their shift, just minutes before the two cameramen and Andrews intersected there. It also is known that Simmons lifted the camera, light and audio deck and put on the battery pack and began recording Andrews's effort with matches and lighter fluid and that

it was approximately 15 seconds from the time a small flame first appeared on Andrews until Harris ran to him to try to smother the fire.

According to one station newscaster, there were others (perhaps as many as 15) within sight of the Friday night activity. Yet so far only the videotape, just over one minute, and the two cameramen have offered a frame-by-frame description of the much discussed minutes that ended with an ambulance ride for Andrews, who was not until Thursday reported in fair condition at University Hospital in Birmingham. The tape shows that six seconds after the camera's red light went on, Andrews unsuccessfully tried to set a match to his clothes. He then turned his back to the camera, walked over to pick up the lighter fluid container, splashed some more on himself, and then returned to about three or four yards from Simmons and Harris. At that time he warned the two to "stay away." Harris says he thought moving toward Andrews might pressure him into precipitous action. Thirty seconds after taping, Andrews, with a second match, started a small fire on his leg, just six seconds after he had told Harris and Simmons to "stay away." The flames hesitantly climbed Andrews's leg but in 12 seconds, Andrews himself cried: "Put it out!" and in a moment Harris was attempting to bat down the flames. Andrews began to run and it was 15 more seconds before a volunteer fireman extinguished the blaze.

All the preceding facts are clearly audible and visible on Simmons's tape, which ran for just over a minute. WHMA-TV, a CBS affiliate, used the tape the next day but, news



Top: Assistant Harris, cameraman Simmons; **Bottom:** Former CBS News President Richard Salant telling *CBS Morning News* audience that story was legitimate to cover and circumstances were beyond second-guessing.

director Cox said, "We did not reveal the man's identity. We used only tape from the aftermath, and we did not show any burns." The tape has now been shown on both cable news networks and the three major commercial news networks.

Last Thursday, following a front page story in the *New York Times*, the nation's news fraternity arrived in Jacksonville and Anniston. Camera crews, reporters and producers were there from ABC, NBC and CBS. Pravda called Police Chief Locke, the Canadian Broadcasting Corporation flew him to Atlanta for an interview later in the day and CBS brought the two cameramen to New York for a next day appearance on *CBS Morning News* followed by comments by a former CBS News president, Richard S. Salant.

CBS, NBC expand commercial time

Networks will increase prime time ad slots by three minutes in April; moves follow similar one by ABC

CBS-TV and NBC-TV informed their affiliates last week they plan to follow ABC-TV's lead by expanding their prime time commercial load by adding two minutes of national time and one minute of local time each week. All three networks will institute the change on Sunday, April 1.

On the same day, CBS will also add an additional 30-second commercial to its evening news broadcast, bringing CBS into parity with ABC and NBC, which air six minutes of advertising in their evening newscasts.

The decisions to expand commercial time at CBS and NBC came nearly a month after ABC's, which announced in February it would implement phase two of a three-part plan, first announced last year, to add an additional nine-and-a-half minutes of commercial time to its prime time schedule. Phase three, to be implemented this fall, would add three more 30-second network spots and one more 30-second local spot. Last fall, CBS and NBC followed ABC in adding seven additional 30-second network spots and two new 30-second local spots.

The four new prime time network spots will be inserted at 8:30 p.m. NYT, on Sunday, on Monday and Tuesday at 8 p.m. and on Friday at 10 p.m. The local spots will be added at 8 p.m. on Monday and Wednesday. A decision has not yet been made on where to add the new spot in the *CBS Evening News*, according to Malara, who said a cut-back in the newscast itself would be made only as a last resort, and that the new commercial would more likely replace nonprogram time—credits or a promotional spot.

On NBC, the new network commercials will be added in slots adjacent to four of its half-hour comedies, *Diff'rent Strokes* and *Mama's Family*, airing Saturday night at 8 and 9 p.m., respectively, *Cheers*, Thursday at 9:30 p.m. and *Gimme a Break*, Thursday at 9. Local spots will be added in *Facts of*

Life, Wednesday at 9:30 and *Bare Essence*, which will move from Tuesday to Friday at 10 p.m. later this month.

As with ABC, the new prime time positions on CBS and NBC will replace nonprogram material such as network promotional spots, while the new local commercials will cut into station-break time. Through the end of 1983, the additional commercials being added could bring each of the two networks an additional \$10 million in revenues.

Although ABC has remained steadfast in its intention to carry out phase three, CBS executives express strong reservations about following that example. An NBC executive said his network "is not even considering phase three at this time."

How much of the impending expansions will work to hold down network advertising rates in 1984 is unknown, according to Malara, who said predictions by some advertising agencies that network rates are likely to skyrocket by between 25% and 30% next year are "not part of the real world."

Network costs-per-thousand were up in 1982, he said, but actual unit price increases probably ran between 5% and 8%. There "will be changes as a result of network coverage of the Olympics," but "I don't know whether we have a clear-cut picture of what our coverage of the conventions will be," he said, referring to recent statements by CBS Chairman Thomas Wyman and ABC Chairman Leonard Goldenson that the networks should change their coverage of national political conventions to concentrate on the hard news that emerges and avoid the gavel-to-gavel coverage of the past. □

Distant signal rate increase set to take effect

Despite efforts of cable industry fee hike for large cable systems begins at midnight

Absent a last minute stay from the U.S. Court of Appeals in Washington, the new cable copyright rates ordered last October by the Copyright Royalty Tribunal will go into effect at midnight tonight (March 14).

The rates, which require large cable systems to pay 3.75% of basic revenues for each distant signal added since June 24, 1981 (the day the FCC officially dropped its distant-signal rules), will cause hundreds of cable systems to drop signals to limit their copyright liability. And as a result, superstations (satellite-delivered distant signals) will suffer a loss of affiliates and audience and a commensurate loss in revenue.

The cable industry had attacked the rate hike in Washington on three fronts: Congress, the Copyright Office and the U.S. Court of Appeals. Congress postponed the original effective date of the hike from Jan. 1 to March 15, but has been too busy organizing itself to be of much further help. The National Cable Television Association appealed the CRT decision to the U.S. Court of Appeals and asked the court for a stay of the

rate hike until it rules on the appeal. Although the court denied the stay request last December, NCTA and Turner Broadcasting System, armed with what they considered to be new information, again asked the court for a stay last month. As of last Friday afternoon, the court had given no indication of when or how it would act on the stay requests.

The cable industry's best chance for some kind of relief before tonight's deadline had rested with the Copyright Office. The Community Antenna Television Association and several Washington attorneys asked the Copyright Office for its opinion of their interpretation of the Copyright Act, FCC rules and CRT decision that would exempt all cable systems from paying the higher rate. But late Friday afternoon, the Copyright Office issued a "letter of opinion" that said the cable systems' argument that "specialty stations never carried, even through '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 the Congress [and the Copyright Act]."

Although the Copyright Office ruling would seem to crush all hopes CATA and the attorneys had for their so-called loophole, CATA Executive Director Steve Effros, after reviewing the ruling and all its qualifications, said, "I don't think you can conclude anything from the letter. It doesn't seem to make much sense. . . . We are going to have to go to court to find out what the law says."

Assuming the worst for the cable industry—the court does not stay the effective date and the rate hike goes into effect on schedule—the impact of the increase will be immediate and dramatic. The superstations, the most pervasive of the distant signals, will be hard hit. A spokesman for Turner Broadcasting System said its WTBS(TV) Atlanta, which now reaches more than 22 million homes, has already lost 200,000 of them as a result of the CRT decision and it expects the losses to mount to between 500,000 and 750,000 by tomorrow. United Video, which delivers WGN-TV Chicago to some 10 million cable homes, expects its losses to rise from around 200,000 to 600,000 as cable operators rush to meet the deadline, according to Bob Price, vice president, marketing and sales.

NCTA has tried to measure the impact of the CRT decision on cable subscribers. According to an NCTA survey of 28 of the largest cable MSO's, 493 distant signals carried on 358 of their cable systems have been or will be dropped prior to the deadline. That means, NCTA said, 6.3 million cable homes or 17.3 million people (assuming 2.75 people per home) will be deprived of one or more signals as a result of the CRT decision.

Efforts to overturn the CRT decision will continue after tomorrow. TBS is reportedly drafting legislation that would permit cable systems to carry WTBS or any other superstation that pays national license fees for programming at the lower rate. And although NCTA has apparently given up on finding any legislative cure, it is still hopeful it can convince the Court of Appeals to agree with it and instruct the CRT to go back and set more reasonable rates. □



UCC's Parker to step down

Dean of citizen movement in broadcasting and early user of petition to deny will retire

The Rev. Everett C. Parker, who, if anyone, is the founder of the citizen movement in broadcasting, is retiring. After some two decades of irritating and worrying the broadcast establishment with petitions to deny license renewals and complaints about alleged lack of service to and employment of minorities and women, Parker will step down from his post as director of the Office of Communication of the United Church of Christ on Aug. 31.

Parker, whose interest in broadcasting predates his entry into the ministry, in 1943, has regarded as his special responsibility the communications needs of those he felt were being ignored by the media. And in 1964, the Church of Christ, in behalf of blacks in Jackson, Miss., who contended their programming needs were being ignored by WLBT(TV), shook the broadcasting industry with a petition to deny the station's license renewal application.

Such petitions were not as common then as they were to become in the next few years. The church made its mark in that case when the U.S. Court of Appeals held that citizens have standing to file such petitions. The court's subsequent decision reversing a commission decision and summarily denying the station's license renewal provided further encouragement to citizen groups who felt broadcasters were not meeting their needs.

The Church of Christ later helped persuade the commission to adopt its equal employment rules. Once the old Office of Telecommunications Policy showed the possibility of wholesale VHF drop-ins, the church, in 1974, petitioned the commission to adopt a drop-in plan—a matter still under consideration. And, its interests expanding, it is an intervenor in the U.S. district court proceeding involving the break-up of AT&T.

Parker, who is 70, got into radio after

graduating from the University of Chicago, in 1935, when he became assistant chief of radio for the Works Progress Administration. A few years later, he was in the public relations business and, Chicago being Chicago, picked up the Kelly-Nash political machine as a client. "We did all of their radio business," he recalled last week.

But by this time he was interested in things spiritual as well as financial and political. He was selling radio time to churches—and decided to jump to that side. He graduated from the Chicago Theological Seminary in 1943 and promptly got a job with NBC as assistant public service manager and assistant war program manager.

Later, he headed an interdenominational Protestant broadcasting organization, the Joint Religious Radio Committee, lectured in communications at Yale, and ran the Communications Research project sponsored by the Divinity School and the National Council of Churches. In 1954, he established the Office of Communication as an agency of the Congregational Christian Churches, which merged with the Evangelical and Reform Church to form the United Church of Christ in 1957.

In recent years, Parker's interest has been turning to cable television and to what he sees as the need of that new industry to increase its employment of minorities and women. But he is keeping his hand in on the broadcasting side. He played a leading role in the fairness doctrine complaint five church denominations filed with the FCC against CBS as the result of a *60 Minutes* segment they say attacked them (BROADCASTING, March 7).

Parker's retirement will be only from his present job. He intends to continue working—to teach and to pick up where he left off more than 40 years ago and go into the public relations business. Parker will also retain a tie to the church, as president of Telecommunications Career Recruitment, the agency's job placement program for minorities. □

NAB board elections

There will be new faces on the National Association of Broadcasters radio and television boards next June. Last week five incumbents on the radio board were re-elected and eight new members chosen. In TV board elections, six memberships were up for grabs, two of which remain held by incumbents. Each member serves a two-year term, effective June 14.

Radio board incumbents who held onto their seats included Edward Giller, WFBG-AM-FM Altoona, Pa., from District Three (Pennsylvania), who defeated Ralph Price of WPPA(AM)-WAVT(FM) Pottsville, Pa. Incumbent Walter May, WPKE(AM)-WDHR(FM) Pikesville, Ky., from District Five (Kentucky and West Virginia), beat out his challenger, Dale Miller of WAJR(AM) Morgantown, W.Va. William Barry, WAMB(AM) Donnellson, Tenn., lost his bid for the District 15 (Tennessee and Arkansas) seat held by incumbent Ted Snider, KARN(AM) Little Rock, Ark. In District 17 (Illinois), there

were no challenges to incumbent William Hansen of WJOL(AM)-WLLI(FM) Canton, Ill.

In the District 21 (Minnesota and North and South Dakota) contest, Jerry Papenfuss of KAGE-AM-FM Winona, Minn., lost to incumbent Dean Sorenson. KCCR(AM)-KNEY(FM) Pierre, S.D. Incumbent Dick Osburn, Osburn/Reynolds Stations, Fort Worth, however, was ousted from his District 19 (northern Texas and Oklahoma) seat by Bev Brown, KGAS(AM) Carthage, Tex.

(Osburn—along with May and current board members Gary Stevens, president of Doubleday Broadcasting, New York, and Giff Fill, KWVE(FM) Marina Del Rey, Calif.—was a candidate for the radio board vice chairmanship to be open in June when the current vice chairman Robert Pricer, WCLT(AM) Newark, Ohio goes off the board. The likelihood is that the winner of that race will become the NAB's next joint board chairman.)

New members include: Dick Rakovan, WSNE(FM) Providence, R.I., who won District One (Connecticut, Vermont, Maine, New Hampshire and Rhode Island), defeating James Asher Jr. of WJDA(AM) Quincy, Mass. Another new face on the board will be Charles Jones, WRSZ(AM) Sarasota, Fla., who beat James Paul Chaplain, WIRA(AM) Fort Pierce, Fla., in the Seventh District (Florida, Puerto Rico and Virgin Islands). Jones was at one time the NAB's vice president for radio. Clyde Price, WACT-AM-FM Tuscaloosa, Ala., who ran against Thom Smith, WDEN-FM Macon, Ga., won in the Ninth District (Georgia and Alabama).

In District 11 (Ohio), Fred Anthony, WAKR(AM)-WAEZ(FM) Akron, Ohio, lost to David Palmer of WATH(AM)-WXTQ(FM) Athens, Ohio. Kenneth MacDonald Sr., from WSAM(AM)-WKCQ(FM) Saginaw, Mich., was the District 13 winner (Michigan and eastern Wisconsin) defeating Edward Allen Jr., WDOR-AM-FM Sturgeon Bay, Wis. The District 23 (northern California and Alaska) winner was Thomas Young, KVON(AM)-KVYN(FM) Napa, Calif., who beat Tom Busch, KNOM(AM) Nome, Alaska.

Gary Capps from Capps Broadcasting, Bend, Ore., also joins the radio board representing the 25th District (Oregon and Washington). He defeated Clifford Hunter, KJET(AM)-KZOK(FM) Bend, Ore. Elections to the even-numbered districts of the radio board will be held next year.

There were 12 candidates for the six at-large seats open on the television board. Incumbents Jerry Holley, Stauffer Communications, Topeka, Kan., and William Dunaway, WTHR-TV Indianapolis, were re-elected. New TV members are: Leslie Arries Jr., WIVB-TV Buffalo, N.Y.; Wallace Jorgenson, WBTV(TV) Charlotte, N.C.; Peter Kizer, Evening News Association, Detroit, and Michael McCormick, WTMJ-TV Milwaukee.

The nominees who lost were: Wallace Dunlap, Westinghouse Broadcasting, Washington; Kenneth Hatch, Bonneville International Corp., Salt Lake City; Jack Matranga, KTXL(TV) Sacramento, Calif.; Mike McKinnon, KIII(TV) Corpus Christi, Tex.; Evans Nord, The KELO-Land Stations, Sioux Falls, S.D., and C.P. Persons Jr., WKRG-TV Mobile, Ala. □



Chairman Mathias



CRT's Burg, Ray, Brennan, Coulter and Ortega



Copyright's Ladd

Catching copyright up with technology

That's what new Senate subcommittee wants to do as it holds its first hearing with CRT members

Bringing copyright law up to date with technological developments appears to be a major priority of the new Senate Subcommittee on Copyrights, Patents and Trademarks. At a copyright oversight hearing last week, Subcommittee Chairman Charles McC. Mathias (R-Md.) stressed the importance of upgrading copyright laws "so they can cope with the miracles of today's space age communications and computer technology."

It was the first hearing for the newly formed committee which listened to testimony from David Ladd, register of copyrights, and from members of the Copyright Royalty Tribunal. Edward Ray, chairman of the CRT, was joined by Commissioners Thomas Brennan, Douglas Coulter, Mary Lou Burg and Katherine Ortega.

Mathias told the witnesses that technological developments have already "imposed a tremendous strain on our copyright and other intellectual property laws." He asked the witnesses to join the subcommittee in examining the problems associated with

accommodating the law to the new technologies.

In addition to revision of copyright law, Mathias said the subcommittee will examine "copyright protection for semiconductor chips, as well as computer programs, the treatment of cable television under copyright law and the recently released report of the register of copyrights on library photocopying."

Ladd testified on the activities of the copyright office and commented on the subcommittee's legislative agenda. Ladd emphasized that the CRT is not a part of the Copyright Office and that the office "simply collects and distributes copyright fees established by the CRT." Ladd's remarks were undoubtedly related to the current controversy surrounding the CRT rate hike for distant television signals carried by cable systems. Mathias, however, did not address that issue to either Ladd or the CRT, unlike his counterpart, Congressman Robert Kastenmeier (D-Wis.), whose House copyright subcommittee's oversight hearing earlier this month focused on the issue (BROADCASTING, March 7).

Mathias remained concerned about keep-

ing his subcommittee abreast of the latest technological developments affecting copyright. He asked Ladd for his help in setting up some type of demonstration on state of the art equipment. Ladd said something could be arranged.

The structure of the CRT was the focus of questions from Mathias. The senator asked Ray if the tribunal "feels it has sufficient legal authority?" Ray noted that the CRT feels it needs subpoena power to be effective. Brennan also agreed and stated that the CRT is at "a great disadvantage" in trying to seek evidence.

Mathias also asked how the tribunal felt about a General Accounting Office report that recommends the CRT be reduced from five to three commissioners. Ray noted that the tribunal agrees it should be cut back. He stated that the workload has not been heavy except during the past year.

Mathias questioned whether the President should limit appointments to the CRT to attorneys knowledgeable in CRT legislation. Burg replied that in dealing with questions of "equity and fairness," many people can make those decisions without being lawyers or experts in that area. □

RCA's annual report shows network made gains in '82, its first since 1978; parent company's profits take big jump

For the first time in four years, NBC posted an increase in profits. After a steady decline since 1978, the RCA-owned company showed a 1982 before-tax net income of \$107.9 million on revenues of \$1.79 billion, up from 1981's earnings of \$48.1 million on revenues of \$1.6 billion.

The company as a whole posted revenues of \$8.237 billion and net income of \$321 million versus year-earlier figures of \$8.004 billion and \$98.3 million.

Even excluding the \$34 million write-off that NBC took in 1981 for programs that were broadcast only once and then shelved, the 1982 operating profit still would have risen 32%.

The figures were released last week with the publication of RCA's 1982 annual report. RCA also reported that sales at the NBC Television Network increased for the 10th straight year, and higher sales also were re-

Turnaround at NBC

ported for the 11th consecutive year at the Television Stations Division, the latter recording its third year of record profits.

RCA does not provide a breakdown of revenues and earnings among the various NBC divisions, but it said that sales increased 14% at NBC Radio over 1981. Start-up costs for new ventures at NBC Radio "were largely responsible for a profit decline," the report said.

According to the report, "in television, the increase resulted from stronger demand for advertising time despite a smaller share of the total available audience caused by inroads by non-affiliated stations, pay cable and other competing program delivery systems. In radio, the sales increase resulted from expanded services and a larger audience."

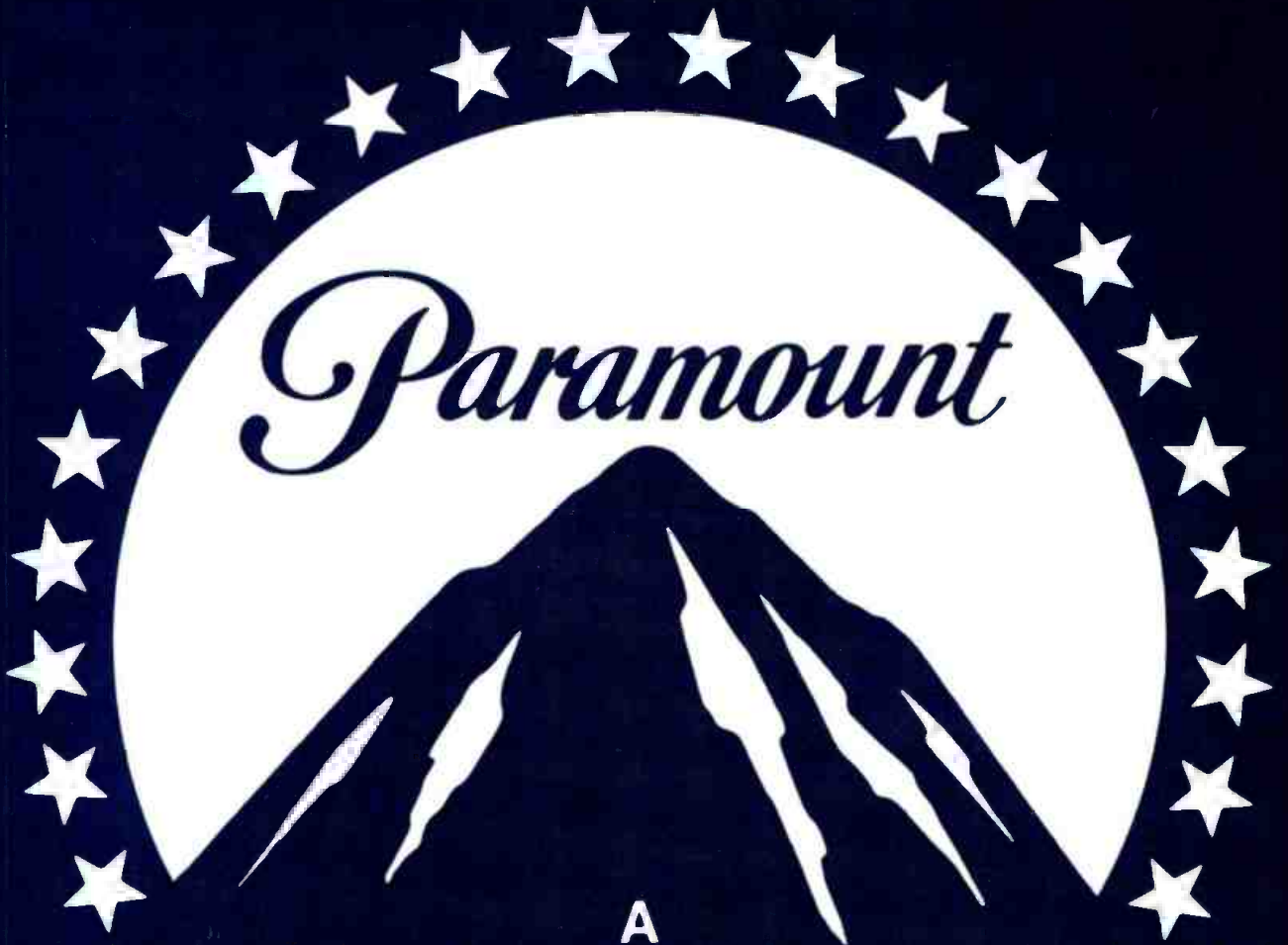
M.S. (Bud) Rukeyser Jr., executive vice president for public information at NBC, said that improvements in management and programming were responsible for NBC's turnaround. Declining to be specific, Rukeyser said the "stability in both management and programming" are major factors in

balance sheet.

According to the 1983 RCA proxy statement, Chairman Thornton Bradshaw earned \$694,250 in salaries, fees and bonuses in 1982, plus \$16,439 in benefits and \$244,250 in contingent remunerations.

Herbert S. Schlosser, executive vice president of RCA, who heads video development, earned \$351,250 in salaries and bonuses in 1982 plus \$36,590 in benefits and \$50,000 in contingent remunerations.

How much of RCA is NBC? The 1982 annual report gives some indication. Of RCA's \$8.237 billion in consolidated 1982 revenues, \$1.79 billion, or 21.7%, came from NBC. The balance is divided among consumer, commercial and government electronic products and services (\$4.354 billion); domestic and international satellite services (\$319 million) and transportation services, which consist of renting and leasing of automobiles and trucks through its Hertz subsidiary (\$1.55 billion). Other products and businesses, which include Coronet Industries, carpet manufacturer, contributed \$222 million. □



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Features

PORTFOLIO X



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

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

First-Run Series

TAKE ADVANTAGE



The new weekly half-hour series about what everyone cares about—money and how to keep it.
Available Fall 1983.

SOLID GOLD

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

SOLID GOLD CHRISTMAS
2-hour special.

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Solid Gold 2-hour specials.

ENTERTAINMENT TONIGHT

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

MADAME'S PLACE
75 half-hours.

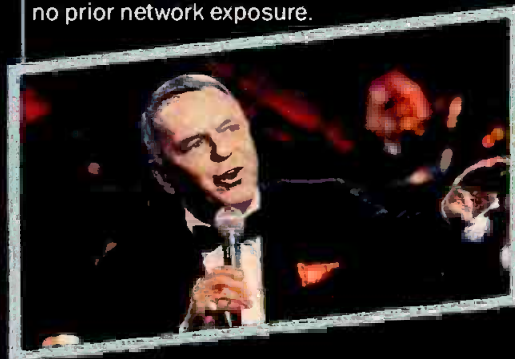
MAKE ME LAUGH
195 half-hours.



First-Run Specials & Features

FIRST RUN NETWORK II

4 exciting entertainment concerts with no prior network exposure.



FRANK SINATRA—CONCERT FOR THE AMERICAS
The definitive Sinatra—his greatest performance. An incomparable 2 hours.

SANTANA & HEART—CONCERT FOR THE AMERICAS
2 of the top pop-rock groups in a 60-minute triumph.

THE DOOBIE BROTHERS FAREWELL
The Grammy winners in a landmark hour featuring 12 years of hits.

CHER—A CELEBRATION AT CAESAR'S
The unique star in a glittering hour of dynamite from Las Vegas.

FIRST RUN NETWORK I

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



Lauren Bacall in *The Fan*

FRIDAY THE 13TH
LIPSTICK
THE FAN
FRIDAY THE 13TH,
PART 2

Off-Network Series



TAXI

Laverne & Shirley & Company

156 + half-hours.

HAPPY DAYS *again*

211 + half-hours.

MORK & MINDY

95 half-hours

THE BRADY BUNCH

117 half-hours

MISSION: IMPOSSIBLE

171 hours

THE LUCY SHOW

156 half-hours

STAR TREK ANIMATED

22 half-hours

THE ODD COUPLE

114 half-hours

STAR TREK

79 hours

THE UNTOUCHABLES

114 hours

LOVE, AMERICAN STYLE

224 half-hours

THE BRADY KIDS ANIMATED

22 half-hours

Mini-Series & Specials

James Clavell's

SHOGUN

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



A Woman Called

Golda

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



WASHINGTON BEHIND CLOSED DOORS

Six 2-hour episodes of star-studded intrigue.

THE WAY THEY WERE

2-hour special.

THE TOP OF THE HILL

4-hour mini-series.

THE GIRL, THE GOLD WATCH & DYNAMITE

2-hour special.

THE GIRL, THE GOLD WATCH & EVERYTHING

2-hour special.



John le Carré's

SMILEY'S PEOPLE

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



TELEVISION DOMESTIC DISTRIBUTION

“ENTERTAINMENT™
TONIGHT

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

—*New York Times*, January 18, 1983

ET's combined average NTI rating of 177 for the week ending Jan. 23 was a new high for the series. Further proof that ET is television's most remarkable success story!



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BIGGEST STORY IN THE BIG APPLE!

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

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

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

ET IS ENTERTAINING THE NATION!

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

Up 20% in Rating

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

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



ET VS. THE NETWORKS!

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

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

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

30% in Access!
 57 MARKETS
SOLD!
 15 of the Top 20!

TAKING ADVANTAGE

HAS ONE BIG ADVANTAGE

TOM MILLER



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



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

PAT CROWLEY



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



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



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

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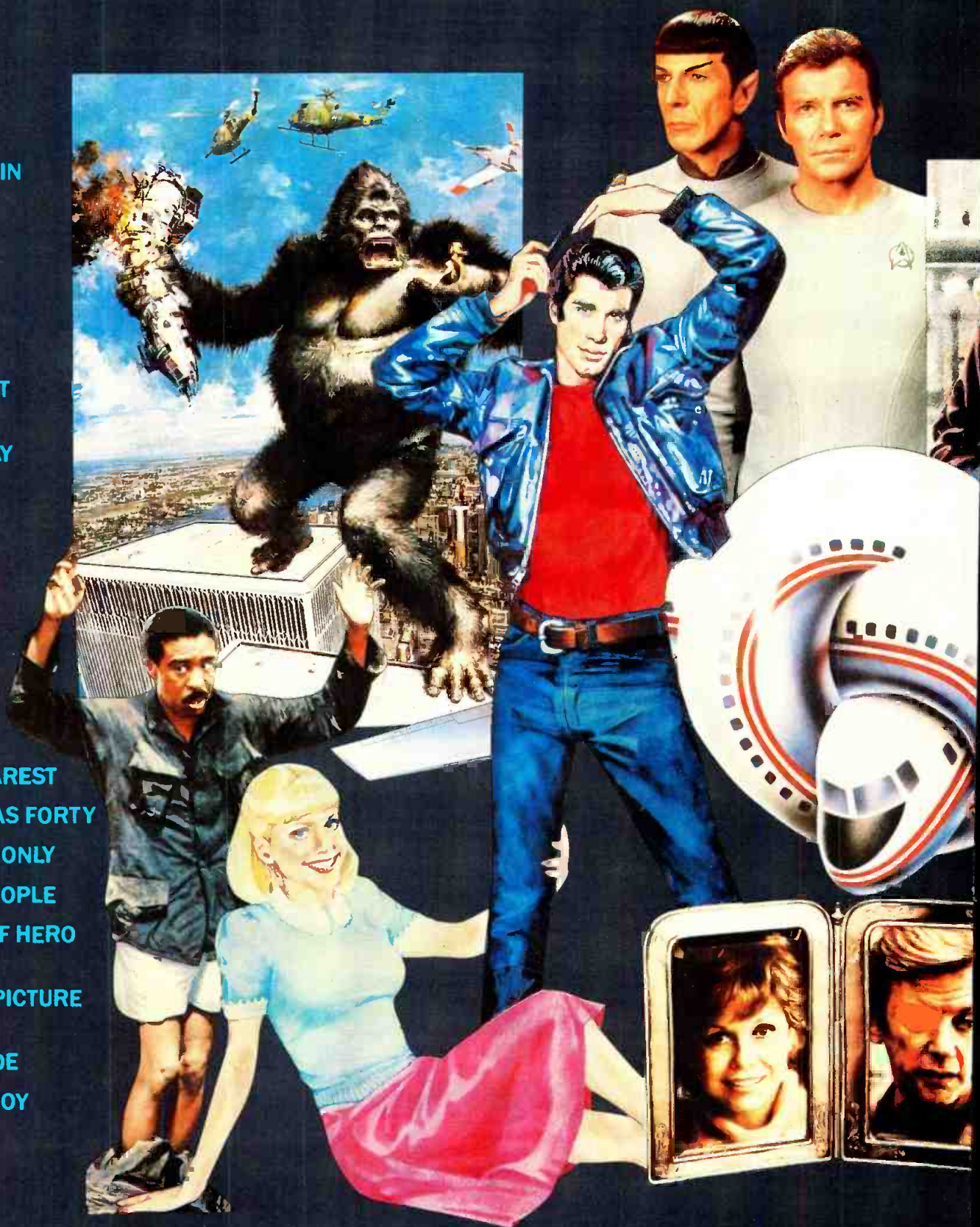
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That's a huge 24% more than the closest competitive package—it means even PORTFOLIO X's "bottom" titles are top attractions! And they're recent—all are post-'76 and 60% were released in the last 2 years!

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

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

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THE DOOBIE BROTHERS FAREWELL

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



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

SINATRA CONCERT FOR THE AMERICAS

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

SANTANA & HEART CONCERT FOR THE AMERICAS

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



**The most amazing exploit
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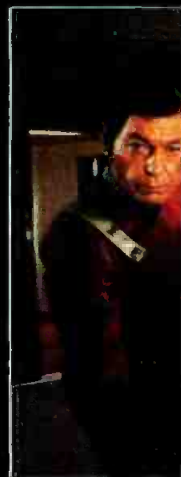
STAR



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



TELEVISION DOMESTIC DISTRIBUTION





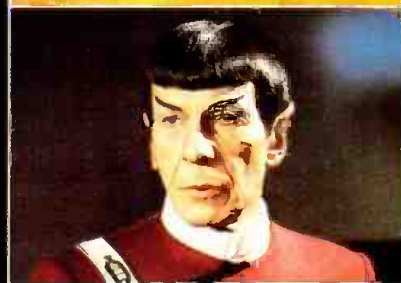
Program Directors: Thank Your Stars For STAR TREK! Every programmer knows and research confirms that off-network hours lose their strength in a season or two. The list of current off-net hours makes that clearer than ever: the startling fact is no series in the entire Top 10* is more than three seasons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

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

STAR TREK

STAR TREK in November '82***

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



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

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



45 years old

There's a new sound to the *CBS World News Roundup* heard each weekday morning at 8 a.m., according to Joseph Dembo, vice president and news director for CBS Radio News. The 15-minute newscast, which is celebrating its 45th anniversary this week, has been going through some subtle changes in presentation since correspondent Reid Collins took over as anchor earlier this year ("Riding Gain," Jan. 3). Collins is conducting more interviews with newsmakers and using more on-air conversations with CBS correspondents from different locations. The news program also uses more actualities, Dembo noted.

Close to the vest

WRC(AM) Washington has received high-level support for its campaign to purchase bullet-proof vests for D.C. police. Vice President George Bush sent a check with a note of appreciation for the NBC-owned station's "Metropolitan Police District of Columbia (MPDC) Vest Fund." "It comes with a heart full of gratitude for the policemen and to [the fund] for your efforts in this very worthwhile

project," wrote Bush. Daytime air personality Ron Eisenberg, who first took an interest in the shortage of protective gear and who chairs the campaign committee, would not disclose the amount of the check but called it "a generous contribution." Since September 1982, \$70,000 has been collected.

Magazine insert

All-news KCBS(AM) San Francisco tonight (March 14) was to launch *Newscope*, a four-hour nightly news magazine airing from 7 to 11 p.m. Hosted by Chet Casselman, former news and program director of KFBK(AM) Sacramento, Calif., the program is described as a conversation between Casselman and "newsmakers, celebrities and listeners who have something interesting, useful and bright to say." KCBS previously programed news and CBS network material during the time period.

Catch a wave

McGavren Guild Radio, the rep firm, announced last Monday (March 7) an agreement with Family Programing Inc., a joint



Nets gain. WNBC(AM) New York has signed a multiyear agreement with the New Jersey Nets of the National Basketball Association to broadcast the team's regular season schedule of 82 home and away games as well as pre-season exhibition contests and playoffs beginning with the 1983-84 season. Pictured at the contract signing are Dominick Fioravanti, WNBC vice president and general manager (seated), and Michael DiTomasso, executive vice president, New Jersey Nets.

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venture formed last year between TMC Multimedia Corp. and the John and Mary Marple Foundation of New York, to distribute a three-hour weekly children's program called *New Waves*. The program interweaves popular music with youth-oriented features, contests and serialized dramas appealing to children, ages 9 to 14, as well as their families. McGavren Guild's role will be to clear stations for the broadcast which, according to Family Radio programming, is designed for airing on Sunday mornings.

FM country

FairWest Studios, Dallas-based marketer of radio programming and promotion packages, announced the addition of five new FM outlets to the roster of Burns/Somerset "Continuous Country" consultancy clients, bringing the total stations with the format to 13. The additions are: KZAN Ogden, Utah; KFMS Las Vegas; KAER Sacramento, Calif.; WPCM Raleigh-Durham, N.C., and WAVC Duluth, Minn. The format, which is programed by consultant Joseph Somerset, has been airing on Capital Cities Communications' KSCS Fort Worth since early 1976 before go-



Which radio network tackles more NFL and major college football games than any other?

Mutual's your ticket to millions of NFL and college football fans. Week after week, Mutual puts fans on the 50-yard line for more NFL games than any other radio network, with the NFL Game of the Week and regional matchups, as well.

This season, Mutual takes to the gridiron with four regional favorites — the Atlanta Falcons, Houston Oilers, Kansas City Chiefs and the Pittsburgh Steelers. And for college football fans, Mutual has exclusive coverage of *five* major bowl games, Notre Dame's Fighting Irish and lots of live action from an exciting lineup of major collegiate contests. It's the most comprehensive football coverage on network radio.

Mutual, the one full-service network,

provides outstanding coverage for advertisers and programmers, with more football — and more sports of all kinds than anyone. From exclusive broadcasts of college basketball and NBA playoffs, to professional tennis and PGA golf. And only Mutual has satellite multicasting to bring you more *live* action than ever before. For a sports schedule that'll make your listeners stand up and cheer, the answer is Mutual.

**The answer
is Mutual**



MUTUAL BROADCASTING SYSTEM

ing into national syndication a year ago. Handling research and other station support for "Continuous Country" is Los Angeles-based consultant George Burns.

AM stereo answers

The FCC should have recommended an AM stereo system instead of leaving the choice to the marketplace, according to 64.53% of the radio stations that participated in a just-completed survey. A total of 32.56% expressed the opposite view.

That was one finding from a mail questionnaire sent last fall by Dr. John H. Pennybacker of Louisiana State University and Professor Donald R. Mott of the University of Southern Mississippi (BROADCASTING, Nov. 8, 1982). It involved 15 questions that called for only "yes" or "no" answers. Questionnaires went to 1,009 AM stations and elicited 344 usable returns (34.1%).

Asked which AM stereo system they preferred, the response was: Harris 25.58%; Kahn, 10.76%; Motorola, 3.49%; Magnavox, 2.91%; Belar, .58%; no preference, 16.28%, and don't know, 40.41%. However, Pennybacker last week pointed out that the decision of General Motor's Delco Electronics Division to endorse the Motorola system (BROADCASTING, Dec. 13, 1982) was announced while questionnaires were being returned. That, he said, has prompted a follow-up survey to assess the impact of that decision.

The station operators' attitudes towards AM stereo were reflected in the following questions and responses:

■ "Has your station investigated AM stereo broadcast equipment?": Yes, 68.9%; no, 30.52%.

Kudos for Cronkite

The National Radio Broadcasters Association announced last Wednesday (March 9) that the recipient this year of its annual Golden Radio Award will be CBS News Special Correspondent Walter Cronkite. The award will be presented at the association's convention, Oct. 2-5, at the New Orleans Hilton.

■ "How important do you feel AM stereo is to the future of AM stations?": Very important, 38.66%; fairly important, 43.31%; not very important, 15.7%; completely unimportant, 1.16%; no opinion, 1.16%.

■ "Do stations agree that AM stereo will be 'the savior' of AM broadcasting?": Yes, 12.79%; no, 85.17%.

■ "Do stations agree that the future of AM is 'non-music programming'?": Yes, 25%; no, 70.93%.

ABC's newcomers

ABC Radio will premiere *Soap Talk*, a new 90-second weekday feature centering on general gossip and "inside information" about TV soap operas (BROADCASTING, Jan. 3), on May 2. The feature will be hosted by actress Jaclyn Zeman, star of ABC-TV's *General Hospital*.

The program, which will be produced by

Watermark/ABC Radio Enterprises, is to air twice each day. Affiliates of the ABC FM Network will have right of first refusal. Bristol-Myers's Excedrin is the exclusive sponsor.

Watermark/ABC Radio Enterprises early next month will introduce *New Music News*, a one-hour weekly program spotlighting groups and artists who are "shaping the new direction" of contemporary music. A spokesman for the Los Angeles-based radio program producer and distributor said *New Music News* will include recordings as well as reports on the "new music" scene from correspondents in Los Angeles, New York, London and other cities. The program is being offered on a market-exclusive, cash sale basis and will have 10 minutes of local commercial time available. A host for the show has not yet been announced.

New sound, new name

CBS's owned-and-operated WEEI-FM Boston officially launched its new "Hitradio" format last Wednesday (March 9) and changed its call letters to WHTT(FM). The station's format, which has been slowly evolving from a "soft" rock to an all-hit sound for some time, is similar to that of CBS's KHTR-FM St. Louis and WCAU-FM Philadelphia.

NPR numbers

National Public Radio's audience registered a weekly cume of 7.8 million persons over the age of 12 during the spring 1982 Arbitron rating period, according to NPR, which released the data last week. The cume re-

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ERGY SOLAR ENVIRONMENT INSURANCE MORTGAGES MONEY MATTERS NATIONAL GALLERY VATICAN
IO VIDEOTAPE PUBLIC RELATIONS GOVERNOR'S CONFERENCE WORLD HEADLINES GARDENING GRAD
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UPI UPDATE (#6) What's Up at UPI?

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UNITED PRESS INTERNATIONAL

UPI

One Up on the World

presents a 53% increase over spring 1980. Average quarter-hour weekly audience estimates over the same two-year period showed an increase of 82%, said NPR. All figures are for Monday to Sunday, 6 a.m. to midnight.

As for the network's two news programs, more than 1.5 million persons 12-plus tuned into *Morning Edition* and more than 2.5 million 12-plus listened to *All Things Considered* each weekday, according to NPR.

Consumer affairs net

The Washington-based public relations firm of Sklar, Idelson said it plans to produce a series of 60-second news feature spots highlighting consumer affairs programs of different corporations. The features will be transmitted to stations via AP and UPI satellite facilities during National Consumers Week, April 24 to 30. "Often the public is unaware of the programs and educational materials consumer affairs departments provide," said William Sklar, partner in the firm. "Our radio news service will help fill this information gap," he added. Cost for production of a 60-second spot is \$750.

Canadian input

Associated Press Radio plans to provide coverage of U.S. and international news to Broadcast News Limited of Canada beginning April 1. "The agreement will also benefit AP Radio's American members who will receive coverage of Canada through the facilities of Broadcast News," said AP vice president and director of broadcasting, Roy

Steinfort. Broadcast News serves 215 Canadian stations with programs in both English and French.

Crystal nostalgia

A new weekly one-hour big band/nostalgia program is being offered to stations in the top 100 markets on a barter basis by the newly formed Crystal Key Productions, Los Angeles. The show will be hosted by former television announcer George Fenneman and will contain the music of the big band and vocal artists of the 1930's and 40's as recorded by the Crystal Key Orchestra. Crystal Key Productions, which was formed by former Los Angeles radio personality M.G. Kelly and radio producer Catherine Campbell, hopes to launch the program in June.

Special series

RKO Radio Networks will integrate a series of special reports into its programing schedule for 1983 beginning today (March 14). Plans call for some of the regularly broadcast features and public affairs programs for both RKO One and RKO Two to be devoted to the topic of the particular series. First of these special reports, airing over a two-week period, is called *The Drugging of America*.

Westwood record

Westwood One, Los Angeles-based radio program production and distribution company, has surpassed the \$10 million mark in

gross billings thus far in 1983. Recent agreements with Gillette, Honda motorcycles, Agree shampoo and Levi Strauss have pushed sales to record highs, said company president Norm Pattiz. Westwood One produces 28 programs.

NPR goes to NAB

For the first time, National Public Radio will be officially attending the National Association of Broadcasters annual convention in Las Vegas (April 10-13). Its purpose is to inform commercial broadcasters about its new profit-making subsidiary, Ventures, formed earlier this year to incorporate NPR enterprises ranging from transmission of digital nonbroadcast data to the establishment of a nationwide paging system (BROADCASTING, Jan. 17). NPR plans to have staff from its engineering and distribution departments present at the convention.

Positive thinking

What's Right with America, a two-and-a-half-minute weekday human interest feature, made its debut over the Mutual Radio Network on more than 300 stations. Produced by Popular Media Products, a Los Angeles-based radio production company, the program spotlights positive stories of ordinary individuals "whose daily activities and accomplishments regularly go unchronicled," according to Dick Carr, vice president of programing, Mutual. Host for the series is Los Angeles radio personality Ray Willis.

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On tap: everything from financial interest to Iris awards

The proposed repeal of the FCC's financial interest and syndication rules is likely to be foremost in the minds of the more than 5,000 programmers, producers and other Fifth Estaters expected to attend the 20th annual NATPE International convention in Las Vegas, beginning officially this Friday. (Associated activities begin as early as Wednesday.)

Four general sessions and nine workshops plus meetings and panels with representatives from the networks and independent stations will cover everything from issues pending at the FCC to graphics and set design. Along the way, there also will be conferences on topics ranging from new distribution techniques to the case for and against importing foreign produced programing for broadcast on U.S. stations.

More than 250 syndication companies will be on hand to meet buyers and programing executives, reports Charles W. (Chuck) Larsen, NATPE International president, who anticipates a "very upbeat" crowd in Las Vegas. He also emphasized that the increasing number

of outlets provided by cable, pay TV, home videodisks and recorders have increased the demand for programing.

The major general sessions cover "The New FCC" on Sunday, March 20; "Innovative Local Programing" on Monday, and "Update, Financial Interest and Syndication Rules," on Tuesday. The general session on the "new" FCC will feature Lionel Van Deerlin, former chairman of the House Telecommunications Subcommittee, moderating a panel including FCC Commissioners Joseph Fogarty, Anne Jones, James Quello, Henry Rivera, Stephen Sharp and FCC Mass Media Bureau Chief Larry Harris. Edward Fritts, NAB president, also will be on the panel along with Washington communications attorney John Lane. FCC Chairman Mark Fowler, who attended last year's NATPE convention, will not be going this year.

Monday will be given over to a series of "self-help" sessions and workshops, explained John Von Soosten, vice president and programing manager at WNEW-TV New York and NATPE conference chairman. The day will begin with a morning general session on



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"CHiPs"

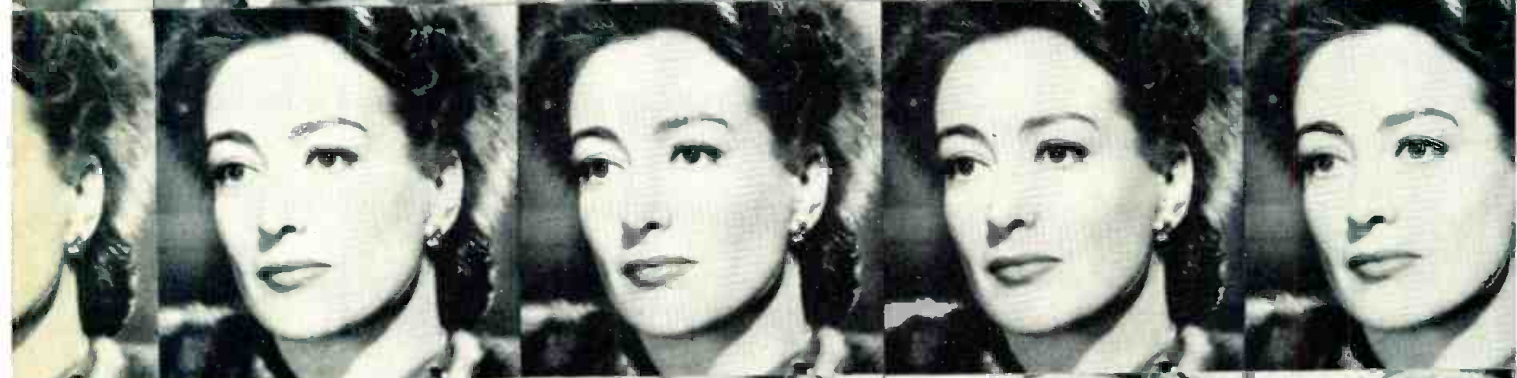
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Source: NSI/CASSANDRA Ranking of
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"innovative local programming" moderated by A.R. Van Cantfort, programming manager at WSB-TV Atlanta, and a former NATPE president. Panelists include programming heads from KYW-TV Philadelphia; WOKR(TV) Rochester, N.Y.; WNEV-TV Boston; WTVN(TV) Columbus, Ohio, and WEWS-TV Cleveland. Six self-help workshops are scheduled throughout the day, covering negotiating strategies, profiles of successful stations, cable programming, dealing with special interest groups plus advice on designing a new "look" for stations as well as new program distribution techniques.

Von Soosten added that part of the aim of Monday's schedule is to provide a marketplace of ideas for local station programmers, and to show them ways they can improve their programming to "serve the public and at the same time be competitive."

Tuesday morning the battlelines will be drawn for a general session on the FCC's proposed repeal of the network syndication and financial interest rules, which Von Soosten predicted would be "on everybody's mind." Two former FCC chairmen—Richard Wiley and Dean Burch, both now Washington attorneys—will take the side of the networks and syndicators, respectively, in what NATPE President Larsen said will be a lively session. Also included in that panel will be Michael (Mickey) Gardner, an attorney with Akin, Gump, Strauss, Hauer & Feld in Washington and head of the U.S. delegation to last year's ITU plenipotentiary conference in Nairobi, Kenya. They will be joined by Mike Kievman, executive vice president of television at Cox Communications; Tony Malara, president of the CBS Television Network; Fred Paxton, chairman of the NBC-TV affiliates board; Don Taffner of D.L. Taffner Ltd., and Guy Main, executive vice president of WCIA(TV) Champaign, Ill., and chairman of the CBS-TV affiliates association.

George Back, former NATPE executive director who heads his own syndication firm, George Back & Associates, will be the session's "discussant." Von Soosten explained his role will be to play a roving reporter in the audience, "Donahue style," to ask questions

and gauge reaction.

Tuesday morning also will see a workshop on "International: Will It Play in Peoria?," during which both sides of the issue on importing foreign programming for U.S. broadcasting will be debated. There also will be a workshop on "High Tech and Programming," a how-to lesson on the new technologies and their effect on programming, and a workshop titled "Open All Night," an exploration into 24-hour programming by way of news, movies and pornography.

Tuesday also is the day the different players in the Fifth Estate—the networks, the independents, public broadcasting and cable—hold their group meetings. There also is an international group meeting moderated by Jim Fitzmeurice from the Australian Broadcasting Commission.

Although registration begins at 9 a.m. on Wednesday, March 16, and the first formal session does not begin until Sunday morning, March 20, there is plenty of activity in between.

Thursday, March 17, kicks off with company meetings of Blair TV, Meredith Broadcasting, Metro TV Sales, Metromedia Inc., Metromedia Producers Corp., MMT, Taft Broadcasting, United Television and Worldvision Enterprises. At 5 p.m. the Television Critics Association will hold a press conference at the Hilton to examine "The Future of Television," moderated by Ed Bark, TV critic for the *Dallas Morning News* and TCA president. Scheduled participants in that discussion include Rich Frank, president of Paramount Television Distribution; Michael Fuchs, executive vice president for programming, HBO; Larry Grossman, president of PBS, and Fred Silverman, former president of NBC and now president of InterMedia Entertainment, TV production firm.

The official opening breakfast will begin at 8:45 a.m. Friday, March 18, at the Sahara, hosted by NATPE President Charles Larsen. Steve Allen will give the keynote address.

The 16th annual Iris awards ceremonies will be held Saturday, March 19, at the Sahara. The hosts will be Gordon Jump, Pat Mitchell and Richard Simmons.

Filling the days and nights in Las Vegas

Wednesday, March 16

Board meeting. 9 a.m.-5 p.m.

Registration. 1-6 p.m.

Cabaret for syndicators. 9:30-11 p.m. "That Great Slate of '58," musical revue spoofing television.

Thursday, March 17

Company meetings. 8 a.m.-3 p.m. Sahara, Riviera. Blair TV, Kcmo Television, KMSP Television, Meredith Broadcasting, Metro TV Sales, Metromedia, Metromedia Producers Corp., MMT, Taft Broadcasting, United Television, Worldvision Enterprises.

Registration. 9 a.m.-8 p.m.

Rep meetings. 3-11 p.m. Sahara, Riviera.

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.

TV Critics Association press conference. 5-6:30 p.m. *The Future of Network Television*. Moderator: Ed Bark, *Dallas Morning News*, and president of TCA. Participants: Rich Frank, Paramount Television; Michael Fuchs, HBO; Larry Grossman, PBS; Fred Silverman, InterMedia Entertainment.

Friday, March 18

Registration. 8 a.m.-7 p.m.

Opening breakfast. 8:45-10:30 a.m. Sahara. Host: Charles Larsen. Almi TV Productions and NATPE president. Welcome by Las Vegas Mayor Bill Briare. Keynote address: Steve Allen.

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

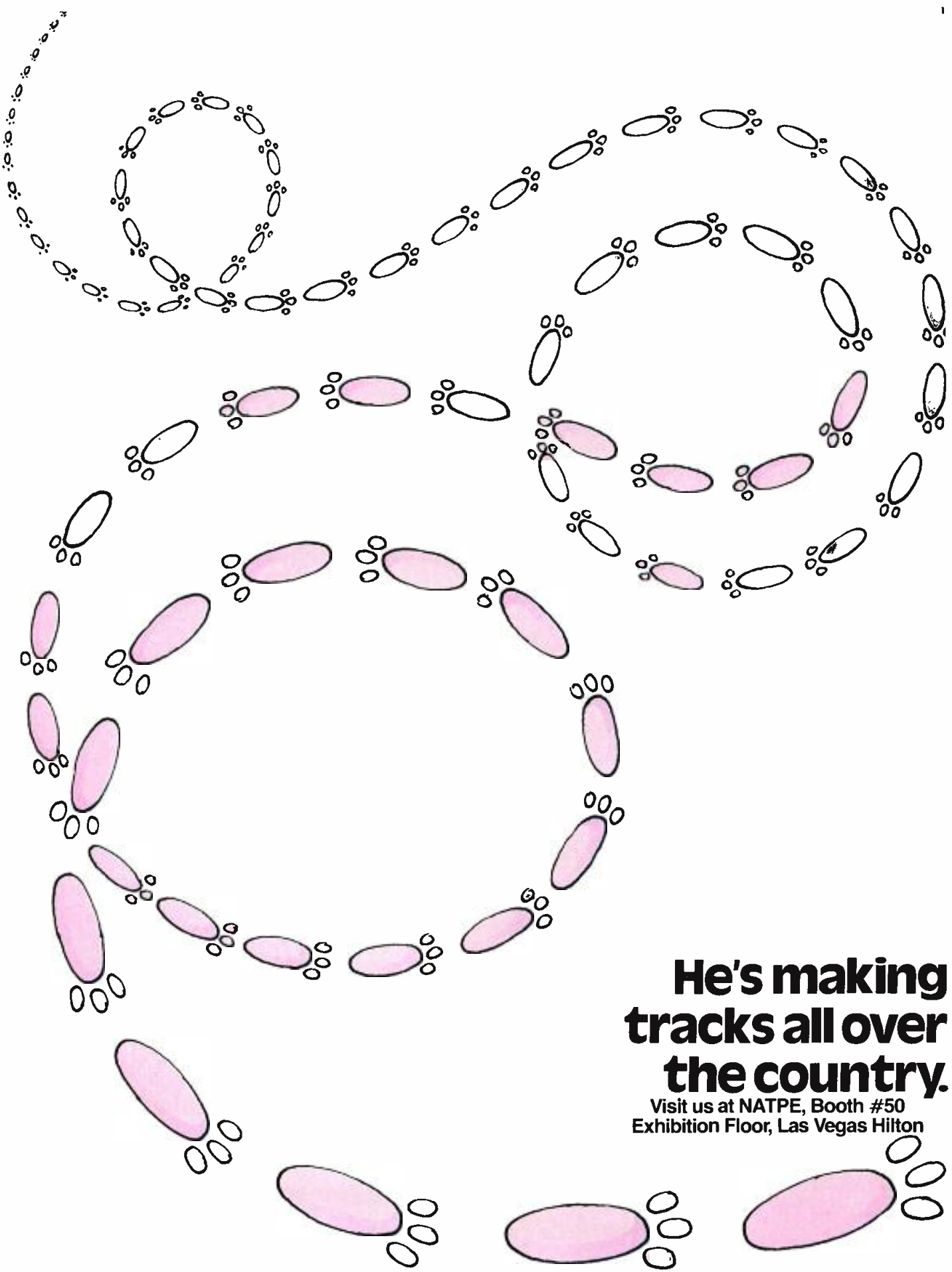
General membership cabaret. 10-11 p.m.

Saturday, March 19

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

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

Iris awards ceremony. 7-9:30 p.m. Sahara. Host: Gordon Jump, Pat Mitchell, Richard Simmons. Presenters: Don Adams, Barbara Bosson,



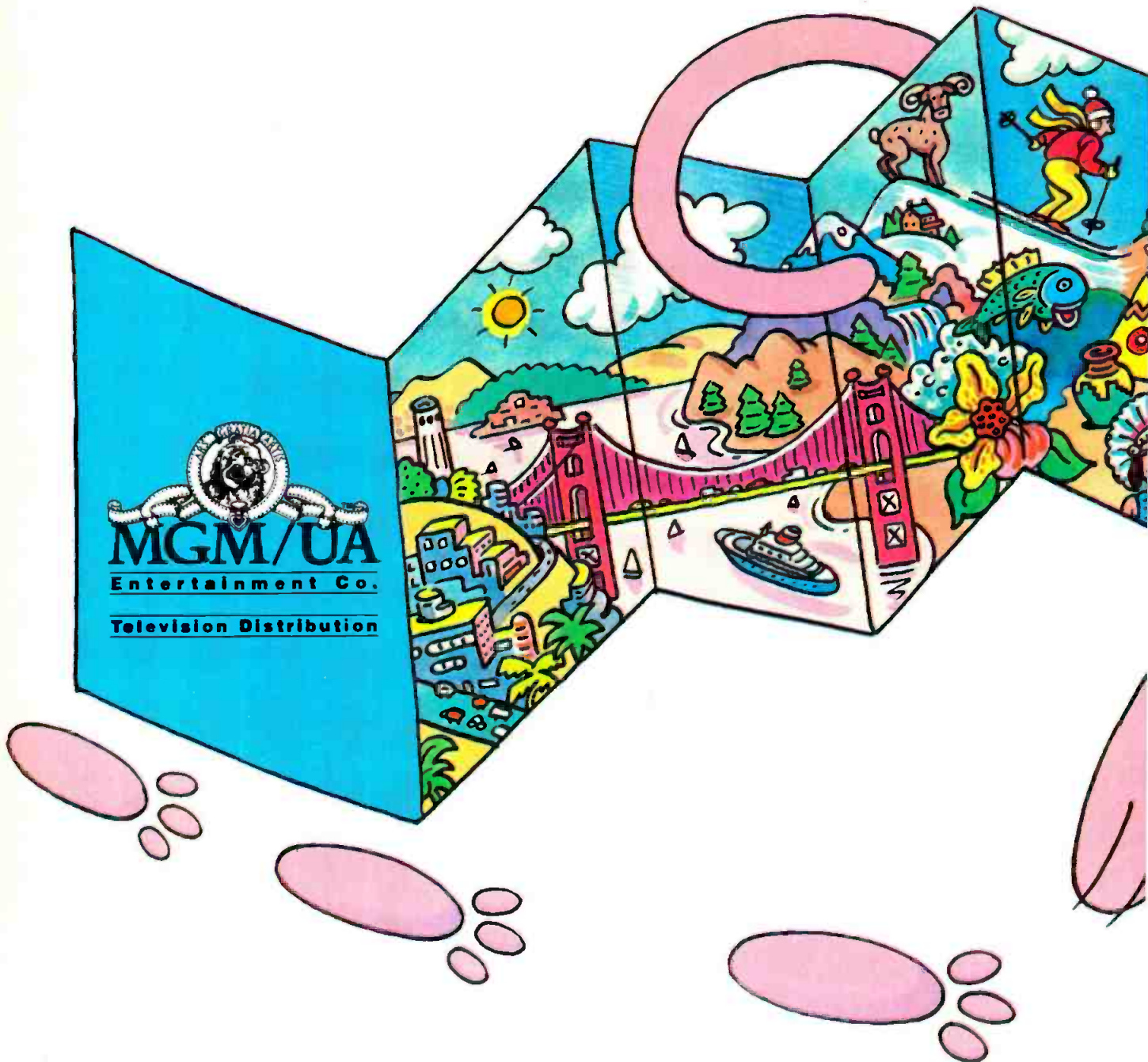
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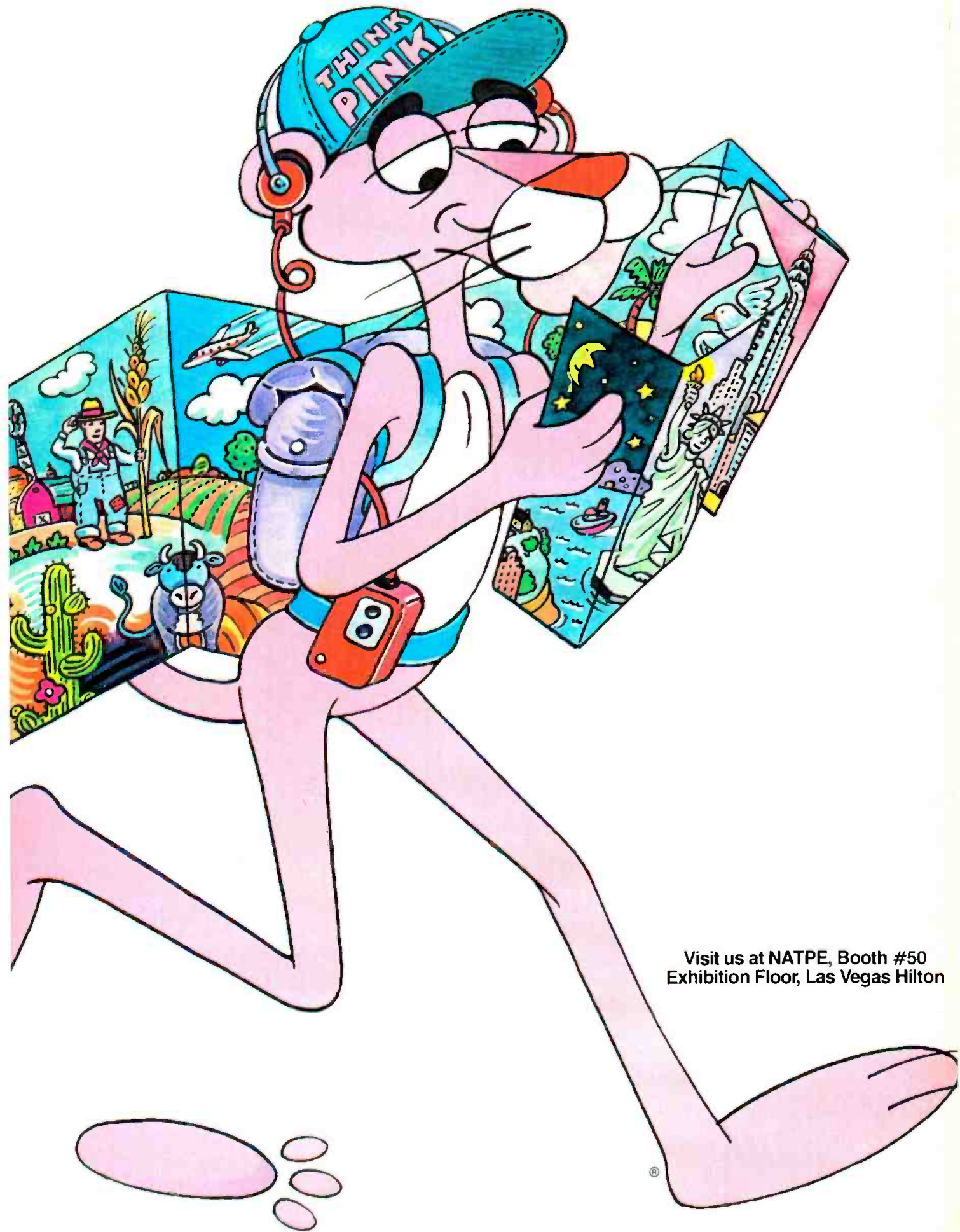
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Sunday, March 20

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; IAB 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.

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

Extracurricular activities. The 20th Annual NATPE International conference will not be all panel sessions and workshops. Squeezed among meetings and ceremonies will be exercise breaks, cabarets, gaming seminars and even a tennis tournament.

All events, unless otherwise indicated, are at the Hilton.

On Wednesday, March 16, at 9:30 p.m. is scheduled a cabaret for syndicators titled "The Great Slate of '58" billed as a "musical revue spoofing television."

On Thursday, March 18, at 3 p.m. there is a spouse and guest kickoff cabaret and, that night at 9:30, there is a NATPE press conference and cabaret for the board of directors and working press.

For early rising guests and spouses on Friday there is an exercise class led by Barbie Allen at 7:30 a.m. Also for spouses and guests later that morning there is a Las Vegas gaming seminar hosted by Program Syndication Services. At 1 o'clock that afternoon, Eastman Kodak will sponsor a tennis tournament for spouses and guests. And that evening at 10 p.m. there is a cabaret for the general membership.

Spouses and guests may rise a little later Saturday for an 8 a.m. morning stretch with Joanie Greggains, sponsored by Program Syndication Services.

Before the 16th annual Iris Awards ceremonies, Turner Program Services will host a cocktail party from 6 to 7 p.m. at the Sahara.

Sunday at 8 a.m. at the Sahara there will be a Roman Catholic mass courtesy of Paulist Productions. Sunday afternoon, starting at 2 p.m. a tour of famous homes is scheduled for spouses and guests, hosted by Eastman Kodak. At 10 p.m. that evening at the Hilton, the final cabaret performance is planned.

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.

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, WCAI(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 Period?* 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 Programming. 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, WVEU(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, WOED(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 Chevry, 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, Righter & 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 Zimmer-

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LORD JEFF
SONG OF LOVE
ANCHORS AWEIGH
BABES IN ARMS
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
 ADVENTURE
 DESIGN FOR SCANDAL
 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
 YOUNG TOM EDISON
 CABIN IN THE SKY
 ZIEGFELD GIRL
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man, 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 Ragan, Nashville Network.

Park, 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.

Three concurrent sessions. 11:15 a.m.-12:30 p.m. Sahara. *Living Together: Working with Special Interest Groups.* Moderator: Farrell Meisel, WDCATV Washington. Participants: Ed Jones, WDM-TV Washington; Abby Kenigsberg, Long Island Coalition for Fair Media; Gene Mater, CBS; Stew

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. □

NATPE marketplace: Plethora of programs for saturated schedule

Shortage of available time periods in which to place new shows will greet syndicators in Las Vegas; backlog of programs already purchased, increase in number of hour-long programs among reasons

There is an abundance of new, first-run television programming available for 1983. An unusually severe shortage of available time periods, however, has made it likely that only a few of the hundreds of new shows to be screened and promoted at this year's NATPE International convention will make it on the air.

That appears to be the consensus of program managers around the country, who seem to be thinking as much about 1984, 1985 and 1986 as they are about 1983 as they head for Las Vegas this week. It is in those future years, say the programmers, that over-the-air television fare, both on affiliated and independent stations, will undergo dramatic changes.

The shortage of available time periods comes from a backlog of off-network series, purchased over the last few years, that are either waiting to be run or are currently running and getting high ratings. The demise of checkerboarding and an increase in the number of hour-long series have gobbled up many of the hours available a few years ago

on most stations, according to programmers, and increasing prices for off-network product have led stations to keep series on the air longer than they did in the past.

In 1982, 10 new off-network hours and nine new off-network half-hours became available for airing, according to Phil Oldham, vice president, director of programming, Katz Communications Inc. Among those shows are *WKRP in Cincinnati* and *Mork and Mindy*, which became available for syndication sooner than had been expected because their original network runs ended sooner than expected. "There is more off-network programming available now than there has been in years," said Oldham.

An increase in the number of programs sold on an advertiser-supported basis has made it tougher to predict winners from this year's NATPE marketplace, said Oldham. Unlike programs sold strictly for cash, barter series require national clearances, and a series that looks promising can fail for the lack of one or two top markets. Syndicist Services' 90-minute game-show block, created especially for independent stations for airing in the morning, cleared 40% of the U.S. but has been put on "hiatus" because stations in New York, Chicago, and Los Angeles could not be convinced to carry it, according to company president Leonard Koch.

Both syndicators and station programmers have been more cautious this year in offering

and signing for first-run programming because so many of last year's first-run offerings that made it on the air failed, according to Ed Aiken, director of programming at Pety Television. Comworld International's *Romance Theater*, Telepictures' *So You Think You've Got Troubles?* and Paramount Television's *Madame's Place* are among last year's new shows that have been canceled.

The abundance of off-network product on the air or waiting to go on at many stations has taken some of the pressure off stations to buy replacements, at least for 1983, according to a number of national and local programmers. At the same time, however, some programmers express disappointment at this year's first run offerings.

"There are fewer new shows in every category than we've seen in the past," said Barry Thurston, vice president for programming for Field Communications, who believes the syndication industry is in a "cautious phase" due to general economic recession and the shortage of available time periods at many stations.

Thurston echoes the thoughts of many programmers in saying there is not only a shortage of the kinds of programming being offered this year, but also a lack of innovation in many of the proposed shows. "We're wondering where the creative community is hiding," said Chuck Gingold, program manager at KYW-TV Philadelphia, who, along with Thurston, noted that a lack of new game shows and talk show development will encourage stations to stay with the tried and true—off-network hours—in key time periods. The shortage of innovative new programs is likely to diminish many stations' "appetite for purchasing programming" this year, according to Thurston.

"This is a year of transition for the television industry" said Thurston. "The audience is being fragmented by cable and pay TV, the networks are not as dominant as they once were, independents are stronger and advertisers are playing a more significant role in program decisions both at the networks and in syndication.

"Nobody knows how these trends will settle out," said Thurston, who sees the NATPE convention not only as a program marketplace but an important opportunity for an



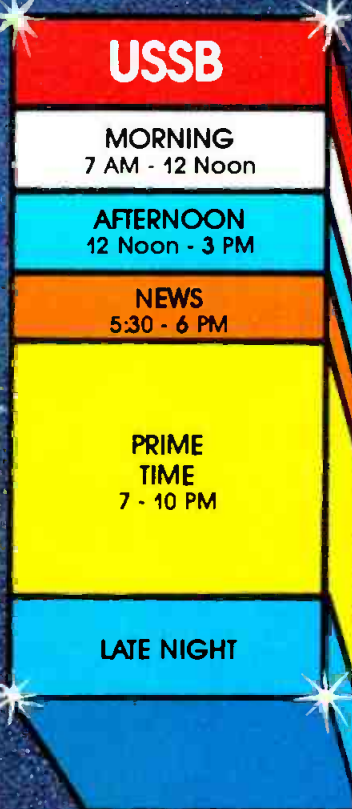
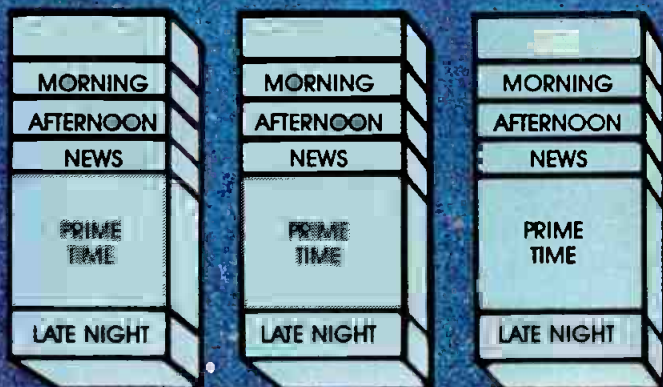
THREE'S COMPANY
WOWT M-F 6:30PM

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

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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

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SOAP

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xchange of ideas among programmers.

"New ground is being broken," he said. The cautionary phase won't last."

First-run contenders this year include few or prime access and late night, an abundance for daytime—where programmers perceive the greatest need—and an abundance or weekends, where new offerings face stiff competition from sports and six-day-a-week series such as *PM Magazine*. Popular genres this year are news/information/entertainment series and music programs, most of the first, once-a-week offerings.

In prime access, King World Productions' *Wheel of Fortune* is considered the only real contender to replace one of two game shows recently being aired successfully in the time period, Colbert Television's *Tic Tac Dough* and the *Joker's Wild*. *Wheel of Fortune's* current success in NBC's daytime schedule is likely to make its appeal among younger viewers greater than that of the other two, according to one national programmer, and therefore enhance its appeal for access.

The success of current access offerings, including Group W's *PM Magazine*, Viacom Enterprises' *Family Feud*, Telepictures's *People's Court* and Paramount Television's *Entertainment Tonight*, has all but precluded the likelihood of any newcomers, according to many programmers.

Among new daytime offerings, Telepictures's *Love Connections*, a game show, appears most likely to fly according to program managers. Strong contenders are also said to include Polygram Television's *Carole Shaw Show*, Golden West Television's *Woman to Woman*, Metromedia Producers Corp.'s *Pantomime Quiz*, Group W's *Dr. William Rader*, Orion Television's *Aerobicise* and Andrews Associates' *This is Your Life*. Gannett/Telepictures's *Newscope* is a firm go for early fringe, while Colbert/Orion's *Breakaway* needs clearances in only two of the top three markets for a definite go, according to its creator, Alan Bennett.

Viacom Enterprises' *People Versus*, offered originally for prime access, is a contender for afternoons as a bridge from soap operas to news and information, according to some programmers, and it also has possibilities for prime time on independents in the form of a once-a-week, 90-minute drama.

For late fringe, MGM/UA Television's *Nickie of the Night* continues to generate considerable interest, with the latest estimate of its clearance put at about 53% of U.S. homes. Other offerings include Polygram Television's *Finders Seekers*, a half-hour television adaptation of "personal" classified newspaper advertising.

Once-a-week programs in the news and information category include PolyGram's *Other Views/Other Voices*, a half-hour presentation of both sides of current issues, Paramount Television's *Taking Advantage*, a half-hour magazine about personal finance, and Turner Program Services' *Week in Review*. Talk shows include MCA-TV's *Larry King Show*, already on the air in many markets.

Sports shows include Syndicast Services' *Great Sports Debates*, and D.L. Taffner's *Al McGuire* and a variety of Olympics shows,



Gannett and Telepictures's *Newscope*

including Syndicast's *Olympic Dreams*, Katz's *Olympiad*, Lexington Broadcast Service's *Road to Sarajevo* and MCA-TV's *Road to Los Angeles*.

Music and entertainment shows include MCA-TV's *Salute* and TeleRep Program Enterprises' *Star Search*, while entertainment magazines include Syndicast's *Ebony/Jet Celebrity Showcase*, a half-hour weekly interview of two black celebrities, to be produced by Johnson Publications, Chicago.

Original children's series include Group W's *Masters of the Universe* and ELA Syndication's *Herself the Elf*.

Programmers headed for NATPE appear to be as concerned about 1985 and 1986 as they are about this year, primarily because they see an impending shortage of off-network series and feature film packages that is likely to become acute in those years. In 1984 and 1985, "you'll start seeing some noticeable changes in the type of programming we offer," said John Martin, program manager at CBS affiliate KDFW-TV Dallas, who believes projects like *Newscope* and *Afternoon* will become more and more viable as competition heats up for the dwindling number of off-network series and as more and more competitors—independent stations, cable systems and low-power television stations—enter the field.

Among independent stations, a key concern is the diminishing supply of feature films, accompanied by escalating prices, shorter license terms and lower potential ratings for movies that have already been exposed on pay and network TV. In 1986 and 1987, the shortage could become far more serious, according to one programmer, because long-held station contracts for classic film packages will expire and film syndicators will have their first real chance to sell such films to pay cable.

The coming years could provide "a great day" for syndicators of first-run programming, said one programmer, who believes indepen-

dents must be more willing to risk investing in first-run series to encourage a continued flow of new product from producers.

As of last week, 249 syndicators had registered for exhibition hall space or hospitality suites for this year's NATPE convention. That is about the same number as appeared at last year's event, also in Las Vegas. According to Phil Corvo, executive director of NATPE International, the fact that the number of syndicators did not grow this year reflects uncertainty in the program syndication industry over the future of the FCC's financial-interest and syndication rules.

The exhibitors

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
14724 Ventura Blvd., Suite 610, Sherman Oaks, Calif. 94403

Martial arts films.

A.C. Nielsen 4-112
1290 Avenue of the Americas, New York 10104

Admore Inc. 3-121

Advanswers 337
10 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.

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cer, Abbott and Costello Show, Felix the Cat, ghty Hercules. **Staff:** Alan Gleitsman, Cheri sche, Ron Harrison, Chris Buchanan.

an Landsburg Productions 340
311 W. Olympic Blvd., Los Angeles 90064

p 'n' Rocker Game*.

an Neuman Productions 3-110

care Communications 25
03-5 Walnut St., Philadelphia 19102

fred Haber 2901-2
1 Commercial Ave., Palisades Park, N.J. 07650

m 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, Gau-

guin 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 Lennox, 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.

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.

ASI Market Research 344
7655 Sunset Blvd., Los Angeles 90046

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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.



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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!

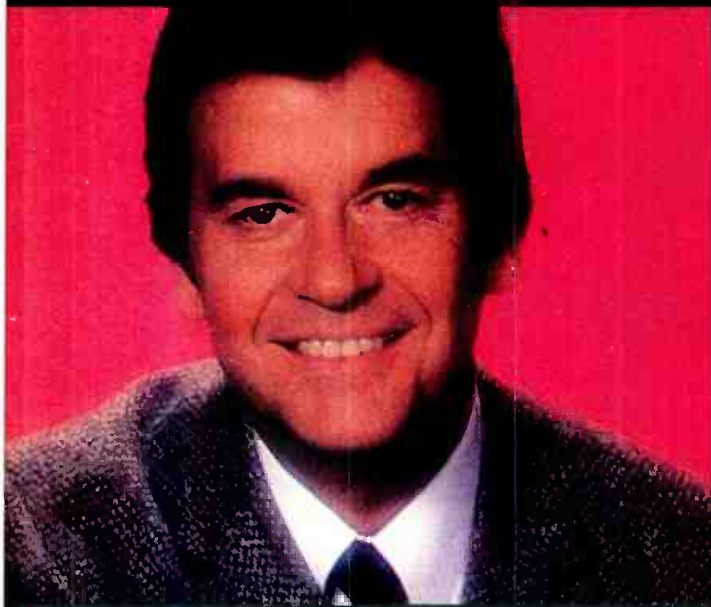
The format is simple: a 5-second opening and local billboard, followed by 25 seconds of explosive, *all-new pre-Olympic footage*, capped by a 30 second spot that's yours to sell.

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

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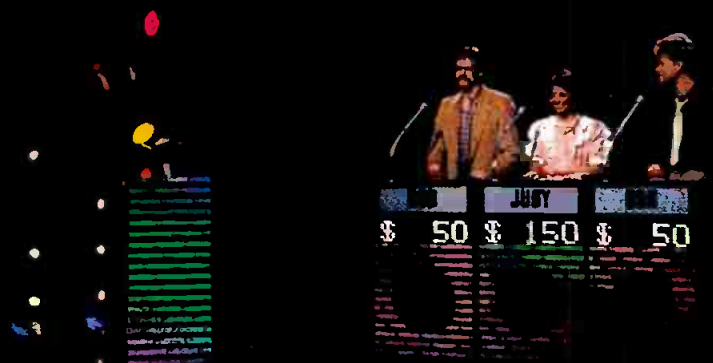
Salute Hosted By Dick Clark

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.

*POP
ROCKER*

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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.

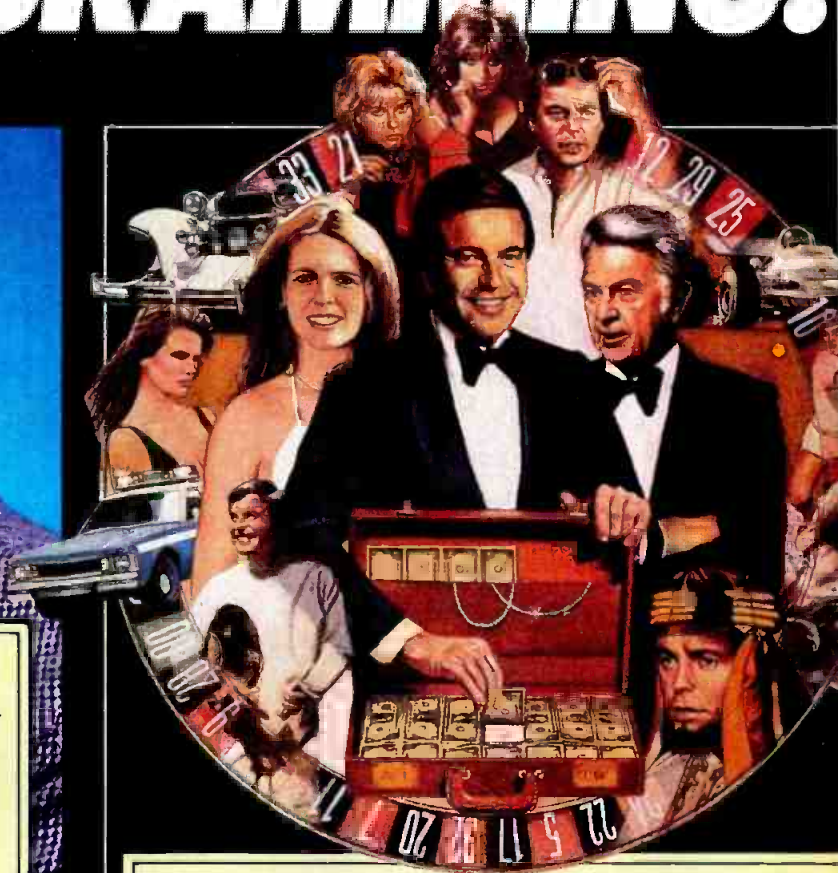
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The Larry King Show

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



Switch

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

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



The Road To Los Angeles, Year II

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

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

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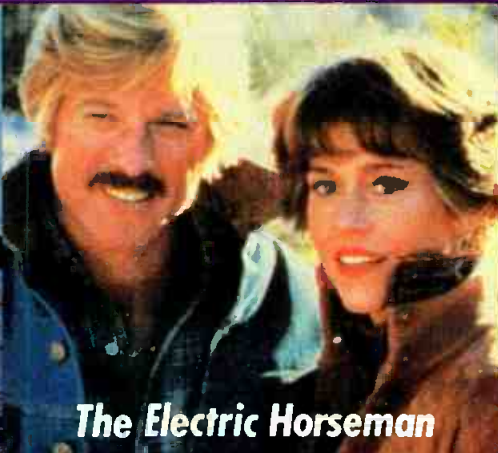


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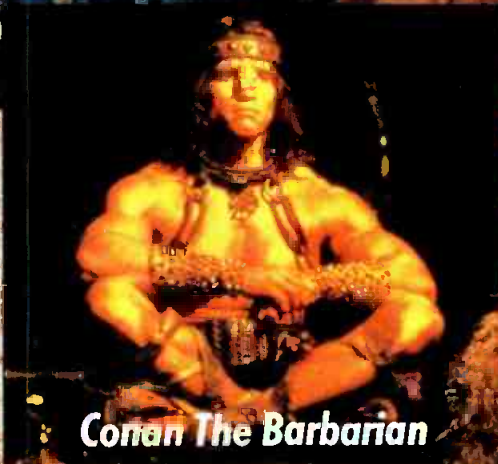
The Electric Horseman



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 Ridgmont High

Jennifer Jason Leigh, Sean Penn

The Four Seasons Alan Alda, Carol Burnett, Jack Weston

The Harlem Globetrotters On

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

The Incredible Shrinking Woman Lily Tomlin, Charles Grodin

The Island Michael Caine

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

Jaws II Roy Scheider, Lorraine Gary

The Jerk Steve Martin, Bernadette Peters

The Last Married Couple In America
George Segal, Natalie Wood

Madame X Tuesday Weld, Jeremy Brett

Melvin and Howard Paul LeMat,

Jason Robards, Mary Steenburgen

Nighthawks Sylvester Stallone, Billy

Dee Williams; Lindsay Wagner

Sgt. Pepper's Lonely Hearts Club

Band Peter Frampton, George

Burns, Steve Martin, Bee Gees

Silence Of The North Ellen Burstyn

Smokey And The Bandit II Burt

Reynolds, Sally Field, Jackie

Gleason, Dom DeLuise

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AVC Productions 3-111

1424 W. 28th St., Miami 33140

Rx for Living*. Staff: Alma Walker, Marylou Ingegneri.

Bandera Enterprises 2815

Box 1107 Studio City, Calif. 91604

Pursuit of Victory*, Thrillmaker Sports. Staff: Don Flagg, Helen Mazeika-Flagg, Victor Sitkowski, Ethel Taylor.

Bentley Syndication Services 580

32 Fairway Pl., Cold Spring Harbor, N.Y. 11724

Best Film & Video Corp. 2801

Bill Burrud Productions 354

1100 S. La Brea Ave., Los Angeles 90019

Blair Video Enterprises 2919

717 Fifth Ave., New York 10022

Wake Up the Echoes—A History of Notre Dame Football, NFL Great Moments, Great Plays of the Glory Days, Legends of College Basketball, College Football Scrapbook, 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 Galemba.

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

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 Canais, Dick Alsop.

Bozell & Jacobs 564

10250 Regency Cr., Omaha, Neb. 68114

Bristol Myers 5-121

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 Television 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.

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. Staff: John McEntee, Ed Mashatka, Norman Mintle.

CBS Broadcast International 23

Box 905, Radio City Station, New York 10101

CBS Television Network 28-121

51 W. 52d St., New York 10019

Central City Marketing 407

Cinema Shares International 2935

450 Park Ave., New York 10022

Action-adventure, horror, martial arts and family film packages. Staff: Beverly Partridge, Daile Reinsons, Hank Guzik, Dick Ostrander, Melvin Pinsel, Mike Klein, Frank Leiberman.

Claster Television Productions 2932

660 Kenilworth Dr., Towson, Md. 21204

Colbert Television Sales 21

1888 Century Park East, Suite 1118, Los Angeles

Breakaway. Staff: Dick Colbert, Meri Brantley, Lori Fair, Jill Siegel, Larry Lynch, Barbara Agostino.

Columbia Pictures International 2864-5

711 Fifth Ave., New York 10022

Bring 'em Back Alive, Benson, Filthy Rich, Hart to Hart, T.J. Hooker, It Takes Two, Mama Malone, Ripley's Believe It or Not!, Teachers Only, Blue and the Gray, Malibu, Shadow Riders, I Desire, Cocaine and Blue Eyes, Life of the Party: Story of Beatrice, Money on the Side, Mickey Spillane's Murder Me Murder You, Sadat, RFK and His Times, Master of Ballantrae. Staff: Brian McGrath, Susan West, Helios Alvarez, Nelson Duarte, John Migicovsky.

Columbia Pictures Television 2875

15250 Ventura Blvd., Sherman Oaks, Calif. 91403

Carson's Comedy Classics*, Hart to Hart*, Benson*, Soap, What's Happening, Barney Miller, Carter Country, Fantasy Island, Starsky and Hutch, S.W.A.T., Charlie's Angels, Family, Police Woman, Police Story. Staff: Joseph Indelli, Steve Astor, Janet Bonifer, Dick Woollen, Pat Kenney, Dick Campbell, Mitch Sallitt, Steve Mulderrig, Gary Montanus, Ken Doyle, Herb Weiss, Stu Stringfellow, Bill Katsafanas, Tom Holland, Don Bryan, Jack Ellison, David Mumford, Marlynda Salas, Tom Tardio, Doug Duitsman, Herman Rush.

Comworld International 39

227 E. 31st St., New York 10016

Feature package (19), Wanted by the FBI, Afternoon, Tonight's Entertainment, Romance Theater, Rock and Roll: the First 25 Years (6), Donna Fargo, Country Roads, Rock 'n' Roll, Steeler and

the Pittsburgh Kid, Peter Marshall and the Bi Band, Shields and Yarnell, House that Half Jac Built, Nothing But Comedy, Second City Comedy, Tuisa Music Festival, Osmonds at Ohio State Fair, Osmonds in Concert, Tom Jones & Knotts Berry Farm. Staff: Peter Yaman, Beverly Brewer, Robert Chenoff, David Sifford, David Vester, Annelle Johnson, Dave Lynch, Carmo Moon, Virginia McDonald, David Andersor Robert Nyborg.

Con Hartsock-Wrightwood Entertainment 3

1100 Gendon Ave., Los Angeles 90024

Contempo TV Ltd. EI

Cori & Orient 31

2049 Century Park East, Los Angeles 90067

Genghis Khan: Blue Wolf* (6), Jack Holborn* (6) Silus* (6), In Concert, Die Fledermaus, Jabul Slippery Slide, Round the Bend, Borneo, La Barsham Fair, Walking in a Sacred Manner, Stay way to the Moon, Fallas, World Wildlife, Game from the around the World, Tinderbox, Sevent Match, Echo of the Wild, Last Tasmanian, Step ping Out, This is a Man, Red Deer, Amazin Creatures of the Sea, Human Experience, Mes merist (5), Cornflakes for Tea (6), Fatty & Georg (10), Nuggets (26), Toycraft (7), Anita in Jumble land (26), Mariolino (26), Wonderful Tales for Around the World (98), Animation Theater (130) Chuck the Beaver (99), Groyzer X (36), Dina Saur Show (13), Oscar (39), Woozies (26). Staff Marie Hoy.

Cranston/Csuri 3-10

1501 Neil Ave., Columbus, Ohio 43201

Digital scene animation packages. Staff: James Kristoff, Charles Csuri, Wayne Carslor Paul Sidlo, Mark Del Col.

Creative International Activities 35

372 Central Park West, New York 10025

CW Broadcasting 321

Box 880, Framingham, Mass. 01701

Dan Curtis Distribution 41

5555 Melrose Ave., Los Angeles 90038

Dan Robinson Broadcasting 1*

127 E. 59th St., New York 10022

Data Communications Corp. (BIAS) 2751

3000 Directors Row, Memphis, Tenn. 38131

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DFS Program Exchange 5-101,103

405 Lexington Ave., New York 10174

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)

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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.

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

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BUT WHAT ARE WE DOING NOW?

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

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

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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). **Staff:** Jack Irving, Sue Radden, Wally Chateauvert, Tim Strosahl.

Diamond & Diaferia 377

Ebony/Jet Celebrity Showcase 5-124

E & C Productions 3-108
4421 Lankershim Blvd., N. Hollywood, Calif. 91602

Editel Group 319

EK Car Man Productions 321

ELA Syndication 29-105
153 E. 53d St., New York 10022

Herself the Elf, Kids! **Staff:** Ave Butensky, Tom Maney, Dan Chepley, Rich Goldfarb, Stan Kay.

Embassy Telecommunications 44
1901 Avenue of the Stars, Suite 666, Los Angeles 90067

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. **Staff:** 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.

Energy Productions 322
846 N. Cahuenga Blvd., Hollywood, Calif. 90038

Enter-Tel 4-100
25200 Chagrin Blvd., Beachwood, Ohio 44122

America's Best, George Schaefer's Showcase Theater, Quincy Jones—Reflections, Joe Ely's Rock 'n' Roll Then and Now. **Staff:** Jan Steinmann, James McNamara, Drew Levin, Hal Gold- en.

European TV 2929
316 W. 75th St., New York 10023

Europe Tonight, Europe Specials. **Staff:** Timothy McInerney, John Musilli, Stephan Chodorov, Jochen Balan, Jayne Clement, Robert Sholty.

Excel Video International 510
745 Fifth Ave., New York 10051

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, Raggpicker, Ransom, Ronald Reagan— Truth about Communism, Skeleton Key, Sketches of a Strangler, Tiffany Jones, Triple Echo, Universal Soldier, Violent Protection, Woman for All Men. **Staff:** Ken Israel, Allen Hart, Dick Os-trander, E. Pinsel, Hank Guzik, B. Michael Klein.

Fanfare TV International 3-105
Legaspi Towers 300, Roxas Blvd. Malate, Manila, Phillipines

Filmlife/Fortress Film 342
Filmife Bldg., Moonachie, N.J. 07074

Filmpartners 3-116

Filmtel 323
4800 S. Sepulveda Blvd., Culver City, Calif. 91325

Financial News Network 2933

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.

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 Mag- ic (26), Thrillseekers (52), Target the Impossible (26), Ensign O'Toole (32), McKeeever 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 Char-nay, Henry Kyle, Joseph Doyle, David LaFollette, Robert Neece, Dan Lutgen, Robert Dickehuth.

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), Juke- box 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 Man-drell Sisters (32), Pavarotti at Julliard (6), Live



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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.

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, Dorthea 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 Pkwy., 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 Stalter 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.

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34 Ave. Marceau 75008, Paris, France | 15 |
| Race for #1: College Football Report, California Derby, Sports Today, Race for #1: College Football Yearend Special, Tampa Bay Derby. Staff: Robert Horowitz, Michael Galizio. | | Intercommunications (Japan) Inc. | 29-111 |
| Golden West Television
5800 Sunset Blvd., Los Angeles 90028 | 28 | ITC Entertainment
115 E. 57th St., New York 10022 | 2976 |
| Woman To Woman*, Being with John F. Kennedy, Scared Straight, Richard Simmons Show, Couples, Gene Autry movie package, Hollywood Christmas Parade. Staff: Bill Schickler, Jack Wartlieb, Bruce Johansen, Don Patton, Betty Alofsin, Jim Francis, Carla Hammerstein, Jocelyn Chan, John Garofolo, Robin Silverman. | | 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. | |
| Granada Television
1221 Avenue of the Americas, Suite 3468, New York 10020 | 2850-1 | Jim Owens Entertainment
Box 457, 1113 Wilson Pike, Brentwood, Tenn. 37027 | 5A |
| 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. | | 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. | |
| Graphic Express
3678 Fourth Ave., San Diego 92103 | 347 | JPD Entertainment
642 Silver Spur Rd., Rolling Hills Estates, Calif. 90274 | 347 |
| Group W Productions
70 Universal City Pl., Universal City, Calif. 91608 | 3 | 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. | |
| Red Skelton Comedy Hour* (120), He-Man and Masters of the Universe* (65), PM Magazine, Hour 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. | | Katz Sports | 471 |
| Grundy Organization
9911 W. Pico Blvd., Los Angeles 90035 | 571 | Katz Television
One Dag Hammerskjold Pl., New York 10017 | 27-121 |
| 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. | | Staff: James Greenwald, Dick Mendepson, Barry Lewis, Frank McCann, Vic Ferrante, Gordon Hastings, 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. | |
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235 E. 4th St., New York 10017 | 20 |
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845 N. Highland Ave., Los Angeles 90038 | 377 | Zoom (124), Popeye (220), Cool McCool (20), Beatles (39), Barney Google & Snuffy Smith | |
| Independent Network News
11 WPIX Pl., New York 10017 | 3-121 | | |
| 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. | | | |
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'50), Krazy 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

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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

Battle of the Beat, 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), War and Peace (19), Murder Most English, Six Wives of Henry VIII (6), Elizabeth R (6), Vision On (74), Great Railway Journeys of the World (7), Shirley Bassey Show (12), Sight and Sound in Concert (23), Rock Goes to College (6), Old Grey Whistle Test (7), Doctor Who (172), Hitch Hiker's Guide to the Galaxy (6), 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
15910 Ventura Blvd., Suite 800, Encino, Calif. 91436

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

London Weekend Television 577
485 Madison Ave., New York 10022

Lorimar 32
3970 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 69819

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

Switch*, House Calls*, BJ/Lobo Show*, Memories with Lawrence Welk*, Those Amazing Animals*, Hardy Boys/Nancy Drew Mysteries, Quincy, Buck Rogers*, Incredible Hulk, Rockford Files, Salute*, Larry King Show*, Quest for Gold*, Road to Los Angeles*, Pop 'n' Rocker Game*, Hit List, Champagne Movies, Universal Network Movies, Battlestar Galactica, Olivia Newton John special*. **Staff:** Al Rush, Lou Friedland, Don Menchel, Carl Russell, Shelly Schwab, Mort Siakoff, Marc Grayson, Chuck Gerber, Bobbi Fisher, Stephanie Beatty.

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, Adventureama, Lo Mejor de las Series, Best Sellers, Centennial, Peter & Paul, Masada, The A-Team, Battlestar Galactica, BJ and the Bear, Buck 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 Branson, 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

Mediafare Entertainment 36

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

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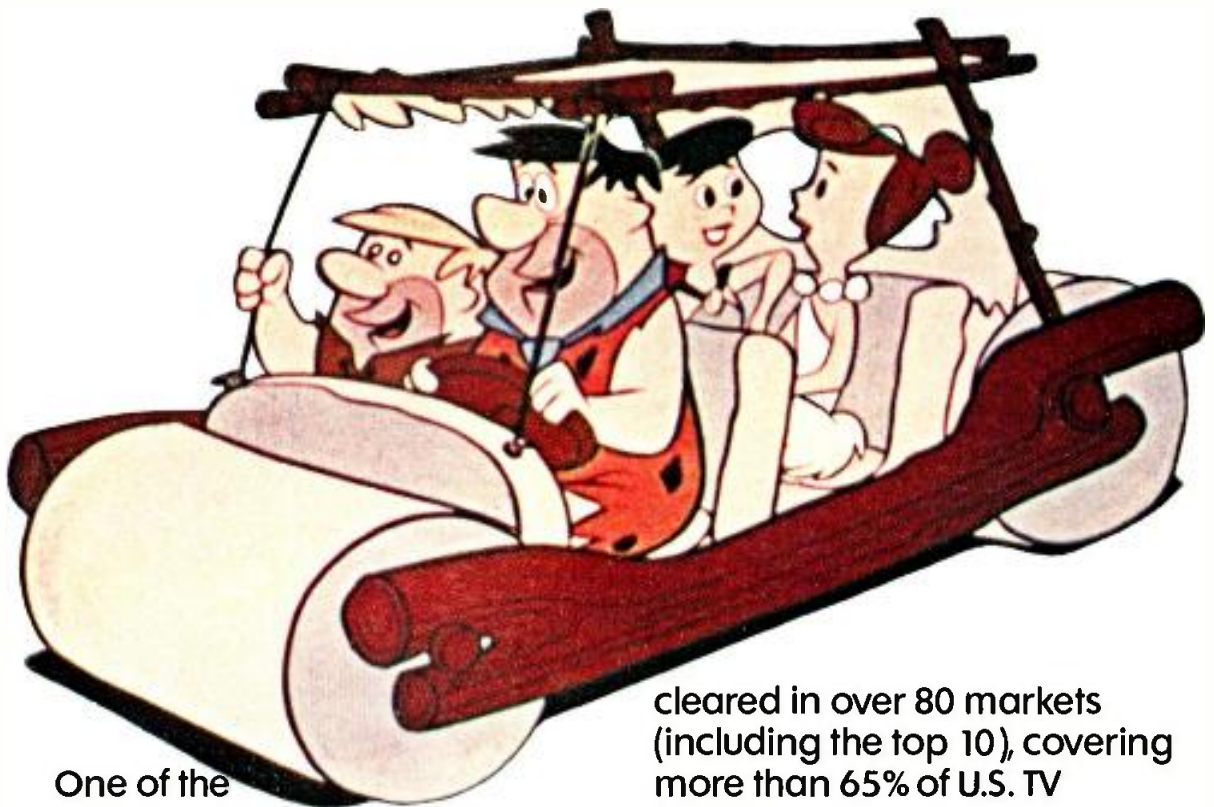
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letromedia Producers Corp. 7
TV Place, Needham Branch, Boston 02192

om Cottle Up Close, Merv Griffin Show, Panto- ime Quiz, Thicke of the Night, Survive, Radio- ctive TV, Miller's Court, Healthbeat, Vega\$ (68), hat Girl (136), Ann Sothorn Show (193), New vengers (26), Untamed World (156), Presiden- al Command Performance, Assassins Among is, Cancer Confrontation, Sex Teen-age Style, . Question of Personal Privacy, Teen-age Sui- ide: Don't Try It, Angel Death, Undersea World f Jacques Cousteau (36), Jane Goodall and e World of Animal Behavior, Little Gloria- . . . Happy At Last, Naked Under Capricorn (6), ara Dane (8), I Claudius (13), Wild Times, oughnecks, Premium I (8), Premium II (12), remium Plus (28), MPC 20 (20), Carry On... 11), Cosmic Code (5), Groovy Ghoulies and riends (104), Crusader Rabbit (13), My Favorite artian, Fantasy Island (111), Charlie's Angels 115), Starsky and Hutch (92), Family (86), Strike orce (19), S.W.A.T. (37), Movin' On (44), Dyn- isty (37), Dusty's Trail (26), Chopper One (13), irehouse (13), Here We Go Again (13), Primus 26), movies of the week. **Staff:** Robert Bennett, het Collier, Paul Rich, Bruce Marson, Regina Jantas, Carl Menk, Pat Pattison, Susan Bender, toward Finkelstein, Ted Baker, Jim Ricks, Bill eatherstone, Ed Hawkins, Michelle Thomas, rant Norlin, Jack Duffield, Steven Schlow, Claude Pelanne.

Metrosports 2817-8
151 Executive Blvd., Rockville, Md. 20852

Liberty Bowl, Aloha Bowl, Notre Dame football, Great Independent Basketball, Big 10 Basket- ball, Big 8 Basketball, UCLA football and bas- ketball, Rainbow Classic Basketball Tourna- ment. **Staff:** Leonard Klompus, Marcia Cherner, Steven Saferin, Steven Danielpour.

MGM Films/Perin Enterprises 8
100 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), Dakari (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, JA/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, JA 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), Pass- ing Parade (69), Pete Smith Specialties (89), Cir- cus Parade (140), The Citadel, Fame*, Barretts of Wimpole Street", Gavilan, The Yearling", Sev- en Brides for Seven Brothers, McClain's Law (16), Flamingo Road (37), Chicago Story (20), Pandamonium", Meatballs & Spagetti", Gilli- gan's Planet", Sean (13), Studs Lonigan (6), Magic of the Stars, James Cagney: That Yankee Doodle Dandy, Farrell for the People, Paper Dolls, Cry for the Strangers, Hear No Evil, John- ny Belinda, Journey's End, I Was a Mail Order Bride, I Take These Men, Witness for the Pros- ecution, Casey Stengel, Dear Liar, Death of a Centerfold, Fantasies, Incident at Crestridge, Marion Rose White, This House Possessed, Tri- als of Oscar Wilde, On the Run. **Staff:** Lawrence Gershman, Joseph Tirinato, George Blaug, Su- san Swimer, Jean Goldberg, Donna Landau, Stacy Valenza, Robert Corona, Philip Smith, Les- lie 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.

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 En- core, Nashville on the Road, Pop Goes the Country Club, Young People Specials, Dona- hue. **Staff:** Donald Dahلمان, Jay Dunlap, Lee Jackoway, Joe Cifarelli, Bob Mitchell, Dan Mc- Carthy, Larry Frankenbach, Kevin Harper, Dick Mincer, Cindy Patrosso, Jane Grams, Joyce Simmons, Betty Mills.

National Telefilm Associates 2960
12636 Bearice 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 West- erns (305), Little Lulu (26), George Pal Puppe- toons (42), Max Fleischer Color Classics (35), Noveltoons (43), Paramount short subjects (500). **Staff:** Bud Groskopf, Arthur Gross, Mill Strasser, John Herrin, Scott Lanen, Barry Ber- nard.

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

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

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

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

FM-TV (6), From the Bitter End (6), America Re- members 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 Fued", Sadat", Helen and Teacher", Wom- an of Substance", A Woman Called Golda, Goli- ath 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 Col- or Adventures, Children's Showtime, A.I.P. Fea- ture 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 An- derson Confidential (26), Joker's Wild (195), Tic Tac Dough (195), Adventure Package (8), Domi- nant 10 (6), Fantastic Science-Fiction Theater (14), Films for the 70's—Volume I (22), Ghoul- a-rama I & II (24), Holiday Storybook Fables (2), Miscellaneous Features (4), New Science Fic- tion (10), Outstanding Adventures (8), Sci-Fi (35), Strongmen of the World (21), Special Ac- tion Features Volume I (12), Star Time Theater (16), Winning Hand (25), World of the Macabre (8), Young Adult Theater (12), Real Life Adven- tures (2). **Staff:** Jamie Kellner, Alex Horwitz, Scott Towle, Larry Hutchings, Donald Frey, Rick Jacobson, Richard Colbert, Thomas Cario.

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, Ran- dy Reiss, Bob Jacquemine.

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Parrot Communications 2852
23 E. Post Rd., White Plains, N.Y. 10601

Staff: Robert Mertz, Rae Assorgi, Barry Glassman.

Pearson International 3-115
330 San Vicente Blvd., Suite 301, Los Angeles 90048

Teach Boys 20th Anniversary, Bell Telephone Jubilee Spectacular, Burl Ives' America, Count Basie at the Hollywood Palladium, Debbie Reynolds-Las Vegas, Happy Birthday Las Vegas, Teifetz, Johnny Cash—Ridin' the Rails, Hollywood's Diamond Jubilee, Inside Hollywood, Lullie 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 on 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 (9), 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), Karat 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 Fischl, 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),

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.

Polyram 13
3940 Overland Ave., Culver City, Calif. 90230

Movie Package, Boy Who Drank Too Much, Critical List, Fighting Back, First You Cry, Nowhere to Run, Something for Joey, Thornwell, Vampire, Eric Sevareid's Chronicle, Other Views/Other Voices*, Carole Shaw Show*, Laurel and Hardy Laughtoons*. **Staff:** Norman Horowitz, Dalton Danon, Dick Jolliffe, Tay Voyer, David Friedman, Jack Garrison.

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

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.

Selitel 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, Virginia Jucius, Morrie Roizman, Mary Ann O'Dea.

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Station Program Resources 325
6117 Blue Circle Dr., Minnetonka, Minn. 55343

Fish and Game Forecaster, Weather Health Trend, You and Your Car (40), All Alone Together, New Gold for Old Glory. **Staff:** Jack Hansen, John Lehman.

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*, What's at the Movies*, Good Vibrations*, Freeze Frame, Olympic Dreams*, Great American Sports Debates*, Olympic Gold*. **Staff:** Leonard Koch, Sheldon Boden, Harold Comings, 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 Curtain, Christina Thomas, Lynne Dowling, Mike Phillips, Peter Davies, Charles Butler, Patricia Friswell.

T.A.P.E. Ltd. 569
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sion programers. **Staff:** Michael Firman, Brian Abrahams, Tom McManus, Susan Tirsch, Harold Mitchell.

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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 Hammerskjold Pl., New York 10017

Newscape*, 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 Palikari, O'Hara's Wife, Phantasm, Phobia, Pleasure Doing Business, Private Battle, Ride in the Whirl-

wind, 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, Buffalo Bill, Caribbean Nights, Challengers, Detective School, Games People Play, Look at U*S, Sc 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

Telesound San Francisco 343
1088 Howard St., San Francisco 94103

Television Program Enterprises 2915
(see OPT)

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.

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



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Contact: DICK CIGNARELLI (213) 937-1144

ing—One to One. **Staff:** Ben Mason, Anne Vexer.

ID Video Corp. 332
1605 Lankershim Blvd., N. Hollywood, Calif. 91602

Irevi Productions 312
1226 Manda Dr., San Jose, Calif. 95124

Iribune Productions 3-121
135 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.

IRSW 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 Rierison, Paul Wischmeyer.

TV Auction EH

TV Globo Network of Brazil 2905-6
Rua Lopes Quintas 303, Rio de Janeiro

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). **Staff:** Roberto Marinho, Roberto Irineu Marinho, J. Bonifacio Sobrinho, Luiz Borgerth.

TVS Television 4-118,122
280 Park Ave., New York 10017

On the Edge, college basketball. **Staff:** Lee Eden, Bill Madden, Burke Liburt, Ellen Bedell, Mary Davis.

Twentieth Century-Fox Television 464
40 W. 57th St., New York 10019

Movietone News, The Smithsonian, Trapper John, Dance Fever, Midnight Special, Batman, Lost in Space, Voyage to the Bottom of the Sea, Daniel Boone, Century 11. **Staff:** Steve Roberts, Robert Morin, Joseph Greene, Bob Buchanan, Jim Puffer, David Skillman, Gary Grandolph, Denny Juravic, Al Shore, Tony Bauer.

Twenty First Century Distribution 316
1650 Broadway, New York 10019

Martial arts film package (20), Science-fiction package (15), country music specials, Chuck Berry concert. **Staff:** Art Schweitzer, Carol Blankenship, Dick Ostrander, Hank Guzik.

U.S. Chamber of Commerce 317
1615 H St., NW, Washington 20062

It's Your Business. **Staff:** Richard Leshner, Carl Grant, Bob Adams, Cheri Rusbuldt, Frank Philpot, Andy Kosek, Meryl Comer, Milton Miller.

U.S. Satellite Broadcasting Co. 2914

Viacom Enterprises 1
1211 Avenue of the Americas, New York 10036

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. **Staff:** Kenneth Gorman, Ronald Lightstone, Robert Glaser, Bud Getzler, Fred Schneir, Joseph Zaleski, Jack Kelley, Paul Calvin, Dennis Gillespie, Michael Lambert, Michael Gerber, Raul Lefcovich, Jerry Kaufer, James Marrinan, Andrea Cetera, Eric Veale, John Brady, Wasuhiro Kuno, Richard Dawson, William Conrad.

Victory Television 2964
275 Madison Ave., New York 10016

Lou Grant, Rhoda, White Shadow, WKRP in Cincinnati, Streets of San Francisco. **Staff:** Jim Victory, Chuck Wolfertz, Ben Okulski, John Rohrs Sr., John Rohrs Jr.

Video/Films International 29
1530 E. Elizabeth St., Pasadena, Calif. 91104

Dubbing services. **Staff:** C. Ray Carlson, Joy Carlson, James Jett, Arnold Belgum, Glenn Carlson.

Videolab 560

Video Tape Co. 3-101
10545 Burbank Blvd., N. Hollywood, Calif. 91601

Vipro Program Services 469
645 N. Michigan Ave., Chicago 60611

Visione (see European TV)

VISTAR Productions 412

Vitt Media International 335
1114 Avenue of the Americas, New York 10036

Warner Bros. Television 2980
4000 Warner Blvd., Burbank, Calif. 91522

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. **Staff:** 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.

Weiss Global Enterprises 37
2044 S. Saviers Rd., Oxnard, Calif. 93033

Western Horizon 446
3255 Cahuenga Blvd., Hollywood, Calif. 90068

Topper (78), Take Kerr, Super Facts, Horizon One (10). **Staff:** Jeff Alan, Tom Kratovil.

Western-World Television 2927-28
10490 Santa Monica Blvd., Los Angeles 90025

Westgate (26), Adventures & Explorations (10), Rush (13), Boney (26), Sound of Murder*, Big Killing*, Us Animals & Things*, Zoots Rooty Toot Toot Show* (13), Outsiders (13), The Pain*, Salome*. **Staff:** Robert Springer, Julio Gonzalez-Reyes, Midge Barnett, Belinda Menedez.

William Morris Agency 341
151 El Camino Dr., Beverly Hills, Calif. 90212

William B. Tanner 4-124
2714 Union Ext., Memphis, Tenn. 38112

Wold Communications 4-109
10880 Wilshire Blvd., Los Angeles 90024

Telecommunications transmission systems. **Staff:** 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.

World Events Productions 2857

World News Institute 2816
729 8th St., SE, Washington 20003

Worldvision Enterprises 29-102
660 Madison Ave., New York 10021

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, Robert 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. **Staff:** Kevin O'Sullivan, Bert Cohen, John Ryan, Jerry Rettig, Bill Baffi, Gary Butterfeld, Burton Rosenburgh, Eugene Moss, Lucille Shevett, John Barrett, Paul Danylik, Jim

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WW Entertainment

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Black Belt Theater I (13) and II (26), WW Entertainment I * (16). **Staff:** George Hankoff, Lou Israel, Norm Hankoff, Lori Gold, Jennifer Brown, Allan Glass, Larry Bensky, Frank Stanton.

Y & R Program Services

355

285 Madison Ave., New York 10017

Ziv International

2854

600 N. Sepulveda Blvd., Los Angeles 90049

Law & Regulation

NCTA, League deal clears deck for S. 66 passage

Each gives a little, gets a little in compromise that appears to meet Goldwater's specifications; cable wins rate protection, cities get greater call on access; renewal expectancy included

After lengthy negotiations, the National Cable Television Association and the National League of Cities have reached a compromise on the Senate cable deregulation bill (S. 66). The NLC board endorsed the compromise (March 6); it goes before the NCTA board later this month (March 22). So far, reaction to the proposed compromise is positive and it appears that—with NCTA approval—the revised S. 66 could move quickly through the Senate Commerce Committee to the floor.

Both NCTA and NLC hail the compromise as fair and for both parties it represents a victory of sorts. For cable, the agreement means control over the rates systems charged subscribers for basic service in large markets. For the cities, it means no ceilings on public access channels, allowing set-asides for the channels to be established by individual contract between the cable operator and franchising authority.

There were other smaller gains and concessions for the two parties. The NLC managed to get a 5% franchise fee—higher than

cable wanted but more than cities would likely have received in S. 66. (That bill would codify the FCC's authority to set a ceiling on franchise fees.) The compromise, however, allows operators to pass through the total fee on a subscriber's cable bill as a separate item.

The league raised objections to the basic service definition contained in S. 66 as only "the retransmission of broadcast signals." The compromise, however, contains a more acceptable definition. "Basic service shall include local broadcast signals, public, educational, and governmental access channels, and any other service voluntarily offered by the cable operator and specified in the cable franchise."

NLC was unalterably opposed to S. 66 and to similar legislation (S. 2172) introduced in the 97th Congress that would sharply curtail city and state authority to regulate cable television. Although the proposal is not final nor is it in legislative language, "by and large the document looks reasonable," said Chris Coursen, counsel for the Senate Communications Subcommittee. Senator Barry Goldwater (R-Ariz.), author of S. 66 and chairman of the subcommittee, repeatedly urged the NLC and NCTA to seek a compromise and had indicated earlier he will support their agreement. Coursen said the compromise appears to be similar to the original S. 66 and he predicted that once the legislation is redrafted with the proposed changes, a bill might be marked up as early as April.

Prospects for a cable deregulation bill in the House remain uncertain. However, a spokesman for Representative Tim Wirth (D-Colo.), chairman of the Telecommunica-

tions Subcommittee that has jurisdiction over the measure, said Wirth has told NCTA and NLC that the "chances for legislation would improve measurably if they sat down and worked out their differences." The spokesman said Wirth wants to make sure the measure "advances the public interest, encourages cable growth and ensures public access to many cable channels."

NCTA President Thomas Wheeler said the compromise will "go a long way toward establishing a level playing field for telecommunications competitors." He maintained that the proposal can become legislation that "will be good for consumers, good for the cities and good for cable."

The league is "happy about the whole thing," said George Gross, NLC director of federal relations. He said the "local franchising process prevails" in the compromise. There is one provision, however, that was added at the insistence of the league, Gross said. The provision provides for consumer oversight by the FTC, which would be authorized within six months of the bill's enactment to "conduct a study of existing and potential cable-related consumer issues, file a report with Congress identifying any particular problems, and make recommendations to Congress for any federal legislation that it may deem appropriate."

Although cable operators agreed not to place a 10% cap on the use of public access channels, as would S. 66, the compromise does include something for them. According to the agreement a cable operator "may use unused access capacity for its own purposes, but shall relinquish the requisite capacity upon determination by the cable franchising authority that there is demand by access users for such capacity."

In the area of franchise renewals, according to a cable industry spokesman, cable operators fared well. The compromise allows for timely consideration (18 months) of a cable system's renewal application. The spokesman noted the agreement includes a renewal test that prevents cities from arbitrarily refusing to renew the franchise. The test is similar to a list of criteria in S. 66 and would not allow franchising authority to deny renewal unless:

- There has been a material change in the legal, technical or financial qualifications of the incumbent that would substantially impair his ability to provide the proposed services and facilities.

- The incumbent failed to comply with the provisions of applicable law or the material terms of the franchise.

- The signal quality delivered by the cable system, within the cable operator's con-

Packwood's push. Senator Bob Packwood (R-Ore.) appears to be accelerating his efforts to gain media support for a constitutional amendment that would expand full First Amendment rights to the electronic media. Two weeks ago, Packwood met separately with members of the Washington Media Committee and the CBS Television Affiliates' government relations committee to informally discuss his proposal for an amendment (BROADCASTING, March 7). He called for more support from the networks and the American Newspaper Publishers Association.

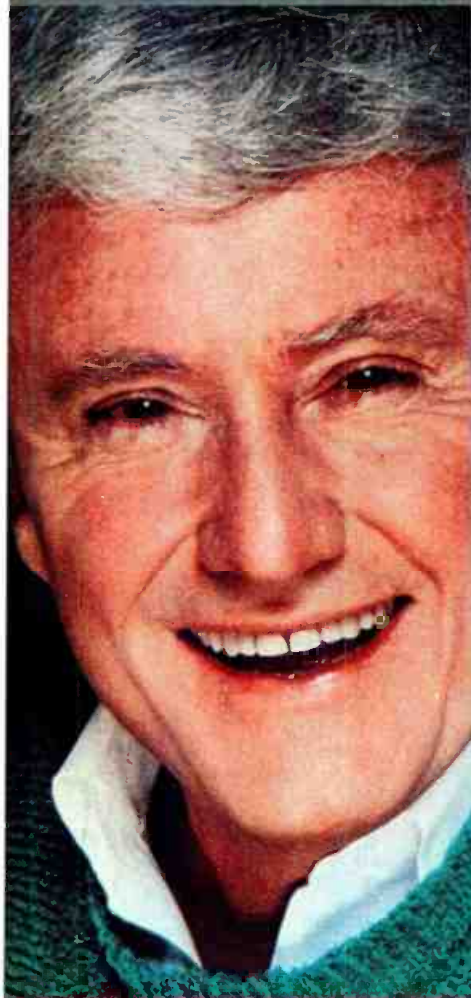
In response to a question asked while meeting with the Washington Media Committee—about prodding the FCC to initiate a rulemaking to repeal the fairness doctrine and equal time rule—Packwood said he was willing to talk to the chairman of the FCC about moving forward. He said the FCC should not rely on the Commerce Committee to act first, because the "votes aren't there." The senator has been on the stump frequently in the past two weeks in his effort to promote the amendment. His target seems to be the networks and the print media, groups that have yet to endorse his proposal. While he has the backing of the National Association of Broadcasters and the National Cable Television Association, he has identified as critical the need for network and ANPA endorsement before any attempts are made to draft an amendment.

Last week the senator met with top ABC corporate managers in New York and urged their support while explaining the need for an amendment rather than reliance on legislative repair of the fairness doctrine and equal time problems.

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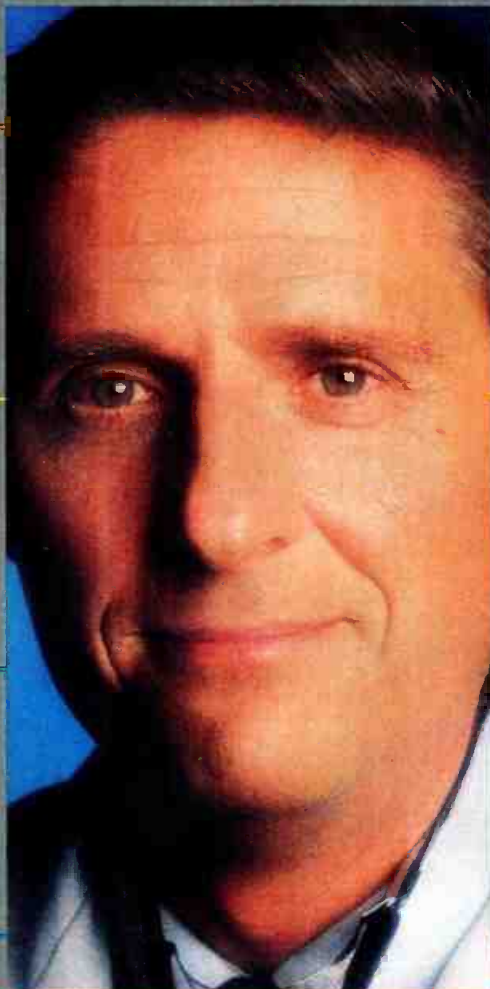


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trol, did not meet FCC technical standards.

■ The cable system facilities or the set-aside of system capacity for government access users proposed by the incumbent are not reasonable in light of the demonstrated community need for and cost of such facilities or set-aside.

■ The proposals contained in the incumbent's application are not otherwise reasonable.

NCTA also appears to have retained two key provisions, one that would limit government control over program content and the other which states that "no governmental entity may impose common carrier or utility status on a cable system insofar as it provides broadband service."

The agreement includes other provisions that would protect cable operators from unauthorized reception of their signals and would reaffirm the right of a cable system's entry to property to provide service. However, the proposal does provide for compensation to the property owner in specific cases involving long-term damage to property. □

Evaluating U.S. preparations for RARC '83

**Testimony on progress of
delegation to upcoming conference
on satellite broadcasting agrees
there's a lot of work to be done**

The U.S. machinery for preparing for international telecommunications conferences is rarely hailed as a model of efficiency. And testimony before a House subcommittee probing preparations for the 1983 Regional Administrative Radio Conference on planning direct broadcast satellite use of the 12 ghz band indicates there is room—and a need—for improvement. But witnesses generally reflected a positive attitude.

Former FCC Commissioner Abbott Washburn, who heads the RARC delegation with the rank of ambassador, said that preparations "are going well." And Lowell Dodge, an associate director of the General Accounting Office, accepted as "fair" the assessment of subcommittee Chairman Glenn English (D-Okla.) that the preparations are better than those that preceded earlier conferences but are still "far from perfect." The GAO conducted a study of the RARC preparations at the subcommittee's request.

The State Department's new coordinator-designate for International Communication and Information Policy, Diana Lady Dougan, did not offer an overall evaluation. But she said that she has insisted that the delegation be given the kind of support past delegations to International Telecommunication Union conferences are said to have needed—and lacked—in an era of increasing politicization of the ITU: that of political and legal experts.

English, who heads the Government Operations Committee's Subcommittee on Government Information, Justice and Agri-

culture, expressed his concern about what he said was the U.S.'s lack of preparation for past conferences—and, at the same time, noted the critical importance of telecommunications as a sunrise industry at a time when America's older industries appear to be in decline. Dodge cited industry and government predictions that DBS service "could develop into a multibillion dollar industry" in the U.S. by the end of the decade.

U.S. procedures for making international telecommunications policy and planning for ITU conferences increasingly in recent years have been subject to criticism—most recently in a major study of those issues by the National Telecommunications and Information Administration, last month (BROADCASTING, Feb. 28). But Washburn indicated the government is making a major effort in connection with the five-week conference to be held in Geneva beginning on June 13.


He said the FCC, the State Department, the National Telecommunications and Information Administration and the National Aeronautics and Space Administration have been preparing for the conference for two and a half years. He also noted that joint working groups have been established—an advisory committee of industry representatives, working with the commission, an interagency group and a software development committee run out of NASA. Dr. John C. Clarke, of RCA Labs, heads the advisory committee, and the FCC's Kalmann Schaefer, the interagency group. Both will play key roles on the conference delegation.

The bill for preparations is mounting. Washburn said that in fiscal 1983, the FCC's expenses for computer hardware will be \$76,000—in addition to a \$125,000 mini-computer purchased for conference support—and that commission personnel will devote about 12 man-years to conference-related work. He said the State Department has committed \$132,000; NASA, more than \$500,000 for computer support and research and development, and NTIA, more than \$300,000.

And Dodge, who is GAO associate director for resources, community and economic development, said the interagency committees "have helped to coordinate both policy and technical preparations for the conference." He noted, in that connection, that the State Department has created a coordinating committee to plan for future conferences, as well as a senior level committee, the Interagency Group on International Communications and Information Policy, to coordinate and approve administration policy.

But there have been problems in U.S. preparations, Dodge said. He cited delays in the formal naming of the delegation to the conference and concerns over budgeting restraints, which, among other things, are hampering planning for what is regarded as a critically important computer seminar in advance of the conference.

The State Department was due to announce the 32-member delegation last week, following the hearing. But it was not until Dodge's testimony that there was any public explanation for the lengthy delay in announcement of the delegation whose 32 members Washburn had originally recommended on Oct. 17. Dodge said—and no



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Anthony Gaeta,
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From Park West in Chicago.



Gregg Johnson, AE GWSC;
Cassandra Reese, Kraft Foods; Don
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Kraft Foods.



Emmylou Harris; Bill Arnold, Exec.
Dir. Texas Cable TV Assoc.

From "Austin City Limits" studio in Austin.

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Greg Liptak, Exec. VP Times Mirror; Lindsay Wagner.



David Frizzell, Shelly West.

Stephanie Powers; Jonathan Hayes, Pres. GWSC.



Larry Gatlin



Lamar Alexander, Gov. of TN; Richard Fulton, Mayor of Nashville; E.W. "Bud" Wendell, Chrmn., Pres. & COO, WSM Inc.

L. Gary Bryson, VP Mktg. ATC; Sara Levinson, VP Mktg. GWSC; J.C. Sparkman, Exec. VP TCI.

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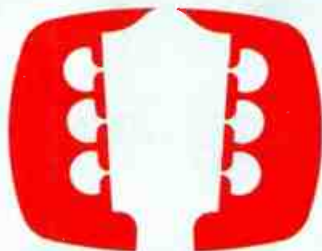
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one disputed him—that Washburn told him the White House had questioned the need for the four vice chairmen he had proposed, rather than a lesser number. The list announced last week—as finally cleared by the White House—contained only one. (see “Top of the Week”).

Dodge also found fault with the failure of the agencies involved in planning for the conference to coordinate advance budgeting for the planning work. Except for joint State Department-FCC funding of the delegation chairman and his staff, each agency bore the expense of activities important to its own responsibilities. A NASA official was quoted by GAO as commenting that the system “made overall planning difficult because no one was ever sure of what agency, if any, was responsible for a given activity.”

GAO also said the commission’s international conference budget was “tight,” with \$165,000 set aside for international travel when \$50,000 was reallocated from the domestic travel budget. GAO said a commission official said a Reagan administration-planned reduction in force of 300 employees in fiscal 1983—which never occurred—had “not encouraged members to ask for additional funds.”

GAO’s comments received no support from Washburn. He said advance budgeting is extremely difficult. “I’m not sure the agencies two or three years ago would have been able to agree on who would take care of what [conference] costs. . . . And the whole budget-cutting mood would have militated against this two years ago,” he said.

Schaefer indicated the commission’s travel budget is not quite as tight as GAO thought. He said that half of the \$50,000 mentioned was returned to the FCC’s domestic travel fund after the FCC reached an agreement with the State Department under which State will pay the commission’s conference-related travel costs. The FCC is picking up the computer hardware expenses in return.

English, who appeared to be attempting to build a case that the administration was not providing sufficient funds for international telecommunications planning, said to Washburn, “You say there is no great problem—you’re tickled to death.” Washburn did not disagree. And Schaefer acknowledged that decisions “outside the U.S.” may be made in the next two years that will “upset planning” for future conferences. But, he said, “to the extent we can plan, the budget is adequate.”

Nor would Washburn express concern about the present lack of funds to send representatives to the computer conference seminar that is planned—although not yet set—to teach foreign delegates how to access the computer program the U.S. is developing. The seminar could be critical to the U.S. success at the conference. Dodge said an NTIA spokesperson told GAO that giving foreign delegates hands-on experience with the program would help convince them that the “flexible” approaches to spectrum planning the U.S. favors “are possible to meet the needs of all Western Hemisphere countries.” “If the seminar is held,” Washburn said, “we’ll manage to have one or two people there.”

Dougan’s testimony reflected the State

Department’s new willingness to acknowledge and prepare for what is regarded as the increasing politicization of the ITU. She said she is “not as sanguine” as some of her colleagues that the conference can be limited to technical matters. “There are too many issues, such as prior consent, cultural imperialism, and the very basics of program content which invite scrutiny in the context of direct broadcast satellite,” she said.

She said the U.S. must be prepared to defend its views on such issues, and added: “I am insisting that qualified political, legal and geopolitical experts work closely with the delegation on these nontechnical issues.” She said she will ask that those experts brief the delegation and that they be attached to the delegation in Geneva as well as a backup team that will remain in Washington. Dougan said she will name the home team “within the next few weeks.”

Dougan sounded another line starting to emanate from the State Department—that,

because of the “political overtones” the ITU is developing, the U.S. is considering “alternatives” to the ITU—such as bilateral meetings with other countries—as a means of conducting its international telecommunications business. She also said, though, that the U.S. should concentrate its energies on attempting to get the ITU “back on the track as a technical forum.”

But English expressed concern about suggestions the U.S. might, as he put it, “pick up its marbles” and leave the ITU if dissatisfied with the conduct of its members. “It sounds to me like we’re incapable of dealing with ITU in a political forum if that’s the direction they want to move in,” he said. “We’re just prepared to talk in a technical sense—that leaves the question of how well prepared we are for the politics part of it.”

Washburn indicated talk of an alternative to the ITU is pointless. “Getting an alternative,” he said, “is like saying you’re going to opt out of the human race.” □

CBS outtakes at issue in libel case

Network handed them over in hopes of avoiding later appeals; tactic backfires; ‘60 Minutes’ segment is suit’s focus

The lawyer for a Los Angeles doctor suing CBS Inc. for slander as the result of a *60 Minutes* piece on insurance fraud appears determined to put *60 Minutes*’ production methods on public trial. The lawyer contends that CBS, at least in the production of the segment that concerns his client, staged and contrived interviews. CBS denies the charge and accuses the lawyer of hoping to stage an “extra-judicial” media event.

At issue is the segment entitled “It’s No Accident,” broadcast Dec. 9, 1979. In it, Dan Rather detailed the manner in which dishonest lawyers, doctors and their clients in the Los Angeles area work together to defraud insurance companies through the filing of false claims for property damage or personal injury. A doctor said to have signed a fraudulent report asserting that a woman had been given treatment she never received is suing for \$20 million.

Dr. Carl A. Galloway, who did not appear

in the program, says he did not sign the document—which did bear his name—and that he did not authorize use of his signature; he also says he left the employ of the clinic where the woman obtained the report in September 1979, about a month before it was visited by *60 Minutes*’ representatives. And insurance investigator’s aide, Rosa Bravo, posing as a woman seeking to defraud her insurance company, sought and obtained a record of back-dated and paid bills totaling \$819. Bravo visited the clinic a total of three times. On the second visit, she was given a treatment of some 90 seconds for an alleged ailment; on the third she was given the report.

Rather later entered the clinic, confronted the receptionist who had given Bravo the false report, and asked to see Galloway. The receptionist said Galloway was not in that day. Rather and the producer of the piece, Steve Glauber, say they tried to reach Galloway—whose name they said was on the wall of the clinic and on the envelope in which the report was enclosed—twice, but that he did not return their calls. Galloway denies receiving the calls.

Galloway’s attorney, Bruce Friedman,



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KDLH-TV M-F 4:30 PM

	RTG	SHR
THREE'S COMPANY	15	39
Mat. Money Movie	8	22
Laverne & Shirley	4	10

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stresses in the suit what he considers the failure of CBS to make a serious effort to establish that Galloway had in fact signed the report. The two calls Rather and Glauber said they made to Galloway appear to have been the extent of their investigation of him. By way of explanation, Rather maintained in an affidavit filed in the case that Galloway was "not a focus of our investigation."

Galloway has testified that the mention of him on the program has harmed him professionally and as an individual. The felony of which he was accused is punishable by four years in prison and a fine of up to \$10,000. But CBS's position, as stated by a corporate attorney, is that Galloway was not defamed "in a legal sense." The piece, he added, "was fair and accurate. The report was signed 'Galloway.' We thought it accurate at the time."

After two postponements, the case is scheduled to go on trial in Superior Court for Los Angeles county on April 22. But at present, the issue in dispute is whether outtakes from the segment that Judge Bruce R. Geernaert turned over to Galloway's attorney, Bruce Friedman—on the condition he use them only in prosecuting his case—should be made public. Friedman is clear as to his purpose. He wants to inform the public through the media "of the fraud being perpetrated upon it by CBS with its *60 Minutes* of staged, contrived and rehearsed soap opera, which it blandly tells the public is 'news.'" Friedman contends that the public will otherwise be deprived of the "facts" since, he said, he doubts "that defendants

New ERA at FCC. Another traditionally male bastion crumbled last week after the FCC issued Commissioner Mimi Weyforth Dawson a key to the "executive" washroom on the commission's eighth floor. The same floor has "public" washrooms for each of the sexes, but the unmarked, private, "executive" washroom boasts a shower, along with the usual amenities. Dawson told BROADCASTING she originally asked for a key to the room last week as a convenience because the women's public washroom was being painted. She also, however, indicated she wasn't planning to give the key back. Commissioner Anne Jones, the FCC's other female commissioner, is unique among her colleagues in having a private bathroom in her office. That facility was installed for former Commissioner Charlotte Reid, who served from Oct. 8, 1971, through June 30, 1976.

will ever let this case go to trial."

Friedman said his review of the tapes revealed that "the interviewees are told exactly what to say and how to say it," and added: "The interviews are done over and over again, with the interviewer (Dan Rather, Steve Glauber, etc.) telling the interviewee to change a word here, add a sentence there, and, worse, change some very basic facts, all to suit the purpose of the point getting made in the particular broadcast."

Proof of such charges could cause serious

problems for CBS at the FCC, regardless of the outcome of the Galloway case. The commission has made clear its concern about tampering with the news, and has included allegations of news staging—when based on extrinsic evidence—as a basic qualification issue in license renewal proceedings.

CBS's Guttman, however, denies the charges. He said Friedman "has a set of outtakes he doesn't understand... staging did not occur. As in other things, he [Friedman] is wrong."

CBS, in its response to Friedman's motion, says he also is wrong in asserting that public disclosure would not expose confidential sources and that the one person to whom CBS did guarantee anonymity was "doublecrossed" on the program. CBS says two persons masked to the viewer on the program would be revealed if the outtakes were made public. And the woman said to have been "doublecrossed" had never been promised confidentiality by CBS, the response said.

But the issue, in CBS's view, does not rest on the issue of confidentiality; it noted that Geernaert said none of the material appears to have been confidentially disclosed. Rather, CBS said, the judge's conditional order regarding the surrender of the outtakes to Friedman was based on recognition of the legal principle, rooted in the First Amendment's free press guarantee, that disclosure of unpublished journalistic materials should be limited "to the legitimate needs of a party to prosecute his case."

And Friedman, CBS noted, had praised

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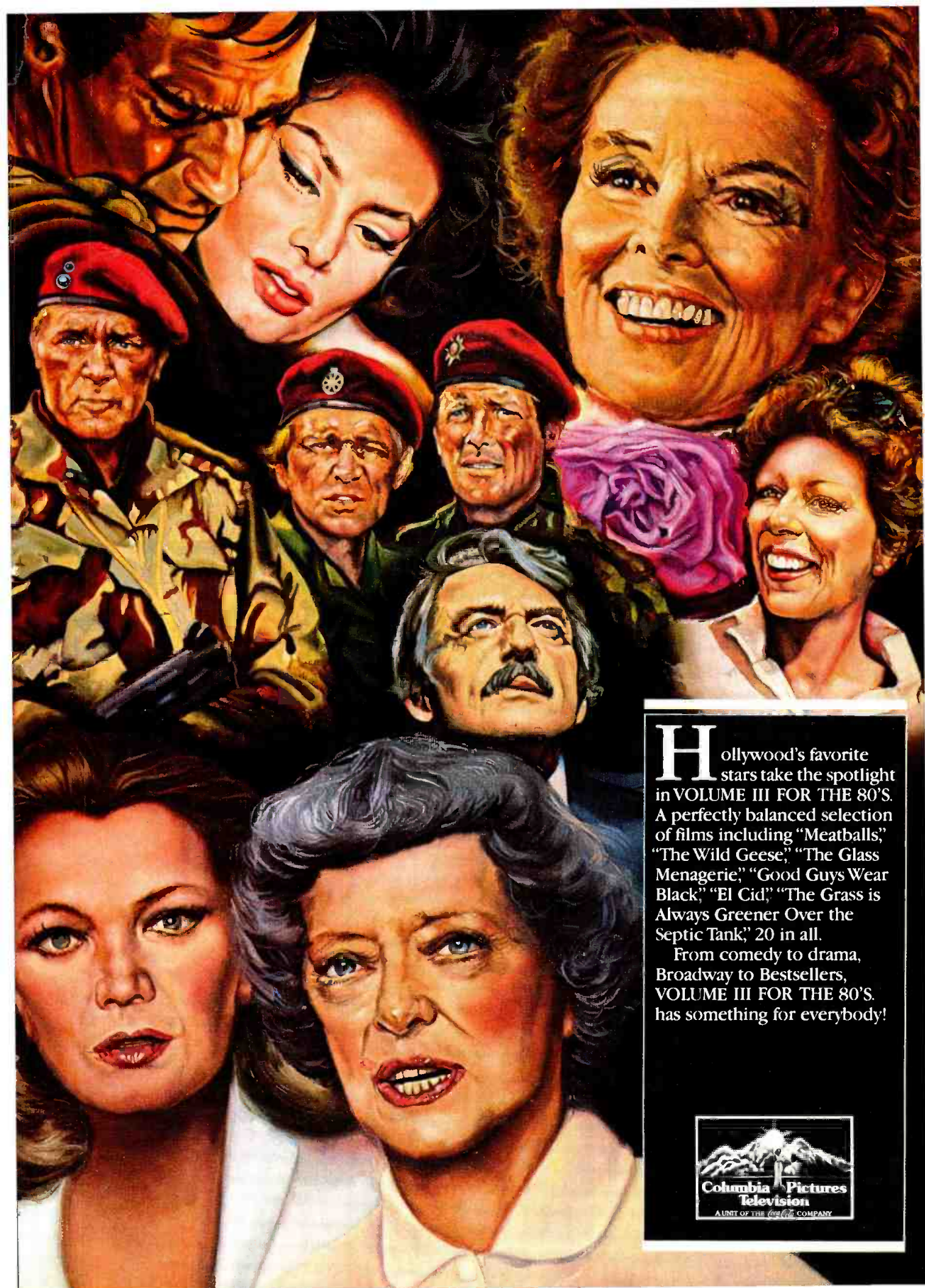


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Geernaert's order, issued on Feb. 1, as "almost Solomon-like." Now, three weeks later, CBS added, Friedman "asks to be permitted to engage in wholesale disclosure of the materials—admittedly not for any purposes necessary to the prosecution of this action, but for the purpose of mounting an extrajudicial publicity campaign against defendants." CBS said "there is no support" that a party may obtain disclosure of unpublished materials for that purpose.

CBS finds itself in its present position after taking a course it usually avoids when asked to surrender outtakes. It accepted to the judge's request that it make the material

available to him for *in camera* examination, after Friedman sought production of outtakes. "Normally, we don't do that," Guttman said last week. "We didn't think [the material] relevant and thought the judge would agree, and that would save us a couple of appeals."

CBS was wrong. Geernaert ordered the material released to Friedman—and CBS railed in two appeals aimed at reversing that decision. Geernaert will hear arguments on Wednesday on Friedman's request for an order that would permit full and immediate disclosure of the outtakes from "Its No Accident." □

outlined proposals the commission was "kicking around" in the name of spectrum efficiency. One idea, he said, aimed at providing an incentive to land-mobile radio operators to switch over to more efficient technologies, would call for permitting those users to sublease out the spectrum they would have to spare when they did use more efficient technology. The commission, he said, also was examining whether some spectrum currently allocated to the government—except spectrum for defense purposes—could be turned over to the private sector.

The commission, he said, was also "kicking around" how better to allocate spectrum among competing users. "We're not terribly good at making those kinds of decisions," he said. Fowler said the commission, "more and more," was looking at the possibility of permitting multiple uses of spectrum and even at the idea of using lotteries or auctions as an allocation mechanism.

Fowler also said the commission was planning to address the question of whether the fairness doctrine and political broadcasting rules could better be applied to cable. According to Fowler, the "fundamental question" was whether the fairness doctrine applies to cable or not. While Fowler said he couldn't predict how the rest of the commissioners would vote on any item addressing that question, he hinted that his own vote shouldn't be hard to predict. "I personally have strong reservations about the application of the fairness doctrine to cable," he said.

Noting that the commission had received about 800 applications for cellular franchises in markets 61-90 alone (the FCC's Common Carrier Bureau later said the actual total was closer to 600), Fowler also said the agency might have to streamline its already streamlined cellular hearing processes even more—and hinted that the commission might even require a fiscal shot in the arm to help it cope. "If we find we need more resources, we won't hesitate to ask," Fowler said. □

FCC questioned on its failure to announce meeting

The FCC's plan to hear oral presentations on its proposal to eliminate its network syndication and financial interest rules today (March 14) drew a bit more criticism last week. Those opposed to repeal have contended that the commission, by failing to publish notification of its intent to hold the meeting—and its failure to notify in writing interested parties of the event in advance—had violated the commission's own rules.

At a hearing before the Senate Communications Subcommittee last week, Senator Barry Goldwater (R-Ariz.), subcommittee chairman, seemed to agree, even though he didn't dwell on the issue. "I think you should stick to your own rules," Goldwater said.

In response, FCC Chairman Mark Fowler

said the commission finally had moved to notify the interested parties—and had moved to publish an announcement in the *Federal Register*—to bring the commission within the spirit of the law. Nonetheless, Fowler said it was "almost inconceivable" that all interested parties wouldn't have known about the oral presentations, which he said had received a lot of press coverage, without formal notification. "I'm afraid whatever we do we're going to be knocked down by one side or another in this proceeding," Fowler said. "As I'm sure you know, every time you turn around to go to the restroom, you're probably violating an FCC rule," he said.

In other media-related matters, Fowler

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Sharp wants to ease telco entry into cable

Commissioner says waiver process is keeping rural areas from getting service

Telephone companies should be able to get into cable television without having to go through the commission's "expensive and time-consuming" waiver process. So said FCC Commissioner Stephen Sharp in a speech to the United States Independent Telephone Association government relations seminar in Washington last week.

"Too many rural Americans are without cable service," Sharp said. "The waiver process does not sufficiently lessen the impediments to the development of rural cable television that are caused by the crossownership prohibition. Do not hold your breath, however. I do not expect a final commission action until well into the fall of this year at the earliest," Sharp said.

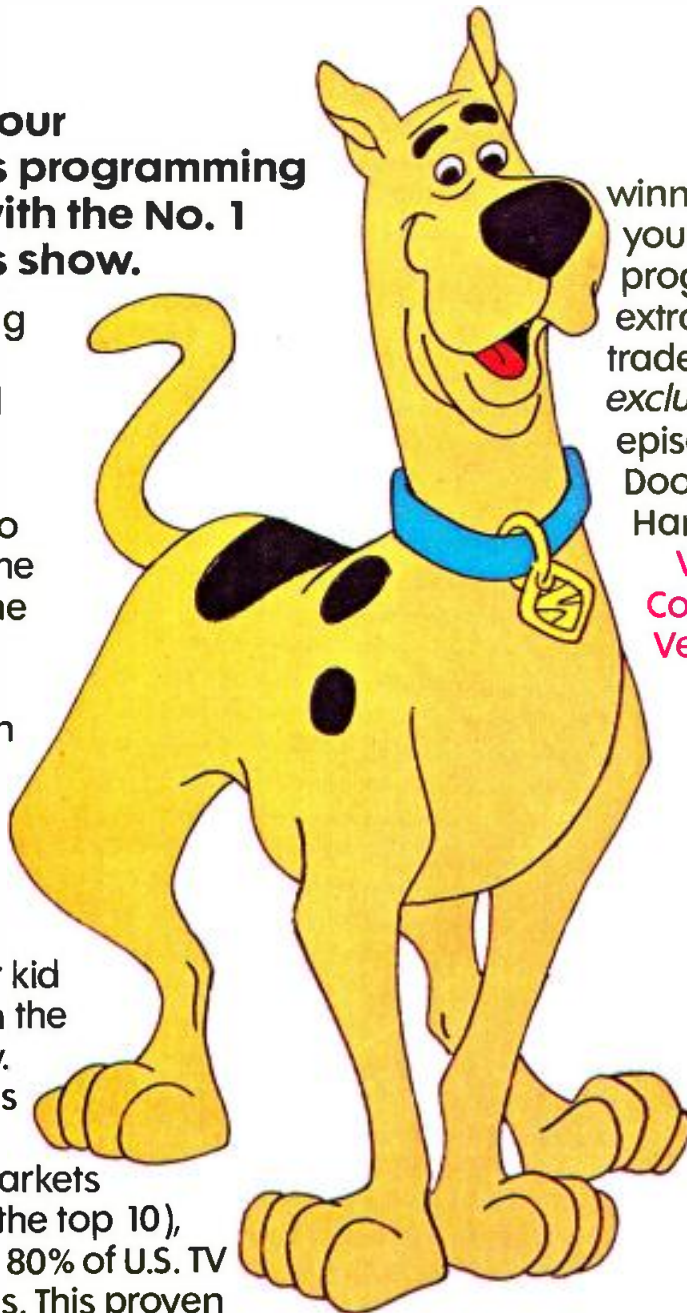
Sharp, however, also said the "case" for

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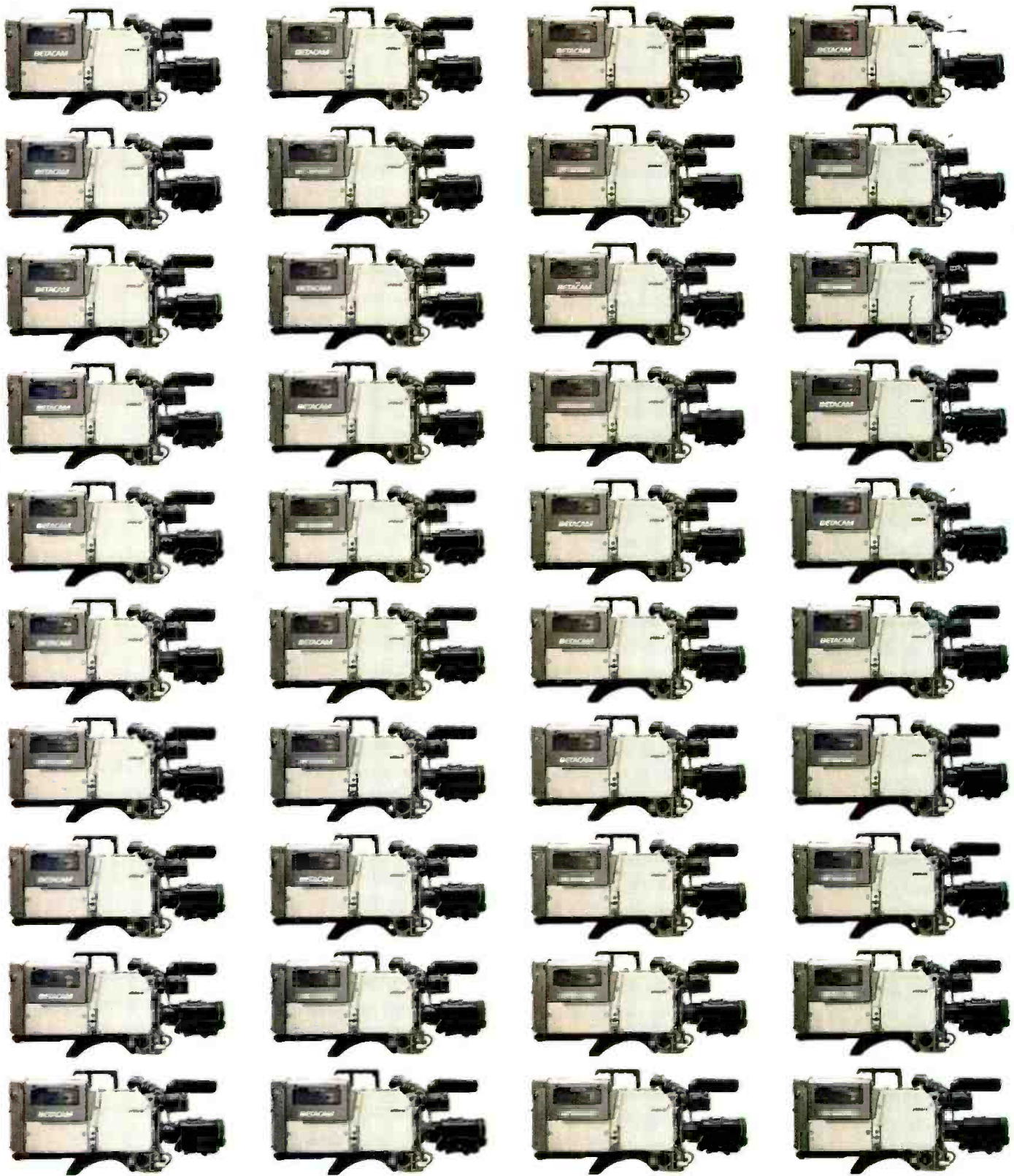
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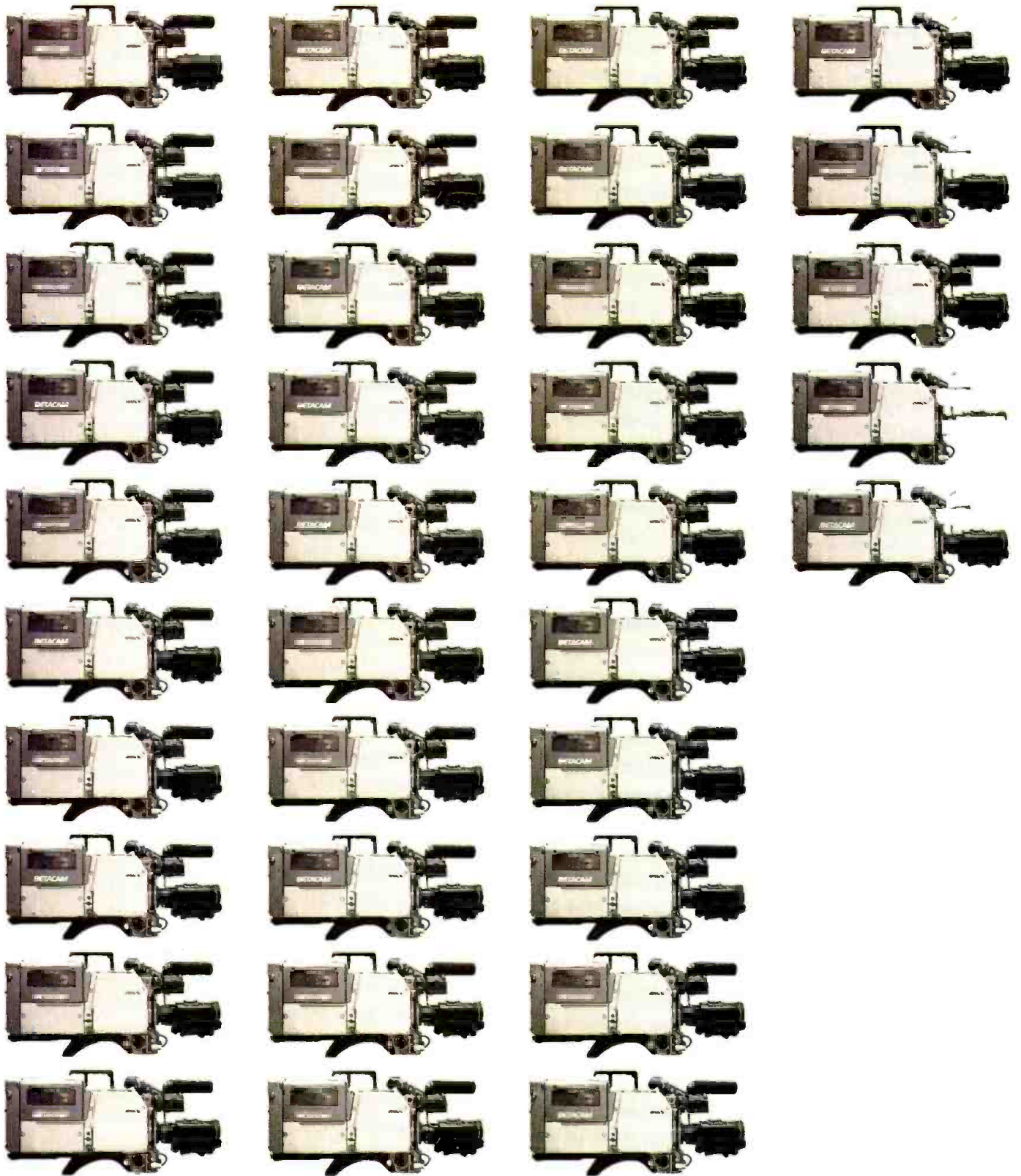
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telcos providing cable was made stronger by the commission's Computer II decision. That decision, he said, divided telecommunications services into two categories: basic and enhanced. Taken as a whole, he said, the decision had offered providers of enhanced services with "tremendous flexibility" because there isn't any restriction on the types of services they can provide.

"The final decision also says that an 'enhanced service is any offering which is more than a basic transmission service,'" he said. "So if all telecommunications services are to be divided into basic and enhanced, and cable television services are not basic, they are necessarily enhanced. This is an issue the commission will review when it investigates the crossownership ban later this year," he said.

Nonetheless, Sharp said, the crossownership ban need not prevent telcos from getting into "aspects" of the cable business anyway. "The commission cannot prevent you, as common carriers, from providing the pipeline for a cable system," he said. "This approach would separate the programming from the service of providing the actual facilities.

"Like a telephone company, a cable franchise holder may possess a monopoly in the local transmission of communications signals; but unlike the telephone company, it is not a common carrier and therefore not obligated (or allowed, in this case) to transmit the programming of producers and distributors of programming.

"As common carriers providing enhanced services you can capitalize, and your customers can benefit, from the demand for cable in remote areas—you are only restricted from content and program distribution.

"I do not believe in the foreseeable future, that independent cable operators will install the switching equipment and capacity necessary to duplicate and compete with local phone companies. But I don't think you have to sit back and wait for the rule to be repealed to move into the business of providing the carrier services for cable programmers.

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"It is not the whole cable business at your doorstep, but it's a profitable way to move into new and more efficient technologies and assist in meeting the demand for cable in many of your rural locations," Sharp said. □

FTC's lease on life under House review

Subcommittee questions Miller on unfairness, deception, regulation of professional groups and whether First Amendment protects ads

Federal Trade Commission Chairman James Miller went on the stump again last week to call for revision of the agency's "unfair and deceptive" standards for advertising and trade practices. Miller made the pitch before the House Subcommittee on Commerce, Transportation and Tourism which is holding hearings on reauthorization of the agency for fiscal 1983, 1984 and 1985.

Miller asked Congress to revise the standards last year, but instead the request be-

exception of Pertschuk, supports Miller's proposed revision. According to Miller, unfairness would be "limited to acts or practices likely to cause substantial injury that consumers cannot reasonably avoid, without providing offsetting benefits to consumers and competition."

Miller maintained that the definition would "focus commission actions away from trivial activities and direct them toward those actions where the benefits of commission action would clearly be greater than the costs." He also stated support for revision of the agency's "deceptive acts and practices standard." Miller recommended a definition during the last Congress but only Douglas



L-r: Bailey, Clanton, Miller, Pertschuk and Douglas.

came highly controversial and led to Congress's failure to pass any authorizing legislation. The agency now operates under a continuing resolution that expires Sept. 30. Proposals to clarify and narrow the definition of unfair advertising and to exempt state-regulated professional groups from FTC oversight were also discussed.

FTC Commissioners Patricia Bailey, David Clanton, George Douglas and Michael Pertschuk also testified. Miller advocates revision of the unfairness standard and stated his support for a "specific statutory standard." The rest of the commission, with the

has seconded his proposal on that.

The FTC chairman complained that the current deception standard fails to let businesses know what is expected of them. "In my view, legislative guidance on deception should include the notion of materiality. That is, there should be evidence that consumers are indeed injured by an alleged deceptive act or practice before a formal complaint is issued. Moreover, a standard of reasonableness is needed," Miller said. He suggested authorization levels for the commission be set at \$73.6 million for FY 1983; \$68.1 million for 1984 and \$68.8 million in 1985.

All the commissioners restated their strong opposition to any attempts to exempt state-regulated professional groups from FTC jurisdiction. Miller said it was "imperative" for the FTC to maintain antitrust and consumer protection jurisdiction over the professions. Clanton argued that "some of the best work done by the commission has been in that area." Bailey agreed that professional groups should remain under FTC jurisdiction.

The commissioners also oppose proposals to eliminate the unfairness standard for advertising. Pertschuk maintained that an exemption for advertising would "severely hamper the ability of the commission to challenge advertising claims." Miller said he was "sympathetic" to advertisers' concerns but thought that a definition of the unfairness standard was sufficient.

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WGHP-TV M-F 5PM

	RTG	SHR
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Gilbert Weil, general counsel for the Association of National Advertisers. Weil testified on behalf of the ANA, the American Association of Advertising Agencies and the American Advertising Federation. He maintained that they "are not seeking to weaken consumer protection from injury due to false, deceptive or misleading advertisements." Weil argued that the principles of the First Amendment are "infringed" when government agency restrictions are imposed on commercial speech. "The First Amendment mandates that the free flow of advertising information not be restricted in the absence of a showing that the representation is inherently misleading or has actually misled," Weil said. The advertisers are asking that an existing temporary moratorium on the use of the unfairness standard in rulemakings concerned with commercial advertising be made permanent.

Weil also proposed that the deception standard be redefined "to conform to constitutional dictates." He charged that the law as presently written "provides little guidance regarding what kinds of initiatives" the commission should undertake. "The result is an unstructured and often aimless series of agency undertakings that too often restrict advertising without any showing that the ads are in fact misleading or harm consumers," he said. In addition, Weil proposed that the FTC's "back-door rulemaking provision be repealed."

Other issues Miller discussed included a proposal to eliminate the agency's public participation funding program, which provides financial assistance for interested

groups to participate in rulemakings. Miller favors repeal while Pertschuk argues that the program be retained. Bailey also believes the program is valuable.

Committee Chairman James Florio (D-N.J.) stressed the need for maintaining a "vigilant and vigorous" FTC. Florio also stated his concern about Miller's announcement that "he will use his discretion in bringing resale price maintenance cases and will not follow the Supreme Court determination that such cases are per se illegal." □

Supreme Court upholds public stations' right to pull shows

It lets stand appellate ruling in 1980 'Death of a Princess' case

The protracted legal battles over whether public television stations have the right to cancel programs that are the subject of political controversy finally ended last week, when the Supreme Court rejected a request that it review the *Death of a Princess* case that began in 1980. The court's action indicates stations have such a right.

The Saudi Arabian government had waged a campaign to block airing of the program, a dramatization of an illicit love affair between a Saudi Arabian princess and her commoner lover, and her subsequent be-

heading. A number of public stations decided not to carry the program, which was distributed by the Public Broadcasting Service, among them, Houston University's KUHT(TV) Houston and the stations of the Alabama Educational Television Network.

To some viewers in Houston and Alabama, those outlets violated the First Amendment guarantee of freedom of speech. In court suits aimed at forcing the stations to carry the program, they argued that public television is a "public forum" and that public stations cannot deny access to speakers except for reasons that can withstand the scrutiny to which "prior restraints" are normally subjected. They also said the decision to cancel was based on political considerations growing out of the Saudi complaints.

District courts in Houston and Alabama took contrary positions, the one in Houston ruling in favor of the viewers and the one in Alabama ruling against them. Separate three-judge panels of the U.S. Court of Appeals for the Fifth Circuit resolved the differences in favor of the stations' right to cancel the program.

And the full circuit, on rehearing the case, affirmed the decisions of the panels (BROADCASTING, Oct. 25, 1982). In a 13-7 opinion, the court said, "The plaintiffs have no constitutional right to compel the broadcast of the program."

With the Supreme Court's refusal to review the case, that becomes the last word. □

Group asks delay in license transfer of KTLA(TV) Los Angeles

CAPH, representing physically handicapped, wants to make formal argument before FCC concerning sale of station

Attorneys representing the hearing-impaired and physically disabled are asking the FCC to issue a 30-day stay in the transfer of license for KTLA(TV) Los Angeles from Golden West Broadcasters to the investment firm of Kohlberg, Kravis, Roberts & Co. Attorneys representing the California Association of the Physically Handicapped and Sue Gottfried, as an individual and as a representative of deaf persons in Los Angeles, seek to present formal arguments concerning the proposed \$245 million.

In a letter to the FCC, attorney Abraham Gottfried, representing his wife, claimed: "KTLA has not met its obligations under the public-interest provisions of the Communications Act to the deaf and hearing-impaired." In its filing, CAPH alleged the station has not met its public-interest obligations to offer the handicapped employment opportunities equal to those afforded minorities and women.

Gottfried filed a similar objection when KTLA's license came up for renewal in 1980 and represented his wife in a class action suit filed in 1977 charging that KCET(TV) Los Angeles failed to provide suitable access to its programming for the hearing-impaired. The Supreme Court last month upheld the FCC's renewal of KCET's license (BROADCASTING, Feb. 28). □

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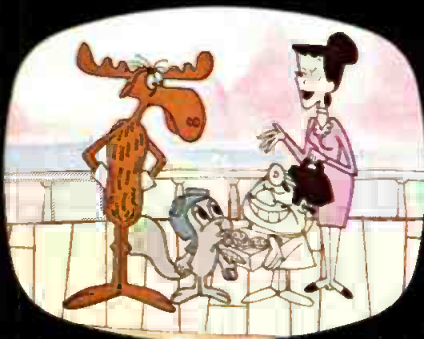
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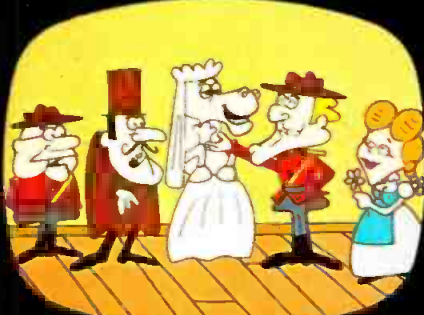
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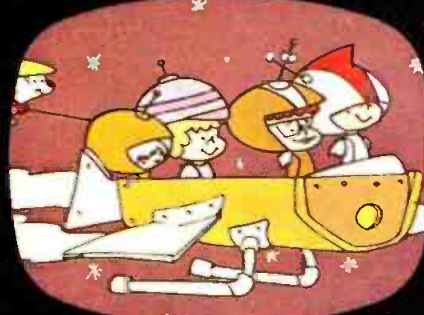
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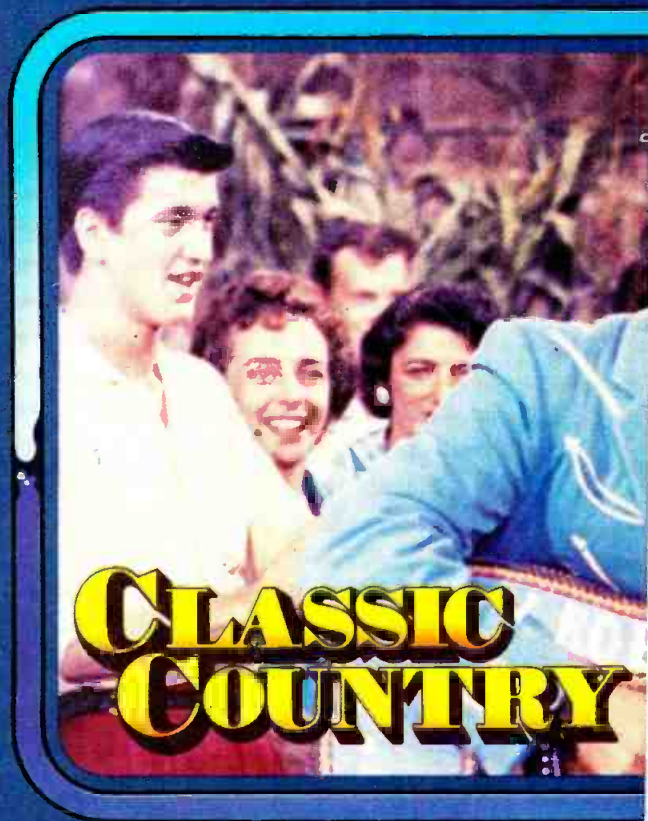
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Nashville goes cross-country

The latest ad-supported cable entry, The Nashville Network, launches its music-related programming with a gala debut

Whether The Nashville Network, which was launched last Monday night (March 7), flourishes or perishes in the universe of advertiser-supported cable program services, it can't be denied that the powers behind the project—WSM Inc. and Group W Satellite Communications—know how to throw a party. Last week's bash, anchored in Nashville, spilled over to five other cities, the whole interconnected by satellite and presented as part of the network's premiere event—a special five-hour edition of *Nashville Now!*, a live variety show that is to be featured five nights a week (in addition to repeat performances).

TNN made its debut with cable systems on line serving seven million basic subscribers, shattering the previous cable launch record set by the Cable Health Network, which went on line last June with more than 4 million subscribers.

Launch-night activities were emceed by Ralph Emery, regular host of *Nashville Now!*, from Nashville's Opryland hotel. He was joined there by a number of hosts and stars of other TNN programs, including Ed Bruce (*American Sports Cavalcade*), Bobby Bare (*Bobby Bare and Friends*), Archie Campbell (*Yesterday in Nashville*), Wayne Massey (*Nashville After Hours*) and Jacky Ward (*Dancin' USA*).

Celebrants in five other cities—New York, Los Angeles, Chicago, Austin, Tex., and the MSO stronghold of Denver—were supplied with a steady supply of food and drink.

Some of the hottest names in country music performed live at the five remote sites.

Rosanne Cash and T.G. Sheppard appeared at the Savoy in New York. Tanya Tucker and Hoyt Axton entertained at the Palomino in Los Angeles. Between coasts, Lynn Anderson and George Lindsey sang at the Gold Rush in Denver; Emmylou Harris and Bill Monroe were at studios in Austin where PBS series *Austin City Limits* is produced, and Tammy Wynette and Don Williams performed at the Park West in Chicago.

In Nashville, the live acts featured Roy Acuff, Minnie Pearl, Chet Atkins, Larry Gatlin and the Gatlin Brothers Band, Ray Stevens, Patti Page and the Nashville Network Concert Orchestra. Independent producer Bob Boatman was hired to produce the debut program. He is not new to country programming, having been director of *Hee Haw* as well as director and producer of the *Live from the Grand Ole Opry* programs for PBS.

Network officials estimate that between 5,000 and 5,500 invitees across the nation showed up for the launch that cost about \$1 million to produce. A production staff of 900 was put together to produce the opening night's festivities.

TNN is owned by WSM Inc., and the network's sales, marketing and distribution are handled by GWSC. In exchange for its services, GWSC receives payment based on a complicated fee structure that the parties declined to discuss publicly. WSM Inc. will spend \$50 million over 3 years on new and original programming, which constitutes more than 90% of the network's schedule (on-air 18 hours daily with plans to expand to 24 hours eventually). Another \$20-25 million has been committed to marketing and promotional activities over the same period.

TNN was launched with 20 charter advertisers, including Levi Strauss, Eastman Kodak, Stroh's beer, Dodge, Sears, Kraft, R.J.

Reynolds, Ford, Chevrolet, International Broadcast Industries, Neva Products, Vitamix/Vitamix, U.S. General Supply Corp., Eicoff & Co. Enterprises, Time-Life, Playboy Inc., *Auto Week* magazine, Bradford Exchange, Martha White Foods and National Life and Accident Insurance. In addition, reciprocal advertising agreements have been reached with Hearst/ABC, Cable Health Network, USA Cable Network and Satellite News Channel, owned jointly by GWSC and ABC. Prime time 30-second spots on TNN average \$400.

TNN's affiliate compensation program is identical to that offered by Satellite News Channels. Affiliates are paid a one-time fee of 25¢ per subscriber, and 10 cents per subscriber per year in co-op advertising funds. Affiliates signing on before last Monday's launch received a 50 cents-per-sub bonus.

Each weekday evening TNN will offer a total of six hours of original program series, from 7 p.m. to midnight and 1:30 to 2:30 a.m. The eight original series will be seen during the same time slot each night of the week. The rest of the weekday schedule comprises first and second repeats of those eight series. Sign off is at 3 a.m.

Dancin' USA starts off the weekday prime time schedule at 7 p.m. The 60-minute program is hosted by singer Jacky Ward and features country music and lessons about popular western dances.

A 30-minute comedy series follows at 8 p.m., entitled *1-40 Paradise*. A sort of countrified *Alice*, the series is set in a roadside diner/tavern in Crab Orchard, Tenn.

TNN has a country version of a game show—*Fandango*. For those eager to find out how country celebrities such as Hank Williams Jr. will answer such questions as: "What is your favorite vegetable?" stay tuned weeknights from 8:30 to 9.

Nashville Now!, a live 90-minute variety program follows *Fandango*. The show's for-

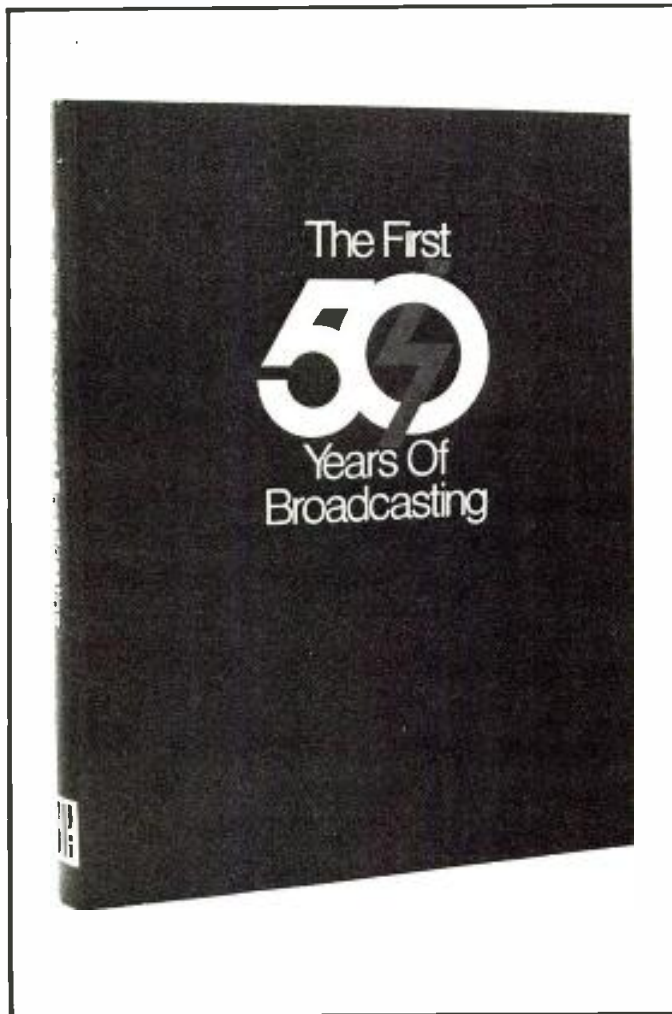
Around the country: The Nashville Network's opening festivities were hosted by an uncountrified looking Ralph Emery in Nashville. From there the five-hour extravaganza took off to five cities around the nation for performances by a host of country stars.



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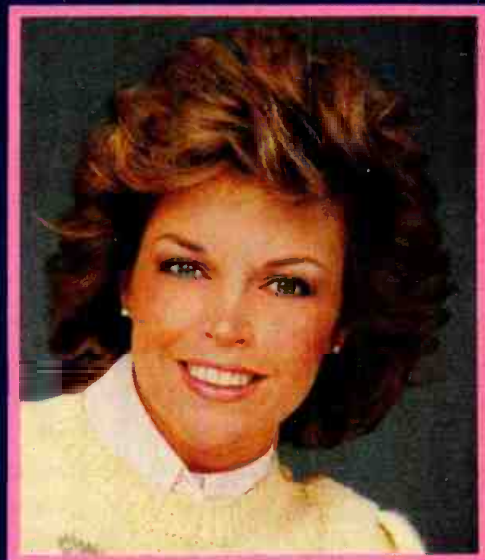
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Nashville After Hours then tracks the action at a variety of popular nightspots in the city for 30 minutes each weeknight, beginning at 11:30 p.m.

An interview series, *Offstage*, airs at midnight with host Teddy Bart querying country celebrities.

After a *Nashville Now!* repeat, viewers get a weeknightly 60-minute peek at new-country talent via *Opryland on Stage*, with hosts Danny Gregg and Lisa Foster. Saturday and Sunday programming schedules are structured like the weekday schedule, with each weekend day composed of a six-hour first-run program block at night, 7 p.m. to 1 a.m., with two repeats of each program filling out the day.

The Saturday program block starts off with *Country Sportsman*, a 30-minute program that features host Bobby Lord fishing, singing and chatting with country music entertainers around the country.

The 90-minute *American Sports Calvacade* follows at 7:30 p.m. with coverage of such events as tractor pulls, rodeos, swamp buggy competitions and car races.

That's followed by *Stars of the Grand Ole Opry*, a 60-minute show featuring members of the Grand Ole Opry in concert. The program is hosted by WSM radio personality Chuck Morgan.

Next in the Saturday night lineup is a 60-minute program, *Bobby Bare and Friends*:



Cowboys for a night. Enjoying the launch of the Nashville Network are (l-r): Bill Baker, Group W Chairman; Jim Detwiler, Group W mid-Atlantic accounts manager; and Bob Alter, Cabletelevision Advertising Bureau.

Songwriter Showcase. The show combines interviews between host Bare and his guests as well as performances.

The 30-minute *This week in Nashville* is next at 11 p.m. followed by *Tumbleweed Theater*, a 90-minute classic film segment that wraps up Saturday's first-run program block. *Tumbleweed Theater* will feature such film stars as Gene Autry, Tex Ritter, John Wayne and Roy Rogers.

Sunday's six-hour evening program block starts off with *Performance Plus from Popular Hot Rodding*, a 30-minute program. *Fire on the Mountain* follows at 7:30, featuring bluegrass and mountain music—both new and traditional styles.

Next on the Sunday agenda is a program hosted by Bill Anderson, *Backstage at the Grand Ole Opry*, a 30-minute behind-the-scenes look at performances and performers.

The 60-minute *Gospel Music* follows at 8:30 p.m., hosted each week by a different country singer and one of his gospel-singing guests.

Canadian country artist Tommy Hunter will have his own 60-minute show on TNN, on Sunday from 9:30 to 10:30 p.m. *The Tommy Hunter Show* has been aired on the Canadian Broadcasting Corp. network for the past 18 years.

A further look at the international side of country music is featured in *That's Country*, which focuses on artists from New Zealand and Australia as well as the U.S.

One of the few noncountry-oriented TNN programs wraps up the Sunday evening program block—*Phantom of the Opry*, featuring a series of suspense and horror movies, such as *Killer Bats*, *Invisible Ghost* and *The 39 Steps*. □

Ratings roundup

The record-setting performance of the special *M*A*S*H* finale gave CBS-TV an unstoppable start for the week ended March 6, leading it to a weekly average Nielsen rating of 22.9 and average share of 35—7.3 rating points ahead of ABC-TV and 8.8 ahead of NBC-TV. ABC had a 15.6/24 and NBC a 14.1/22.

*M*A*S*H* set all sorts of records in scoring a 60.3/77 for its two and a half hours (BROADCASTING, March 7). Its rating was almost twice that of the week's second-highest-rated show—*Alice*, which was *M*A*S*H*'s lead-in that evening. In fact, six of the week's programs, totaling nine hours, failed to produce ratings that, combined, could match *M*A*S*H*'s.

Between *Alice* and *M*A*S*H*, CBS won Monday night with a 55.4/71. CBS also won Thursday, Friday and Sunday nights, and ABC took Tuesday, Wednesday and Saturday.

It wasn't a great week for premiering series. ABC had three. *High Performance* turned in the best performance, a 15.4/24 at 8-9 p.m. NYT Wednesday, ahead of CBS's *Seven Brides for Seven Brothers* (13.1/20) but behind NBC's *Real People* (18.5/28). *At Ease* on Friday at 8:30-9 did a 14.8/24, down three share points from its lead-in, *Benson* (16.5/27); together, the two placed second in the hour, losing to CBS's *Dukes of Hazzard* (18.30/30) but beating NBC's *Powers of Matthew Star* (11.4/18). Following *At Ease*, *Renegades*' premiere dropped to 10.8/17, behind both *Dallas* on CBS (23.1/39) and *Knight Rider* on NBC (15.6/24).

ABC's *Tales of a Gold Monkey*, making its first appearance in the Friday 10-11 p.m. period, didn't do well there, producing an 11.2/19 and trailing both CBS's *Falcon Crest* (22.5/38) and NBC's *Remington Steele* (15.1/26).

It wasn't much of a week for series making their second, third or fourth appearances, either—with one stand-out exception. NBC's *A Team* continued to show strength in the Tuesday 8-9 p.m. spot, pulling a 20.4/30, up from 20.2/30 the week before, to take the hour from a Ringling Brothers Circus special on CBS (17.7/26) and *Happy Days* and *La-*

verne and Shirley (identical 14.2/21's) on ABC. But NBC's *Bare Essence*, which follows *A Team*, dropped to 11.9/18 from 14.3/21 the week before. *Mama's Family*, also on NBC, again slipped a rating point, to 15.1/25, and another relatively new NBC entry, *Teachers Only*, declined fractionally to 11.7/20. *Wizards and Warriors*, a CBS limited series in the Saturday 8-9 p.m. period, did a 12.6/22 after premiering at 13.2/22 the week before.

The week left these season-to-date standings: CBS 18.5/29; ABC 17.5/27, and NBC 15.5/24. It was CBS's 16th weekly win; ABC has won four weeks, NBC three.

NBC-TV announced last week it has renewed its half-hour comedy *Cheers*, for the 1983-84 season, bringing to three the number of renewals for next year. Also returning are *Hill Street Blues* and *Real People*.

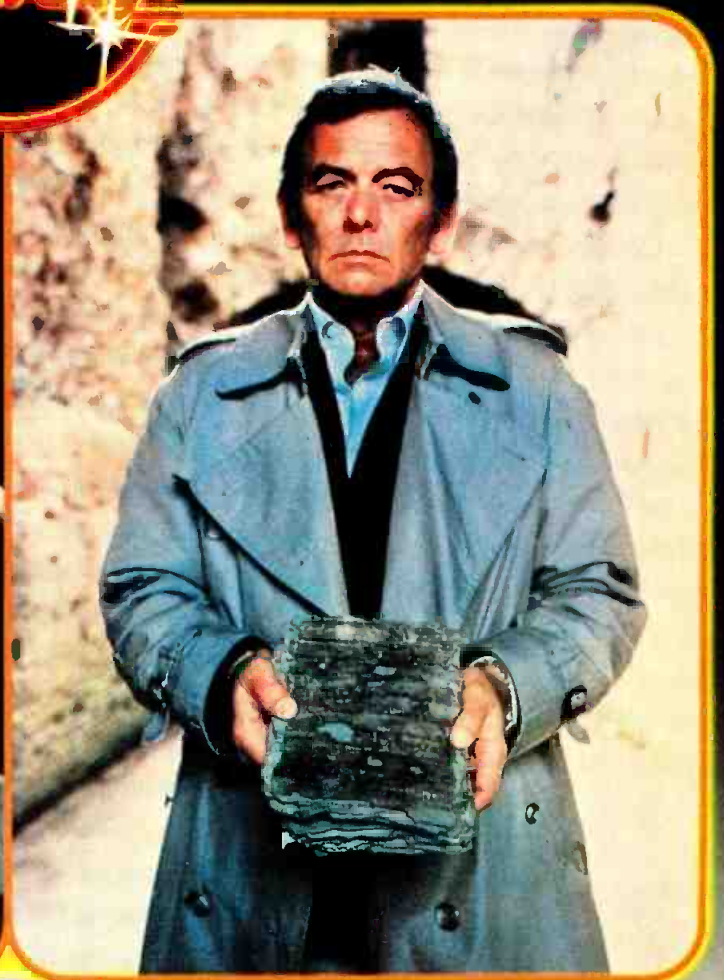
The First 20

1.	<i>M*A*S*H (final episode)</i>	CBS 60.3/77
2.	<i>Alice</i>	CBS 30.7/41
3.	<i>60 Minutes</i>	CBS 26.2/41
4.	<i>Dallas</i>	CBS 25.1/39
5.	<i>Falcon Crest</i>	CBS 22.5/38
6.	<i>Dynasty</i>	ABC 22.5/37
7.	<i>Three's Company</i>	ABC 22.0/33
8.	<i>Simon & Simon</i>	CBS 21.5/32
9.	<i>Jeffersons</i>	CBS 21.0/31
10.	<i>Fantasy Island</i>	ABC 20.7/37
11.	<i>Hill Street Blues</i>	NBC 20.6/34
12.	<i>Fall Guy</i>	ABC 20.4/31
13.	<i>9 to 5</i>	ABC 20.4/31
14.	<i>A Team</i>	NBC 20.4/30
15.	<i>Love Boat</i>	ABC 20.3/34
16.	<i>Knots Landing</i>	CBS 20.2/33
17.	<i>One Day at a Time</i>	CBS 20.2/30
18.	<i>Magnum P.I.</i>	NBC 19.9/30
19.	<i>ABC Sunday Night Movie—Baby Sister</i>	ABC 19.2/30
20.	<i>Hart to Hart</i>	ABC 19.0/33

The Final Five

62.	<i>Voyagers</i>	NBC 11.1/17
63.	<i>Renegades</i>	ABC 10.8/17
64.	<i>NBC Monday Night Movies—The Night the Bridge Fell Down</i>	NBC 8.1/10
65.	<i>ABC Monday Night Movie—"American Gigolo"</i>	ABC 7.7/10
66.	<i>NBC Reports—Labor/Promised Land</i>	NBC 6.2/11

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MARKET	STATION	PERCENT OF RATING GROWTH
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Chicago	WFLD	+ 100
Detroit	WKBD	+ 50
Los Angeles	KTTV	+ 100
San Francisco	KRON	+ 50
Syracuse	WIXT	+ 100
Wilmington	WECT	+ 88
Philadelphia	WKBS	+ 200

CNN Headline News Vs. Previous Program.

Replacing previous programs with CNN Headline News also gave our affiliates a very healthy ratings boost. For instance:

MARKET	STATION	PREVIOUS PROGRAM	PERCENT OF RATING GROWTH
Boise	KTVB	Wheel of Fortune	+ 33
Ft. Smith	KLPW	You Asked For It	+ 200
Greensboro/High Point/Winston-Salem	WXII	My Three Sons	+ 100
Rochester	WROC	Bob Newhart	+ 100
Clarksburg/Weston	WBOY	Six Million Dollar Man	+ 133
Fairbanks	KTVF	CBS News	+ 22
Madison	WCIV	Midday Edition	+ 50

CNN Headline News Vs. Competition.

Going against programs in the same time slot, CNN Headline News beat the competition, as the following markets demonstrate:

MARKET

Boise
Clarksburgh-Weston
Las Vegas
Philadelphia
Wilmington
Greensboro/
High Point/
Winston-Salem

CNN
STATION
KTVB
WBOY
KVBC
WKBS
WECT

WXII

COMPETING
PROGRAM
One Life to Live
General Hospital
Hee Haw
INN
Good Times

COMPETING STATION

KIVI
WDTV
KLAS
WTAF
WVAY

% RATING DIFFERENCE

+ 140
+ 55
+ 13
+ 100
+ 15

Little House

WJTM

+ 200

#1 In Time Period.

CNN Headline News is doing so well in some of the small markets that it's already become number one or number two in its time period, as the following indicate:

MARKET

Fort Myers-Naples
Odessa-Midland
West Palm Beach
Wichita Falls-Lawton
Fort Myers-Naples
Mobile-Pensacola
Raleigh-Durham
Monterey-Salinas

TIME PERIOD

M-F 6-6:30a
M-F 6-7a
M-F 6-7a
M-F 6-6:30a
Sat. 12-12:30p
Th., F 1-2a
Sat. 1:30-2a
M-F 5-5:30p

STATION
WINK
KMID
WPEC
KSOW
WINK
WKRK
WRAL
KSBW

RATING/ SHARE

3/74
3/40
2/30
2/34
12/37
1/19
1/19
5/15

STATUS

#1
#1
#2 by three share points
#1
#1
#1
Tied for #1
#1

With such impressive strength in numbers, no wonder our affiliates (in big and small markets alike) think our news is such good news.

Give CNN Television a chance in your market and celebrate your own ratings success story, and '83, with TPS.

CNN

Television

TURNER PROGRAM SERVICES

For the homeowner

The parabolic antenna that satellite broadcast pioneer United Satellite Communications Inc. will lease to its subscribers later this year was on display at ET/83, an exhibition of communications products and services on Capitol Hill last week (see below). The 1-meter dish (somewhat smaller than the 1.2-meter unit most USCI subscribers will end up getting) was in the booth of M/A-COM Inc., which won the subcontract from General Instrument to supply the antennas for the service. (General Instrument, a partner in USCI, is reportedly purchasing the low-noise block converters for the earth stations from Japanese manufacturers and making the receivers itself.) According to David Bondon, vice president, marketing, cable/home communications division, M/A-COM, the dish is made of compressed fiberglass. Its offset-feed design, he said, prevents the feed horn from shadowing the dish and blocking precious satellite signal and allows for almost vertical mounting in upper latitudes, making it difficult for snow to collect on it. Although USCI plans to lease the earth stations to its subscribers, he said, the retail price of the earth stations would be about \$600.

Samsung Kahn

Leonard Kahn, inventor and chief promoter of the Kahn AM stereo system, may have gotten the break he needed in his marketplace fight to make his system the national standard. According to Hazeltine Corp.,

which licenses Kahn's patents and shares in the royalties, Samsung Electronics Co., a large Korean receiver manufacturer, has tentatively agreed to license the patents, manufacture Kahn AM stereo receivers and market them in the U.S. later this year. Ed Onders, associate general counsel for Hazeltine, said Samsung will market radios retrofitted with a Kahn decoder made from discrete components until Kahn integrated circuits from Samsung Semiconductors and Telecommunications Ltd. become available late this year. Although Kahn was eager to convince a receiver manufacturer to make sets that would allow consumers to pick up the Kahn AM stereo signals now being broadcast by more than two dozen stations, Onders said Hazeltine did not offer Samsung a discount on the royalties. There are a number of patents that manufacturers can use alone or in tandem, Onders said, so it is impossible to calculate how much Hazeltine and Kahn would earn from the production of each radio without seeing a design for it. The minimum they will receive for each set is 28 cents. Samsung, a member of the \$6-billion-a-year Samsung Group, Onders said, has been selling products in the U.S. under such labels as Sears, J. C. Penney and K-Mart.

Please, sir, I want some more

Broadcasters worried about how the FCC's new microwave spectrum plan will affect them had better scramble. Last Monday (March 7) the FCC denied a request by the National Association of Broadcasters and others to extend the comment filing deadline on its proceeding containing the plan (Docket 82-334). As it now stands, com-

ments are due March 25. NAB Board Chairman William Stakelin said in a prepared statement he was "shocked" by the FCC's refusal. "This new allocation plan," he said, "would have a devastating impact on television broadcasters and their ability to continue to provide superior news coverage to the American public." The financial implications of the plan, which would require broadcasters to share their auxiliary microwave bands with fixed microwave users being bumped from the 12.2 ghz to 12.7 ghz band to make room for DBS, are "mindboggling," Stakelin said. According to initial estimates, he said, broadcasters might have to spend more than \$100 million over the next 10 years for modifications to transmitters and receivers. The plan would also inhibit electronic news gathering operations, which use microwave links to feed live video to the main studios.

Netcom-UpSouth marriage

Netcom Enterprises, Burbank, Calif., and UpSouth Corp., Atlanta, have joined forces to build, market and operate two 10-meter earth stations in Atlanta, giving broadcasters and program producers in the Southeast easy access to the birds. The facility, which will have tape playback capability, is currently under construction and should be finished by July 1. In the meantime, the partners will serve customers with a transportable uplink-downlink. Through microwave and telephone links, the facility will be able to serve the entire South. According to a Netcom release on the deal, the bulk of the traffic will consist of live sports, news and entertainment as well as videoconferencing.



ET goes to the Hill. House Telecommunications Subcommittee's second annual exhibition of new communications products and services in the Cannon House Office Building last Wednesday featured a wide range of communications companies and drew a steady stream of senators, congressmen and their staffers throughout the day-long event. "ET/83: Emerging Technologies in Communications and Information" provides an opportunity for members of Congress to become acquainted with the devices that will help guide our legislative priorities in the months and years ahead," said House Telecommunications

Chairman Timothy Wirth (D-Colo.) at the opening of the exhibit. In the photo at left, CBS's James L. Bauer (r) gives a quick explanation of the CBS-American Bell videotext experiment in Ridgewood, N.J., to Senate Commerce Committee Chairman Robert Packwood (R-Ore.), who co-sponsored the event. In the picture at right, C-SPAN President Brian Lamb collars House Speaker Thomas P. O'Neill (D-Mass.) for a live interview on the cable network. "There's no question as I look around here—the greatness of America. It's always going to be great. All this new technology is going to bring back the basics of America."

BACK AGAIN BY POPULAR DEMAND



CMA's Entertainer Of The Year returns to TV this summer with the first-time off-network syndication of one of prime time's most popular and highly-rated variety series.*

Now every station has the chance to bring "Barbara Mandrell & The Mandrell Sisters" back to prime time through a whole new approach to off-network syndication: 13 weeks of nationally advertiser-supported variety classics starring Barbara Mandrell and her sisters, and featuring a lineup of weekly guests who are the superstars of the decade: **Kenny Rogers, Dolly Parton, Johnny Cash, The Oak Ridge Boys, Charley Pride, Bob Hope,** and many, many more!

Network TV's #1 Prime Time variety series of the 1980's comes now to weekly syndication. Thirteen hours of the original Krofft Productions are available on a limited-commitment/no-cash outlay basis for the third quarter.

Distributed by
ALFRED HABER INC.
in association with:

SYNDICAST
SERVICES 2 West 45th Street
New York, N.Y. 10036 212-921-5091

*Average 16.2 Rating; 26% Share A.C. Nielsen NFI for the first two seasons of original episodes (11/29/80-2/27/82)

COMING ATTRACTIONS FROM THE VISIONARY IN VIDEO.

Starting Sunday, April 10, for four days only, come see Sony Broadcast at NAB and you'll see technology so advanced it may be years before you see it from our competitors.

You'll see the industry's lightest, most compact and highest performance camera/recorder—the Sony Betacam™ system. With new accessories that make it the most complete and flexible system available. And Sony's genius makes it something else: the most affordable.

You'll see the latest advancements in U-matic® technology from the inventors of U-matic technology.

We'll unveil the state of the art in 1" type C systems, and the future of post-production systems.

You'll also get to explore Sony's three fully operational editing suites, the most complete line of portable ENG/EFP cameras in the industry, and the complete line of 1/2", 3/4" and 1" recorders they interface with.

And this year the visionary of video will show you a demonstration of high-definition TV, the promise of tomorrow.

See it all now from Sony, or see **SONY**® it all years from now from someone else. Broadcast



ARF's object: out to improve advertising's image

Role of research in effective advertising is centerpiece of three-day conference, attended by 2,000; believability and likeability in ad copy stressed

The need to develop improved advertising research in the years ahead as societal changes occur, and as media choices become extended and audiences become splintered, was explored last week during the 29th annual conference of the Advertising Research Foundation.

Approximately 2,000 research and media executives assembled at the New York Hilton last Tuesday and Wednesday (March 8-9) to hear a group of speakers who discussed cable television, the image of advertising, the shifting marketplace in the 1980's, segmentation techniques in television research, copy testing and political advertising research.

In the keynote speech, John S. Bowen, president and chief executive officer of Benton & Bowles and board chairman of the American Association of Advertising Agencies, called on advertising researchers to help dispel a notion among consumers that advertising is not informative, credible and entertaining. He cited the result of several studies concluding that the public has a low opinion of advertising in general.

As part of a five-point program to improve advertising's image, Bowen urged researchers to help the creative output through improved testing of copy for believability and likeability. He also urged the advertising industry to develop films, articles, speeches and advertising to depict what the field does and how it does it; organize a group of outstanding presenters to bring advertising's case to the public; establish a public relations campaign to coordinate and execute the program, and measure the progress over a period of time through a tracking study.

"Research has been a key in revealing a compelling need, pinpointing the parameters of the problem and in helping toward the solution," Bowen said. "Research will be essential in measuring our ability to determine if we're turning things around."

Sonia Yuspeh, senior vice president, research and planning, J. Walter Thompson U.S.A., and Tom Hall, senior vice president and creative director for JWT, gave a report on the Cablesop, an interactive shopping information service that has been tested in Peabody, Mass., for the past year. It is owned and operated by Adams-Russell, an independent multiple system cable owner. The test was co-sponsored with JWT.

Yuspeh and Hall explained that Cablesop broadcasts three to eight-minute commer-

cial, 24 hours a day, which the subscriber can watch as aired, or telephone a request for a specific spot. Continuing research, they said, shows that many consumers will choose to watch television commercials, provided they are useful and entertaining and viewers can choose when they wish to view them; viewer attitudes toward the sponsors of the programs changed from negative to positive, and there were clear indications of marketplace action—either a request for more information, store traffic or an actual sales response.

The presenters also said that Adams-Russell plans to extend Cablesop to other cities this year and has made arrangements with cable systems in Boston, Chicago, Los Angeles and Atlanta.

Alan Wurtzel, director, news, developmental and social research, ABC Inc., stressed the need to venture beyond demographics in television research to include psychographic segmentation techniques. He explained that by segmentation he meant the classification of individuals into different groups according to some fundamental psychological characteristics or attributes.

After considerable research, he said, the audience was divided into eight cluster groups to define people in psychological terms. The eight groups were labeled "family oriented, organized participants, community leaders, other directed traditionalist, rigid and resistant, alienated, aimless and dissatisfied and liberal cosmopolitans."

Through random telephone sampling of 1,000 individuals on each project, he said, ABC for the past 18 months has conducted segmentation research to profile viewers for various dayparts, to profile various program audiences for sales and marketing purposes and to conduct research into the new technology.

Samuel Ehrenhalt, Regional Commissioner of Labor Statistics, U.S. Department of Labor, cited the numerous changes in the past decade that have affected various aspects of life style and the workplace and have implications for advertising and research. He pointed to the emergence of a service-oriented economy; the increased penetration of women and minorities into the traditional white male world of more upscale jobs; the increase in education of the work force, and the better educated workers of the baby boom generation. He predicted that these trends will continue through the 1980's.

Barbara Feigen, senior vice president and director of marketing and research, Grey Advertising, said that the traditional copy testing, consisting of recall, main idea playback and persuasion, is not sufficient. She reported that, for more than a year, Grey has gone beyond conventional copy testing and is using what it calls Brand Character Pre-Search. This technique, she said, involves research to determine the competitive distinctiveness of a brand; its consistency with the brand's history and heritage, and its abil-

ity to appeal to the emotional aspirations of the target through the image it projects for the brand. □

Retail records

Local retail television advertising grew by 14% to \$2,578,302,500 in 1982, according to the Television Bureau of Advertising.

Citing figures compiled by Broadcast Advertisers Reports, TVB said the largest category percentage gain was achieved by personal services (beauty shops, photo studios, legal services, etc.), which climbed by 53% to \$20,367,700. Other substantial advances were posted by retail services, up 24%; public utilities and fuel dealers, up 17%; local media, up 19% and drug and food stores and automotive, both up 14%.

McDonald's Corp. with \$94.1 million, was the top local advertiser, followed by Pepsico Inc. (Pizza Hut and Taco Bell), \$34 million and General Mills Inc. (Red Lobster Inns), \$32.9 million.

TVB noted that most co-op ad activity is credited by BAR to manufacturers and is not included in the reported information.

The top 25 local retail advertisers follow:

	1982	% chg.
1. McDonald's	\$ 94,148,400	+ 25
2. Pepsico (Pizza Hut, Taco Bell)	34,027,000	+ 39
3. General Mills (Red Lobster Inns)	32,920,200	+ 7
4. Pillsbury (Burger King)	31,951,100	+ 51
5. Federated Department Stores	24,446,900	+ 24
6. American Stores	20,863,300	+ 5
7. Jerrico (Long John Silver's)	20,807,900	+ 1
8. Dayton-Hudson Corp.	19,271,100	+ 18
9. Safeway Stores	18,867,300	- 4
10. Wendy's International	18,035,100	+ 14
11. Gulf + Western Industries	17,977,500	+ 2
12. Lucky Stores	16,817,700	+ 38
13. Imasco Ltd. (Hardee's, Burger Chef)	16,170,900	+ 10
14. R.J. Reynolds (Kentucky Fried Chicken)	15,687,000	- 1
15. BAT Industries	15,045,000	+ 99
16. Kroger Co.	14,672,500	+ 16
17. F.W. Woolworth	14,579,600	+ 33
18. Cotter & Co. (True Value Hardware)	14,122,500	+ 9
19. J.C. Penney	14,048,600	+ 23
20. Sears, Roebuck	13,812,400	+ 24
21. Winn Dixie Stores	13,789,500	+ 16
22. MGM/UA Entertainment	13,035,500	+ 16
23. Aamco Industries	12,878,800	+ 23
24. Jack Eckerd Corp.	12,374,500	+ 37
25. Mobil Corp. (Montgomery Ward)	11,175,200	- 52

Stock Index

Exchange and Company	Closing Wed. Mar 9	Closing Wed. Mar 2	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	59 7/8	57 3/8	+2 1/2	+ 4.35	11	1,735
N Capital Cities	139	141 1/4	-2 1/4	- 1.59	20	1,823
N CBS	64	65 1/4	-1 1/4	- 1.91	13	1,791
N Cox	52 1/4	49	+3 1/4	+ 6.63	23	1,481
A Gross Telecasting	41 1/2	41 3/4	- 1/4	- .59	11	33
O LIN	39 1/4	38 1/4	+1	+ 2.61	22	406
N Metromedia	398	395	+3	+ .75	27	1,342
O Mooney	3 3/4	3 3/4			13	3
N Outlet Co.	51 3/4	52 5/8	- 7/8	- 1.66	20	139
O Scripps-Howard	24 1/2	23 1/4	+1 1/4	+ 5.37	14	253
N Storer	27 5/8	27 1/2	+ 1/8	+ .45	17	452
N Taft	43 1/4	41	+2 1/4	+ 5.48	11	402
O United Television	14	13 1/4	+ 3/4	+ 5.66	19	168

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	24 1/8	25 1/2	-1 3/8	- 5.39	17	96
A Affiliated Pubs.	40 1/2	40 1/2			15	210
O A.H. Belo	39	39			17	365
N American Family	16 5/8	17 1/2	- 7/8	- 5.00	14	225
O Associated Commun.	25 1/2	25	+ 1/2	+ 2.00	6	61
N John Blair	51 3/4	55 1/2	-3 3/4	- 6.75	12	202
N Charter Co.	13 1/4	12 1/4	+1	+ 8.16	6	289
N Chris-Craft***	22 3/8	21	+1 3/8	+ 6.54	5	146
N Cowles	17 3/4	17 3/4			10	70
N Dun & Bradstreet	113 1/2	119	-5 1/2	- 4.62	23	3,074
N Fairchild Ind.	18 7/8	19 5/8	- 3/4	- 3.82	11	247
N Gannett Co.	61 1/2	64 1/2	-3	- 4.65	18	3,272
N General Tire	34 1/2	34 3/8	+ 1/8	+ .36	24	813
O Gray Commun.	44	44			11	21
N Gulf United	29 3/8	26 7/8	+2 1/2	+ 9.30	10	812
N Harle-Hanks	38 5/8	37 3/4	+ 7/8	+ 2.31	14	381
N Insilco Corp.	23 1/2	24 5/8	-1 1/8	- 4.56	21	357
N Jefferson-Pilot	33 1/4	31	+2 1/4	+ 7.25	7	713
O Josephson Intl.	16 1/4	16 1/4			14	63
N Knight-Ridder	51 3/4	50	+1 3/4	+ 3.50	18	1,674
N Lee Enterprises	42	41	+1	+ 2.43	15	289
N Liberty	17	16 7/8	+ 1/8	+ .74	11	217
N McGraw-Hill	89 1/4	86 3/4	+2 1/2	+ 2.88	21	2,222
A Media General	42 1/2	43	- 1/2	- 1.16	9	295
N Meredith	98	91 3/8	+6 5/8	+ 7.25	11	303
O Multimedia	33 3/4	31	+2 3/4	+ 8.87	12	344
A New York Times Co.	67 1/4	68	- 3/4	- 1.10	14	843
A Post Corp.	34 3/4	34 5/8	+ 1/8	+ .36	18	63
N Rollins	14 3/4	14 1/2	+ 1/4	+ 1.72	9	391
N Schering-Plough	45 7/8	45 3/8	+ 1/2	+ 1.10	14	2,441
N Signal Cos.	32 1/2	32	+ 1/2	+ 1.56	17	2,345
O Stauffer Commun.*	43	43			10	43
A Tech Operations	24 1/2	24	+ 1/2	+ 2.08	11	20
N Times Mirror Co.	70 3/8	70 1/4	+ 1/8	+ .17	18	2,404
O Turner Bcstg.	18 1/2	20 1/2	-2	- 9.75	35	377
A Washington Post	64	64 1/4	- 1/4	- .38	18	904
N Wometco	33 1/2	34 1/4	- 3/4	- 2.18	18	458

CABLE						
A Acton Corp.	8 1/8	8	+ 1/8	+ 1.56	41	41
N American Express	57 1/4	58 7/8	-1 5/8	- 2.76	10	5,496
O Burnup & Sims	7 3/4	7 3/8	+ 3/8	+ 5.08	8	68
O Comcast	21 1/2	20 1/4	+1 1/4	+ 6.17	17	96
N General Instrument	60 3/8	60 7/8	- 1/2	- .82	18	1,873
N Heritage Commun.	13 5/8	12 5/8	+1	+ 7.92	24	100
O Rogers Cablesystems	7 7/8	7 1/2	+ 3/8	+ 5.00	16	173
O Tele-Communications	27 1/2	28 5/8	-1 1/8	- 3.93	76	579
N Time Inc.	37 1/2	52 5/8	-15 1/8	-28.74	15	1,913
O Tocom	9 1/4	10	- 3/4	- 7.50	7	52
N United Cable TV	21 3/4	20	+1 3/4	+ 8.75	19	238
N Viacom	31 7/8	31 1/2	+ 3/8	+ 1.19	19	364

Exchange and Company	Closing Wed. Mar 9	Closing Wed. Mar 2	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	6 3/8	5 5/8	+ 3/4	+13.33	91	35
N Coca-Cola	51 5/8	50 3/4	+ 7/8	+ 1.72	18	119
N Disney	77 5/8	77 7/8	- 1/4	- .32	23	2,589
N Dow Jones & Co.	38 7/8	36 1/4	+2 5/8	+ 7.24	14	2,480
O Four Star	7 1/2	7 3/4	- 1/4	- 3.22	42	4
N Getty Oil Corp.	58 1/2	57 5/8	+ 7/8	+ 1.51	7	4,734
N Gulf + Western	25 3/8	25 1/4	+ 1/8	+ .49	11	1,877
N MCA	40 3/4	41	- 1/4	- .60	10	1,930
N MGM/UA	11 7/8	10 1/4	+1 5/8	+15.85	38	591
N Orion	20 1/4	18 1/8	+2 1/8	+11.72	4	139
O Reeves Commun.	19 3/4	18 3/4	+1	+ 5.33	7	162
O Telepictures	14 1/2	14 1/8	+ 3/8	+ 2.65	40	305
O Video Corp. of Amer.	7 5/8	6 3/8	+1 1/4	+19.60	8	13
N Warner	30 1/8	28 1/2	+1 5/8	+ 5.70	6	1,914
A Wrather	26	24 3/8	+1 5/8	+ 6.66	31	58

SERVICE						
O BBDO Inc.	39	37 1/2	+1 1/2	+ 4.00	7	227
O Compact Video	7 7/8	6 1/8	+1 3/4	+28.57	3	26
N Comsat	76	70 1/8	+5 7/8	+ 8.37	15	608
N Doyle Dane Bernbach	22 1/4	22 1/4			11	128
O Foote Cone & Belding	46 1/2	44 1/8	+2 3/8	+ 5.38	11	127
O Grey Advertising	90	89	+1	+ 1.12	8	51
N Interpublic Group	52	50	+2	+ 4.00	13	242
N JWT Group	32 5/8	31 3/4	+ 7/8	+ 2.75	78	172
O MCI Communications	43 3/8	43 7/8	- 1/2	- 1.13	31	4,170
A Movielab	3 7/8	3 3/4	+ 1/8	+ 3.33	5	6
O A.C. Nielsen	71	73	-2	- 2.73	18	797
O Ogilvy & Mather	48	46 1/4	+1 3/4	+ 3.78	13	204
O Telemation	5	5			13	5
O TPC Communications	2 3/8	2 1/4	+ 1/8	+ 5.55	2	2
O Unitel Video	8 1/2	8 1/2			15	11
N Western Union	43	42 1/4	+ 3/4	+ 1.77	11	881

ELECTRONICS/MANUFACTURING						
O AEL	23 1/4	24	- 3/4	- 3.12	12	45
N Arvin Industries	21 1/2	20 3/8	+1 1/8	+ 5.52	21	149
O C-Cor Electronics	18 1/2	20	-1 1/2	- 7.50	14	56
O Cable TV Industries	6	6 1/4	- 1/4	- 4.00	19	18
A Cetec	8	7 3/4	+ 1/4	+ 3.22	19	17
O Chyron	27 1/4	28 1/4	-1	- 3.53	21	74
A Cohu	7 3/8	7 7/8	- 1/2	- 6.34	16	13
N Conrac	32 7/8	32 1/4	+ 5/8	+ 1.93	17	73
N Eastman Kodak	85 1/2	89	-3 1/2	- 3.93	13	13,892
O Elec Missile & Comm.	13 3/4	10 3/4	+3	+27.90	125	38
N General Electric	105 5/8	108	-2 3/8	- 2.19	14	23,932
N Harris Corp.	45 7/8	48 1/4	-2 3/8	- 4.92	22	1,437
O Microdyne	14	14 3/4	- 3/4	- 5.08	25	65
N M/A Com. Inc.	27 1/4	28 3/4	-1 1/2	- 5.21	25	1,067
N 3M	79 7/8	80 1/8	- 1/4	- .31	15	9,378
N Motorola	107 3/8	116 1/4	-8 7/8	- 7.63	22	4,095
N N. American Philips	57 1/8	57	+ 1/8	+ .21	11	790
N Oak Industries	13	13 1/2	- 1/2	- 3.70	7	212
A Orrox Corp.	6 5/8	7 1/4	- 5/8	- 8.62	11	15
N RCA	24 3/4	23 1/2	+1 1/4	+ 5.31	12	1,868
N Rockwell Intl.	52 3/8	51 1/8	+1 1/4	+ 2.44	14	4,001
A RSC Industries	6	5 3/4	+ 1/4	+ 4.34	46	19
N Scientific-Atlanta	19	18 3/8	+ 5/8	+ 3.40	46	445
N Sony Corp.	14 1/4	13	+1 1/4	+ 9.61	13	3,286
N Tektronix	70 5/8	75	-4 3/8	- 5.83	18	1,333
O Telemet (Geotel Inc.)	3 1/4	3 1/2	- 1/4	- 7.14	17	10
A Texscan	22	22 7/8	- 7/8	- 3.82	30	130
N Varian Associates***	37 1/4	36	+1 1/4	+ 3.47	13	688
N Westinghouse	47 1/4	49 1/4	-2	- 4.06	9	4,065
N Zenith	17 7/8	16	+1 7/8	+11.71	112	338

Standard & Poor's 400 Industrial Average 170.63 171.02 - .39

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. *** Chris-Craft stock split 3 for 1. Varian stock split 2 for 1. + Stock traded at less than 12.5 cents.

Changing Hands

PROPOSED

WKBX(AM)-WSGF(FM) Savannah, Ga. □ Sold by Beasley Broadcasting Group of Savannah Inc. to Savannah Broadcasting Co. for \$2.1 million. **Seller** is North Carolina-based group owner of six AM's and six FM's principally owned by George G. Beasley. **Buyer** is composed of Burbach Broadcasting Co. (58.7%), Garrett Radio Inc. (39.1%) and Linda H. Simmons (2.2%). BBC is owned by Robert H. Burstein (50.5%) and John L. Laubach Jr. (49.5%). GRI is owned by Larry O. Garrett, Burstein and Laubach own WEYZ(AM)-WCKK(FM) Erie, Pa.; WKIL(FM) Parkersburg, W. Va.; WKRT(AM)-WOKW(FM) Cortland, N.Y., and WESA-AM-FM Charlerois, Pa. Garrett is general partner in Cortland stations. Simmons is assistant secretary at Burbach, with no other broadcast interests. WKBX is on 630 khz with 5 kw full time. WSGF is on 95.5 mhz with 100 kw and antenna 390 feet above average terrain.

KAYC(AM)-KAYD(FM) Beaumont, Tex. □ Sold by Texas Coast Broadcasters Inc. to Long-Pride Broadcasting Co. for \$1,750,000 plus noncompete covenant of \$250,000. **Seller** is David H. Morris, president, who also owns KNUZ(AM)-KWUE(FM) Houston. **Buyer** is owned by Charley Pride (51%), Jim Long (36%), Jerry Lastelick (10%) and H. Roger Dodson (4%). Pride is country and western singer; Long is president and owner of First-

Com Broadcast Services, Dallas-based radio programmer and syndicator; Lastelick is Dallas-based attorney, and Dodson is president and general manager of KQAM(AM)-KEYN-FM, Wichita, Kan., which are owned by Pride, Long and Lastelick. KAYC is on 1450 khz with 1 kw day and 250 w night. KAYD is on 97.5 mhz with 50 kw and antenna 320 feet above average terrain. *Broker: George Moore & Associates Inc.*

KCRC(AM)-KNID(FM) Enid, Okla. □ Sold by Enid Radio Phone Co. to Chisholm Trail Broadcasting Co. for \$1,400,000. **Seller** is owned by Milton Garber and John Taylor and families. Garber and Taylor own *Enid* [Okla.] *Daily News* and have no other broadcast interests. **Buyer** is principally owned by Michael DeLier (40%), president, who is Oklahoma City oilman and former station manager of KWTV Oklahoma City. KCRC is on 1390 khz with 1 kw full time. KNID is on 96.9 mhz with 100 kw and antenna 405 feet above average terrain. *Broker: John Mitchell & Associates.*

KDIX-TV Dickinson, N.D. □ Sold by Dickinson Broadcasting Corp. to Northern Plains Broadcasting Group for \$950,000. **Seller** is principally owned by Stanley T. Deck, who also is principal owner of co-located KDIX(AM). **Buyer** is owned by Calvin Cafritz (38%), Daniel W. Coon (25%), Martha R. Creath (22%) and Thomas A. Curtis (15%),

who own KOUS-TV Hardin, Mont. Excluding Creath, they also are applicant for new TV at Miles City, Mont. KDIX-TV is CBS affiliate on channel 2 with 100 kw visual, 10 kw aural and antenna 840 feet above average terrain.

WHBS(FM) Holiday, Fla. □ Sold by Holiday Broadcasting Systems Inc. to Variety Broadcasting Corp. for \$800,000. **Seller** is Lowell W. Paxson, president and major stockholder, who is also president and principal owner of WWQT(AM) Dunedin, Fla. which is being sold to Bay Area Communications Inc. (see below). **Buyer** is owned by Gary S. Hess, president (25%), Sylvan Taplinger (25%), Michael and Dorothy Spector and their daughters, Roslyn Spooner and Ann Lief (12.5% each), who are also buying WWQT. Taplinger is former executive vice president at SJR Communications; Michael Spector is Florida-based record retailer. Hess has 25% interest in applicant for new FM's at Middleton, Md., and San Angelo, Tex. WHBS is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co. Inc.*

KKLR(FM) Edmond, Okla. □ Sold by Mid American Media Co. to Louis J. Bodnar for \$750,000. **Seller** is composed of 17 partners and headed by James A. Reeder, managing partner. They also own co-located KOKA(AM) and KCOZ(FM) Shreveport, La. **Buyer** is Louis J. Bodnar (100%), who is Oklahoma City-based attorney and has no other broadcast interests. KKLR is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

WQBX(AM) Blacksburg, Va. □ Sold by Radio Montgomery Inc. to QBX Inc for \$500,000. **Seller** is owned by F. Roger Page Jr., who has 75% interest in WCBQ(AM) Oxford, N.C. **Buyer** is equally owned by F. Richard Lee, president, and wife, Mary Lou. He is general manager and she is account executive at WABX(AM) Arlington, Va. Both also are applicants (25% each) for new FM at Evergreen, Colo. WQBX is daytimer on 710 khz with 5 kw.

WWQT(AM) Dunedin, Fla. □ Sold by Newsradio 1470 Inc. to Bay Area Communications Inc. for \$475,000. **Seller** is Lowell W. Paxson who is also selling WHBS(FM) Holiday, Fla. (see above). **Buyer** is buying WHBS (see above). WWQT is 5 kw daytimer on 1470 khz. *Broker: Blackburn & Co. Inc.*

WOCH-AM-FM North Vernon, Ind. □ Sold by Radio Station WOCH Inc. to Southeast Indiana Radio Inc. for \$425,000. **Seller** is owned by Dorrell Ochs and wife, Marguerite, who have no other broadcast interests. **Buyer** is equally owned by Jimmie A. Wooley and Peter Boyce. Wooley is manager of WHIC(AM) Hardinsburg, Ky., and Boyce is president of MidAmerica Broadcast Service Inc., New Albany, Ind.-based broadcast engineering firm. WOCH is 1 kw daytimer on 1460 khz. WOCH-FM is on 106.1 mhz with 50 kw and antenna 165 feet above average terrain.

WQCC(AM) Charlotte, N.C. □ Sold by Risdan A. Lyon to Michael B. Gliner for \$400,000. **Seller** owns WKDX(AM) Hamlet, N.C., and WADE(AM) Wadesboro, N.C. **Buyer** is appli-

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3/14/83

cant for new FM at Wichita, Kan. He is vice president of Satellite Radio Network, Kansas City, Mo.-based satellite radio programmer. WQCC is on 1540 khz with 1 kw day and 250 w night.

WRFC(AM) Athens, Ga. □ Sold by Radio Athens Inc. to AM 96 Inc. for \$350,000. Seller is Leard H. Christian Sr. and family, who also recently sold WFOX(FM) Gainesville, Ga., for \$3,085,000 (BROADCASTING, Jan. 3). Buyer is equally owned by Leard H. Christian Jr. and Sandra J. Gwyn. Christian is minority shareholder in seller. Gwyn owns WLFM(AM) Lafayette, Ga. WRFC is on 950 khz with 5 kw day and 500 kw night.

WITW(FM) Cadillac, Mich. □ Sold by Chief Pontiac Broadcasting Corp. to The MacDonald Broadcasting Co. for \$270,000. Seller is principally owned by I.T. Wedin and his daughter, Marguerite Harris, and her husband, Thomas, who have no other broadcast interests. Buyer is principally owned by Kenneth H. MacDonald, who also owns WSAM(AM)-WKCQ(FM) Saginaw, WWPZ(AM)-WMBN-FM Petoskey and WATT(AM) Cadillac, all Michigan. Buyer also is applicant for new FM in Cadillac, but will withdraw upon FCC grant of FM purchase there. WITW is on 96.7 mhz with 1.35 kw and antenna 430 feet above average terrain.

WTNE-AM-FM Trenton, Tenn. □ Sold by Trentone Inc. to Mack L. Hale for \$250,000. Seller is owned by Bill Elliott, who has no other broadcast interests. Buyer is in sales management at WJHR(FM) Jackson, Tenn., and has no other broadcast interests. WTNE is daytimer on 1500 khz with 250 w. WTNE-FM is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

KINA(AM) Salina, Kan. □ Control sold by Robert Bundy and others to Russell W. Gibson and others for \$225,000. Sellers are Robert V. Bundy, Walter L. Cobler and Dr. Marvin H. Wilson (19% each). Bundy and Wilson are principals in KTPK-FM Topeka, Kan. Buyers are other stockholders in station. Russell W. Gibson (20%), Dale W. McCoy (10%), H. Pat Powers (10%) and Phillip Tysinger (3%), plus Kenneth J. Jennison and Larry P. Justice, who owns interest in cable system at Goliad, Tex. McCoy is 40% owner of KKOY(AM) and KQSM-FM Topeka, Kan. KINA is on 910 khz with 500 w-D, DA-D.

CP for KFML(FM) Whitehouse, Tex. □ Sold by Glen A. Hine and others to Bary Turner and John C. Culpepper Jr. for \$220,000. Sellers are Glen A. Hine and wife, Virginia Ann Hine, (25% each), and Joseph William Sheehy and wife, Ann B. Sheehy (25% each), who have no other broadcast interests. Buyers are part owners of KAGC(AM) Bryan, Tex.; KDOK(AM) Tyler, Tex., and have interests in applicant for FM's in Idaho Falls, Idaho, and Helena, Mont. Turner also has interest in applicant for new FM in Bryan, an, Tex., and Culpepper is part owner of Home Theater Inc., Little Rock, Ark.-based cable TV operator. KFML is 99.3 mhz with 3 kw.

KAAA(AM)-KZZZ(FM) Kingman, Ariz. □ Fifty percent sold by Steve Trono to William A. Mack and Arthur J. Brooks, who own other

half, for \$210,000. Seller Trono and buyers bought stations in 1981 for \$850,000 (BROADCASTING, July 27, 1981). Buyers Mack and Brooks also own WPOW(AM) Powell, Wyo. Upon completion of transfer of KAAA(AM)-KZZZ(FM) Brooks, general manager of stations, will own 49% and Mack will own 51%. KAAA is on 1230 khz with 1 kw day and 250 w night. KZZZ is on 92.7 mhz with 3 kw and antenna 70 feet above average terrain.

WMRL(AM) Portland, Tenn. □ Sold by B.K. Williamson to Calvin Simmons for \$206,594. Seller is principal owner of WBUL(AM) Royston, Ga., and WLOV-AM-FM Washington, Ga. Buyer is principal owner of WSCA(FM) Union Springs and WSMQ(AM) Bessemer, both Alabama. WMRL is 1 kw daytimer on 1270 khz.

WRZR(AM) Raleigh, N.C. □ Sold by Moonshadow Broadcasting Inc. to WSES Broadcasting Inc. for \$209,000. Seller is Robert N. Bander (100%), who has no other broadcast interests. Buyer is owned by Staunton Perkins, who is former promotion director at WOL(AM) Washington and has no other broadcast interests. WRZR is 1 kw daytimer on 1550 khz.

APPROVED

WCIX-TV Miami □ Sold by Coral Television Corp. to Taft Broadcasting for \$70 million plus Taft's WGR-TV Buffalo, N.Y. (see below). Seller is subsidiary of General Cinema Corp., which also owns WIFH(FM) Philadelphia and 80% of WHUE-AM-FM Boston. Buy-

er is Cincinnati-based, publicly traded owner of five AM's, six FM's and seven TV's. Charles Mechem Jr. is chairman of board. WCIX-TV is independent on channel 6 with 77.6 kw visual, 13.2 kw aural and antenna 1,449 feet above average terrain. Broker: Howard Stark.

WGR-TV Buffalo, N.Y. □ Sold by Taft Broadcasting Co. to Coral Television Corp. in exchange for Coral's WCIX-TV Miami and (see above). WGR-TV is NBC affiliate on channel 2 with 100 kw visual, 20 kw aural and antenna 2,314 feet above average terrain.

KSDK-TV St. Louis □ Sold by KSDK Inc. to Multimedia in exchange for Multimedia's WXII-TV Winston-Salem, N.C., and WFBC-TV Greenville, S.C. plus \$9 million (see below). Seller is subsidiary of Pulitzer Publishing Co., St. Louis-based newspaper publisher and group owner of one AM, one FM and five TV's. Buyer, based in Greenville, is publicly traded newspaper publisher and group owner of six AM's, six FM's and six TV's. KSKD-TV is NBC affiliate on channel 5 with 100 kw visual, 20 kw aural and antenna 1,090 feet above average terrain.

WXII-TV Winston-Salem, N.C. and WFBC-TV Greenville, S.C. □ Sold by Multimedia Inc. to KSDK-TV Inc. in exchange for KSDK-TV (see above). WXII-TV is NBC affiliate on channel 12 with 316 kw visual, 63.5 kw aural and antenna 1,980 feet above average terrain. WFBC-TV is NBC affiliate on channel 4 with 100 kw visual, 20 kw aural and antenna 2,000 height above average terrain.

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WLKW-AM-FM Providence, R.I. □ Sold by McCormick Communications Inc. to JAG Communications of Rhode Island Inc. for \$4.9 million. **Seller** is owned by Tech/Ops (80%) and William M. McCormick (20%). Tech/Ops Inc. is publicly traded, Boston-based medical instrument manufacturer. Marvin Schorr is president. Sellers also own WJYE(AM) Buffalo, N.Y., and WLP(AM)-WFOG(FM) Suffolk, Va. **Buyer** is headed by John A. Gambling, chairman, and Morton I. Hamberg, president. Gambling is personally on WOR(AM) New York. Hamberg is New York attorney. Neither has other broadcast interests. WLKW is 50 kw daytimer on 990 khz. WLKW-FM is on 101.5 mhz with 50 kw and antenna 500 feet above average terrain.

KGBX(AM) Springfield, Mo. □ Sold by Stauffer Communications to Springcom Inc. for \$825,000 plus \$50,000 for five-year noncompete agreement. **Seller** is Topeka, Kan.-based publicly traded publisher and owner of five AM's, three FM's and two TV's. Company is headed by Stanley Stauffer, president. It was granted FCC approval to sell KARZ(AM) Phoenix to Tom Chauncey for \$2 million (BROADCASTING, Dec. 20, 1982.) **Buyer** is owned by Al Sikes, Neal Ethridge, Gary Cansler and Noel Boyd, who also own KLGT(AM) Breckenridge, Colo., and KRMS(AM)-KYLC(FM) Osage Beach and KJAS(AM) Jackson, both Missouri. KGBX is on 1260 khz with 5 kw full time.

KDOK(AM) Tyler, Tex. □ Sold by Broadcasters Unlimited to Turner Communications Inc. for \$532,500. **Seller** bought KDOK(AM) and co-located KHUE(FM) and is spinning off KDOK because it already owns co-located KTBB(AM). **Buyer** is owned by John C. Culpepper Jr. (51%), Barry Turner and Michael A. Connor (24.5% each), who own KAGC(AM) Bryan, Tex., and are applicants for new FM's at Idaho Falls, Idaho, and Helena, Mont. Turner also has interest in applicant for new FM in Bryan, Tex., and Culpepper is part owner of Home Theater Inc., Little Rock, Ark.-based cable TV operator, and, with partner, is purchasing KFML(FM) Whitehouse, Tex. (see above). KDOK is on 1490 khz with 1 kw day and 250 kw night.

Technology

Onrush of satellite technology occupies world TV community

Los Angeles symposium draws together media and policy experts from all sections of the globe, who concur at least that changes will be upon us before most realize

There were more questions raised than answered by participants in the March 4-5 International Satellite Television Symposium, sponsored by the International Bar Association and the UCLA Communications Law Program and held at the Marina City Club in Los Angeles.

"Legal issues [in this area] still have to be discovered and developed and are in no way settled," declared Arved Deringer, a law professor from Cologne, West Germany, during a Friday afternoon panel session on satellite-related legal problems. In Europe, Deringer said, "it will probably take some decades to overcome the political, legal and economic differences in opinion with respect to broadcasting between the member states." At present, he commented, "the legal situation in Europe can only be defined as 'chaos.'" with respect to international broadcasting.

Throughout the two-day conference, the third in a biennial series coordinated by UCLA's communications law program, speakers emphasized that legal development

is lagging far behind technological development in the satellite industry. As a result, upcoming forums for debate and policymaking have taken on special importance.

"The authorizations granted by the FCC for direct broadcast satellite systems in the U.S. have been conditioned on the outcome of the 1983 RARC (to be held this June in Geneva)," noted Veronica Ahern, an attorney with the Washington-based law firm of Chadbourne, Parke, Whiteside and Wolff and former head of the FCC's international and satellite section. "In other words, the viability of many of these ventures depends upon the outcome of that conference. Its importance cannot be underestimated by program suppliers, by DBS operators and by those interested in viewing it as a precedent for the fixed satellite service."

Ahern contended that potential political conflicts regarding future regulation of satellites could result in the U.S. reconsidering its commitment to participate in the International Telecommunication Union. "This is more than a mere negotiating tactic," Ahern said. "The problem is so serious and our dependence upon communications satellites so real as to require a careful balancing of our national and our international objectives

If the organization becomes extreme and politicized there is every reason to believe that it will no longer be in the interests of the

U.S. to abide by that moral authority."

Ahern feels there is still time to find solutions to regulatory problems within the ITU, but said such an effort "requires the best of our legal, analytical, technical and political skills."

A central issue, in Ahern's opinion, is the proposal for *a priori* decisions on orbital spacing and spectrum allocations advanced by many developing countries that fear they will not have access to the geostationary orbit when they want it. Many countries in the developing world, Ahern said, do not believe they have the necessary resources to take advantage of satellite-based technology and there is some concern that they may subsequently lease or sell *a priori* allocations to the highest bidder.

"There are those who fear, and I must count myself among them, that this issue may so strongly divide the members of the ITU as to vanquish the organization's 'moral authority,'" Ahern warned. If developing countries unite behind *a priori* planning, she said, the developed countries would be outvoted.

A third panel member, Australian communications attorney Stewart White, noted that in view of the fact that Australian national elections were being held the day of his presentation, it is sometimes difficult to predict communications policy, even within

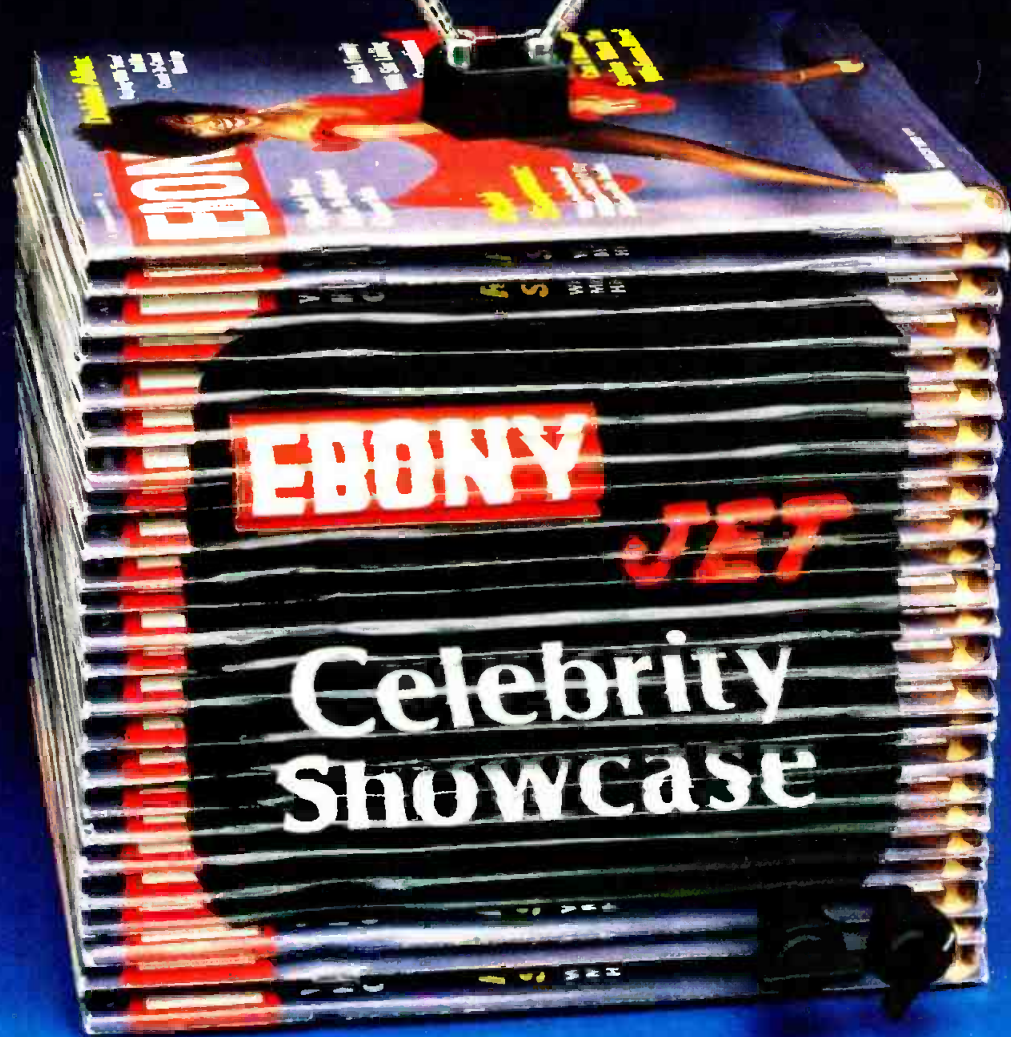


Kleinberg, Wold and Geller



Fox, Wiley and Hubbard

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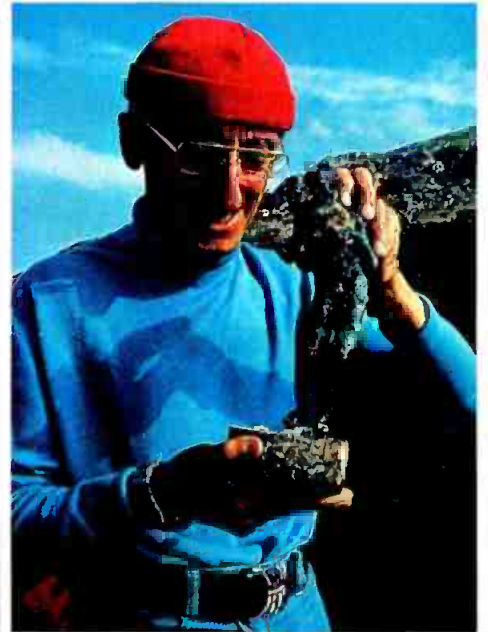
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a nation's borders.

"[Satellite television] is all a bit of a muddle" in Australia, said White, "and the muddle is likely to continue for some time." He explained that two communications satellites are expected to be launched above Australia soon, with four separate options for development currently being debated. These range from a government-dominated system to one in which private television networks are able to market wide-ranging program choices. White estimated three million Australians cannot receive any broadcast signals at present, and another one million receive only radio. He predicted that the federal government is not likely to license earth stations if DBS is authorized: "People will install dishes no matter what the government requires," although he also feels "there will be some sort of regulation of content" of satellite-delivered services.

Two speakers during the symposium, both experts on copyright law, agreed that major differences between domestic copyright laws within various countries, coupled with gaps in current international copyright regulations, result in a confusing copyright picture for international satellite television.

"The area of [signal] piracy will be profitable for pirates and litigation attorneys, but not for broadcasters," speculated London-based attorney Michael F. Flint. The problem of piracy with respect to international satellite transmissions, according to Flint, is that laws of originating countries regarding copyright do not apply. "To establish piracy, you must establish copyright," Flint noted. An international treaty dealing with the satellite copyright issue that "appears to be effective" was drafted in Brussels in 1974, Flint pointed out, but so far only a handful of countries are abiding by it.

In a separate presentation, UCLA law professor Melville Nimmer reviewed case law on the subject, concluding that many copyright infringement issues concerning satellites are still open to court interpretation and advising that international treaties on such issues could be pre-empted by the U.S. Constitution if they violate Bill of Rights provisions.

The symposium concluded Saturday afternoon (March 5) with a panel session on the future of international satellite television, with the most optimistic appraisal voiced by Joseph Pelton, author of "Global Talk" and executive assistant to the director general of Intelsat.

"The future will be exciting, tumultuous and quite messy," Pelton stated. "It will not be a nirvana, but it will not be something to be frightened of either." He said there are "some very strong trend lines" indicating U.S. broadcast companies (and advertisers) are interested in the development of an international DBS service. There are great economic incentives to turn domestic networks into "45- or 50-country" networks, according to Pelton.

One of Pelton's predictions, startling to many of the entertainment lawyers in the audience, was that "hard film will go the way of the dinosaurs," as high-definition video, distributed by satellite or cassette, replaces film as the medium of choice among theatrical exhibitors.

"Within 10 years we will see a revolution

in what is now the film industry in the way it distributes product," declared Pelton, as theater owners set up dishes to receive HDTV film transmissions.

A "less rosy" picture was painted by Henry Geller, director of the Washington Center for Public Policy Research, with respect to international DBS service. The reason, he says, is continued national desires to protect individual cultures and integrities. Doing business across borders may be hampered, Geller believes, by development of cable within various countries and the desire by some governments to protect their own pay services.

On key regulatory questions, Geller predicted "there is no way we are going to avoid *a priori* allocations" of spectrum and spacing, and said the U.S. will be "lucky" to get the 500 mhz bandwidth it is seeking.

A final panelist, Robert N. Wold, chairman of the Robert Wold Co. (described by one participant as a "satellite freight handler"), described the numerous international satellite feeds his company is handling and stressed "the last-mile problem" is often more formidable than the satellite relays themselves. As an example, Wold said trans-Atlantic satellite communications have been hampered on occasion by shortages of microwave facilities at the London earth station, limited capacity in the New York-to-Maine leg of the network, a lack of available satellite time, and changes in regulatory policies by British Telecommunications, which administers the London uplink.

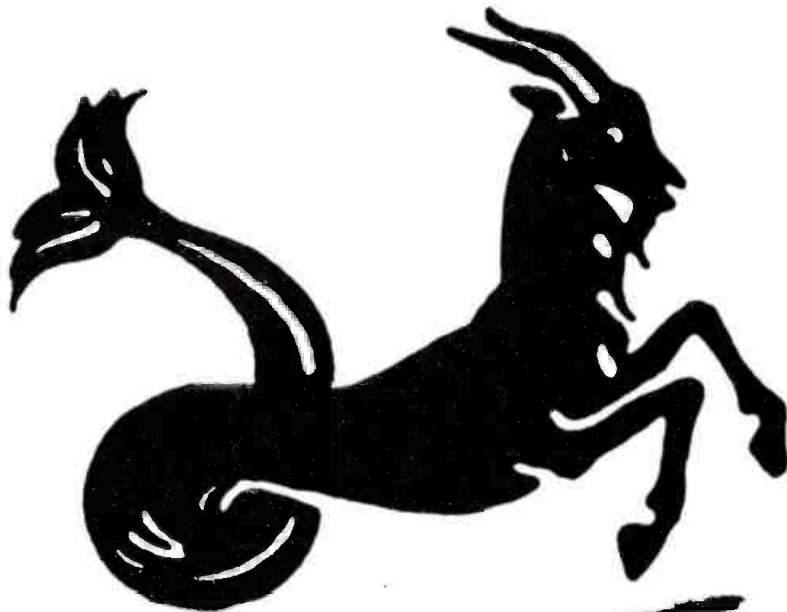
Wold noted that individual stations and networks are taking the lead in international satellite feeds. Several Australian and Japanese television services now have daily feeds from studios and correspondents in the U.S. through existing satellite systems.

As for the future of satellite television programming, a Friday morning panel heard Clay T. Whitehead, president and chief executive of Hughes Communications, predict that by 1990 some two-thirds of all U.S. homes would be receiving television programming that was delivered, at least in part, by satellite, compared with one-third today.

"DBS will not be the preeminent factor in satellite television in the future," said Whitehead. "We should not get ourselves too fascinated with any one technology." There are too many competitors in the video marketplace to yield a monopoly to DBS, he cautioned. It's not too early to predict an international DBS service, he said, since "most other nations will be able to leapfrog the decade of development we've had here."

The director for U.S. operations of the BBC, David Webster, urged policymakers to consider the public interest in future development of DBS services, noting "a comparative lack of belief in Europe in market forces" as a determiner of the common good. "There is great confusion in Great Britain about the development of communications," Webster admitted. He said some have a political agenda for development of new video technologies, including an interest in reducing unemployment and keeping involved in high technology research and development. Nevertheless, Webster predicted, the BBC will develop a DBS system, both as a defensive move and because its

WHAT CAPRICORN KNOWS WILL STUN YOU.



Zodiac

A DAZZLING CAST OF STARS!

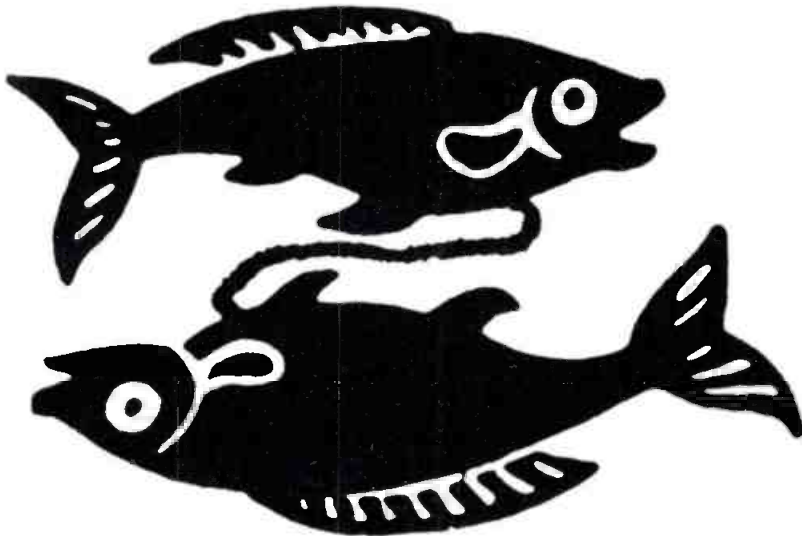
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programming would be available to all viewers, "which is consistent with our royal charter." The DBS system in Britain should include two operating channels by 1990, both of which will be carried on cable (although Webster admitted cable's progress "is not well understood in the U.K. today.") □

Whither the future of DBS?

**Hubbard says new technology
will give serious competition
to cable; Wiley and Fox discuss
potential U.S.-Canada problems**

Stanley S. Hubbard's enthusiasm for a DBS-delivered national television program service approached that of a true believer during a panel discussion on the future of direct broadcast satellites at a March 6 session of the International Satellite Television Symposium in Los Angeles.

"Many people think I'm crazy and blowing smoke," Hubbard enthused. "[But] I believe very strongly that, whatever company is there at the finish line... there will be a very, very large industry called DBS in the U.S." in the future.

The United States Satellite Broadcasting Co. president said his firm has conducted three separate national opinion surveys on the subject since April 1981, and found 45% of respondents report they would discontinue cable subscriptions if they could receive good DBS programming. The "magic figure," according to the surveys, is a maximum \$300 cost for DBS-equipped receivers if "very significant" DBS penetration is to be achieved (about 25% of all TV homes). Japanese manufacturers, said Hubbard, have assured him that the \$300 figure could be reached once DBS standards were set.

Hubbard, whose company has received DBS authorization from the FCC, is confident the 25% figure would grow rapidly once "good programming" is made available. If nothing else, he quipped, "It's going to open up a whole new area for lawyers." He predicted that up to 30 signals could be available via DBS by 1990.

An attorney on the panel, former FCC Chairman Richard Wiley, now a partner in the Washington law firm of Kirkland & Ellis, praised the FCC for leaving DBS largely unregulated and hinted that the new distribution system's biggest hurdles may involve international regulatory questions.

"A real problem may exist" between the U.S. and Canada over the issues of orbital spacing and channel allocation, Wiley said, although he is hopeful of accommodation on both sides.

Francis Fox, Canada's minister of communications, told the audience details of his country's recently announced national communications policy (BROADCASTING, March 7), terming it "its last best chance" for a Canadian-identified broadcasting system.

A report containing proposals for DBS's development in Canada will be issued shortly by the Canadian Radio-Television and Telecommunications Commission, according to Fox, who noted that DBS would probably have its greatest impact on the estimat-

ed 1.5 million Canadians who live in rural areas unreachable by cable.

Fox, who insisted Canada's policies are not protectionist, told a questioner "there surely is in Canada a distinctive national identity," adding: "There is in the world a dominant culture, and it's an American [U.S.] one." Fox said he hoped the Canadian culture would be promoted in the U.S. by distribution of Canadian-produced programming via satellites, to reciprocate for Canada's relaxation of rules governing distribution of U.S.-produced material north of the border.

Fox said the new rules would be phased in over the next six months, with the nation's proposed \$336 million program fund subject to approval by Parliament in June. □

Fowler urges 'freedom' in satellite use

Chairman tells International Satellite Television Symposium that nationalistic tendencies could hinder medium's growth

"Maximum flexibility in the way international satellite television is regulated" was the goal enunciated by FCC Chairman Mark Fowler in a presentation, via satellite, to an audience gathered at the International Satellite Television Symposium in Los Angeles.

Fowler repeated his call for "freedom of choice" and "freedom of information flow" during the 30-minute appearance, which included an informal question-and-answer session. He acknowledged that layers of public and private interest complicate international satellite issues, noting "policy making is political in this area." The desire to preserve national cultures and values, Fowler said, could hinder the development of program services intended for more than one country. As a result, "bilateral or regional growth of international satellite television will probably occur first," he predicted.

Fiber optic transmission systems have the potential to become "formidable" competitors to satellite-delivered services, Fowler declared, since costs of the new technology are declining. "Wire, of a sort, could replace satellites," Fowler stated.

The chairman asked those involved in the new industry to consider "the fundamental question: What does international television have to offer?" The debate, said Fowler, is more appropriately addressed to not "will we" have such services but "should we."

"If the demand is there," he contended, international television will emerge. The U.S., Fowler promised, will not force its regulatory approach on the rest of the world, adding that "the only barriers will be man-made."

Responding to questions from the audience, Fowler speculated that conventional over-the-air television will remain "very viable" for many years. He said it remains to be seen whether DBS will become a formidable competitor, and said that would be a marketplace rather than an FCC decision. □

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TELECASTINGS

Ratings for syndication

The Quantiplex ratings service has come up with a new twist—and, it thinks, a new market—for its Viewer and Consumer (VAC) ratings. Quantiplex, a division of John Blair & Co., has sold the VAC ratings in part as a service useful to stations in selling and to advertisers in buying. Now it wants to show the buyers and sellers of syndicated programming that it can help them, too.

"In research language," Quantiplex President Bill Morris said, "you could call it syndicated program product consumption analysis. I like to call it a 'thumb print' of syndicated programs and the buying profiles of the audience they attract. We think the programmers of our subscribing stations will find an important information base in this new application."

This service compiles audience profiles of all syndicated programs in the markets that Quantiplex surveys. These profiles, according to Morris, "seem to track along the same lines in all of the markets. So, if a programmer is looking for shows that will attract a certain kind of audience, our 'thumb print' will lead him to it. It can illustrate what entertainment programs are compatible with other local programs, such as news, in terms of audience demographics [and] pinpoint which programs attract upscale viewers, heavy consumers by product and 'most likely to buy' audiences."

Quantiplex surveys twice a year in eight markets, including six of the top 10, compiling its information through 1,000 to 3,000 telephone calls per market. Quantiplex says more than 100 advertisers and agencies currently subscribe. Officials will be at the NATPE International convention in Las Vegas this week and next to formally introduce the new application.

Topper's return

Topper, the 1950's series that ran at various times on all three networks, is returning to television. Western Horizon Television announced it has acquired the rights for all 78 episodes from Dancer Fitzgerald Sample and has already sold the program in more than 20 markets, including stations in San Francisco; Kansas City, Mo.; Buffalo, N.Y., and Cleveland. Jeff Alan, Western Horizon Television president, said the program is available on tape in both its original 25-minute length and an edited 22-minute version.

CBS-Times show

CBS Television Stations Division and the New York Times Syndication Sales Corp. have announced two new joint ventures. The first is a half-hour preview of the 1983 Academy Awards and the second a series on the 1984 Olympics.

The first, titled *Preview '83: The Oscars*, will

be ready in early April. It is being produced by CBS Television Stations Divisions and will be distributed here and abroad by Times Syndication Sales.

The second, to be broadcast on the five CBS O&O's as well as syndicated, is an eight-part, half-hour barter series titled *The Golden Link*. It will provide an in-depth preview of next year's Olympic games, and a retrospective of past ones. *The Golden Link* will be produced by NYT Productions and sold by Times Syndication Sales.

Wider horizons

Over Easy, the half-hour information/entertainment magazine for older Americans that has aired daily over the Public Broadcasting Service for the past six years, is now available to commercial stations for airing beginning this fall. Syndicast Services, New York, is distributing the program on an advertiser-supported basis in a package of 26 weeks of original episodes and 26 weeks of repeats. Varitel Industries, KQED-TV San Francisco and Power/Rector Productions are co-venturers with Syndicast Services in offering the show to commercial TV. It is being marketed as "superior counterprogramming" to magazine and exercise shows and children's programming currently occupying morning time periods on many stations.

Game show

Video Game Previews, a half-hour weekly children's program describing new video games and explaining how players may beat them, will be among new first-run series introduced at the NATPE International convention, beginning this Thursday (March 17) in Las Vegas. Offered by Golden West Television, the advertiser-supported program was created by Nolan Bushnell, originator of "Pong," one of the first video games, and is to be available for airing this fall or perhaps sooner, depending on station demand.

Returning

The ABC Television Network has renewed two programs from Spelling/Goldberg Productions for the 1983-84 prime time season. *Hart to Hart*, a one-hour romantic adventure series seen Tuesday at 10 p.m. (NYT), has received a full, 22-episode order for a fifth season on the network. *T.J. Hooker*, which debuted as a limited series last spring, will return for its second full season. The police drama is currently scheduled at 8 p.m. on Saturday.

Campaign coup

Boston city employees and police vehicles will be used in a WNEV-TV crime prevention promotion scheduled to start March 29. Police personnel will help distribute kits ex-

plaining the campaign, which is to be called Priority One. Campaign plans call for 1,800 city vehicles, including police cars, to sport Priority One logos. Boston Mayor Kevin H. White's name will appear in the campaign kits to be distributed, but a spokesman for the mayor denied any political motivation in participating in such a program during an election year.

Alcohol awareness

In an effort to curb alcohol-related traffic accidents in the region, Seattle's KIRO-TV and co-owned KIRO(AM)-KSEA(FM) have initiated a multifaceted public information campaign designed to increase audience awareness of the problem of drinking drivers. The stations, in cooperation with local law enforcement agencies, have published a pamphlet on the subject, publicized a toll-free number to report intoxicated drivers and broadcast a series of special reports on the issue. More than 30 copies of a TV special have been sent to local schools, law enforcement agencies and other organizations.

In the marketplace

ITC Entertainment has placed into syndication a first-run mini-series, titled *Tycoon: The Story of a Woman*. It consists of 10 hours of programming and details the story of a woman whose tycoon husband dies suddenly. She maneuvers her way into his business world and emerges as a tycoon in her own right.

□

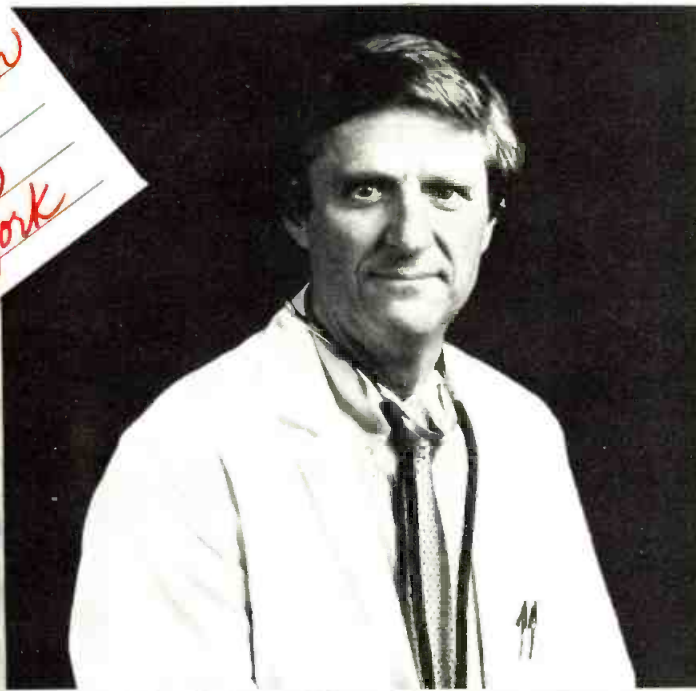
American Television Syndication reports new sales of two of its syndicated half-hour series. *An Evening at the Improv*, now seen in 88 markets, has added WBZ-TV Boston; WISCTV Madison, Wis., and WWTB(TV) Richmond, Va. *Lorne Greene's New Wilderness* is airing in 101 markets, including KFSN-TV Fresno, Calif.; WDSU-TV New Orleans; KUST-TV San Diego, and KOKI(TV) Tulsa, Okla.

Poll programming

The Gallup Organization, best known for the Gallup Poll which measures the social opinions of Americans, will now also be reporting the fruits of its research through *The Gallup Report*, a one-minute advertiser-supported insert designed for local programming. To be introduced at NATPE for broadcast this fall, the three weekly "news features" will be designed to blend into a station's own format. Distribution will be handled exclusively by Program Syndication Services. Peggy Green, PSS president, said *the Gallup Report* is primarily being designed for an element in a station's local newscast. The insert will report trends in American attitudes regarding politics, family, the economy, the environment and the Presidency. Robert Lape, a former reporter with WABC-TV New

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York, will be host. Sandra Carter, former producer of the five-part syndicated series *Women of Russia* and other programs, is producer. PSS said it hopes to distribute the insert via satellite.

MOYL TV

Bob Banner Associates, Los Angeles-based producer of television shows, and Al Ham Productions, Huntington, Conn.-based syndicator of "The Music of Your Life" radio format (big band and pop hits from the 1940's to the present, currently heard in more than 160 markets), recently announced a joint venture for production of "Music of Your Life"-related video projects. The first of these will be a regular television series highlighting the music and artists heard on the radio format. Banner currently produces the *Solid Gold* television series and, in past years, has produced such music-oriented programs as *The Dinah Shore Show* and *Kraft Music Hall*.

War stories

Lou Reds, who recently served as executive producer for the CBS-TV mini-series *The Blue and the Gray*, is getting into the TV syndication business by joining hands with Aurora-General Entertainment Inc. to pro-

Airing a complaint. Outside the offices of wxyz-TV Detroit, a rock and egg throwing confrontation between a handful of Ku Klux Klan members and a score of counterdemonstrators led to three arrests on Saturday, March 5. The Ku Klux Klan announced they would demonstrate to protest wxyz-TV's decision not to allow a planned debate between KKK Imperial Wizard Bill Wilkinson and Bobby Seale, founder of the Black Panther Party, on the local talk show, *Kelly & Co.* According to *Kelly & Co.*'s producer, Dan Weaver, wxyz-TV Program Director Larry G. Alt decided to cancel the show because of "the particular problems in Detroit at this time" and because pre-show publicity elicited negative comments from a number of community organizations. Weaver said they "definitely intend to air the debate at a later date" on the 90-minute live show.

duce and distribute a 26-week, half-hour series titled *War Chronicles*. The program, which outlines major battles of World War II, will be available on a cash basis. Episodes are taken from footage recorded by military cameramen and will feature actor Patrick O'Neal as narrator. According to Jerry Molfese, executive vice president of Aurora-General Entertainment, the series has been three-to-five years in production. Although a documentary, Molfese explained, its "fast moving storyline" gives it the time and feel of fiction. Don Horan, Emmy-winning director, is directing the filming of the series while serving as principal writer.

By design

The best of television design from the last two competitions of the Broadcast Designers Association is offered in a 214-page

combined annual just published by the BDA. The book represents 438 TV design works from the U.S. and Canada, chosen in the general categories of on-air, scenic, multi-media and print. The volume was produced in Seattle under the supervision of Glen Wagers of KOMO-TV there, working with a committee of art directors in the Puget Sound area. BDA President Al Medora of KABC-TV Los Angeles noted that the visual design aspect of television had been almost ignored until BDA was formed and focused on that area. "This volume acknowledges the important contributions that designers impart to this visual medium," he said, "and makes it possible to see what is being done outside one's own market, compare styles, fads and trends, and see who is responsible for the best innovative work." A limited number of copies, at \$25 each, are available to non-members from the BDA office: Box 71, Harlingen, Tex. 78551. (512) 428-6720.

Journalism

Cameras-in-the-courtroom advocates try for the top

28 journalism organizations file petition with Judicial Conference to open federal courts to cameras, radio, TV

The nation's media, having persuaded state courts across the country to open their doors to cameras and microphones, have now turned their attention to the federal judiciary. The outcome is uncertain. Sitting atop the federal court system is Chief Justice Warren E. Burger, who has made plain his distaste for such coverage. But the momentum, as politicians might say, is with the media.

The first shot in the new campaign was fired last week, when 28 national news and other organizations filed a petition with the Judicial Conference of the United States, asking it to adopt rules allowing radio, television and still-photograph coverage of federal district courts and courts of appeal.

The principal argument in their petition is that such coverage is essential if the public is to be fully informed of the workings of the federal judiciary. Under present conditions, the petition says, "the public is unable to adequately assess the strengths and weaknesses of the present system and is unable to participate meaningfully in the continuing debate about substantive legal issues and judicial administration."

The petition also seeks to lay to rest the arguments frequently made to justify barring still and television cameras and radio broadcasting equipment. One is that the coverage might violate a defendant's right to a fair trial because of possible adverse effects on jurors, witnesses and defendants. Another, that the presence of the equipment—which was noisy and bulky when the prohibitions were adopted in the 1930's and 40's—would interfere with proper courtroom decorum.

The Supreme Court itself rejected those concerns in *Chandler v. Florida*, in 1981, in which the court upheld Florida's cameras-in-the-courtroom rules, declaring that television and radio broadcasting and still-camera coverage of criminal trials does not in itself deprive a defendant of his right to a fair trial. The court, the petition notes, pointed out that a revolution in technology had occurred since the ban on visual and aural coverage was formulated. "The equipment available today," the petition adds, "is inconspicuous and does not detract from the dignity of judicial proceedings."

The announcement of the filing was made at a news conference in Washington by a lawyer for CBS, which played a key role in developing the petition.

Timothy Dyk, of the Washington law firm of Wilmer, Cutler & Pickering, said the Su-

preme Court decision in *Chandler* triggered the movement that led to the filing of the petition.

Dyk noted that 40 states permit coverage—on an experimental or permanent basis—of their trial or appellate courts or both. And the petition leans heavily on reports from the states that support elimination of the federal ban. "No significant adverse effects from [the] coverage have been reported," the petition says, "and many states have reported that visual and aural coverage of judicial proceedings has substantially benefited the public." It also says: "Many states have issued reports concluding that such coverage is fully consistent with the defendant's right to a fair trial."

The petition notes that such experience combined with the Supreme Court's *Chandler* decision, led the American Bar Association's House of Delegates to jettison its ban on visual and aural coverage of courtroom proceedings. The ABA amended its canon 3A(7) concerning such coverage to allow judges to permit it under conditions that would assure parties a fair trial and that would be compatible with required courtroom decorum.

Despite the history, what chance does the petition have, given the fact the chief justice, who heads the Judicial Conference,



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reported to have said such coverage would occur in the Supreme Court only over his "dead body"? Dyk offered reasons for hope. Burger, he noted, "is the author of the opinion in Chandler. . . There is a growing feeling as a result of the states' experience that this [visual and aural coverage] is practical and desirable. I'm sure the chief justice has an open mind, and I think when you study the record you hopefully are persuaded by it."

The Judicial Conference, which is composed of federal appeals and district court judges, adopted the canon barring broadcast and still-photographic coverage as well as recommending the rules having the same effect. The petition asks the conference to act on the canon and to recommend the necessary rule change to the Supreme Court which, in turn, would lay the recommendation before Congress. If Congress did not object, the recommendation would take effect—for all federal courts except the Supreme Court. That court has the exclusive authority to determine whether its rules should be changed.

Dyk said he expects the process to run at least six months. As part of the process, the proposal would be studied by one or more conference committees, which would seek comment from the public and, Dyk said the backers hope, hold public hearings.

Meanwhile, Dyk noted, backers of cameras in the courtroom are filing petitions in those states that still bar visual and aural coverage of their courts. And, Dyk said, "We feel it is time that the federal systems also take this step."

The Judicial Conference petitioners follow:

Accrediting Council on Education in Journalism and Mass Communications, ABC, American Newspaper Publishers Association, American Society of Newspaper Editors, Associated Press, Association for Education in Journalism and Mass Communications, CBS, Community Television of South Florida (WPBT-TV, Miami), C-SPAN, Gannett Co., Media Access Project, The Miami Herald Publishing Co., Mutual Broadcasting System, National Association of Broadcasters, NBC, National Cable Television Association, National Press Photographers Association, National Public Radio, The New York Times Co., Post-Newsweek Stations, Public Broadcasting Service, Radio-Television News Directors Association, The Reporters Committee for Freedom of the Press, Society of Professional Journalists/Sigma Delta Chi, The Times Mirror Co., Turner Broadcasting System, United Press International, The Washington Post.

Cable news fight goes to court

Turner files six-count suit against Westinghouse and its Satellite News Channels seeking \$10 million in damages and carriage on Group W's cable systems

Having learned that Group W planned to launch a cable news service to challenge his Cable News Network, Ted Turner petitioned the FCC in June 1981 to deny the merger of Group W and Teleprompter, then the nation's second largest cable MSO. The petition, which charged Teleprompter systems would carry the Group W news service and lock out CNN in violation of antitrust laws, was ultimately dismissed by the FCC—the competition to CNN would be "healthy" for the industry, it said—and Teleprompter was absorbed into what is now known as Westinghouse Broadcasting and Cable Inc.

Not long after the FCC approved the merger in August 1981, Group W and ABC Video Enterprises, as Turner had accurately foretold (except for the ABC involvement), announced the formation of the CNN competitor, Satellite News Channels, and on June 21, they launched the service. Since then, CNN (along with its short-form spin-off, CNN Headline News) and SNC have been waging an editorial and marketing war for the hearts and channels of America's cable systems.

The war has now moved into the courtroom. Drawing on many of the same arguments used in opposing the merger, Cable News Network has filed a six-count suit against SNC and Westinghouse Broadcasting and Cable Inc. in the U.S. District Court in Atlanta, where CNN and its parent company, Turner Broadcasting System, are based (BROADCASTING, March 7).

What Turner wants from the suit is equal access to all of Group W's 1.84 million basic cable subscribers. As a result of an affiliation agreement signed with Teleprompter before the merger, the complaint said, CNN is seen in 767,000 Group W homes, leaving a million more CNN would like to add to its potential audience, which now stands at more than 18 million. (By contrast, SNC serves 560,000 Group W homes, which

count for just over 10% of its total potential audience of 5.4 million.)

Four of the counts alleged antitrust violations. The fifth claimed that Group W Cable of Manhattan, a system serving the northern half of the New York borough of Manhattan, violated its franchise with the city. The sixth charged SNC interfered with CNN's rights under that franchise agreement. CNN asked the court for declaratory and injunctive relief and damages, including \$10 million for the sixth count. It also requested a jury trial.

The antitrust charges are based on the "monopoly power" cable systems have over the distribution of cable programming. "By its ownership and operation of each of its cable television franchises," the complaint said, "Group W maintains a monopoly of the market for the provision of cable television programming services to cable television subscribers within the geographic area covered by each franchise." Group W and SNC alone and in concert have used the power, the complaint said, to monopolize the cable news market; "to impede CNN's entry into . . . the market," and to gain for SNC a competitive advantage over CNN.

Getting down to specifics, the complaint said Group W Cable of Manhattan, which has carried SNC since two weeks after its launch, has steadfastly refused to carry CNN, despite "CNN's continuing and persistent attempts" to persuade the system to add it and despite the opening up of at least two channels on the system since last summer. "Group W's refusal to carry CNN and its concomitant carriage of SNC has been undertaken with . . . the intent and purpose of excluding CNN from the market for . . . cable television news programming within northern Manhattan and for the purpose of boycotting CNN."

That carriage of SNC and non-carriage of CNN also puts the system in breach of its franchise agreement with the city. A provision of the agreement, according to the complaint, says Group W must give priority to non-affiliated companies in determining which cable programming services it will carry. "Cable programmers, including CNN, who are not affiliated with Group W, are the intended beneficiaries of [the provision]."

And since "SNC knew or should have known" of the franchise provision that was written to benefit CNN and other unaffiliated programmers, its successful effort to induce Group W Cable of Manhattan to carry it "constitutes a wrongful, tortious and intentional interference with CNN's rights under the franchise agreement." SNC's offenses were and continue to be, it said, "willful, wanton and malicious, for which CNN is entitled to punitive damages of not less than \$10 million."

Group W was unwilling last week to discuss the particulars of the lawsuit, but Daniel Ritchie, chairman and chief executive officer of Westinghouse Broadcasting and Cable Inc., did issue a statement, dismissing the suit as "without merit, lacking foundation and simply another misplaced publicity antic." Noting that many Group W systems carry Turner's superstation WTBS(TV) Atlanta as well as CNN, Ritchie said "up to this time, we have been a big supporter of Mr. Turner."

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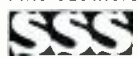
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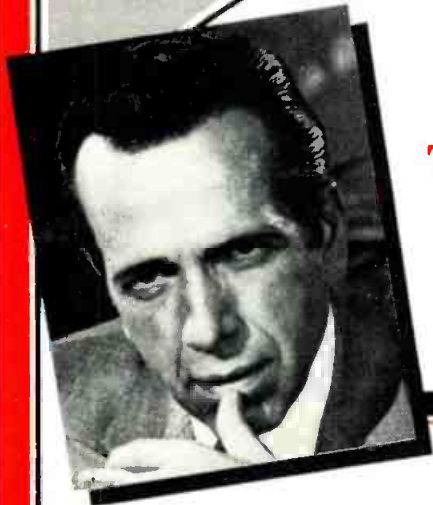
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As compiled by BROADCASTING, Feb. 28 through March 4, and based on filings, authorizations and other FCC actions.

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

AM applications

- Parrish, Ala.—Brown Communications seeks 1130 khz, 1 kw-D. Address: Parrish Ala. 35580. Principals: Jimmy Dan Brown (51%), Herman Brown (16%), Chester Grady Brown (16%), David Lee Brown (16%) and Sherry Ann Brown (1%). Jimmy Dan and Sherry Ann are husband and wife. Herman, Chester and David are brothers to Jimmy, who is employed at WREG-TV Memphis. None has other broadcast interests. Filed Feb. 24.
- Sahuarita, Ariz.—Leroy W. Demery Jr. seeks 1170 khz, 10 kw-D. Address: Box 3484 Hollywood, Calif. 90068-3484. Principals: Leroy W. Demery Jr. is also applicant for new AM daytimer in Ferndale, Calif. Filed March 1.
- Ferndale, Calif.—Leroy W. Demery Jr. seeks 1160 khz, 10 kw-D. Address: Box 3484 Hollywood, Calif. 90068-3484. Principals: Leroy W. Demery Jr. is also applicant for new AM daytimer at Sahuarita, Ariz. (see above). Filed March 1.
- Big Rapids, Mich.—James J. McCluskey seeks 1070 khz, 10 kw-D, 1 kw-N. Address: 220 1/2 South Michigan, Big Rapids, Mich. 49307. Principals: James J. McCluskey (100%) is owner of WAAQ(FM) Big Rapids, Mich. He is former employe of KCHI-AM-FM Chillicothe, Mo.; KHAS(AM) Hastings, Neb.; co-located WSAM(AM)-WKQC(FM), and WKNX(AM) Saginaw, Mich. Filed Feb. 28.
- Powell, Tenn.—Bless Your Heart Inc. seeks 1040 khz, 5 kw-D. Address: 1038 East Michigan Ave. Orlando, Fla. 32806. Principal: John Rutledge (100%) is applicant for new AM's in Brentwood, Tenn., Lockhart, Fla. and Pleasure Ridge Park, Ky. He is former principal in WINN(AM) Louisville, Ky. Filed Feb. 24.
- Oak Harbor, Wash.—Pioneer Broadcasting seeks 1520 khz, 5 kw-D, 5 kw-N. Address: P.O. Box 241, Oak Harbor, Wash. 98277. Principals: General partners Mark A. Westlund (40%), John A. Hurn (11%) and limited partners 49%.

None has other broadcast interests. Filed Feb. 23.

FM applications

- Alma, Ga.—Queen City Broadcasting System Inc. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: Drawer 1987 Alma, Ga. 31510. Principals: Farnell O'Quinn, president (80%) and wife, Evona (20%). They also own WULF(AM) Alma, Ga. Farnell is principal of Microwave TV Inc. (CATV) Jessup, Ga. He owns WUFF-AM-FM Eastman, Ga. and is part owner of WOFF(FM) Camilla, Ga. Filed Feb. 24.
- Frankfort, Ky.—Black American Communications Inc. seeks 89.9 mhz, 5 kw, HAAT: 886 ft. Address: 315 West Lexington Street, Harrodsburg, Ky. 40330. Principal: Non-commercial corporation headed by Al F. Williams, chairman, and William Taylor, president. It has no other broadcast interests. Filed Feb. 25.
- Muskegon, Mich.—Family Stations Inc. seeks 89.3 mhz, 3 kw, HAAT: 300 ft. Address: 290 Hegenberger Road, Oakland, Calif. Principal: Noncommercial, California-based corporation headed by Harold Camping, Scott Smith and Richard Van Dyk. It is permittee of seven FM's, two AM's and one TV. Smith and wife, Beverly, equally own KEWQ(AM) Paradise, Calif. and are applicants for AM's in Champlain, N.Y., San Marco, Calif., Cooper City, Fla. and Pembina, N.D. Filed Feb. 25.
- *Hannibal, Mo.—Hannibal-LaGrange College seeks 91.7 mhz, 50 kw D-N; HAAT: 300 ft. Address: 2800 Palmyra Road, Hannibal, Mo. Principal: Private noncommercial educational institution. Roger Briggs is chairman, appointed by Missouri Baptist Convention. Filed Feb. 24.
- Central City, Neb.—Osage Radio Inc. seeks 100.3 mhz, 100 kw, HAAT: 506.6 ft. Address: 520 Market Street, Osage City, Kan. 66523. Principals: E. Eugene McCoy Sr. (30%). They also own KZOC(FM) Osage City, Kan. and are applicant for new FM at Lindsborg, Kan. Filed Feb. 22.
- Middle Island, N.Y.—Family Stations Inc. seeks 88.5 mhz, .206 kw, HAAT: 300 ft. Address: 290 Hegenberger Road, Oakland, Calif. 94621. Principal: Noncommercial, California-based corporation headed by Harold Camping, Scott Smith and Richard Van Dyk. (see above). Filed Feb. 25.
- Watertown, N.Y.—The Public Broadcasting Council of Central New York Inc. seeks 90.9 mhz, 4 kw, HAAT: 1,150 ft. Address: 506 Old Liverpool Road, Liverpool, N.Y. 13088. Principal: Nonprofit corporation, headed by John E. (Jed) Dietz, chairman of the board, that also owns WCNY-TV-FM Syracuse, N.Y. Filed Feb. 23.
- Bradford, Pa.—Mountain Media Inc. seeks 98.3 mhz, 1.4 kw; HAAT: 429 ft. Address: 600 West Main Street, Waynesboro, Pa. Principals: Michael P. McGough, president (30%), Dean F. Aubol, Petrina B. Colby (30% each) and her son, Charles L. Colby (10%). Petrina Colby is 88% owner and Charles 1% owner of WTHU(AM) Thurmont, Md. Filed Feb. 22.
- Blackville, S.C.—Barnwell School District #19 seeks 91.9 mhz, .144 kw-D; HAAT: 185 ft. Address: P.O. Box 185, Blackville, S.C. 29817. Principals: noncommercial educational institution with no other broadcast interests.

Filed Feb. 25.

- Fairfield, Tex.—Fairfield Broadcasting seeks 92.1 mhz; 3 kw; HAAT: 300 ft. Address: 652 North Bolton Street, Jacksonville, Tex., 75766. Principal: Wayne S. Carnes (100%), who has no other broadcast interests. Filed Feb. 22.
- Charleston, W.V.—James S. Hoge seeks 100.9 mhz; 3 kw; HAAT: 300 ft. Address: Box 854 Charleston, W.V. 25323. Principal: James S. Hoge (100%) is former employe at WGKV(AM)-WKLC-FM St. Albans, W. Va. Filed Feb. 25.
- Rock Springs, Wyo.—Mesa Broadcasting Co. a Wyoming corporation seeks 95.1 mhz, 100 kw. HAAT: 1,767 ft. Address: Cheyenne, Wyo. 82001. Principals: Mesa Broadcasting, owned by John W. Hough (90%) and Terrell L. Metheny Jr. (10%), also holds 48% interest in applicant for new FM in Billings, Mont. Hough also owns 100% interest in KQIL(AM)-KQIX-FM Grand Junction, Colo. Filed Feb. 22.

TV applications

- El Dorado, Ark.—CMM Inc. ch. 18; ERP: 1,199.5 kw vis., 119.95 kw aur., HAAT: 280.5 ft.; ant. height above ground: 268.9 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.
- Rome, Ga.—Community Broadcasting Network of North Georgia Inc. seeks ch. 14; ERP: 5,000 kw vis., 500 kw aur., HAAT: 2,000 ft.; ant. height above ground: 1229 ft. Address: 440 Beverly Road N.E., Atlanta 30309. Principals: Bernadine Layne, president (51%), Frank Favors (29%) and Judy Sims (20%). Favors is radio announcer at WKCX-FM Rome, Ga. Layne is shareholder in application for translators/low power stations in Phoenix, Tucson, Altanta and Denver and LPTV in Phoenix. Filed Feb. 23.
- Rome, Ga.—Marilyn M. McMullan seeks ch. 14; ERP: 1,450 kw vis., 145 kw aur., HAAT: 1050 ft.; ant. height above ground: 248 ft. Address: 1210 Springdale Road N.E., Atlanta, 30306. Principal: Marilyn M. McMullan, whose husband, John F., is director and 8.7% stockholder of Media Central Inc., Tennessee-based permittee of KHAI-TV Honolulu. Filed Feb. 24.
- Honolulu—Frederick B. Livingston seeks ch. 5; ERP: 100 kw vis., 20 kw aur., HAAT: 80 ft.; ant. height above ground: 457 ft. Address: 4248 Kaikoo Place, Honolulu, 96816. Principal: Frederick B. Livingston, who also owns KLEI(AM) Kailua, Hawaii. Filed Feb. 23.
- Honolulu—Hana Hou Communications Corp. seeks ch. 52; ERP: 100 kw vis., 10 kw aur., HAAT: -70 ft.; ant. height above ground: 398 ft. Address: 1580 Makalao St. P.H., Honolulu. Principals: Don Ho, president (51%); Roy Tokyo (35%); Joycelyn Lau (9%), and Leilani Fernandez (5%), who have no other broadcast interests. Filed Feb. 23.
- Honolulu—Ka'Ikena Lani TV Corp. seeks ch. 5; ERP: 100 kw vis., 20 kw aur., HAAT: -57 ft.; ant. height above ground: 450 ft. Address: 810 Richards Street, Honolulu. Principals: Lee Holmes and son, Bryan (22% each) and four others (14%). Both Holmes are part owners of cable television systems in Guam, Rota and Saipan. Filed Feb. 23.
- Honolulu—Polynesian Services Corp. seeks ch. 5; ERP: 100 kw vis., 10 kw aur., HAAT: -93 ft.; ant. height above ground: 421 ft. Address: 100 N. Beretania Street #203 Honolulu, 96817. Principal: Frank F. Fasi (15%) and his wife Joyce (10%) and five others (15% each), who have no other broadcast interests. Filed Feb. 23.
- Honolulu—TV 5 of Honolulu seeks ch. 5; ERP: 100 kw vis., 10 kw aur., HAAT: -93 ft.; ant. height above ground: 342 ft. Address: 2525 South King Street, Honolulu. Principals: Katherine J. Hoshijo, vice president, (59%), and he husband, Lawrence J. Olsen, president, (19%), Patricia Bishop (15%) and Christina J. Stuart (7%). Hoshijo is applicant for new low power TV's in Austin, Tex. and San Francisco. She is also host of "Kathy's Kitchen," natural food cooking show on PBS and 50% stockholder of Aloha Channel 14 Inc. Stuart is co-host of weekly two-hour radio program on KIOE(AM) Honolulu. Filed Feb. 23.
- Ames, Iowa—CMM Inc. seeks ch. 23; ERP: 993.12 kw vis., 99.3 kw aur., HAAT: 216.13 ft.; ant. height above ground: 270.3 ft. Address: 215 Lantana Road, Crossville, Tenn. 38555. Principal: Mike Miller (100%), who is applicant for seven TV's and six FM's. Filed March 1.
- Davenport, Iowa—CMM Inc. seeks ch. 30; ERP: 109

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kw vis., 109.9 kw aur., HAAT: 324.5 ft.; ant. height above ground: 263.1 ft. Address: 215 Lantana Road, Crossville, Tenn. 38555. Principal: Mike Miller (100%), who is applicant for seven TV's and six FM's. Filed March 1.

■ Cadillac, Mich.—Central Michigan University seeks ch. 27; ERP: 274.2 kw vis., 27.42 kw aur.; HAAT: 587.2 ft.; ant. height above ground: 303 ft. Address: Anspach Hall, Mount Pleasant, Mich. 48859. Principal: Noncommercial educational institution whose board of trustees is headed by Margaret Ann Riecker. It also owns noncommercial WCMU-FM-TV Alpena, Mich., and WMHW-FM and WCMU-FM, both Mount Pleasant, Mich. Filed Feb. 28.

■ Kalamazoo, Mich.—Grand Valley State College seeks ch. 52; ERP: 44.36 kw vis., 4.436 kw aur.; HAAT: 414 ft.; ant. height above ground: 295 ft. Address: College Landing Allendale, Mich. 49401. Principal: Noncommercial educational institution that also owns WGUC-FM-TV Cincinnati. Filed March 1.

■ Manistee, Mich.—Central Michigan University seeks ch. 21; ERP: 224.4 kw vis., 22.44 kw aur.; HAAT: 339.8 ft.; ant. height above ground: 296 ft. Address: Anspach Hall, Mount Pleasant, Mich. 48859. Principals: Noncommercial institution whose board of trustees is headed by Margaret Ann Riecker (see above). Filed Feb. 28.

■ Amsterdam, N.Y.—American Cellular Systems Inc. seeks ch. 55; ERP: 870.96 kw vis., 8.7096 kw aur.; HAAT: 259.38 ft.; ant. height above ground: 272.9 ft. Address: P.O. Box 520, Livingston, Tenn. 38570. Principal: Henry C. McCall, president, (100%), who is applicant for TV's at Springfield, Ill. and Eric, Pa. Filed March 1.

■ Scranton, Pa.—George E. Gunter seeks ch. 64; ERP: 1000 kw vis., 10 kw aur.; HAAT: 1276.8 ft.; ant. height above ground: 314 ft. Address: 650 North Bolton Street, Jacksonville, Tex. Principal: George E. Gunter (100%), is applicant for nine TV's and new FM. Filed March 2.

■ Jayuya, P.R.—Ana G. Mendez Educational Foundation seeks ch. 26; ERP: 80.35 kw vis., 8.04 kw aur.; HAAT: 2531 ft.; ant. height above ground: 434 ft. Address: P.O. Box E, Rio Piedras, P.R. 00928. Principal: Nonprofit corporation directed by Guillermo Irizarry, chairman of the board of trustees. Filed Feb. 28.

■ * Odessa, Tex.—Odessa Junior College District seeks ch. 36; ERP: 515 kw vis., 51.5 kw aur.; HAAT: 487 ft.; ant. height above ground: 530 ft. Address: 201 W. University, Odessa, Tex. 79762. Principal: Nonprofit educational institution, headed by Joe C. Zant Jr., president, that also owns noncommercial KOCV-FM Odessa, Tex. Filed Feb. 25.

■ Virginia Beach, Va.—Atlantic Telecasting Limited Partnership seeks ch. 43; ERP: 5000 kw vis., 500 kw aur.; HAAT: 1,521.7 ft.; ant. height above ground: 1,525.6 ft. Address: 115 J. Windsor Castle Drive, Newport News, Va. Principals: Carletta Marie Lloyd, Larry Lee Harris and Marilyn Goldman, who have no other broadcast interests. Filed Feb. 23.

■ Virginia Beach, Va.—Ocean Broadcasting Corp. seeks ch. 43; ERP: 5000 kw vis., 500 kw aur.; HAAT: 1,509 ft.; ant. height above ground: 1,510 ft. Address: 101 N. Lynnhaven Road, Virginia Beach, Va. 23452. Principals: Sterling F. Slaughter, Vivian E. Blaize, Ramona Garcia, and her sister, Angelea Garcia Williams (22% each), and Michael Gelarde (12%), who have no other broadcast interests. Filed Feb. 23.

AM actions

■ Silt, Colo.—Rifle Broadcast Co. granted 700 khz, 50 kw-D, 1 kw-N. Address: 1503 South Coast Drive, Suite 311, Costa Mesa, Fla. 92626. Estimated construction costs: \$435,000; first-quarter operating cost: \$34,000. Principals: H. Glenn Holland (25.5%), Walter B. Rosslow and Ira M. McAlpin Jr. (12.75% each), Sentinel Financial Services (15%), L. Richard Morgan, Lloyd E. Gaunt, Henry W. Dodge and The Charles S. Haines Trust (8.5% each). Holland is Fallbrook, Calif. investor. Rosslow is 45% owner of Fort Pierce, Fla. retail clothing store. McAlpin is Fort Pierce CPA. Dodge is Los Angeles neurologist. Morgan is Chico, Calif. physician. Gaunt is Corona Del Mar, Calif. dentist. Charles S. Haines votes as trustee for Sentinel and trust in own name; he owns 31% of Addison, Tex., computer instrument company. They have no other broadcast interest. (BPED-10430AB). Action Feb. 17.

FM actions

■ * Modesto, Calif.—Radio Bilingue Inc. granted 88.7 mhz, 2.1 kw. HAAT: 2,044 ft. Address: 1044 Fulton Mall, Fresno, Calif. 93721. Estimated construction costs: \$132,000; first-year operating cost: \$10,000. Principal: Radio Bilingue is licensee of KSJV(FM) Fresno, Calif. Hugo Morales is executive director. (BPED-820507AN). Action Feb. 9.

■ Leoti, Kan.—KIUL Inc. granted 99.9 mhz, 61.3 kw.

HAAT: 395 ft. Address: 308 North Seventh, Garden City, Kan. 67846. Principal: Group of 10 stockholders, headed by Elton E. Jewell, president and 8% owner. They own KIUL (AM) Garden City, Kan. (BPH-820804AC). Action Feb. 24.

■ *Texarkana, Tex.—Texarkana Community College granted 91.5 mhz, 4.97 kw. HAAT: 335 ft. Address: 2500 North Robinson, Texarkana 75501. Estimated construction costs: \$140,000; first-year operating cost: \$35,000. Principal: Noncommercial educational institution. Carl M. Nelson is president. It has no other broadcast interests. (BPED-820506AH). Action Feb. 24.

■ Miami, W. Va.—Boone Broadcasting Co. granted 107.1 mhz, 3 kw. HAAT: 809 ft. Address: 1 Broadcast Place, Madison, W. Va. 25130. Estimated construction costs: \$70,000; first-quarter operating cost: \$13,400; first-year revenue: \$75,000. Principals: Francis L. Blake, Richard C. Callaway and H. Leon Drye Jr. (one-third each). They own WWBB(AM) Madison, W. Va. (BPH-820128AM). Action Feb. 17.

Ownership changes

Applications

■ WWQT(AM) Dunedin, Fla. (1470 khz, 5 kw-D)—Seeks assignment of license from Newsradio 1470 Inc. to Bay Area Communications Inc. for \$475,000. Seller: Lowell W. Paxson, principal, is also president and principal of Holiday Broadcasting Systems Inc., which is selling WHBS(FM) to Variety Broadcasting Corp. (see below). Buyers: Gary S. Hess, president, (25%), Sylvan Taplinger (25%), Michael and Dorothy Spector and their daughters Roslyn Spooner and Ann Lief (12.5% each), who are also buying WHBS(FM) Holiday, Fla. (see below). Taplinger is former executive vice president at SJR Communications; Michael Spector is Florida-based record retailer. Hess has 25% interest in applicant for new FM's at Middleton, Md. and San Angelo, Tex. Filed Feb. 24.

■ WHBS(FM) Holiday, Fla. (106.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Holiday Broadcasting Systems Inc. to Variety Broadcasting Corp. for \$800,000. Seller: Lowell W. Paxson, president and major stockholder is also president and principal of Newsradio 1470 Inc. which is selling WWQT(AM) Dunedin, Fla. to Bay Area Communications Inc. (see above). Buyers: Gary S. Hess, Sylvan Taplinger, Ann Lief, Roslyn Spooner, Michael Spector and Dorothy Spector, who are also buying WWQT (see above). Filed Feb. 24. Broker: Blackburn & Co. Inc.

■ WRFC(AM) Athens, Ga. (950 khz, 5 kw-D, 500 w-N, DA-N)—Seeks assignment of license from Radio Athens Inc. to AM 96 Inc. for \$350,000. Seller is Leard H. Christian Sr. and family, who also recently sold WFOX(FM) Gainesville, Ga. for \$3,085,000 (BROADCASTING, Jan. 3). Buyer is Leard H. Christian Jr. and Sandra J. Gwyn (50% each). Christian is minority shareholder in seller. Gwyn's family interests include ownership of WLFA(AM) Lafayette, Ga. Filed Feb. 24.

■ WKBX(AM)-WSGF(FM) Savannah, Ga. (630 khz, 5 kw-U, DA-N; FM: 95.5 mhz, 100 kw, HAAT: 390 ft.)—Seeks assignment of license from Beasley Broadcasting Group of Savannah Inc. to Savannah Broadcasting Co. for \$2.1 million. Seller is North Carolina-based group owner of six AM's and six FM's principally owned by George G. Beasley. Buyer: Burbach Broadcasting Co. (58.7%), Garrett Radio Inc. (39.1%) and Linda H. Simmons (2.2%). BBC is owned by Robert H. Burstein (50.%) and John L. Laubach Jr. (49.5%). GRI is owned by Larry O. Garrett. Burstein and Laubach own WEYZ(AM)-WCCK(FM) Erie, Pa.; WXIL(FM) Parkersburg, W. Va.; WKRT(AM)-WOKW(FM) Cortland, N.Y.; and WESA-AM-FM Charleroi, Pa. Garrett is general partner in Cortland stations. Filed Feb. 24.

■ WITT(AM) Tuscola, Ill. (93.5 mhz, 3 kw, HAAT: 115 ft.)—Seeks assignment of license from Frederick W. Seibold to Frederick A. Rodgers for \$125,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 24.

■ WOCH-AM-FM North Vernon, Ind. (1460 khz, 1 kw-D; FM: 106.1 mhz, 50 kw, HAAT: 165 ft.)—Seeks assignment of license from Radio Station WOCH Inc. to Southeast Indiana Radio Inc. for \$425,000. Seller is Dorrell Ochs and his wife, Marguerite, who have no other broadcast interests. Buyers are Jimmie A. Woolley and Peter Boyce (50% each). Woolley is manager of WHIC(AM) Hardinsburg, Ky. and Boyce is president of Midamerica Electronics Service Inc., an Indiana-based broadcast engineering firm. Filed Feb. 25.

■ KINA(AM) Salina, Kan. (910 khz, 500 w-D, DA-D)—Seeks transfer of control of Smoky Hill Broadcasting Co.

Inc. from Robert V. Bundy and others (57% before; none after) to Russell W. Gibson and others (43% before; 100% after). Consideration \$225,000. Principals: Sellers are Robert V. Bundy, Walter L. Cobler and Dr. Marvin H. Wilson (19% each). Bundy and Wilson have major interest in KTPK-FM Topeka, Kan. Buyers: Russell W. Gibson, Kenneth J. Jennison, Larry P. Justis, Dale W. McCoy, H. Pat Powers and Phillip Tysinger. Gibson is manager of KINA. Justis owns interest in cable system at Goliad, Tex.; McCoy is 40% owner of KKOY(AM) and KQSM-FM, both Chanute, Kan.; Powers and Tysinger have minority interests in KTPK-FM Topeka, Kan. Filed Feb. 23.

■ WITW(FM) Cadillac, Mich. (96.7 mhz, 1.35 kw, HAAT: 430 ft.)—Seeks assignment of license from Chief Pontiac Broadcasting Corp. Inc. to The MacDonald Broadcasting Co. for \$270,000. Seller has no other broadcast interests. Buyer is principally owned by Kenneth H. MacDonald, who also owns WSAM(AM)-WKQC(FM) Saginaw, WWPZ(AM)-WMBN-FM Petoskey and WATT(AM) Cadillac, all Michigan. Buyer also is applicant for new FM in Cadillac, Mich. which is mutually exclusive and will be dismissed upon grant of this application. Filed Feb. 28.

■ WXOQ(AM) Tupelo, Miss. (1060 khz, 250 w-D, DA-D)—Seeks assignment of license from Lee County Broadcasting to The Charis Group, Ltd. for \$190,000. Seller is Raymond F. Akin, J.A. Baxter Jr. and Gordon L. Bostic. Baxter and Bostic are one-third owners of WJHR(FM) and WAYD-AM-FM both Jackson, Tenn. and WJLJ(AM) Tupelo, Miss. Akin is also one-third owner of WJHR and applicant for new FM in New Albany, Miss. Buyer is Fred Smith and Mike McNece (15% each) and ten other limited partners (7% each), none of whom has other broadcast interests. Filed Feb. 25.

■ WQCC(AM) Charlotte, N.C. (1540 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Voice of Charlotte Broadcasting Co. from Ridsen A. Lyon (100% before; none after) to Michael B. Gliner (none before; 100% after). Consideration: \$400,000. Principals: Seller owns WKDX(AM) Hamlet, N.C. and WADE(AM) Wadesboro, N.C. Buyer is applicant for new FM at Wichita, Kan. He is vice president of Satellite Radio Network, Kansas City, Mo.-based satellite radio programmer. Filed Feb. 25.

■ KDIX-TV Dickinson, N.D. (ch. 2, 100 kw vis., 10 kw aur., HAAT: 840 ft.)—Seeks assignment of license from Dickinson Broadcasting Corp. to Northern Plains Broadcasting Group Inc. for \$950,000. Seller is principally owned by Stanley T. Deck, who also is principal owner of co-located

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KDIX(AM) and KXXN(AM) Santa Barbara, Calif. latter which he sold for \$150,000 (BROADCASTING, March 7). Buyer is Calvin Cafritz (38%). Daniel W. Coon (25%). Martha R. Creath (22%) and Thomas A. Curtis (15%). who own KOUS-TV Hardin, Mont. Excluding Creath, they also are applicant for new TV at Hardin, Mont. Filed Feb. 24.

■ KCLR(FM) Edmond, Okla. (97.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Mid America Media Co. to Louis J. Bodnar for \$750,000. Seller is partnership of 17 principals headed by James A. Reeder, managing partner. They also own co-located KOKA(AM) and KCOZ(FM) Shreveport, La. Buyer is Louis J. Bodnar (100%), who has no other broadcast interests.

■ WMRL(AM) Portland, Tenn. (1270 khz, 1 kw-D, DA)—Seeks transfer of control of Better Communications Inc. from B.K. Williamson (100% before; none after) to Calvin Simmons (none before; 100% after). Consideration: \$206,594. Principals: Seller is principal owner of WBLW(AM) Royston, Ga. and WLOV-AM-FM Washington, Ga. Buyer is principal owner of WSCA(FM) Union Springs and WSMQ(AM) Bessemer, both Alabama. Filed Feb. 28.

■ WTNE-AM-FM Trenton, Tenn. (1500 khz; 250 w; FM: 97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Trentone Inc. to Mack L. Hale for \$250,000. Seller: Bill Elliott, president (100%), who has no other broadcast interests. Buyer: Mack L. Hale (100%), has no other broadcast interests. Filed Feb. 24.

■ KTTX(AM)-KWHI-FM Brenham, Tex. (1280 khz; 1 kw-D; FM: 106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Tom S. Whitehead Inc. from estates of Tom S. and Edythe K. Whitehead (60% before; none after) to Tom S. Whitehead Jr. (13% before; 71.2% after). Tom S. Whitehead Inc. owns 96% stock of TV Cable of Brenham Inc., owner and operator of independent CATV system in Brenham, Tex. Filed Feb. 22.

■ CP for KFML(FM) Whitehouse, Tex. (99.3 mhz, 3 kw)—Seeks transfer of control of Hine Broadcasting Co. from Glen A. Hine and others (100% before; none after) to Barry Turner and John C. Culpepper Jr. (none before; 100% after). Consideration: \$220,000. Principals: Sellers are Glen A. Hine and Virginia Ann Hine (husband and wife, 25% each); Joseph William Sheehy and Ann B. Sheehy (husband and wife, 25% each), who have no other broadcast interests. Buyers: Barry Turner and John C. Culpepper Jr., who are part owners of KAGC(AM) Bryan, Tex. KDOK(AM) Tyler, Tex., and have interests in applicant for FM's in Idaho Falls, Idaho and Helena, Mont. Turner also has interest in applicant for new FM in Bryan, Tex. and Culpepper is part owner of Home Theater Inc., Little Rock, Ark.-based cable TV operator. Filed Feb. 22.

■ WQBX(AM) Blacksburg, Va. (710 khz, 5 kw-D, DA)—Seeks assignment of license from Radio Montgomery Inc. to QBX Inc. for \$500,000. Seller is F. Roger Page Jr. (100%), who has a 75% interest in WCBQ(AM) Oxford, N.C. Buyer is equally owned by F. Richard Lee, president, and wife, Mary Lou. F. Richard is general manager and Mary Lou is account executive at WABS(AM) Arlington, Va. Both also are applicants (25% each) for new FM at Evergreen, Colo. Filed Feb. 28.

Actions

■ KJOP(AM) Lemoore, Calif. (1240 khz, 250 kw-U)—Dismissed assignment of license from Goodwill Broadcasting Inc. to Fair Broadcasting Inc. for \$500,000. (BAL-821022EG). Action Feb. 25.

■ WCIX-TV Miami (ch. 6, 77.6 kw vis., 13.2 kw aur.; HAAT: 1,449 ft.)—Granted assignment of license from Coral Television Corp. to Taft Broadcasting Co. for \$70 million plus WGR-TV Buffalo, N.Y. Seller is subsidiary of General Cinema Corp., which also owns WFL(FM) Philadelphia and 80% of WHUE-AM-FM Boston. As part of deal, General Cinema also is acquiring Taft's WGR-TV Buffalo. Buyer Taft is Cincinnati-based owner of five AM, six FM's and seven TV's. Action Feb. 24.

■ WMOE(AM) Alpharetta, Ga. (1400 khz, 1 w-D, 250 w-N)—Granted transfer of control of North Fulton Broadcasting Inc. from Ann Marie Baker (51% before; none after) and Maurice Negrin (49% before; none after) to Charles E. Stovall (none before; 100% after). Consideration: \$449,000. Sellers have no other broadcast interests. Stovall also owns WPKZ(AM) Pickens, S.C. and WGML(AM) Hinesville, Ga. and has also purchased WRED(AM) Monroe, Ga. (see below). (BTC-830106EN). Action Feb. 25.

■ WRED(AM) Monroe, Ga. (1490 khz, 1 kw-D, 250 kw-N)—Granted transfer of control of Monroe Broadcasting Inc. from Earl Akery (100% before; none after). Consideration: \$245,000. Principals: Akery has no other broadcast interests. Stovall also owns WPKZ(AM) Pickens, S.C., WGML(AM) Hinesville, Ga. and has also purchased, subject to FCC approval, WMOE(AM) Alpharetta, Ga. (see above). (BTC-821230FN). Action Feb. 25.

■ KOFE(AM) St. Maries, Idaho (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from KC Corporation to J & M Marian Enterprises for \$127,000. Seller: Barbara I. Kellogg (75%) and her brother, Orville Case, (25%). Neither has other broadcast interests. Buyer is owned by Maurice and Joan McInerney (husband and wife), who have no other broadcast interests. Maurice is former director of radio TV programing for Catholic archdiocese of Denver. Joan is office manager for Interior Resource Inc., Colorado Springs. (BAL-830103EH). Action Feb. 25.

■ WQXQ(AM) West Springfield, Mass. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from J. William O'Connor to Portuguese Broadcasting Inc. for \$225,000. Seller and his wife, Dorothy, also own WVNH(AM) Salem, N.H. Buyer is owned by Manuel Angelo and his wife, Maria, and Bernardino Continho and his wife, Maria (25% each). Angelo has worked at WQXQ for past four years. None has other broadcast interests. (BAL-830103EE). Action Feb. 25.

■ KSDK-TV St. Louis (NBC, ch. 5, 100 kw vis., 20 kw aur., HAAT: 1,090 ft.)—Granted assignment of license from KSDK Inc. to Multimedia for WXII-TV Winston-Salem, N.C., and WFBC-TV Greenville, S.C. Seller is subsidiary of Pulitzer Publishing Co. stations. St. Louis-based newspaper publisher and group owner of one AM, one FM and five TV's. Buyer is Cincinnati-based newspaper publisher and group owner of six AM's, six FM's and six TV's. (BALCT-820219HF). Action Feb. 17.

■ KGBX(AM) Springfield, Mo. (1260 khz, 5 kw)—Granted assignment of license from Stauffer Communications to Springcom Inc. for \$825,000. Seller is major group owner with five other AM's, three FM's and two TV's. Gerald N. Holley is vice president, broadcasting. Buyer is owned by Alfred C. Sikes, J. Neal Ethridge, Noel Boyd, Gary S. Cansler and Gail L. Frederick. Sikes, Ethridge, Boyd and Cansler are partners in licensee of KLGT(FM) Breckenridge, Colo.; KRMS(AM)-KYL(FM) Osage Beach; KJAS(AM) Jackson, and KJAQ-FM Gordonville, all Missouri. Frederick is also partner in KLGT. (BAL-830105EM). Action Feb. 25.

■ WRMT(AM) Rocky Mount, N.C. (1490 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Atlantic Radio Corp. from Stanley H. Fox, Irvin L. Fox and Frona F. Evans (51% before; none after) to Robert A. Manning and Paul I. Nunn (49% before; 100% after). Consideration: \$204,000. Principals: Sellers together own 51% of licensee's stock and are bowing out to minority stockholders. Buyers currently hold 49% interest in licensee and after transfer will own 76% by Manning and 24% by Nunn. (BTC-830106EO). Action Feb. 25.

■ WXII-TV Winston-Salem, N.C. (NBC, ch. 12, 316 kw vis., 63.5 kw aur., HAAT: 1,980 ft.)—Granted assignment of license from Multimedia Inc. to KSDK Inc. for KSDK-TV St. Louis plus \$9 million. Seller is trading WXII-TV and WFBC-TV Greenville, S.C. for KSDK-TV plus additional consideration. (BALCT-820219HE). Action Feb. 17.

■ WGR-TV Buffalo, N.Y. (NBC, ch. 2; 100 kw vis., 20 kw aur.; HAAT: 2,314 ft.)—Granted assignment of license from Taft Broadcasting Co. to Coral Television Corp. for exchange of Coral's WCIX-TV Miami plus other considerations. (BALCT-821222KU). Action Feb. 24.

■ KLUP(FM) Poteau, Okla. (97.9 mhz, 100 kw, HAAT: 2,000 ft.)—Dismissed assignment of license from Collins Broadcasting Corp. to Herreich Broadcasting Stations Inc. (BALH-821115HU). Action Feb. 25.

■ WLKW-AM-FM Providence, R.I. (990 khz, 50 kw-D; FM: 101.5 mhz, 50 kw, HAAT: 500 ft.)—Granted assignment of license from McCormick Communications Inc. to JAG Communications of Rhode Island Inc. for \$4.9 million. Seller is owned by Tech/Ops Inc. (80%) and William M. McCormick (20%). Tech/Ops Inc. is publicly traded, Boston-based medical instrument manufacturer. WJYE(AM) Buffalo, N.Y., and WLPN(AM)-WFOG(FM) Suffolk, Va. Buyer is headed by John A. Gambling, chairman, and Morton I. Hamberg, president. Gambling is personality on WOR(AM) New York. Hamberg is New York attorney. Neither has other broadcast interests. (BAL-821228GL). Action Feb. 22.

■ WFBC-TV Greenville, S.C. (NBC, ch. 4, 100 kw vis., 20 kw aur., HAAT: 2,000 ft.)—Granted assignment of license from Multimedia Inc. to KSDK Inc. for KSDK-TV St. Louis plus \$9 million. Seller is trading WFBC-TV and WXII-TV Winston-Salem, N.C. for KSDK-TV plus additional consideration. (BALCT-820219HD). Action Feb. 17.

■ WBMK(AM) Knoxville, Tenn. (1430 khz, 1 kw-D)—Granted transfer of control of Broadcast Media of Knoxville Inc. from Thomas S. Crawford and Timothy F. Beshea (100% before; 50% after) to William R. Hays (none before; 50% after). Consideration: \$22,000. Principals: Seller Crawford owns 55% and Beshea owns 45%. Beshea will bow out. Crawford will continue to own 50%. Other 50% will be owned by William Hays. (BTC-830103EJ). Action Feb. 25.

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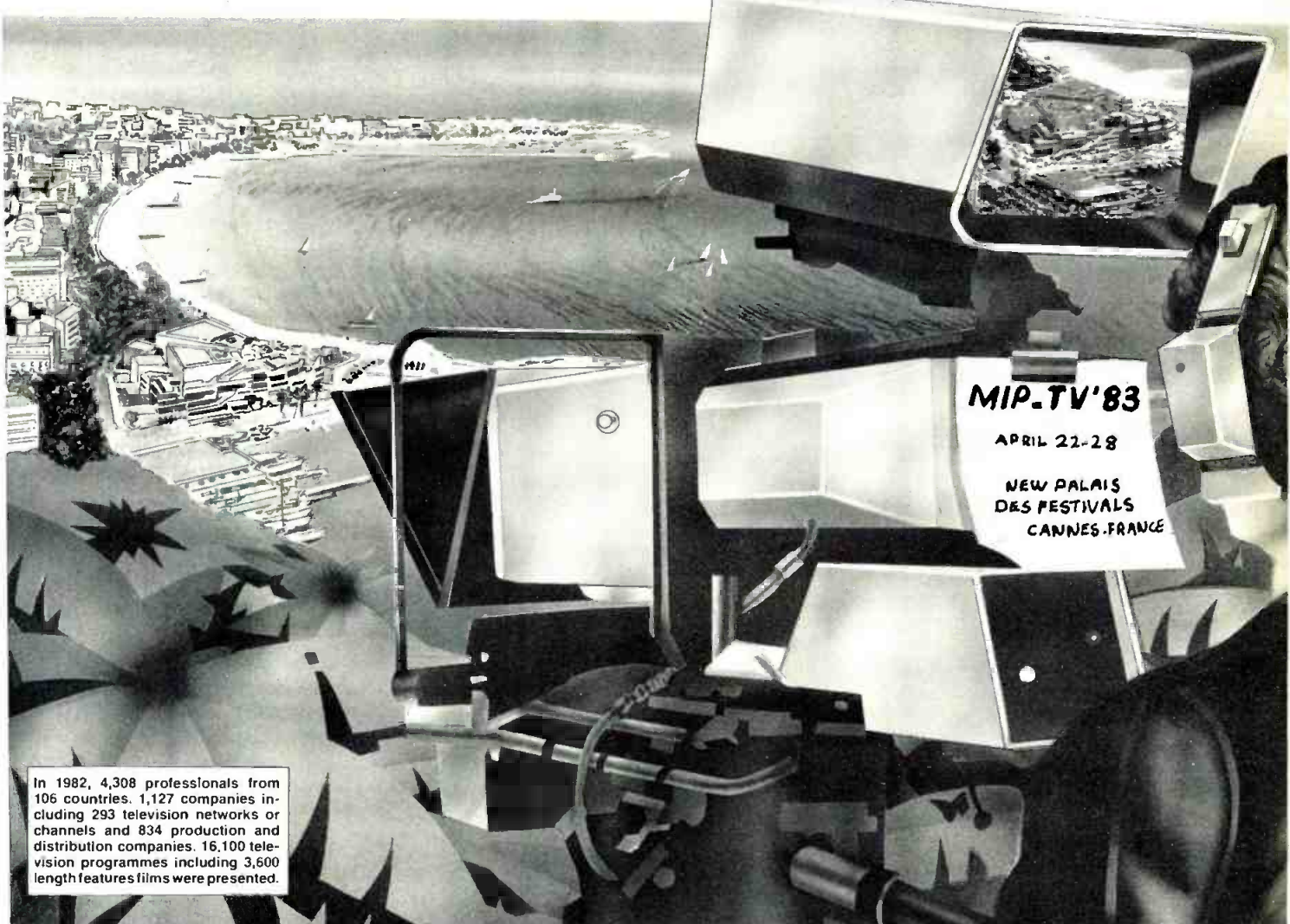
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■ KDOK(AM) Tyler, Tex. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Broadcasters Unlimited Inc. to Turner Communications Inc. for \$532,500. Seller bought KDOK(AM)-KNUF(FM) and is spinning off KDOK because it already owns co-located KTBB. Buyer: John C. Cullpepper (51%), Barry Turner and Michael A. Connor (24.5% each), who also own KAGC(AM) Bryan, Tex., and are applicants for new FM's at Idaho Falls, Idaho, and Helena, Mont. (BTC-821130 FM). Action Feb. 10.

Facilities changes

AM applications

Tendered

- KWKK (102.3 mhz) Dardanelle, Ariz.—Seeks change of ERP to .165 kw; change HAAT to 1,195 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Ann. March 3.
- KTNC (95.3 mhz) Falls City, Neb.—Seeks modification of CP (BPH-790911AA, as mod.) to change TL; change HAAT to 970 ft. and make changes in ant. sys. Ann. March 3.
- KMCO McAlester, Okla.—Seeks CP to change TL; change ERP to 100 kw; HAAT to 489 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Ann. March 3.
- WKAQ (580 khz) San Juan, P.R.—Seeks CP to increase day and night power to 10 kw and make changes in ant. sys. Major environmental action under section 1.1305. Ann. March 3.
- WSDC (1490 khz) Hartsville, S.C.—Seeks CP to increase day power to 1 kw. Ann. March 4.

Accepted

- KLLF (1110 khz) Marana, Ariz.—Seeks MP (BP-811006AB, as mod.) to make changes in ant. sys. and increase height of tower; and change TL. Ann. March 3.

- KYOS (1480 khz) Merced, Calif.—Seeks MP (BP-20976, as mod.) to augment nighttime directional antenna standard pattern. Ann. March 4.
- KKIS (990 khz) Pittsburg, Calif.—Seeks CP to make changes in main SL. Ann. March 3.
- WTIC (1080 khz) Hartford, Conn.—Seeks CP to make changes in augmentations of the WTIC nighttime modified standard pattern. Ann. March 1.
- WKIK (1370 khz) Leonard, Md.—Seeks CP to make changes to modify nighttime directional parameter. Ann. March 3.

FM applications

Tendered

- KSAA (105.5 mhz) Casa Grande, Ariz.—Seeks CP to change TL; decrease ERP to 1.9 kw; change HAAT to 362 ft. and change TPO. Ann. March 4.
- * KDIC (88.5 mhz) Grinnel, Iowa—Seeks CP to change ERP to .419 kw; HAAT to 123.86 ft.; increase trans. power and install new antenna. Ann. March 1.
- *KOAP-FM (91.5 mhz) Portland, Ore.—Seeks CP to change TL; change ERP to 100 kw (H); HAAT to 1,581 ft. (H); change TPO and make changes in ant. sys. Ann. March 1.

Accepted

- KHTX (101.7 mhz) Carmel Bay, Calif.—Seeks modification of CP (BPH-820728AA) to change SL; request waiver of section 73.1125 of the rules. Ann. March 4.
- KDFM (92.1 mhz) Walnut Creek, Calif.—Seeks modification of CP to change SL; request waiver of section 73.1125 of rules. Ann. March 3.
- WMEF (97.3 mhz) Fort Wayne, Ind.—Seeks CP to make changes in ant. sys.; reduce ERP to 25.9 kw; increase HAAT to 652.5 ft. and change TPO. Ann. March 3.
- * WMQT (107.1 mhz) Southport, N.C.—Seeks CP to make change in ant. sys.; change TL; increase ERP; 100 kw; decrease HAAT; 530 ft. and change TPO. Ann. March 1.

- WHCR-FM (90.3 mhz) New York—Seeks modification of CP (BPED-810616AQ as mod.) to make changes in ant. sys. increase ERP to .0081 kw; increase HAAT to 335 ft. Ann. March 1.
- KJCS (103.3 mhz) Nacogdoches, Tex.—Seeks modification of CP (BPH-10687) to make changes in ant. sys.; increase ERP to 100 kw. Ann. March 3.
- KOSY-FM (102.5 mhz) Texarkana, Tex.—Seeks CP to make changes in ant. sys.; increase ERP to 96.63 kw and increase TPO to 10 kw. Ann. March 3.
- KNBQ (97.3 mhz) Tacoma, Wash.—Seeks waiver of section 73.1201(B) (2) of the rules to identify as "Tacoma-Seattle, Washington." Ann. March 4.

TV applications

Tendered

- KVDO (ch. 3) Eugene, Ore.—Seeks CP to relocate KVDO-TV to Bend, Ore. pursuant to order issued by comm. in docket 82-76, RM-3933, released 8/4/82; change TL to Awbrey Butte, located within Bend Corp. city limits. Ann. Feb. 28.

Accepted

- WGRB (ch. 34) Campbellville, Ky.—Seeks MP (BPCT-820406KE) to change ERP to 600 kw vis.; 108 kw aur.; change HAAT to 1029.5 ft. and make changes to the ant. equip. Ann. Feb. 28.
- KLMG (ch. 51) Longview, Tex.—Seeks MP (BPCT-810424KE) to change ERP to 5000 kw vis.; 500 kw aur.; change HAAT to 1283 ft. Ann. Feb. 28.

FM actions

- KRFM (96.5 mhz) Show Low, Ariz.—Granted modification of CP (BPH-81110AI) to increase HAAT: 994 ft. Action Feb. 18.
- WXCX (95.3 mhz) Homosassa Springs, Fla.—Granted modification of CP (BPH-800129AG, as mod.) to locate SI and RC. Request waiver of section 73.1125. Action Feb. 18.
- WWKF (99.3 mhz) Fulton, Ky.—Granted modification of CP (BPH-820312AV) to change SL; request waiver of section 73.1125. Action Feb. 18.
- *WCTS-FM (100.3 mhz) Minneapolis, Minn.—Granted modification of CP (BPED-81109AF) to correct geographical coordinates; type trans.; increase HAAT to 529 ft and change TPO. Action Feb. 18.
- *WHFC (91.1 mhz) Bel Air, Md.—Granted CP to change frequency to 91.1 mhz; change TL; change ERP to 2.240 kw; HAAT: 251.3 ft. and make changes in ant. sys. Action Feb. 24.
- *KRPC (90.1 mhz) Owatonna, Minn.—Granted CP to increase ERP to 131.2 w and HAAT to 131.5 ft. Action Feb. 24.
- KXEI (95.1 mhz) Havre, Mont.—Granted CP to change TL; change ERP: 97.61 kw; HAAT: 1,695 ft. and make changes in ant. sys. Action Feb. 18.
- WLTV (96.9 mhz) Statesville, N.C.—Granted CP to change TL; HAAT: 1,248 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Action Feb. 9.
- *WGFR (92.1 mhz) Glens Falls, N.Y.—Granted CP to change TL; change ERP to .015 kw (H); HAAT to 505 ft. (F) and make changes in ant. sys. Action Feb. 24.
- WKIQ (93.5 mhz) Bowling Green, Ohio—Granted CP to change TL; increase HAAT to 292 ft.; change type trans. and make changes in ant. sys. Action Feb. 24.
- WOSE (94.5 mhz) Port Clinton, Ohio—Granted CP to change TL; increase HAAT to 630 ft. and make changes in ant. sys. Major environmental action under section 1.130: Action Feb. 22.
- *WHEI (93.3 mhz) Tiffin, Ohio—Granted CP to change frequency to 93.3 mhz; #227, change ERP to 15.1 w (H) HAAT to plus 52 ft. (H), replace transmission line and mal changes in ant. sys. Action Feb. 24.
- WPUB-FM (94.3 mhz) Camden, S.C.—Granted CP to change TL; change ERP to 3 kw and make changes in ant. sys. Major environmental action under section 1.1305. Action Feb. 24.
- *WUTZ (88.3 mhz) Summertown, Tenn.—Granted CP to change ERP to .3 kw; HAAT to 171.1 ft. Action Feb. 2.
- KZZB (95.1 mhz) Beaumont, Tex.—Granted CP to increase aux. ant. sys.; ERP: 60 kw; HAAT: 300 ft. and change TPO (for aux. purposes only). Action Feb. 18.
- KISS (99.5 mhz) San Antonio, Tex.—Granted CP to change TL; change HAAT to 1377 ft.; change type trans. and make changes in ant. sys. Action Feb. 24.

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AM actions

- KLOC (920 khz) Ceres, Calif.—Granted CP to change hours of operation to unlimited by adding night service with 2.5 kw; install DA-2; major environmental action under section 1.1305. Action Feb. 17.
- KBLC (840 khz) Lakeport, Calif.—Granted CP to change hours of operation to unlimited, by adding night service with 500 kw; increase day power to 1 kw; change frequency to 840 khz, and make changes in ant. sys. Action Feb. 24.
- KGO (810 khz) San Francisco, Calif.—Granted CP to add MEOV's to directional antenna pattern. Action Feb. 23.
- KHOW (630 khz) Denver—Granted modification of CP (BP-20940, as mod.) for additional augmentation of daytime and nighttime antenna patterns. Action Feb. 23.
- WPUL (1130 khz) Bartow, Fla.—Granted CP to change hours of operation to unlimited by adding night service with 500 w. DA-N and make changes in ant. sys. Action Feb. 17.
- WKIZ (1500 khz) Cocoa, Fla.—Granted CP (BP21175) to add augmentation to standard modified pattern. Action Feb. 24.
- KDEC (1200 khz) Decorah, Iowa—Granted CP to change frequency to 1200 khz; increase nightpower to 1 kw; change TL; change from non directional to DA-2; go from share time operation to separate full time operation; make changes in ant. sys. Major environmental action under section 1.1305.
- WSVL (1520 khz) Shelbyville, Ind.—Granted CP to modify standard directional antenna pattern. Action Feb. 24.
- WATT (1240 khz) Cadillac, Mich.—Granted CP to increase radiator height to 297 ft. Action Feb. 24.
- KVEG (1400 khz) North Las Vegas—Granted (BP781103AL ad mod) to increase antenna power. Action Feb. 8.
- WKIX (850 khz) Raleigh, N.C.—Granted modification of CP (BP-820217AS) to increase day power to 50 kw and install DA-2. Action Feb. 17.
- KBMR (1130 khz) Bismarck, N.D.—Granted MP (BP21160 as mod) to change TL. Action Feb. 24.
- WCGB (1050 khz) Juana Diaz, P.R.—Granted CP to change hours of operation to unlimited by adding night service with 500 w; increase day power to 5 kw and make changes in ant. sys. Action Feb. 17.
- WTBN (560 khz) Brentwood, Tenn.—Granted MP (BP800307AE) to change TL contingent upon grant of BAP-820527ER. Action Feb. 18.

In contest

FCC actions

- FCC granted 1981 license renewal application of WAVY Television Inc., for WAVY-TV Portsmouth, Va., and denied objections by Media Forum of Tidewater and National Black Media Coalition that WAVY had made alleged misrepresentations to FCC and other federal agencies; violated EEO policies and practiced racial discrimination in the staffing, working conditions, scheduling and content of black-oriented programming. Action Feb. 17.

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
Total Radio	9,159	1	0	9,160	565	9,725
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
Total TV	1,068	4	7	1,079	169	1,248
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

■ FCC ALJ Joseph P. Gonzalez granted application of Blucbonnet Broadcasting Co. for new TV (ch. 48) Galveston, Tex., and denied competing applications of The Old Time Religion Hour Inc. and Alden Communications of Texas Inc. Ann. March 2.

■ FCC ALJ Edward J. Kuhlmann granted application of Housatonic Broadcasting Co. Inc. for new commercial TV (ch. 51) Pittsfield, Mass., and denied competing applications of Berkshire Television Inc. and Pittsfield Community Television Association. Ann. March 3.

■ FCC revised its procedural rules to provide that applications for review of hearing designation orders issued by staff under delegated authority will ordinarily be deferred until application for review of final review board decision in case is filed. Action March 3.

■ FCC denied request that it fashion a method to select at random one of seven applicants to establish new FM at Tahoe City, Calif., before generally applicable lottery criteria and procedures are established in current rulemaking. Action March 3.

■ FCC conditionally granted application of WHYY Inc. for renewal of license of noncommercial educational WHYY-TV (ch. 12) Wilmington, Del., and denied objection of Broadcast and Communications Committee of City Council of Wilmington. Action March 3.

■ FCC denied without comment request by Loyola University of the South, New Orleans, licensee of Clear Channel WWL(AM) (870 khz), for review of 1982 order by Chief of Broadcast Bureau designating for comparative hearing two competing applications for adjacent frequency, 880 khz. Action March 3.

■ FCC denied request that it suspend the on-going evidentiary hearing proceeding on applications to establish new FM at Santa Fe, pending outcome of rulemaking to establish lottery criteria and procedures. Action March 3.

■ FCC denied without comment Tennessee Telecorporation Inc.'s application for review of Broadcast Bureau's order designating 12 applications for comparative hearing in Knoxville, Tenn., VHF "drop-in" proceeding. Action March 3.

■ FCC upheld staff approval of settlement agreement among Texas Television Inc., Austin Telecasting Co., Mountain Laurel Broadcasting Inc. and Television Corporation of Central Texas—all applicants for new UHF TV at Austin, Tex. Action March 3.

■ FCC granted Fetzer Broadcasting Co. tax certificate for sale of Wolverine Cablevision Inc., serving Battle Creek, Mich., of which it owns 50%. Action March 3.

■ FCC affirmed the Cable Television Bureau's 1981 action denying request by King Broadcasting Co., licensee of KGW-TV (ch. 8, NBC), Portland, Ore., for waiver of FCC rules to allow it to use county-wide data to establish its status as significantly viewed in Deschutes county, Ore. Action March 3.

Legal activities

- Supreme Court upheld FCC on 1978 renewal of non-commercial KCET-TV Los Angeles, in light of its efforts to meet programming needs of hearing impaired. Supreme Court said FCC was correct in declining "to impose a greater obligation to provide special programming for hearing impaired on a public licensee than on commercial licensee." Ann. March 1.

Cable TV actions

- Suburban Cablevision granted STA for construction and operation of cable service on New Jersey Interconnect. Authorization expires May 18, 1983. Action Feb. 22.

Other

- Video and audio tape recordings of FCC open meetings, FCC tutorials and other FCC open sessions will be available to public only from private contractor, The Prism Corp., on payment of appropriate fees, beginning with oral presentations to be held before FCC March 14. Ann. March 4.

Call letters

Applications

Call	Sought by
	New AM's
KYXE	Tri-Co., Selah, Wash
KRMW	Rifle Broadcast Co., Silt., Colo.
	New FM's
WCJK	Area Youth for Christ Radio, Bath, N.Y.
	New TV's
WJPR	Lynchburg Television Associates Ltd., Lynchburg, Va.
WTJP	Sterling Associates, Ltd., Gadsden, Ala.
	Existing AM's
WQTK	WKZY St. Johns, Mich
WRNX	WEEK Easton, Pa.
WBGB	WHTZ Mt. Dora, Fla.
WRHD	WRCN Riverhead, N.Y.
WOCA	WWKE Ocala, Fla.
KABS	KADL Pine Bluff, Ark.
	Existing FM's
WJYW	WLCF Southport, N.C.
WTJY	WEEE Taylorville, Ill.
WKCA	WGCI Owingsville, Ky.
WTGO	WKBP Cairo, Ga.

Grants

Call	Assigned to
	New AM's
WLPD	Mid-America Broadcasting Co., Mishawaka, Ind.
	New FM's
KEJA	South Dakota State University, Garden City, S.D.
WDCL	Western Kentucky University, Somerset, Ky.
WDNE-FM	Marja Broadcasting Corp., Elkins, W. Va.
WJRO	Jim Johnson Enterprises Inc., Williston, Fla.
WBHA	Louis G. Gregory Baha'i Institute, Hemingway S.C.
WSID	Broadcast Facilities Co., Sidney, N.Y.
WXDU	Duke University, Durham, N.C.
KKBS	Panhandle Communications Inc., Guymon, Okla.

	New TV's
WPAN	Fort Walton Beach Broadcasting Corp., Fort Walton Beach, Fla.
	Existing AM's
WWMG	WBIC New Bern, N.C.
WTOO	WSWW Platteville, Wis.
	Existing FM's
KOBC	KOKL-FM Okmulgee, Okla.
WYKX	WFNN Escanaba, Mich.
WCLZ	WKXA-FM Brunswick, Me.
WMGF	WFMR Milwaukee
WJYF	WWCG La Grange, Ga.
WZEW	WHSP Fairhope, Ala.
KMML	KYTX-FM Amarillo, Tex.
KGKL-FM	KSJT San Angelo, Tex.
KCMG	KBCN Anchorage, Alaska

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RADIO

HELP WANTED MANAGEMENT

General manager wanted for Washington, DC, religious formatted station. Must have good background for both spot and program sales. Base salary, plus liberal bonus arrangement. Send resume to: Edwin Tornberg, POB 8698, Washington, DC 20011. EOE.

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.

Administrative assistant for owner of 6 religious stations. Must be experienced and free to travel. EOE. M/F. Write Box R-54.

General Manager for group owned major Southeast combo. Must have proven track record in sales and bottom line. Send resume and details of success to Box R-93.

General sales manager to manage and sell "Music Of Your Life" station in eastern Wisconsin. Great challenge for experienced salesman/woman to excel in growing broadcasting group. Apply: Mark Heller, WRTR-AM, 1817 Washington Street, Two Rivers, WI 54241. EOE.

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, KTXO, P.O. Box 414, Jefferson City, MO 65102. No calls! EOE

Sales manager for group-owned combo in top 50 market. Must be able to lead & train 7-person staff. Desk sitters need not apply. Strong guarantee plus percentage bonuses plus usual perks. Send resume and successes to Box R-94.

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.

HELP WANTED SALES

Earn enough to own your own station. Spend the next three years selling our new, fantastic co-op reporting system to top radio station executives and your surplus from commissions earned should be enough to put you on top. We need someone with a solid sales background, not afraid of commission selling, able to travel extensively and who is now living in or near Chicago, New York, Atlanta or Los Angeles. Call Bob Manley, 800-858-4366, for details.

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.

Tucson had snow in 1979. We're a new FM needing salespeople with retail/agency backgrounds. Besides ideal climate, KAVV offers super challenge in highly competitive market. 602-889-9797, afternoons. EOE.

Quad Cities (IL-IA), 50,000 watt FM, newly acquired by growing broadcast group. Needs the best sales people. Ground floor opportunity. Excellent growth potential. Good base-commission-benefits package. Hurry, we're just getting started now. All replies strictly confidential. Call/write: Larry R. Rosmilso, GM, 1910 E. Kimberly Road, Davenport, IA 52807. 319-355-5331. 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.

Building a sales staff isn't easy! We want the best and are willing to wait until they contact us, but the sooner the better. We feel we offer the best product (50,000 watt FM in a top 100 Midwest market) and only want the best to represent us! If you think you're the best, or can be, write today. All replies confidential. Send letter and resume to Box R-56.

Experienced, motivated radio salespeople wanted for WRNL/WRXL, Richmond, VA. AM is country, FM is AOR. A Capital Broadcasting Company, Inc., property. Write or call Claire Shaffner, WRNL/WRXL Radio, 7100 Bethlehem Road, Richmond, VA 23228. 804-282-9731.

If you are a hard-working professional who wants the opportunity to make a lot of money in a permanent position with a progressive radio station in southern Wisconsin, send resume and sales record to Box R-74. An Equal Opportunity Employer.

Radio sales representative. WSM AM-FM has an opening for an aggressive, dynamic salesperson with minimum of three years' experience in broadcast sales, and long range goal of a continuing career in the field. Excellent pay and benefits. Qualified persons should send complete resume and salary history to: David Wolf, Employment Supervisor, Opryland USA, Nashville, TN 37214. EOE, M/F/H.

Radio programming and research consulting firm in southern California needs experienced salesperson. Comfort in dealing on a management level and willingness to travel a necessity. Send complete resume with references to Box R-81. All handled in strict confidence.

Radio salespersons for expanding station. College degree in marketing or business or experience in radio or direct sales. Commissions versus draw to start. Car required. Send resume to WMMW Radio, 21 Colony Street, Meriden, CT 06450.

If the quality of life is more important to you than the size of the market, consider the following: (1) our salespeople will average \$35,000 this year. (2) we have no "house accounts". (3) recent facility changes have increased coverage 105%. (4) Rated No. 1 12+ every year since 1974 and the margin widens. (5) WGYL is located on Florida's treasure coast, in a community of 50,000 and serves a market of 125,000. Vero Beach is home of Indian River citrus, winter home of the Los Angeles Dodgers, summer home of the New Orleans Saints. If you can sell a quality product at a fair and published rate, have previous successful sales experience and would like to work in a stable environment, don't miss this opportunity. Send your complete resume, including salary history, to: General Manager, WGYL Radio, 1500 20th Street, Vero Beach, FL 32960.

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.

New England. \$300 draw against 20% plus \$50 car expense. News/talk format. 100,000+ market. Don't consider unless you have guts for tough competitive situation. Box R-97.

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.

HELP WANTED ANNOUNCERS

Jackson Hole, Wyoming. KSGT AM, with an upbeat MOR, country and oldies format, is now accepting tapes and resumes for a combination music director and drive time air shift. Also, news director for another station. Only career-minded, sincere & dedicated individuals with two years' experience will be considered! Send all tapes, complete resumes and salary history to Harry L. Dyer, KSGT, P.O. Box 100, Jackson, WY 83001. EOE.

Great opportunity for right person at KX-94, high powered central New York FM. Experience required in air and production work. Copywriting desirable. Rush resume and tape to General Manager, KX-94, 14 South Broad Street, Norwich, NY 13815. EOE.

WGUL, a MOYL station, has immediate opening for experienced professional to do air shift, production and remotes. Applicants should be creative, promotion-oriented, and have an appreciation for community involvement and public service. Salary commensurate with experience. Send tape and resume to: General Manager, WGUL, 7212 US Highway 19, New Port Richey, FL 33552. Equal Opportunity Employer.

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: Alar 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/KKL, 3900 Seward Highway, Anchorage, AK 99503. EOE.

AM drive. Number 1 station. Top 25 market. Long time ratings dominance in time slot. Current morning man retiring. Good salary. Excellent benefits. Stable company. Terrific city, outstanding facilities. Adult contemporary format. We seek someone to be part of our station and community on long term basis. Send resume and references only to Box R-50.

High power university-owned public station need 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 24,070-1 East Tennessee State University, Johnson City, TN 37614. Affirmative action, EEO, M/F.

Broadcaster with 2-3 years' experience to do morning drive in Midwestern market of 100,000. Must have good commercial production abilities. Automation experience a plus, but not necessary. Resume to Box R-80.

Want to work for the best? Send tape to southern Indiana's leading contemporary station: WRTB, Box 2000, Vincennes, IN 47591.

Love real radio? Good voice, air shift, interview 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 54 Frankfort, IN 46041. Equal opportunity employer.

Experienced morning man for number 1 AC. Good production voice. Send tape, resume, salary requirements to C. Carson, WMAN, Box 8, Mansfield, CT 44901.

HELP WANTED TECHNICAL

Experienced engineer. Must know FCC regs, A 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 West states preferred. Call Jack Chapman, 505-863-444 Gallup, NM. EOE.

Chief engineer. 50,000 W AM in San Antonio, Texas. New construction of transmitter and studio facilities. Engineer must have experience with directional antenna systems, RF and studio maintenance and steps of the art audio processing. Send resume: Inner C Broadcasting, Director of Engineering, 801 Seco Avenue, New York, NY 10017. An equal opportunity employer.

Chief engineer, AM, FM, STL, experience necessary. Expanding Midwest company. Pat Demaree 501-521-5566. EOE.

HELP WANTED TECHNICAL CONTINUED

An aggressive broadcaster is looking for an exceptional engineer. This person should be interested in getting in on the ground floor of a growing company. Contract engineering for other stations, telephone installation, two-way sales and service are just a few of the things involved. This job is for chief engineer. Compensation will include a base salary and a percentage of the operating profit from the engineering companies. Although starting wage is minimal, a good manager-engineer for this division can potentially do very well. If interested, please call 800-826-4010.

AM/FM combination in southwest New Mexico seeks qualified engineer. State of the art satellite automation. Excellent opportunity with expanding company. First class or general class license required. Resume to Tim Higgins, U.S. Hwy. 180 E., Silver City, NM 88061. 505-388-1959. EOE.

Engineer/technician: minimum 2 to 3 years' broadcast experience. AM-DA, FM automation requires FCC 1st or general class license with hands-on ability. Mid-South location. Send resume to Box R-91.

HELP WANTED NEWS

All-news KING/Seattle seeks experienced anchors and reporters. On-air talent, writing ability, teamwork, and experience are essential. Tapes, resumes, and writing samples to John Erickson, News Director, NewsKING 1090, PO Box 24525, Seattle, WA 98124. No calls, please. An equal opportunity employer.

Want to build your own news department? Needed: A self-starter with a fast-paced delivery for a small market Great Lakes area station. EOE. Write Box R-55.

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: WIL0, 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.

News-oriented operation seeking one professional to complete staff. Experience, strong voice and positive work ethic a must. Salary negotiable. Good benefits. Tape and resume to: WKTY News, Box 1148, La Crosse, WI 54601.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Air personality/program director for suburban New York City station. Must have strong news and information background and warm, personable air style. An equal opportunity employer. Resume to Box R-100.

SITUATIONS WANTED MANAGEMENT

Sales-oriented General Manager with over twenty years' experience. Six of my former employees are now managing successful stations—need I say more? Manager, 241 Tewksbury Road, Fairless Hills, PA 9030.

Manager, sales manager, salesman, programming, engineering. I've done it all. Mid-30's, let's talk. Write Box R-6.

Results-oriented General Manager. Aggressive, ambitious, greedy. Highly organized and disciplined to achieve profits. 19 years in management all markets M/FM. Effective management skills and creative strategies for developing maximum sales. If you are an aggressive owner looking for quality and a consistent inner, write Box R-36.

I know small markets. Competent, dependable, trustworthy, experienced broadcaster seeks GM position. Replies confidential. Write Box R-10.

Sink or swim. If your station is floundering in a crisis, can't keep its head above water, or is even going down for the third time, this experienced GM can save it. Impeccable credentials; superlative record of performance. Box R-69.

Working manager available to supervise complete radio operation, produce my own personal daily sales, and also do award-winning, on-air, two-hour show. 20 years experience. Interested in possible future part-ownership. Write Box R-70.

Station manager available now for your small/medium market station. Experienced all departments. Will make you money and friends. Write Box R-73.

General manager with background in sales and operations of AM, FM, RCC and SCA looking for new challenge in medium or major market. Currently employed as GM at successful operation in Midwest. Box R-76.

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.

I want to manage! Over 20 years in small markets; last 8 in sales. Interested in Colorado, Illinois, Iowa, Kansas, Minnesota, Nebraska, Oklahoma, Pennsylvania. Available for interviews during vacation. Let's get the preliminary details over! Write Box R-92.

Pro. 20 years' experience. Currently employed as operations and sales manager. Billing 16 M per month. Can do play by play, football and basketball. Personal earnings in '82 23M. Interested in manager or operations and sales manager position. Prefer South or Southeast. Will consider and answer all replies. If interested, let's talk. Write Box R-102.

Major market national sales rep seeks entry into station sales management. 5 years' experience includes heavy retail with strong consultant sell. Excellent motivator, innovator, trainer. Box R-104.

SITUATIONS WANTED SALES

Sales manager with large market experience, both agency and retail, seeks to relocate in South. Proven track record in sales and staff development. Reply Box R-9.

Successful, stable! Versatile, mature GM with great record needs new challenge in general or sales management. Bottom line—community oriented! Florida preferred—all considered. Write Box R-84.

SITUATIONS WANTED ANNOUNCERS

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.

Professional attitude and sound. Bill Whetzel, N104 W16269 Donges Bay Road, Germantown, WI 53022 414-255-3659.

Staff announcer/former public affairs director seeking full-time AC or top 40 position. Young, will relocate. For tape and resume, contact Paul, 203-744-7749.

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.

Mature pro ready to go. Northeast or Northwest, any size. Strong, warm, humorous, character, with 25 years of very successful major market radio-TV experience. Willing to operate, organize, teach, or promote within format guidelines of big band—nostalgia. Was/am: Band leader-musician, music, program, promotion director; DJ, daily TV variety, TV weatherman. Buddy Webber, 15 Kathy Ann Dr., Narragansett, RI 02882.

Degreed, FCC licensed, broadcast school graduate, seeks initial on-air position at community involved AC, AR, or MOR station. Production and writing skills. Call Patrick, 916-332-4014.

Currently working M.B.A. sportscaster wishes to move to medium market. Does it all right now. Writes, produces, announces, PBP talk. Let me put my ambition/talent to work for you. Available March 18, willing to relocate. Write Box R-39.

DJ available now. College trained—1 yr. experience small market. Any format—tape & resume available. Call Mike, 918-434-6339.

Available now! To be your new evening—overnight announcer. Ohio/adjoining state; Arizona, Alaska, Doug, 419-387-7761.

I love production! Impersonations and funny spots a specialty. Experienced and versatile. Al Doyle, 312-887-9529, late evenings and weekends.

Male announcer, experienced in NY metropolitan area, looking for weekends on Long Island station. Chris Dowhie, 212-580-2800.

Attributes Galore! Stock up now! Hungry to work hard. Call before the competition does. 201-773-3492.

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.

Experienced pro, first, most music formats, sales. Seeks small market home. Cantoni, 132 W. Broadway, No. 640, San Diego, CA 92101. 619-234-0141/ext. 640.

Man with 15 months behind the scenes work in radio is looking for work as a DJ in the Hartford area. Central Connecticut area or western Massachusetts area. Will take part time work. If interested write John A Peretti, Jr., 147 Dewey Ave., Newington, CT 06111, or call 203-666-2147.

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.

Great air talent. 6 years' experience. Currently unemployed in Phoenix. Will move fast for right bucks. Andy Sanders, 602-899-7010.

Sportscaster/sales—after 2 years in southern Colorado market, I'm ready to move up. PBP experience in football, basketball, baseball, sportscast. Currently carrying full account list—specializing in sale of sports programs, and do some of my production. Have also been news/public affairs director, as well as DJ. Call Neal, 303-589-4579, evenings. Tape, resume, references, sales records and interview available upon request.

Personality A/C, AOR, C&W announcer, great chops, 15 years' experience (10 in S.F.). Seeks medium or major market. 415-457-4298.

Talented, versatile, trained communicator, very ambitious. Willing to relocate. Sunbelt preferred. AOR/News, good pipes and personality. Let's talk. Dave, 312-749-7321.

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.

Wake'em up smiling! Experienced morning man. Great voice, innovative, humorous, community minded with interview and phone skills. 216-732-8383.

SITUATIONS WANTED TECHNICAL

Chief engineer, non-automated stations only, AM, FM, all power levels. Prefer Sunbelt region. Resume on request. Box 991, Marion, IN 46952.

SITUATIONS WANTED TECHNICAL CONTINUED

Aggressive engineer, with an ear for quality. Five years' experience in AM/FM, DA's, proofs, automation, and construction. Medium-large market preferred. Steve Boucher, 915-833-0091.

Engineering-entrance level, broadcasting school graduate. FCC 1st, relocate anywhere. Lonnie Dockter, 1409 S. Colfman St., Longmont, CO 80501. 303-776-3801.

SITUATIONS WANTED NEWS

Just getting started. News reporting position wanted; will do sports. Have experience with medium market FM station. Will relocate. Write: Mike Carl, 3021 E. 10th, Apt. C, Tulsa, OK 74104; or call 918-599-8167.

Talk show host—college grad, with expertise in sports and politics, seeks first position. Call Steve, 212-336-6835.

Sportscaster—9 yrs' exp. Includes NCAA network baseball PBP. Let's talk. Dan, 316-231-6205.

Aggressive reporter/anchor seeks to bring his experience to Eastern market. AM/PM drive, quality voice and excellent writing skills. Call William Prasad, 215-259-7671.

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.

Starving salesman wants back into news. 5½ years' medium market news experience. Good voice. Clear writing. Write Box R-61.

MBA telecommunications/marketing, experienced as assignment editor, newscaster, asst. public affairs director. Seeks position in news, public affairs, promotions. Willing to relocate. 619-272-2679.

Sports director. Sixteen years' experience. Award winner. Professional baseball, college football, basketball, CBA. Excellent skills. Hard worker. Write Box R-85.

Sportscaster looking for first break. Baseball play-by-play is my forte. Contact Ken Scott, 1413 169th Street, Hammond, IN 46324. Tape available.

Energetic news pro—six years' experience, currently anchor-reporter for the Tennessee Radio Network, seeks move to medium or major market. Call Mark McNulty, 615-327-4033.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Ahoy all eastern medium market stations! Looking for a first rate production person who can turn out dazzling spots with ease? I'm the answer to your prayers. Funny, fast-paced, original, creative. Highly innovative and a dedicated worker. Accomplished copy writer and midday jock as well. For tape and resume, write Box P-151.

Five years same company, moving up. Strong sports marketing and play by play, including hockey, football and basketball. Sales and management as well. Reply Box R-24.

Music programmer. Successful veteran. Light adult contemporary or MOR/big band blend, 30 plus audience. Live format. Save syndication fees. Medium markets. Ron, 602-836-5414, early mornings.

TELEVISION

HELP WANTED MANAGEMENT

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 5th, 1983.

Station manager with proven sales and administrative ability for station in growing Texas city. EOE. Box R-20.

Local/regional sales manager for new independent in 43 ADI. Candidate should be people-oriented, strong in leadership, successful local sales experience and ready for a new challenge. Excellent salary, benefits and growth opportunity with an excellent company. EOE. Send resume and sales history to: General Sales Manager, WVAH-TV, 23 Broadcast Plaza, Hurricane, WV 25526.

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 Prociase, WTSG-TV, Box 4050, Albany, GA 31706, with experience and financial requirements.

Network affiliate in top 25 market is looking for an experienced local television salesman. Television experience is necessary. Corinthian Broadcasting, excellent benefits. Equal opportunity employer, M/F. Send resume to Bruce Rakow, P.O. Box 10, Sacramento, CA 95801.

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.

Bright, aggressive, success-oriented account executive needed for dynamic Maine television station. Sales training and experience preferred, but not essential. Outstanding compensation based on performance. Grow with us! Send resume to: Sales Manager, P.O. Box 1101, Bangor, ME 04401. EOE.

Account executive 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 Local Sales Manager, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. A Media General station—EOE/MF.

HELP WANTED TECHNICAL

Digital design/maintenance engineer. Major post production facility, located in Florida, with the latest in digital equipment, has opening for experienced television engineer with heavy digital background for a combination design and maintenance position. Salary open. Contact Michael Orsburn, Director of Engineering, 305-920-0800.

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, PO 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.

Assistant director of engineering for public TV station in Akron and Youngstown, Ohio, markets. Must have FCC first or general class license and minimum of five years' experience in TV broadcasting, with emphasis on transmitter and telecine supervision and maintenance. Competitive salary, including extraordinary benefits. Send resume by April 13, 1983, to John Cervone, Channels 45/49, Kent, OH 44240. An affirmative action/equal opportunity 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.

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.

Assistant chief engineer—solid maintenance experience necessary with Harris UHF transmitters, RCA tape and studio gear along with Grass Valley switchers. Person should have supervisory capability. Send resumes to: Harold Johnson, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216.

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.

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.

HELP WANTED NEWS

WFTV needs an experienced ENG cameraperson, editor. If you can meet the pressure of daily deadlines in a competitive market, send your resume and samples of your work to: Bob Jordan, WFTV, Box 999 Orlando, FL 32802. WFTV is an equal opportunity employer.

Producer for investigative team in major NE market. Must be excellent journalist, issue-oriented, with ability to maximize the medium. Track record in self motivated investigative work necessary. Resume to Box R-19. EOE.

News reporter. Minimum three years' experience. Send resume and audition tape to News Director, Box 4, Nashville, TN 37202.

Anchor, reporter/anchors. weather: medium market is looking for an anchor with 3 years' experience. A weekend anchor with 1 year, and weather talent with 1 year. Send resume, salary history, and references to Box R-33. EEO.

News photographer. Minimum three years' experience. Send resume and audition tape to News Director, Box 4, Nashville, TN 37202.

Photographer with at least two years' experience and college degree. Must have ability to edit. Send resume and tape to WJTV, Laurence West, P.O. Box 8887, Jackson, MS 39204. EOE.

Strong station in sunny Southwestern medium market seeks anchor to complement current main anchor. Applicant must have 1-2 years' TV news background, with some anchor experience. No beginner. Anxious to fill position. Rush tape and resume to "Anchor", P.O. Box 35331, Albuquerque, NM 87176-5331, EOE.

Weekday 6 & 11 PM anchor. We have hired a man for our new anchor team. The search continues for co-anchor. Opportunity to join an aggressive, medium market news team. ABC affiliated station is part of growing communications company. Florida-style living with salary and fringe benefits above average. No beginners, and previous applicants need not re-apply. Successful applicant must be a good writer and excellent communicator willing to make a long-term commitment. No phone calls. Tape and resume immediately to Tom Sanders, News Director, WTLV, P.O. Box TV-12, Jacksonville, FL 32231. EOE.

HELP WANTED NEWS CONTINUED

Executive news producer, for 6 PM and to supervise 11 PM; responsibility for special programs, scripts, graphics and overall look. Contact Tom Bigler, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773.

Co-anchor for M-F 6 PM & 11 PM newscast; group owned CBS affiliate. Top-rated news operation; must have producing experience. EOE. M/F. Send tape & resume to: Gary R. Bolton, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408.

News producer. We need someone who's creative, can write well, can take charge without making enemies, and can assemble one, perhaps two, newscasts a day. We're No. 1 in our market and intend to stay there. Medium market. S300-375. Resume to Box R-82

Broadcast Consultants continues its search for quality news, weather and sports people to present to top major & medium market client stations. Tape/resume to: Bruce Williams, Broadcast Consultants, Box 60, W. Hartford, CT 06107. No fee!

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.

Weekend sports anchor/sports reporter. WJXT, the Post-Newsweek station in Jacksonville, Florida, is looking for a sportscaster who is strong both at the anchor desk and in the field. The position involves anchoring our weekend sportscasts and reporting sports during the week. Applicants should have previous commercial broadcast experience. College degree preferred. Please send tape, resume, references and salary requirements to Rick Gevers, Executive News Producer, WJXT-TV, P.O. Box 5270, Jacksonville, FL 32207. EOE. M/F.

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.

Primo people, Inc. News directors, anchors, reporters, weathercasters, sportscasters and producers are now invited to send video tapes to nationwide talent specialists. All markets. No fees to talent. Immediate openings. Attention general managers: We may already have your next news star. Contact: Steve Porricelli, Primo Newservice, Inc., 182 Sound Beach Ave., Old Greenwich, CT 06879. 203-637-3653.

Anchor-producer—reporter for early morning television newscast. Experience in TV news required. Send resume and tape to: James Smith, News Director, WPLC-TV, P.O. Box 1488, Lake Charles, LA 70602.

We're looking for an imaginative and innovative news professional to take over as News Director. Versatility and people skills highly regarded, along with 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.

East Coast, Top 20 market, network affiliate, VHF television station, seeks sports anchor for weeknight evening newscast. Applicants must possess a college diploma and minimum of four (4) years' TV-sports anchor experience (at least 2 years in a major TV market) including news gathering, writing, and editing, strong participating sports background (college level higher) and proven community appeal and success in a major TV market also required. Salary range \$10,000 plus, depending upon experience and qualifications. Resumes only should be submitted to Box R-108.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Production manager—fast-growing television station in Sunbelt is seeking a production manager. Responsibilities include coordination and management of all station production. News and commercial production experience required. Send resume and salary requirements to Box P-129. EOE.

Producer/cinematographer/editor. Pacific Northwest TV station is seeking a person with proven experience in producing complete segments for a talk/magazine format. Must be a skilled cinematographer/editor. Send tapes and resumes to Kathleen M. Hughes, Personnel Director, King Broadcasting Company, P.O. Box 24525, Seattle, WA 98124. EEO/MFH.

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.

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.

Show producer—we need an experienced self-starter with endless energy and fresh ideas to lead a staff of 20. This Hour Magazine-like show includes studio interviews and demonstrations and field packages produced by two full field crews. This daily afternoon hour is No. 1 with its 18-49 target and needs that gunner who loves a real creative challenge, long hours and hard work. At least two years' related experience absolutely required. Please send resumes only to: Steve Edelman, Executive Producer, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. An equal opportunity employer, M/F.

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.

Producer/director position, Alabama Public Television production center. Starting salary: \$14,000. Applicant must have one year or more experience in producing and directing television programs for daily or weekly broadcast. Additional qualifications include a strong theatrical background in either stage direction or acting, a demonstrated ability to read musical scores, writing skills sufficient to assist in development of program proposals, BS or BA in related field or equivalent work training experience. All applicants must provide references to document their capability to work successfully as part of a producer/director team. Send resumes to: Auburn Television, Auburn University, AL 36849. An equal opportunity employer.

West coast affiliate, top 50, seeks co-host, to join current male co-host, for morning live talk show. Interview, research and news reading skills a must. Commercial work potential. Send resumes and audition tapes to: Program Director, PO Box 85152, MB 200, San Diego, CA 92138. EOE.

Executive producer. America's finest city, San Diego, California, is seeking a qualified executive producer to work with parent company in public affairs production. Only fully qualified and experienced producer apply. KUSI-TV, 619-571-5151. An EOE.

On-air promotion supervisor/broadcasting. Minimum 3 years' experience in TV promotion production at commercial station in top 20 market. Strong news and movie promotion production experience essential. Skills required: organization, copywriting, TV production, and project supervision. Send resume, video cassette and salary requirements to: Box 1111, GCS, NYC 10163. An EEO employer.

Producer/host. Must have sharp interview skills, slick production techniques, and a desire to work hard in a major market public affairs department. News and community relations experience helpful. Well-organized, creative knowledgeable people only. Please send video tape and resume only to Michael Cascio, Director of Public Affairs, WPVI-TV, 4100 City Line Avenue, Philadelphia, PA 19131. An equal opportunity employer.

Production manager. We are a midwest market seeking a motivated person with five years' production experience. Must have outstanding directing and people skills. State-of-the-art broadcast/production facility; young, aggressive staff. Send resume to: Tom O. Mikkelsen, Director of Operations and Engineering, WOAD-TV, 3003 Park 16th St., Moline, IL. 61265. Equal opportunity employer.

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 and talent for new show: we're creating a new show about how to make it in today's economy and need the following: Hostess/(host): a believable woman (man) with compelling style, warmth and savvy about shopping, or even better, consumerism. Field hostess/(host): same as above with added ability to field produce her (his) own 3-4 minute packages. Producer: we need self-starting dynamo with plenty of energy and ideas who's willing to work long hours and eager to accept the creative challenges of a new show of this kind. Really caring about these issues is a must. Must know studio production for talk and demonstrations and how to supervise production of field packages. Videograph/editor: a real pro with experience in shooting and editing 3-4 minute packages with speed and style. Please send resumes only to: Steve Edelman, Executive Producer, KSTP-TV, 3415 University Ave. Mpls., MN 55414. Talent only, please send tape with resume. An equal opportunity employer.

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, WSZA Television 3, P.O. Box 2115, Huntington, WV 25721. FFO 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.

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.

Experienced programmer, presently employed, seeks program director position with medium market station. Knowledgeable in all phases of station operations in affiliates and independents. Box R-59.

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.

General manager/General Sales Manager. 23 years' management experience including GSM at WUAB, Cleveland and WFLD, Chicago. Organized and aggressive. Can turn your station around. Write Bruno Sardi, 381 Canterbury Road, Bay Village, OH 44140.

Female Ivy League MBA 1984 with news reporting and producing experience at top-50 CBS-affiliate. Understanding of business and creative sides of broadcasting. Seeks summer position in programming, news, strategic planning, marketing. Outstanding resume. Box R-103.

SITUATIONS WANTED ANNOUNCERS

Current radio-working M.B.A. sportscaster looking for small market television position. Willing to relocate, excellent PBP reporting, sportscasting. Available March 18. This video sleeper has the talent you need. Let's talk! Write Box R-40.

SITUATIONS WANTED TECHNICAL

Technician, prefer Chicago area Christian broadcasting, will consider other. Experience includes: cameraman, studio technician, radio announcer, chief engineer-radio and TV, MCR installation, and more. Call 815-459-2911 and ask for Bob.

SITUATIONS WANTED TECHNICAL CONTINUED

Chief engineer just completed construction on new top three market UHF. Also years of AM & FM, top five markets. Looking for Northeast/New England position, small or medium market acceptable. Box R-12.

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

News Director seeks challenge of medium or large market reporting. AP/UPI award winning dedicated journalist, not a news reader. BA in broadcast journalism. Want out from behind desk to do what I do best: report. Call Scott, 517-356-0180.

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.

Tight budget, but you still need another staffer? Young, sharp reporter, willing to deal, can make your shop complete. Have tape, will travel. Call Frank, 402-474-2574.

Baltimore radio weathercaster seeks switch to television. Accredited with American Meteorological Society and Washington, DC, chapter. Any size market considered. Jay, 301-484-8615. 6601 Arleigh Road, Baltimore, MD 21209.

Sports anchor/reporter—anywhere. Degree. TV and radio experience. Award winner. Know value of local coverage. Great potential. 703-433-2093.

Entertainment-film critic/host seeking challenging position. M.A., 15 years' TV experience. University teaching background. Magazine/talk slots considered. Have gal for possible duo. Dennis, 614-474-5243.

Meteorologist seeking weather-only, weekday position in medium market, preferably Southeast. Experienced small, major markets. Write Box R-101.

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.

Program assistant with management potential. MBA, with 16 months production experience, seeks entry level position in programing-production. 17845 SW Johnson, Aloha, OR 97006.

Radio-television-film graduate seeks entry-level production or 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.

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 INSTRUCTION

Broadcasting—tenure-track position beginning Fall, 1983, to teach in areas of television producing-directing, electronic field production, post production editing, and possibly other areas of expertise. Master's degree required in related area, with full-time college/university teaching experience and substantial professional experience. Rank and salary dependent upon qualifications and experience. Send letter of application, resume or vita, and three letters of recommendation to Broadcasting Search Committee, Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. An affirmative action/equal opportunity employer.

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.

Associate professor and director, radio-TV division. To teach management and economics, foreign and international, programming and criticism, or new technologies. Ph.D. required, plus experience in teaching, and research or production. Academic year, tenure-track appointment (summer teaching often available), beginning September, 1983. Send letter of application, resume and names of references to: Lloyd S. Bowling, Chairman, Department of Speech and Drama, George Washington University, Washington, DC 20052. The University is an equal opportunity employer.

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.

Telecommunications/film. Assistant professor to teach beginning and advanced undergraduate courses in radio-television-film production, writing, criticism, history, and aesthetics. Opportunities for special topics and new courses at graduate level in near future. Requires a Ph.D. in telecommunications and film (or closely related field); evidence of ability and commitment to scholarship and/or creative presentations; and teaching experience. Salary commensurate with qualifications and experience. To be considered for the position, a standard application may be obtained from and must be returned by March 30, 1983, to: Eastern Michigan University, Personnel Office, 310 B. King Hall, Ypsilanti, MI 48197. 313-487-3430. Affirmative action/equal opportunity employer and educational institution.

Telecommunication—assistant professor (academic year, full-time, tenure system appointment). Major teaching responsibility at undergraduate and graduate levels in one or more of the following areas of telecommunications: policy, history, programming, economics, technology, marketing. Research, publication and public service expected. Ph.D. with evidence of effective teaching capability in large and small classes. Academic training and research background in one or more of the areas of specialization. Position available September 1, 1983. Send application materials by May 1, 1983, to Chairperson, Faculty Search Committee, Michigan State University, 409 Communication Arts & Sciences Bldg., East Lansing, MI 48824-1212. MSU is an affirmative action/equal opportunity institution.

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.

Need—3 used mono carousels and 5 or 10 kw FM transmitter, good condition. 809-782-1063.

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.

Wanted to buy: Complete broadcast software, Aff general ledger, payroll system for the Wang 2200 Write Box R-32.

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 model: new and old. Unbelievably low prices! Bill Kitchen Quality Media Corporation, 404-324-1271.

Color Cameras. Clearance on Norelco PC-70, RC/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 kv translator, RCA TTU-1B. Several other available. Bill Kitchen, Quality Media Corporation, 404-324-1271

Remote cruiser for lease or sale—beautiful 40 f 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, or believable low price. Bill Kitchen, Quality Media Corporation, 404-324-1271.

New TV Startups—Let us show you how to save 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 high 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.

Complete rack mounted 7 meter Scientific-Atlanta Satellite Receiving system. Comprised of one 8010 dish, two 6602 receivers, one 8840 antenna positic controller, one 8240 deicing subsystem, one 87E LNA power supply, and one 7630 LNA protective switch. Price—\$42,000. Please call Operations Manager at Golden West Broadcasters for further information. 214-988-3005.

1 KW AM transmitters: RCA BTA-1R, Gates BC-11 Both 1965, exc. cond. M. Cooper, 215-379-6585.

Sony BVH-500, AC, 2 batteries, HT-500, Calzor shipping case. TK 76A-10 X 1 Cannon lens, rear zoom pistol grip, power supply, B case. Call Walter Ed 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 n own company. Call Ray LaRue, 813-685-2938.

Gates 5 KW FM transmitter, with Wilkins stereo encoder. Call 213-475-8525.

COMEDY

Free Sample of radio's most popular humor service (Request on station letter head). O'Liners, 1237 A macost, 6C, Los Angeles, CA 90025.

MISCELLANEOUS

Options—professional service will secure your conditions for antenna sites as FCC requires. Call 202-338-0976 or 202-965-7067.

CONSULTANTS

Newscasters/announcers—get results! Our professionals carefully critique your tape and rework your resume so that you'll get the most out of the talent you have. Send cassette, current resume, and \$25 check or M.O. to: Radio Directives, Box 395, Whitestone, NY 11357.

RADIO

**Help Wanted Programing,
Production, Others**

ASSISTANT P.D.

**FOR ONE OF THE NATION'S LEADING
FULL-SERVICE A/C STATIONS.**

We're looking for a mature, hard-working, detail-oriented team player to join us. Major or medium market full-service and/or personality experience is necessary. State-of-the-art computer and research experience would be very helpful. This is a crucial position in our organization. Good judgment and strong people skills are a must. Applicants should have a strong desire to eventually become a Taft Program Director. Send your presentation to:

JACK FITZGERALD
PROGRAM DIRECTOR
WTVN RADIO
42 East Gay Street
Columbus, OH 43215. EOE.

MIDDAY TALK HOST

Major radio facility in medium Midwest market is moving to midday conversation. Station desires to receive tapes and resumes from individuals who are knowledgeable, reliable and wish to fully involve themselves in an informative, provocative and entertaining midday talk presentation. Talk experience not mandatory; however, good production and writing a plus. Materials held in confidence. Write:

Talk Show
2700 Pine View Lane
Minneapolis, MN 55441

NO SNOW!

Killer combo in Sunbelt wants a creative...no, a **very gifted** and creative copywriter/producer to join our team. The successful candidate knows the tricks to unleash the medium of the imagination to sell ideas and products. If you want to work for the best, send your best scripts, tapes and resumes to: No Snow, P.O. Box 171141, Arlington, TX 76017. AA/EOE.

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International**

300 North Zeeb Road, Dept. PR., Ann Arbor, MI 48106

TELEVISION

Help Wanted Management

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

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.

TELEVISION STATION CONTROLLER/ BUSINESS MANAGER

Southeast network affiliate in small high-growth market needs individual with broadcast financial experience to head business department and join dynamic management team. Responsibilities include accounting, billing, collections, financial planning and analysis, and personnel administration. Starting salary in low twenties. EOE. M/F. Please send resume and salary requirements to Box R-89.

Help Wanted Technical

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

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.

FOCUS YOUR TALENTS AT CBS/FOX VIDEO

CBS/FOX VIDEO, the driving force behind the fast-growing video software and home entertainment industry, has immediate and rewarding career opportunities for the following professionals:

Chief Engineer • Studio Engineers

As **Chief Engineer**, you'll report to the Vice President of Production Operations and be responsible for managing a full service studio operation. Specific duties include supervising a staff of Studio Engineers, maintaining superior quality control, procuring maintenance parts and keeping management informed on state-of-the-art production and post production equipment developments. Extensive broadcast video equipment maintenance experience (5-10 years' experience preferred) and a minimum of an Associate's degree are preferred.

Studio Engineers will work in a production house environment installing and maintaining video and audio equipment, including 1" and 2" video tape machines, digital video effects, cameras and computer tape editing equipment. You should possess thorough knowledge of digital electronics; the ability to troubleshoot to components level on state-of-the-art production and post production equipment is essential. A related degree with 2-3 years' experience preferred.

Mastering Coordinator

Reporting to the Studio Director, your major responsibilities include coordinating the access of film and tape mastering elements; preparing pre-production cost estimates for marketing's analysis and approval; scheduling in-house and outside film transfer work; processing documentation for disc dub-masters and approving disc manufacturing technical evaluations. You must have 3 years' experience with telecine operations and strong business communication skills.

Each position offers a truly unique opportunity to join a dynamic, fast-growing organization that provides significant challenges, career growth and liberal compensation.

For more information and immediate consideration, please submit your resume and salary requirements in confidence to:

Mr. D. Docherty, Personnel Manager

CBS/FOX VIDEO

23705 Industrial Park Drive • Farmington Hills, MI 48024
(313) 471-6055

Equal Opportunity Employer M/F/H/V



BROADCAST ENGINEERS

We're a major VHF independent television station located in Los Angeles offering prime opportunity to TV maintenance specialists in the following positions:

TV Maintenance Construction & Operations

This position requires a minimum of 5 yrs. experience in construction and operations. Candidates must be willing to work nights & weekends. Digital and computer experience is a major plus.

ENG Maintenance Construction & Operations

Candidates must possess 5 yrs. experience in TV maintenance operations along with 3 yrs. in ENG Maintenance construction and operations that includes microwave and live-news pickups. Must be willing to work nights and weekends.

To investigate the superior salary and benefits program we offer in a progressive, team-spirited environment, please forward your resume to:

Chief Engineer—TV
P.O. Box 1856
L.A., CA 90028

EOE, M/F/H/V

TECHNICIAN (AUDIO VISUAL)

Major broadcast organization seeks competent technician capable of designing & maintaining electronic equipment. Electrical engineering degree or equivalent technical experience required. Send resume stating education, experience & salary history to:

Box BM 1069
810 7th Ave.
NYC 10019

An EOE, M/F

For Fast Action Use
BROADCASTING'S
Classified Advertising

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IS AVAILABLE
IN MICROFORM**

**University Microfilms
International**

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

Help Wanted Technical Continued

ASSISTANT MAINTENANCE SUPERVISOR

If you're a maintenance pro ready for a career move to a major market here's your opportunity...

As a major Los Angeles television station, and teleproduction facility, we need a "hands-on" Maintenance Engineer who has the desire and ability to assume supervisory responsibilities. This union position demands an individual with a strong background in installation and maintenance of studio television equipment. A minimum of 3 years experience and a FCC First or General Class license. Previous supervisory experience is preferred with project planning experience a plus.

We offer an excellent salary and benefit package which includes health, major medical, dental and life insurance. For prompt confidential consideration, please send resume or call (213) 851-1000, Ext. 317

Sharon Wysinger
Personnel Administrator
KCOP — TV
915 N. La Brea
Los Angeles, CA 90038

Equal Opportunity Employer M/F
Your station for Opportunity

KCOP



Help Wanted News

WEEKEND ANCHOR/REPORTER

Group owned station seeks experienced anchor for top-rated weekend news shows. Equipped with live and full ENG. Salary negotiable, excellent benefits. Send tape and resume to News Director, WFIE-TV, PO. Box 1414, Evansville, IN 47701. EOE.

Help Wanted Programing, Production, Others

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.

Help Wanted Programing, Production, Others Continued



WTTG Metromedia 5 is launching the first prime time PM Magazine in the Nation's Capital.

We are seeking an enthusiastic and creative staff of co-hosts/writers, producer, field producers, videographers and editors. We prefer people who have worked on a similar program, but this is not mandatory.

If you are a conceptual, quality-minded professional with a positive attitude, this is your opportunity to help develop a successful prime time production and join the No. 1 station in Washington.

Send tape and resume to:
Personnel Director, WTTG, Metro-
media Inc., 5151 Wisconsin Ave., N.W.,
Washington, D.C. 20016.

An Equal Opportunity Employer.



WTTG
Metromedia
Washington, D.C.

SENIOR PRODUCER

Programing department of national cable network. Extensive experience in all phases of video production. Experience at the level of senior producer, coordinating producer, or executive producer, and thorough knowledge of television budgeting. Managerial experience required. College graduate. Send resume to **USA CABLE NETWORK**, PO. Box 403, Glen Rock, NJ 07452. An equal opportunity employer.

**For Fast Action Use
BROADCASTING's
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Help Wanted Programing, Production, Others Continued

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 PROGRAMING

Rocky Mountain public TV station, KUED seeks a person responsible for program selection and scheduling, audience research and supervision of programing staff. B.A. degree in broadcasting or related field or equivalent education and experience required. Five years' management or supervisory experience (preferably in public TV programing), a working knowledge of FCC rules, PBS guidelines and copyright laws required. Salary negotiable, depending upon experience. Application and two copies of resume and references to: Patricia Baucum, through March 31, 1983. University of Utah, 101 Annex Building, Salt Lake City, UT 84112. EOE, M/F.



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
PO. Box 2150
Asheville, N.C. 28802

Writing, production and background in communications a must. An EOE.

CABLE

Help Wanted Programing, Production, Others

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

ALLIED FIELDS
Help Wanted Management

CMX
Product Manager

Join the leader in computer assisted video tape editing technology. CMX Systems, an Orrox Corporation, has an immediate opening for an experienced product manager to manage, direct and develop product strategies and business plans for our 340X product line. BS in Engineering or BA in Marketing with a technical background or equivalent experience required.

We are looking for an individual to provide support to our field sales with respect to customer product requirements, resolution of technical problems and related matters. Other responsibilities will include working with field sales and reps in negotiating and closing contracts as appropriate, evaluation of field data, providing forecasts and establishing product pricing policies; also, controlling product specification and performance requirements. You will be responsible for planning product line advertising, promotion and trade show programs. This position involves interfacing with engineering and fulfilling the role of liaison between field sales, customers and the company.

ORROX offers a unique, fast-paced atmosphere with excellent benefits including competitive salaries, cash profit sharing, medical, dental, life and long term disability insurances. Apply in person or send a resume to **3303 Scott Blvd., Santa Clara, CA 95050, (408) 988-2000**, or out of California, **(800) 538-8092**.

ORROX

An Affirmative Action Employer

NAB REGIONAL MANAGER

The National Association of Broadcasters is now accepting applicants for the position of regional manager for the states of Indiana, Michigan and Ohio. The applicant must have a general broadcasting background in both radio and television, with a general working knowledge of accounting, billing procedures and sales. The applicant must be a self-motivator who can communicate freely with both radio and television broadcasters. The position is one of extensive travel. Knowledge of FCC rules and regulations is helpful. Mail your complete resume to: Larry E. Tierney, Vice President of Membership, National Association of Broadcasters, 1771 N Street, NW, Washington, DC 20036. EOE.

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.

QUALIFIED GRADUATE SCHOOL APPLICANTS

to work as teaching and technical staff assistants while earning a Master's degree in film and video. This is a full-time, 33-hour (approx. 18 month) program. Write for information and application forms. Graduate Film and Video Program, School of Communication, The American University, Washington, DC 20016.

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New, Personal Consulting Service

- Reporters
- Producers
- Anchors

1313 Williams, Suite 901
Denver, Colorado 80218
(303) 320-6816

Miscellaneous

FOR SALE

Full day, individual seminar for broadcast investors, given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001, 141 E. 44th St., NYC 10017. 212-599-3303.

3-D GLASSES

For price & delivery details, contact: StereoVision **10c**
(502) 585-5159
P.O. Box 1031 Louisville, KY 40201

Business Opportunities

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.

SOUTHEAST SMALL MARKET AM

near metro area seeks to associate with progressive broadcaster. Exciting things are coming. Conversations with interested persons honest and open. Serious investment inquiries only. Replies strictly confidential. Write Box R-105.

BUILDING OR BUYING A RADIO STATION?

Now available—a county by county study of estimated radio sales! Provides listings of retail sales, estimated radio sales per month per station, and amount of competition. Study indexed from highest to lowest sales. Contact: Tim Hawks, 416 Sunburst, Norman, OK 73069 405-329-3874. Frequency searches-open FM allocations listing.

Public Notice

PUBLIC NOTICE

The Village of Nunda, in Livingston County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request For Proposals" available from the undersigned. Applications will be accepted until 5 p.m. May 9, 1983, and all applications received will be available for public inspection during normal business hours at the Village Clerk's Office, 1 Mill Street, Nunda, NY. Edith A. Burns, Clerk-Treasurer, 1 Mill Street, Nunda, NY 14517. 716-468-2215.

PUBLIC NOTICE

The Executive Committee of Public Broadcasting Service will meet at 9:00 a.m. on Wednesday, March 23, 1983 at the PBS offices, 475 L'Enfant Plaza, Washington, D.C. Agenda includes FY 1984 budget, on-air promotion, captioning, future services.

Employment Service

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, newspeople & 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.**

RADIO JOB PLACEMENT

DJ's-news-sports-programers-sales-management—If you are ready to move up, NBCT 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

For Sale Equipment

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.

For Sale Stations



Wilkins and Associates Media Brokers

MD	AM	\$400,000	25%
IA	FM	\$325,000	30%
AZ	AM	\$35,000	downpayment
PA	AM	\$35,000	downpayment
LA	FM	\$20,000	downpayment
TN	AM	\$30,000	downpayment
IA	AM	\$35,000	downpayment
SC	AM	\$30,000	downpayment
NY	AM	\$20,000	downpayment
MN	AM/FM	\$35,000	downpayment
CO	FM	\$30,000	downpayment
VA	AM	\$25,000	downpayment
GA	AM	\$20,000	downpayment
KY	FM	\$50,000	downpayment
SD	AM	\$40,000	downpayment

109 North Main, 2nd Floor
Sioux Falls, SD 57102 605/338-1180

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Appraisals • Brokerage • Analysis
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THE HOLT CORPORATION

TAX DEDUCTIONS? OWNERSHIP? INVESTMENT OPPORTUNITY!

1000 watt AM station. Located approximately 1 hour from Washington, DC. Marketing to fast growing communities. Experienced staff. Reasonable financing available. Write Box R-34.

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Several markets available. Medium & small. Call Bill Kitchen, Quality Media Corp., 404-324-1271.

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

NORTHEAST EXCLUSIVES

AM/FM single station market, \$725,000 with \$210,000 down. AM daytimer single station market. \$210,000 with \$52,000 down. AM/FM good real estate and equipment. \$550,000. terms. AM Class IV in Seacoast area, \$600,000 with \$220,000 down. These are new listings. We have many other attractive properties available. ARE YOU ON OUR MAILING LIST?

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963 802-524-3159

For Sale Stations Continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION				CONTACT		
FL	Sub.	Fulltime	\$1,300K	Cash	Bill Cate	(904) 893-6471
MW	Regional	AM/FM	1,200K	Cash	Peter Stromquist	(612) 831-3672
R.Mt.	Metro	AM/FM	1,000K	\$150K	Corky Cartwright	(303) 740-2224
NW	Metro	FT/C1.B	1,000K	250K	Elliot Evers	(213) 366-2554
MW	Medium	Fulltime	1,000K	Terms	Ernie Pearce	(615) 373-8315
SW	Suburban	AM	950K	300K	Bill Whitley	(214) 680-2807
R.Mt.	Metro	FT/FM	950K	250K	Greg Merrill	(801) 753-8090
M.All.	Metro	AM/FM	875K	Terms	Mitt Younts	(804) 355-8702
NE	Suburban	AM	475K	195K	Jim Mackin	(207) 623-1874
R.Mt.	Small	FT/FM(CP)	250K	50K	Greg Merrill	(801) 753-8090

To buy or sell, for appraisals or financing — contact John D. Emery, President, Chapman Associates Inc., 1835 Savoy Dr. Suite 206, Atlanta, GA 30341. (404) 458-9226.

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

SOUTHWEST AM-FM

in growth market. Only two stations in county. Total billing \$400,000. Good real estate. Terms. Write, Box R-87.

H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

FOR SALE

North Carolina AM-FM (Class C) combination. \$2.75 million, attractive terms. Price pegged to standard cash flow multiple. Super stations in growth market! Write Box R-45.

TENNESSEE AM

Full time metro 1000 day, 240 night. 7 acres land included. Good starter station; 1983 projected billings \$400,000. good reason for selling. \$600,000 terms; \$500,000 cash. Principals only. Write Box R-75.

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University Microfilms
International

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

TUNE IN TO SUCCESS IN BROADCAST SALES

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.

R.A. Marshall & Co.

Media Investment Analysis & Brokers
Bob Marshall, President

The president of our firm, Robert A. (Bob) Marshall, has over 18 years experience in the media brokerage field, having participated in nearly \$150 million in media sales. In addition to brokerage and consulting, Bob has appraised hundreds of radio and television stations. Give Bob a call at our Hilton Head offices, and let him put his experience to work for you.



508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 (803) 842-5251
809 Corey Creek, El Paso, Texas 79912 (915) 581-1038

STAN RAYMOND & ASSOCIATES

Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others
404-351-0555 1819 Peachtree Rd., NE
Suite 606
Atlanta, GA 30309

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Major Market FM.
Class B.

\$5,000,000, cash.

703-521-4777
William L. Walker
P.O. Box 2264
Arlington, VA 22202

INVESTORS WITH AN EYE TO THE FUTURE

5 kw Central Florida AM now has staff, facilities to make money. No cash for promotion has kept ratings/sales down. Willing to sell part for promotion, etc. monies. Let's make money together! Write Box R-106.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing In Sunbelt Broadcast Properties"

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Top Ratings/Billings/Cash Flow
\$1.3 Million/Terms.



Gary Willson

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For Fast Action Use BROADCASTING'S Classified Advertising

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. Payment must accompany order.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, 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.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING, Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forward-

able, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications; 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

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.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media



Dimino

baseball teams.

William Randolph Hearst III, West Coast development manager, Hearst Corp., New York, named VP, Hearst Cable Communications division.

Sary Weik, VP and general manager, development division, Cox Cable, Atlanta, joins Farte-Hanks Communications, San Antonio, Tex., as VP and president of company's cable television operations.

William Bolster, general manager, KWVL-TV Waterloo, Iowa, and executive VP of parent, American Black Hawk Broadcasting, joins WSDK(TV) St. Louis as VP and general manager, succeeding **Ken Elkins**, VP and general manager of station and chief executive officer of Pulitzer Broadcasting Stations, who relinquishes general manager title. **Jim Waterbury**, VP and general manager, KTIV(TV) Sioux City, Iowa, succeeds Bolster.

Robert T. Fennimore, general manager of WOR-TV New York, has resigned "to pursue other interests," according to parent RKO television president, Pat Servodidio. Until successor can be found, RKO General executive VP **James Marino** has been named interim general manager.

Appointments, Shamrock Broadcasting, Los Angeles: **James Mixon**, VP, finance, elected executive VP and chief operating officer; **Richard Grimm**, president, KITV(TV) Honolulu, to president of television division and director, and **William Clark**, president, KABL(AM) Oakland, Calif.-KABL(FM) San Francisco, to president of radio division and director.

Tom Stewart, general manager, Viacom's King County, Wash., cable system, named general manager of Viacom's Nashville system. **Arlyn Tyler**, general manager, Greenfield, Wis., system, succeeds Stewart.

Stephen Marks, VP and station manager, WNN(AM)-WPCV(FM) Lakeland, Fla., joins WKB-TV Alpena, Mich., as president and general manager.

Gene Runnels, general sales manager, WY(AM) Oklahoma City, named general manager, succeeding **Tom Perryman**, resigned.

D. Wayne Rankin, central Kentucky area manager, Storer Cable, Bowling Green, Ky., named area general manager, greater Houston cable operations.

Anthony Angelloti, afternoon news editor, WDOS(AM) Oneonta, N.Y., joins WCHN(AM) Norwich, N.Y., as operations manager and program director.

Jerry M. Gaulke, general sales manager, KZST(FM) Santa Rosa, Calif., joins low-power UHF TV-61 Phoenix as general manager.

Eric Seidel, correspondent, Cable News Network, Washington, joins WCBM(AM) Baltimore as operations manager.

Gene Candeloro, station manager, WUTQ(AM)-WOUR(FM) Utica, N.Y., joins WRUN(AM)-WKGW(FM) there in same capacity.

Kathryn Pelgrift, VP, corporate planning, NBC, New York, named VP, corporate planning and business development. **Ellen Shaw Agress**, general attorney, NBC, New York, named to newly created position of vice president, business planning.

Anne Symington, franchise director, Minneapolis area cable systems, Rogers Cablesystems, Minneapolis, named regional marketing director.

Lewis Sang, attorney, Palm Beach, Fla., joins South Florida Public Telecommunications Inc., Boynton Beach, Fla., licensee of WHRS-TV West Palm Beach, Fla.-WHR(FM) Boynton Beach, as chairman.

Linda Carr Flentje, general manager, non-commercial KUMR(FM) Rolla, Mo., joins Mississippi Authority for Educational Television, Jackson, Miss., as director of radio for new statewide public radio network.

Marketing

Murray Jacobs, senior VP, sales promotion, and group head, Wells, Rich Greene, New York, joins Doyle Dane Bernbach there as senior VP, director of retail advertising and promotion.

Tom Hazlett, management supervisor, Tatham-Laird & Kudner, Chicago, elected partner of firm. **Martin Schranz**, from Cunningham & Walsh, Chicago, joins T-L&K as media supervisor. **Tom Keith**, account executive, T-L&K, named account supervisor.

Fred Dubin, network TV broadcast supervisor, and **Peggy Tomarkin**, associate creative director, Ayerdirect, NW Ayer, New York, elected VP's. **Kathy Gilbert**, research assistant, New York University, joins Ayer as account executive.

Dorothy Philips, executive VP and treasurer, Barnum Communications, advertising agen-

cy, New York, named president.

Theresa MacDonald, senior VP and director of communications development, communications services department, Young & Rubicam, New York, named senior VP and administrative manager, Y&R, New York.

Joan Levine, creative director, Dancer Fitzgerald Sample, San Francisco, has been named executive vice president. Prior to joining DFS, Levine was President and chief executive officer of Hall and Levine Advertising, Los Angeles.

Pam Mikulec, account supervisor, Needham, Harper & Steers, Chicago, elected VP. **Jim Lawson**, VP, creative director, Cunningham & Walsh, New York, joins NH&S there as associate creative director. **Alan Braunstein**, copywriter, Calet, Hirsch, Kurmit & Spector, New York, joins NH&S there in same capacity.

Elton Kruger, VP and media group head, Kenyon & Eckhardt, Detroit, named senior VP and director of media planning.

Linda Dickens, from Mercantile Trust Co., St. Louis, joins D'Arcy-MacManus & Ma-

SHERLEE SENDS HER BEST.



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

BROADCAST PERSONNEL, INC.
Experts in Executive Placement
527 MADISON AVENUE
NEW YORK CITY
(212) 355-2672

sius there as manager of word processing. **Peter Rodems**, from Leo Burnett, Chicago, joins D-M&M there as copywriter.

Patricia Kuss, from Della Femina, Travisano & Partners, New York, joins Cunningham & Walsh there as account executive.

Candace Souweire, research account manager, Lewis & Gilman, Philadelphia, joins Weightman Advertising there as associate director, market research department.

Thomas Jordan, from Tatham-Laird & Kudner, Chicago, joins Hoffman York & Compton, Milwaukee, as senior VP, director of creative services.

Marcy O'Reilly, from Bozell & Jacobs, Chicago, joins Kelly, Scott & Madison there as senior media planner/buyer.

John Sealander, senior writer, Bozell & Jacobs, Dallas, joins Cunningham & Walsh there as associate creative director.

Martin Schmidt, corporate senior VP, Ed Libov Associates, New York, named head of new marketing resources division.

Appointments, Seltel: **Frank Truglio**, New York sales manager, rebels team, New York, to national sales manager of team, succeeding **Keith Swineheart**, resigned; **Joe Hoffman**, account executive, Metro TV Sales, New York, to account executive, rebels team, there; **Julio Bermudez**, account executive, MMT, New York, to national sales manager, raiders independent team there; **Joe Klasner**, from director of local broadcasting, spot group, Griffin Bacall, New York, to account executive, raiders; **Joan Rutman**, account executive, independent team, Blair Television, New York, to account executive, raiders; **Loretta Cassels**, administrative assistant, Philadelphia, to account executive, and **Shellie Sigal**, from Dailley & Associates, Los Angeles, to account executive, independent team there.

Michelle Kimmelman, director of advertising and sales promotion, Group W Satellite Communications, joins Schiff-Jones Ltd., New York, as VP. **Maura McGrath**, from defunct CBS Cable, joins Schiff-Jones as director of administration.

Victoria Jarrett, regional manager, RCH Cable Marketing, Riverside, N.J., named VP, corporate development. **Robert Dolan**, corporate director of marketing, Acton Corp., Acton, Mass., joins RCH as VP, operations.

Norma Paige, account executive, KYW-TV Philadelphia, joins Petry Television there in same capacity. **Carolyn Ann Navarro**, account executive, Petry Television, Philadelphia, named account executive at Petry's Tampa-St. Petersburg, Fla., office.

Donald Kirk, from WVEC-TV Norfolk, Va., joins Corinthian Television Sales, New York, as account executive.

Appointments, WBRZ(TV) Baton Rouge: **Patricia Cheramie**, local sales manager, to general sales manager; **Fred Reno**, regional sales manager, to sales manager; and **John Pellerin**, account executive, succeeds Cheramie.

Rob Hasson, general sales manager, KMPS-AM-FM Seattle, joins KLZ(AM) Denver in same capacity.



On board. Paul-Rene Heinerscheid, new vice president in charge of technical operations for United States Satellite Broadcasting Co., St. Paul, Minn., is welcomed by Stanley S. Hubbard (l), president and chief executive officer, and Robert F. Fountain (r), vice president and chief operating officer. Heinerscheid most recently served as project manager, DBS, for Radio-Television Luxembourg. "He is one of the few people in the world today," says Hubbard "with substantial experience in the history and development of direct broadcast satellite technology." Heinerscheid joins USSB April 15.

Samantha Baltzer, national sales manager, WBL(FM) Patchogue, N.Y., named general sales manager.

Bruce Stein, national sales manager, KCST-TV San Diego, named general sales manager.

Richard McGeary, West Coast director, Mutual Broadcasting radio sales, Los Angeles, joins KGIL-AM-FM San Fernando, Calif., as general sales manager.

Jack Shaver, general sales manager, WCYB-TV Bristol, Va., named VP, sales.

Frank Seymour, account executive, WTSP-TV Tampa-St. Petersburg, Fla., named local sales manager.

Dennis Ianaro, manager, broadcast traffic, KNBC(TV) Los Angeles, named account executive.

Jo Coleman, account executive, WJZZ(FM) Detroit, joins WDIZ(TV) there in same capacity.

Programing

Richard Berger, senior VP, worldwide productions, 20th Century-Fox, Los Angeles, joins Walt Disney Productions as president of new motion picture and television production subsidiary. Berger assumes new post April 11. **Robert Caird**, senior VP, marketing, The Entertainment Channel, New York (scheduled to discontinue operations March 31), joins Disney Channel as VP, affiliate sales.

Thomas Wertheimer, VP and member of board, MCA Inc., Los Angeles, elected executive VP.

Ruth Slawson, director of development for cable television, 20th Century-Fox Television, Los Angeles, named VP, pay TV and syndicated programs.

Steve Adler, VP, MCA, Los Angeles, resigns to form own firm, Licensing and Merchandising International, based in Los Angeles.

In addition to restructuring at NBC-TV entertainment division (BROADCASTING, Mar. 7), **John Miller**, VP, affiliate promotion services, NBC-TV, Los Angeles, has been named VP, advertising and promotion, West Coast, assuming operational and administrative responsibilities from Steve Sohmer, who as part of restructuring, was given expanded programing responsibilities in new position.



Miller



Stanville

of senior VP, entertainment. **Martha Pell Stanville**, director of advertising and promotion, WCCO-TV Minneapolis-St. Paul, and responsible for corporate advertising for parent Midwest Radio-TV, will succeed Miller as VP, affiliate promotion services. Appointments were announced by Sohmer, to whom both will report.

Richard Goldfarb, associate research director, Ed Libov Associates, New York, named VP and general manager of new programing a syndication arm, ELA Entertainment, a VP, director of marketing services for ELA, marketing resources department. **Patti Guzzu**, supervisor, media planning, named director of cable operations for ELA.

Frank Browne, manager of national accounts, Showtime, New York, joins Viacom Enterprises there as assistant to president. **Seamus Morris**, attorney, law firm of Marron, Reich, Sheehy, San Francisco, joins Viacom, Dublin, Calif., as attorney, communications group.

Frank Davis, VP, business affairs, MGM/

Entertainment. Los Angeles, named senior VP, business affairs. **Jean Goldberg**, head of research department, MGM/UA Television Distribution, New York, named VP, marketing research. **Renee Taylor** and **Joe Bologna**, independent television and motion picture producers, have signed long-term contract with MGM/UA Television, Los Angeles, for development of television series and movies for television.

Cathleen St. Johns, director of current programs, Columbia Pictures Television, named VP, creative affairs.

Ferry Lee, VP, creative affairs, The Suskind Co., MGM/UA, New York, joins Reader's Digest Entertainment there as director of program development.

David Glazer, independent producer, joins HPS Productions, New York, as producer and head of program development.

Brenda Gregory, associate director of affiliate relations, Cable Health Network, New York, named director of affiliate relations.

Ami Hope Witt, from Paramount Pictures Television, Chicago, joins WW Entertainment here as sales executive, Midwest division.

Jews and Public Affairs

Joe Cunneff, assistant broadcast editor, Associated Press, New York, named general broadcast editor, responsible for all scripted news services for radio and television station

members, and for editorial operations of AP's cable TV wire. She succeeds Rob Dalton (see "Technology" below).

Art Kent, managing director, affiliate news services, NBC News, New York, named VP, affiliate news services, succeeding Les Crystal, who joined PBS as executive producer of *MacNeil-Lehrer Report* (BROADCASTING, March 7).



Rodgers

Johnathan Rodgers, station manager at CBS Owned and operated KNXT(TV) Los Angeles, named executive producer for *CBS News Nightwatch*, succeeding Robert Ferrante, who last week was appointed executive producer for *The CBS Morning News* (BROADCASTING, March 7).

Joseph Angotti, executive producer, special programming, NBC News, New York, named general manager, news, London and western Europe.

Vic Heman, assignment editor, KABC-TV Los Angeles, named executive producer-late news.

John Gleason, anchor-reporter, WBBM-FM Chicago, joins Joyce Cable News, Romeoville, Ill., as news director. **John Fox**, reporter, WMLA(FM) Le Roy, Ill., joins Joyce in same capacity.

Gerald Jensen, news director, WEYI-TV Flint, Mich., joins KOLD-TV Tucson in same capacity.

Otis Thomas, from KSDK(TV) St. Louis, joins KDNL-TV there as news director and anchor.

Mike Jablonski, assignment editor, WSPD(AM) Toledo, Ohio, named assistant news director.

Brian Redpath, news producer, noncommercial WPCQ(TV) Tacoma, Wash., joins KING-TV Seattle as associate producer, 6:30 and 11 p.m. news. **John Wilson**, public information director, Northwest Power Planning Council, Seattle, joins KING-TV as reporter.

Karen Rariden, producer, anchor and reporter, WTHI-TV Terre Haute, Ind., joins WANE-TV Fort Wayne, Ind., as news producer.

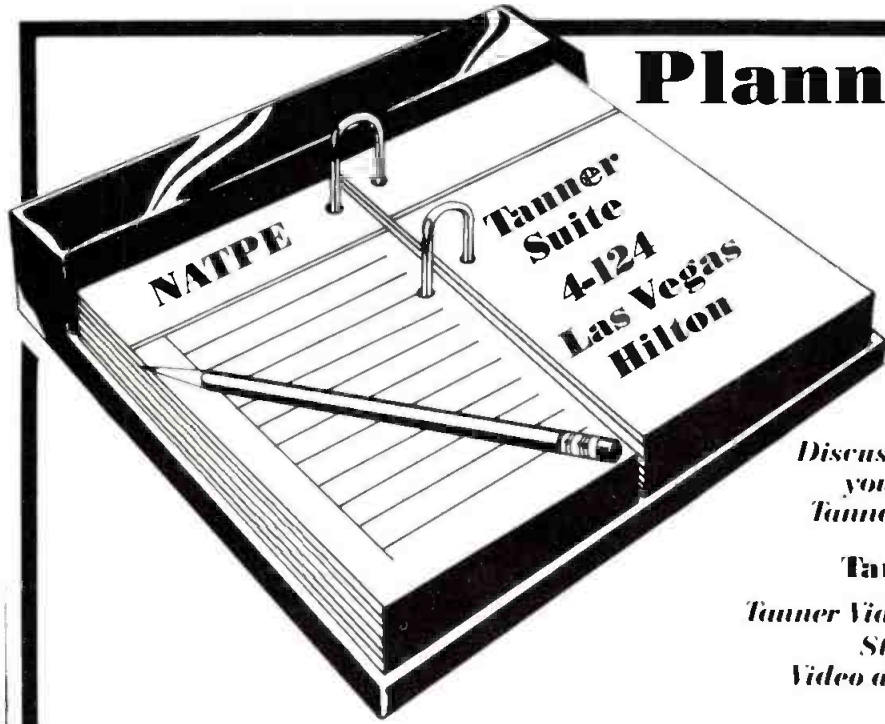
Keith Young, from WBT(AM) Charlotte, N.C., joins co-owned WBTV(TV) there as assignment editor.

Jim Merriam, news producer, WNWS(AM) South Miami, and **Kay Barone**, weekend assignment editor, WPLG(TV) Miami, join WGBS(AM) Miami as assignment editors-producers.

David Finch, from general news desk, Reuters, New York, named correspondent for new Dallas bureau.

Michael Chinoy, staff reporter, Hong Kong bureau, NBC News, joins Cable News Network, London, as correspondent.

Laura Randall, from WCVB-TV Boston, joins UPITN, international news service, Washington, as writer-producer.



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Phil Whitelaw, weather anchor. WTVJ(TV) Miami. joins WEVU(TV) Naples, Fla., in same capacity.

Robert Jackson, news photographer. KATC(TV) Lafayette, La., joins KHOU-TV Houston in same capacity.

Kevin Craig Allen, chief photographer. WBAY-TV Green Bay, Wis., joins KTRK-TV Houston as photographer.

Kelly Kerrigan, reporter. KOCO-TV Oklahoma City. joins WJBK-TV Detroit in same capacity.

Technology

David Brenner, staff VP and assistant controller. RCA Corp., New York, named VP and controller. **James Gatman**, manager, merchandising-videocassette products. RCA Corp., Indianapolis, named director, merchandising. Canada, continuing to be based in Indianapolis.

Appointments. Technicolor, Los Angeles: **Ronald Perelman**, chairman and chief executive officer of parent, MaAndrews & Forbes Group, to chairman of board, succeeding **Morton Kameron**, who remains consultant to firm; **Arthur Ryan**, president, to vice chairman, and **Raymond Gaul**, executive VP, to president and chief operating officer.

Appointments. Stainless Inc., North Wales, Pa.-based manufacturer of communications towers: **Richard J. Eberle**, executive VP, to vice chairman of board; **Jess Rodriguez**, VP

and director of sales, succeeds Eberle; **John Windle**, chief engineer of design and fabrication, named VP, engineering, and **Henry William Guzewicz**, member of Stainless staff, named manager of tower production. Pine Forge and Perkasio, both Pennsylvania, plants.

James Stevens, VP, systems development, NBC, New York, named VP, technical projects, operations and technical services.

William Michael Barnes, VP and treasurer, Playboy Enterprises, Chicago, joins Comsat, Washington, as treasurer.

Frank Greif, director of mayor's office of cable communications, Seattle, resigns to form venture with Seattle-based development firm, Wright Runstad and Co. New firm will provide advanced telecommunications services and systems.

Nita Dover, director, public relations, Magnavox, Torrance, Calif., joins TeleSystems, Fairfax, Va., division of Comsat, as manager, maritime marketing.

Walter Edel, from noncommercial WNET(TV) New York, joins Nexus Video there as VP and general manager.

Dick Taylor, Northeast sales manager, Colorado Video, Boulder, Colo., named East Coast sales manager.

Gerry Gold, traffic coordinator, Wometco Home Theater, Fairfield, N.J., joins TV-R Inc., New York duplicating laboratories serving pay TV industry, as traffic manager.

David Jones, chief engineer. KPOM-TV For Smith, Ark., joins KSPR(TV) Springfield Mo., in same capacity.

John Runcie, engineering manager. Producers Color, Detroit, joins WDIV(TV) there as quality control supervisor.

Promotion and PR

John Luma, manager, on-air promotion. ABC, Los Angeles, joins NBC-TV there as director, on-air promotion.

David Fluhrer, manager, external communications. Celanese Corp., New York, joins Via com International there as director of corporate communications.

Pat Evans, program director. KSFY(FM) San Francisco, joins KOME(FM) San Jose, Calif., as promotion director.

Barbara Wilson, manager, community affairs. WBBM-TV Chicago, named director, community affairs.

Allied Fields

James Hedlund, VP, government relations. National Cable Television Association, Washington, joins Association of Independent Television Stations there in same capacity.

Thomas Spavins, senior economist, Antitrust Division, Department of Justice, Washington, joins FCC there as deputy chief, Office of Plans and Policy.

Appointments. National Cable Television Association, Washington: **Wanda Townsenc**, senior assistant director and political analysis; government relations department, to director of government relations; **Lynn McReynolds**, assistant press secretary to Senator Walter Huddleston (D-Ky.), to director of public information; **Richard Stamberger**, deputy campaign manager, Wilson for U.S. Senate Committee, San Diego, to director of special projects, and **Doug Watts**, legislative counsel, American Newspaper Publishers Association, Washington, to same capacity.

Deaths

Faye Emerson, 65, television personality in 1950's on game shows, including *What's My Line*, and other programs, including her own variety program on NBC, died of stomach cancer March 9 at her home in village of Deya, in Majorca, Spain. Emerson was noted, in part, for wearing low cut dresses whose propriety or impropriety became popular topic of conversation for viewers.


Al Wallace, 58, feature reporter and host Peabody award-winning young people show, *How Come?*, KING-TV Seattle, died of leukemia March 6 at Providence hospital, Seattle. He is survived by his wife, Jerry, two sons and daughter.

Voldemar Veedam, 70, retired chief of Estonian language service, Voice of America, died of cancer March 2 at George Washington University hospital, Washington.

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Randy Tobias: Bell's joint man in the Fifth Estate

At the age of 40, when most executives at AT&T may be years away from a president's chair, Randy Tobias already has his own. He heads American Bell's consumer products division, which is responsible for home telephone and information systems for residences and small businesses. Included in his domain is AT&T's entry into videotext.

For the past two years Tobias has helped guide the creation of AT&T's fully separate subsidiary that, under the FCC's Computer Proceeding, is allowed to offer enhanced home business information systems without the threat of government regulation. American Bell was going to exist anyway, says Tobias, with or without the consent decree that spun off 22 local phone companies (now organized into seven regional phone systems).

At the moment, the consumer products division is slanted more toward marketing advanced telephone systems that are already in existence, than toward promoting the still-developing videotext, but Tobias has a tip on both. "Videotext may be a relatively small percentage of today's business," he says, "but it is an extremely large percentage of tomorrow's business."

Bell is participating in two videotext tests—with CBS in Ridgewood, N.J., and Knight-Ridder in Coral Gables, Fla.

"My own view is that it is a little dangerous viewing ourselves as in the telephone business," Tobias says, recalling that the railroads saw themselves as being in the railroad and not the transportation business. "We've always been in the business of meeting the communications and information needs of our customers." Now that the telephone side of American Bell is up and running strongly, Tobias is turning more of his attention to the future, describing himself as the "point man" for Bell's enhanced information systems.

In videotext, Bell has tried to take "a leadership position in helping this industry develop" by introducing the North American Presentation Level Protocol, an attempt to create videotext standards. And Tobias sees many players in the game. "Our view is that one company or small number of companies is going to dominate the industry," he says. "That may not calm the fears of others in the Fifth Estate, given the resources American Bell can tap."

But to make videotext fly, Tobias sees the need for three components to come together: data bases, terminals and networks. "Synergy will make this industry go," he says. Tobias, the most important is the one Bell has the most influence least—the data bases compiled by banks, retailers, newspapers and others. "The customer will buy videotext when 100



Randall Lee Tobias—president, consumer products division, American Bell, Parsippany, N.J.; b. March, 20, 1942, Lafayette, Ind.; BS, marketing, Indiana University, 1964; management assistant, commercial manager, district manager, district accounting manager, general advertising manager, division commercial manager and general manager commercial department, Indiana Bell, 1964-77; general manager, commercial department, 1977-78, vice president, operations and residence department, 1978-81, Illinois Bell; vice president, residence marketing, sales and service, AT&T, 1981-82; present position since December 1982; m. Marilyn Salyer, Sept. 2, 1966; children—Paige, 15; Todd, 12.

or 200 information sources are brought together and the customer will say, 'When I can get all these things together for this price, I will buy it.'"

In Coral Gables, American Bell is supplying the terminals, Southern Bell is supplying the network and Knight-Ridder is in charge of the data bases. Tobias characterizes videotext as "an industry with no structure today," and Bell is trying to provide that structure through its two experiments and its push for the NAPLP.

Tobias went to work for Bell fresh out of college, as part of a management assistance program. After a stint in the Army, he returned to Indiana Bell in 1966 and worked for the next 15 years both there and at Illinois Bell. Along the way he rubbed shoulders with AT&T executives and in early 1981, he was offered a post in New Jersey as vice president, resident marketing, sales and service, with the purpose of laying the groundwork for present-day American Bell.

Charles Marshall, chairman and chief executive officer of American Bell, says Tobias "is a natural leader." Marshall, who said he had lost Tobias once when he chose to go with Illinois Bell, and Marshall was with AT&T, is glad to have him back. "Randy is very articulate and sensitive to people,"

Marshall said. "He gives people a great deal of authority and lets them have a lot of room after he deems they can handle the job."

Bob Allen, chairman of the Chesapeake & Potomac Telephone Co., echoes Marshall's statements. Allen was Tobias's first boss in the Bell system and found Tobias "immediately likable." Allen added: "It was apparent then that Randy had a natural way with people. He listened well and took a personal interest in his fellow employees."

Tobias became prominent in the cable world when he brought tidings to the National Cable Television Association convention last May in Las Vegas that AT&T was not going to get into the traditional cable television business. Tobias went there "to put to rest a lot of fears and concerns that were really ill-founded." Not all the fears in the cable industry have disappeared. The BOC's are prohibited from controlling the data and the lines that go into the home for seven years, although some companies have examined ventures with cable companies where the phone company would build the system and the cable company would run it. What will happen in seven years? That will be the decision of the local phone companies, which will have nothing to do with either AT&T or American Bell.

Tobias's spacious office is dotted with models of American Bell's different phone systems. In one corner, however, sits a videotext terminal that Tobias, Bell and others believe will change lives. He punches up an addition to the videotext trial in Ridgewood: home banking, in which John Q. Public can pay his bills, balance his checkbook, even shop for certificates of deposit electronically. Something as simple as buying a book could be done electronically. A viewer could call up the best seller list, select the book he wishes to purchase, call up a review on the book, fill out an order blank electronically, punch in his credit card number, find out if the book is in stock and have his credit verified, all through the videotext terminal. The book would arrive in the mail, without the consumer ever leaving his home, Tobias explains.

Faced with rising paper costs, Tobias believes, banks could be a very important early factor in videotext, "given some reasonable success in penetrating the market." A replica of the check Mr. Public would write out appears on the screen. It is an effort by the bank to make things "user friendly." Tobias prefers the term "intuitively obvious." He said: "It's not a matter of me training you to use the terminal; it's a matter of being smart enough to design the terminal so that when you sit down at it, whatever you think you ought to do, that happens. We're really talking about the creation of a new medium."

And in all this, Tobias does not lose sight of the marketing lessons of years past in the Bell company. "The name of the game is value perceived by the customer." ■

American Satellite Co., partnership of Fairchild Industries Inc. and Continental Telecom, has awarded \$100 million contract to RCA Astro-Electronics for construction of two hybrid communications satellites. ASC plans to launch first in September 1985; second, one year later. Each of axis-body-stabilized satellites will contain six 36 mhz, C-band transponders. ASC also announced it had established \$350 million line of credit with consortium of 12 banks to finance satellite, associated earth stations and "meet projected growth requirements."

FCC last week was asked for authority to establish international communications satellite system that would be used for private transAtlantic communications. Orion Satellite Corp., in application filed with FCC, said system would "complement" existing International Telecommunications Satellite Organization. System, which would be first of its kind, would be based on two Ku band communications satellites, and would illuminate Western Europe and eastern portions of U.S. Orion says that with boost in power, satellites could provide communications link as far east as Egypt and as far west as Houston. Each satellite would be equipped with 22 transponders and would have capability of providing high definition television. Although no other party has opposed offering service that would "complement" Intelsat's, Orion contends its proposal is consistent with Communications Satellite Act of 1962, which created Communications Satellite Corp. as U.S. link in international system. Orion says act contemplates "creation of additional satellite systems, domestic and otherwise, separate and apart from the global system."

A.C. Nielsen isn't only company looking into alternative methods for measuring cable audience viewing. Arbitron held press conference in New York last week to discuss results of two cable measurement tests it conducted last June, testing its standard diary against electronic measurements. Conclusion: standard diary understates total tuning by average of six rating points, most of which was reflected in understated cable viewing. Total broadcast viewing was understated by one rating point. Basic cable was underreported by 2.8 rating points and pay cable by 2.3 rating points. Second test comparing Arbitron's standard diary with specially designed cable diary revealed slightly improved measurements with cable diary. Total broadcast viewing as recorded in cable diaries was up by average 0.4%; basic cable viewing was up by 0.7%; pay cable viewing was up by full point, and HUT levels were up by 2.0 rating points. What it all means, said David Lapovsky, director of research for Arbitron, is that "electronic measurement is the means of choice for measuring cable, adding that cable diaries like ones used in last year's test represent "step in the right direction."

Canadian Satellite Communications Inc., closely held network operation that began operations on Jan. 1, 1982, will soon start offering U.S. network programming, commercial and noncommercial, to affiliates served by satellite in remote areas of country. Cancom, which has been offering Canadian programming only, has received authority from Canadian Radio-Television Telecommunications Commission to carry signals of ABC, CBS, NBC and Public Broadcasting Service, which will be picked up from, respectively, KOMO-TV Seattle, WJBK-TV Detroit, KING-TV Seattle and WTVS(TV) Detroit. Approval was granted despite protests of American networks that proposal violated Canadian. Spokesman Ross Charles said Cancom hopes to serve total of 1,500 communities during next business year. Thus far, 800 stations have received necessary licenses to carry Cancom programming, which is transmitted in scrambled form. Of those, 200 are on air. Besides stations, Charles said Cancom hopes to provide programming to cable systems that do not have access to it.

CBS-TV, plugging away at ABC-TV's daytime ratings leadership, claimed Friday that in week ended March 4 it tied ABC in daytime (10 a.m. to 4:30 p.m. NYT) and that, in daytime hours in which all

three networks offer programming (11-noon and 12:30-4 p.m.), CBS led by fraction of point. Last time both those events happened, CBS said, was week ended last Dec. 5. In March 4 week, CBS and ABC were tied at rating of 6.7, with NBC at 4.3. In Dec. 5 week, ABC and CBS were also at 6.7, but NBC was six-tenths of point below March-week rating. In hours of common programming, CBS averaged 7.5 rating. In hours of common programming, CBS averaged rating in March week, down from 7.7 in December week; ABC averaged 7.2, down from 7.3, and NBC averaged 4.6, up from 3.9. Presumably helping NBC were several changes made since December, including addition of new game shows, *Wheel of Fortune*, which has earned shares as high as 25 at 11 a.m., and *Sale of the Century*, which has captured shares of 19 to 20 at 10:30 a.m. moved from schedule at 10:30 was *Texas*, soap opera that averaged 12 share. NBC meanwhile announced more changes effective March 4: new game shows, *Dream House* and *New Battlestars*, will replace *Hit Man* and *Just Men!*, in weekday 11:30-12:30 p.m. per *Dream House*, Group W production with Bob Eubanks as host, will go at 11:30-noon; *New Battlestars*, Merrill Heatter production with Alex Trebek as host, follows at noon to 12:30. *New Battlestars* ran on NBC in 1981-1982 season.

Second shoe has yet to drop in negotiations for remaining half of long-term Major League Baseball television rights contract. However, last week's activity on that front was hectic. CBS did not see opportunity last Tuesday night to grab second half of five-year package at cost of \$500 million—but turned it down. Offer was made by Neal Pilson, president of CBS Sports, by Eddie Einhorn, dominant force on league's rights-negotiating committee, after ABC's decision not to accept package, sources said. ABC would not firm or deny that fact last week, however. Pilson told Einhorn CBS would not accept offer because at \$500 million it "did not make economic sense" given network's existing strength in prime time sports programming areas. After CBS bowed out, ABC made counter offer to league for six-year deal so that it would have as many as 15 Series years under new contract as NBC (three each). Sources confirmed that figures being reported last week—\$1.2 billion for six-year package, whereby NBC would pay \$575 million and CBS \$675 million, were "in the ball park." NBC will get better because it was first to sit down and hammer out deal, enabling it to quadruple its rights-fees income over next several years.

Cellular come on. Interest in cellular radio would seem to be booming, judging from the avalanche of applications the FCC received for markets 61-90 last week. By mid-week, FCC staffers still hadn't uncrated them all but estimated that the final tally would rise to about 600. (Markets 31-



60 drew 396 applications [BROADCASTING, Nov. 22, 1982].) According to a press release, a new applicant for three franchises this time around is Consolidated Communications Inc., the Dallas-based firm with at least two former regulators at its helm: Former Representative James Collins (R-Tex.), who served on the House Telecommunications Subcommittee, that company's board chairman, and Bernard Wunder, former head of the National Telecommunications and Information Administration (BROADCASTING, Feb. 7), that company's chief operating officer and soon-to-be head of Consolidated's communications division.

Also according to press releases, AT&T's Advanced Mobile Phone Service Inc. said it filed for 27 of those markets and MCI Airsignal Inc. said it had filed for 21 markets, three of those through joint ventures.

Sports, subsidiary of New York-based rep firm, has won right, reported \$1.2 million, to first annual Kickoff Classic to be held at its Stadium in Rutherford, N.J., between two top-ranked (but as undisclosed) college football teams on Aug. 29. Katz outbid both and Turner Broadcasting for those rights.

organizations slated to testify today (March 14) on FCC's pro- to eliminate **network syndication and financial interest rules** week told commission they weren't planning to show up after **Office of Communication of United Church of Christ and National Council of Churches of Christ in U.S.A.** told commission that meeting announced wasn't worth bother. "Adequate time must be afforded, and should be conscientiously designed to elicit meaningful discussion and held after reply comments are filed. Otherwise, the hearing will be a sham that serves no justifiable purpose," they said.

group opposed to repeal of network syndication and financial interest rules—**Committee Against Network Monopoly**—announced its existence last week. According to spokesman, coalition of about 20 organizations including Media Access Project, National Association of Black-Owned Broadcasters and Action for Children's Television was put together to give public interest, religious, minority and consumer groups single forum from which to oppose repeal of rules. Spokesman said group was "working in conjunction with" a committee for Prudent Deregulation, which is providing it with legal assistance.

announcement last week was that **ABC-TV will drop *The Last Word***, 60-minute weeknight interview program hosted by Greg Jackson (with a segment featuring Phil Donahue from Chicago), which followed *Nightline* at midnight. ABC insisted last week that final decision not been made. For nine-week period ending Feb. 27, *Last Word* averaged 2.7 rating and 11 share, compared with average 6.1/17 for CBS which runs movies and rerun series in that time period, and average 4.9/19 for NBC, where last half of *Tonight* with Johnny Carson and first half of *Late Night with David Letterman* are seen.

ABC-TV announced Friday one-week **delay in prime time premiere** of its new daytime serial, *Looving*, ("In Brief," March 7). Premiere as two-hour movie is now set for Sunday, June 10 with entry into weekday 11:30-noon (NYT) schedule on June 27.

FCC **has denied request by John Boden**, president of radio representation of John Blair & Co., last September, to find **McGavren Radio** in violation of commission policy against combination of advertising time on two or more separately owned radio stations in same market.

U.S. **Eight Royalty Tribunal** filed brief last week with U.S. Court of Appeals in Washington asking court to deny **National Cable Television Association's request for repeal of CRT ruling** that raises rates operators pay for carriage of distant television signals. CRT ruling states that rates set are "reasonable" and that tribunal "did not act unreasonably in refusing to base its decision upon FCC communications proceeding or policies." CRT maintains that it did not lose sight of public interest in issue its decision because it exceeded time limit imposed in copyright act as charged by NCTA.

Chartwell Broadcasting, Denver-based radio station group owner, has reached agreement for **sale of WOKY(AM) Milwaukee and WMIL(FM) Waukegan, Wis., to Sundance Broadcasting for \$4.75 million**. Surrey is buying WOKY and WMIL while keeping KYKY(FM) St. Louis, all of which are in process of being acquired from Charter Broadcasting for \$10 million (BROADCASTING, Feb. 21).

WVTV, which provides about 40,000 **Detroit-based households** with subscription television service, **will discontinue operations** over that service on March 31, it was announced last Tuesday (Mar. 8). WVTV-Detroit is jointly owned by Los Angeles-based Chartwell Communications Group and unit of Tandem Productions, operating



Good as gold. Rooney Arledge (l), president of ABC News and Sports, received 1983 Gold Medal award of International Radio and Television Society at ceremonies at the Waldorf Astoria hotel Wednesday, March 9. ABC's Barbara Walters, CBS's Dan Rather and NBC's Tom Brokaw hosted the gala event, which was attended by numerous communications notables. Among past Gold Medal winners present were Elton Rule, Richard Salant, Walter Cronkite and Norman Lear.

as National Subscription Television. Detroit STV service is third to be discontinued within past month. Cox is St. Louis and STAR in Boston both recently shut down citing lower-than-expected penetration levels.

National Public Radio's board of directors, after meeting in Washington last Friday, directed NPR to **trim \$2,775,000** from its remaining fiscal 1983 budget, which began last Oct. 1. Staff-wide NPR meeting is scheduled for this morning (March 14), where announcement of personnel and program cutbacks is expected to be made. NPR officials blame financial problems on lack of private sector contributions in recent weeks coupled with "slow" process of FCC to further deregulate use of stations' subsidiary communication authorization (SCA) channels, on which future of NPR's new Ventures subsidiary is dependent (BROADCASTING, Jan. 17).

House Telecommunications Subcommittee will hold **hearing** Wednesday in conjunction with **National Children and Television Week**, which kicked off Sunday (March 13-19), to examine status of children's programming.

KGTV(TV) San Diego and WEEI(AM) Boston won reporting prizes of Society of Professional Journalists. **Sigma Delta Chi**, announced last week. Sally Bedell, now of *New York Times*, and Don Kowet, won magazine reporting prize for "Anatomy of a Smear," published in *TV Guide*, alleging inaccuracy and unfairness in CBS documentary.

Drew Lewis, former U.S. transportation secretary, who joined **Warner Amex Cable Communications**, New York, last month as board chairman and chief executive officer, **has assumed duties of president of company**, replacing **John Lockton**, who has resigned. Lewis said there are no immediate plans to bring in successor to Lockton as president.

Marvin R. Weatherly, member of Alaska Public Utilities Commission—and candidate of Senator Ted Stevens (R-Alaska) in bruising battle for FCC seat that Stephen Sharp won (BROADCASTING, May 24, 1982)—has been appointed member of **Federal-State Joint Board**, which is charged with recommending changes in jurisdictional separations procedures for telephone industry. Joint board is composed of three FCC commissioners and four state commissioners, who are nominated by National Association of Regulatory Utility Commissioners and are approved by FCC.

Editorials

Dazzling array

Twenty-eight corporations, societies and associations in the Fifth Estate have allied themselves in an attempt to open federal courts to radio, television and news photography. Not in memory has so broad and distinguished a representation of broadcasting, cablecasting and publishing formed a coalition for a common purpose. On the strength of the representation alone the Judicial Conference of the United States would have to pay attention. But the representation is equalled in impressiveness by the argument the coalition has compiled.

The coalition notes that audio-visual coverage, in one form or another, is allowed in the courts of 40 states, and it wisely cites the Supreme Court's 1981 decision affirming Florida's right to admit cameras and microphones to criminal trials. The 1981 decision (BROADCASTING, Feb. 2, 1981) was written by Chief Justice Warren Burger, who as chairman of the Judicial Conference will presumably have an influential say in its response to the coalition's request for entry in the federal courts that the Judicial Conference oversees.

The 1981 decision, in the case of *Chandler v. Florida*, undid most of the damage that the Supreme Court had done in 1964 when it overturned the swindling conviction of Billie Sol Estes on the grounds that television had committed a "desecration of the courtroom" at the Estes trial in Tyler, Tex. Chief Justice Burger's 1981 opinion found, among other things, that technological advances had made it possible for television now to enter courtrooms unobtrusively. That point is emphasized again by the coalition, which has offered demonstrations.

The pleading submitted by the coalition presents a persuasive record of acceptance of modern journalistic coverage by judges in many courts. It is hard to believe that the Judicial Conference will cling to its archaic ways in the face of the compelling evidence that favors courtroom entry.

CBS is to be credited with the initiation of this project and with recruiting the participants, who shared the expense of drawing up the filing. If things turn out as they should, the Fifth Estate will have performed another public service.

Awkward moment

It is impossible for anyone not present at the time to pass judgment on the actions of the two-man camera crew from WHMA-TV Anniston, Ala., who went to work in relative innocence a week ago last Friday and seven days later found themselves on the evening newscasts of all three major TV networks—as well as on the front pages of a good number of the nation's newspapers. It had become a popular sport by last week's end to debate the several ethical dilemmas on which those two young men were impaled. (BROADCASTING's account of the circumstances surrounding their coverage of an attempt at self-immolation appears in this issue's "Top of the Week.")

What one *can* say now is that this case history has all the makings of a classic; it will be debated in journalism classes and newsrooms for years to come.

□ Should the camera crew have ventured out in the first place? Had it never shown up, would the immolation have happened?

□ Even given the appropriateness of going to the scene, should they have raised their camera at all? Or should they have dropped their equipment and tried to forcibly dissuade the immolatee from

his intention?

Considering the enormous pressure the WHMA-TV news operation has been under this past week, and the close scrutiny to which it was subjected, all in the Fifth Estate can be pleased by the outcome so far. The station acted responsibly in notifying the proper authorities early and often. In the aftermath, those involved have acted courageously in facing all the questioning unflinchingly. Others may—and probably will—question whether every action taken that evening was necessary or proper. But from where we sit as fellow journalists, WHMA-TV's conduct, if not faultless, appears to have been beyond serious reproach.

A winner

Unless unforeseen obstructions are encountered in the legislative process, the compromise on cable deregulation reached by the National Cable Television Association and the National League of Cities ought to become law. As with any compromise, features of this one will be found wanting by one side or the other. As with all good compromises, this one is a reasonable accommodation of disparate interests.

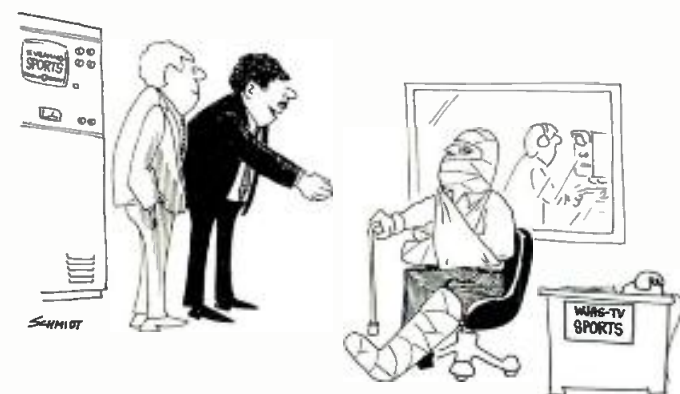
It gives franchising authorities the right to charge fees of up to five percent of cable systems' annual revenues. In the Senate's cable deregulation bill (S. 66), which the League of Cities opposed, the FCC would be empowered to set fee ceilings.

It gives cable applicants and franchising authorities the right to bargain for the number of access channels to be supplied (letting operators use access channels for other purposes as long as they are unoccupied by access use). S. 66 capped the access channels.

Franchising authorities may regulate rates charged for basic cable services, but deregulation over a prescribed period is ordered for markets served by four or more television stations.

Cable operators get guarantees they wanted: an expectancy of franchise renewal, a prohibition against regulation of cable content and immunity from common carrier regulation.

The board of the National League of Cities approved the settlement on March 6. The board of the NCTA will be asked to do the same on March 22 at a meeting in Washington. Surely it will oblige, and urge the legislation on to action in Senate and House in this session of Congress.



Drawn for BROADCASTING by Jack Schmidt

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