

# Television/Radio Age

SYNDIE  
SPENDING:  
\$1.6 billion/178

## NATPE '87 FACES CHANGED MARKETPLACE

Sitcoms, premiere movie packages,  
off-cable product abound; home  
shopping shows proliferate/163

## 'WHEEL' VS. SITCOMS

Agency exec  
analyzes access  
for '87-88/176

## CANADA BOOMS

Co-productions,  
exports grow  
north of border/C1

January 19, 1987 • \$10.00

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your joining us at NATPE  
in our hospitality suite.

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# Thru



Source: Nov 1986 NTI FWSON, Oct 27-Nov 2.  
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# HANNA-BARBERA'S SUPERSTARS 10





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Huck



*George*



*Yogi*



*Fred*



*Scooby*

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- TOP CAT AND THE BEVERLY HILLS CATS**
- GHOUL SCHOOL STARRING SCOOBY-DOO & SCRAPPY-DOO**
- YOGI BEAR AND THE MAGICAL FLIGHT OF THE SPRUCE GOOSE**
- THE JETSONS MEET THE FLINTSTONES**
- YOGI BEAR AND THE THREE BEARS**
- SCOOBY-DOO AND THE RELUCTANT WEREWOLF**
- JUDY JETSON AND THE ROCK PIRATES**
- AROUND THE WORLD WITH THE WACKY RACERS**

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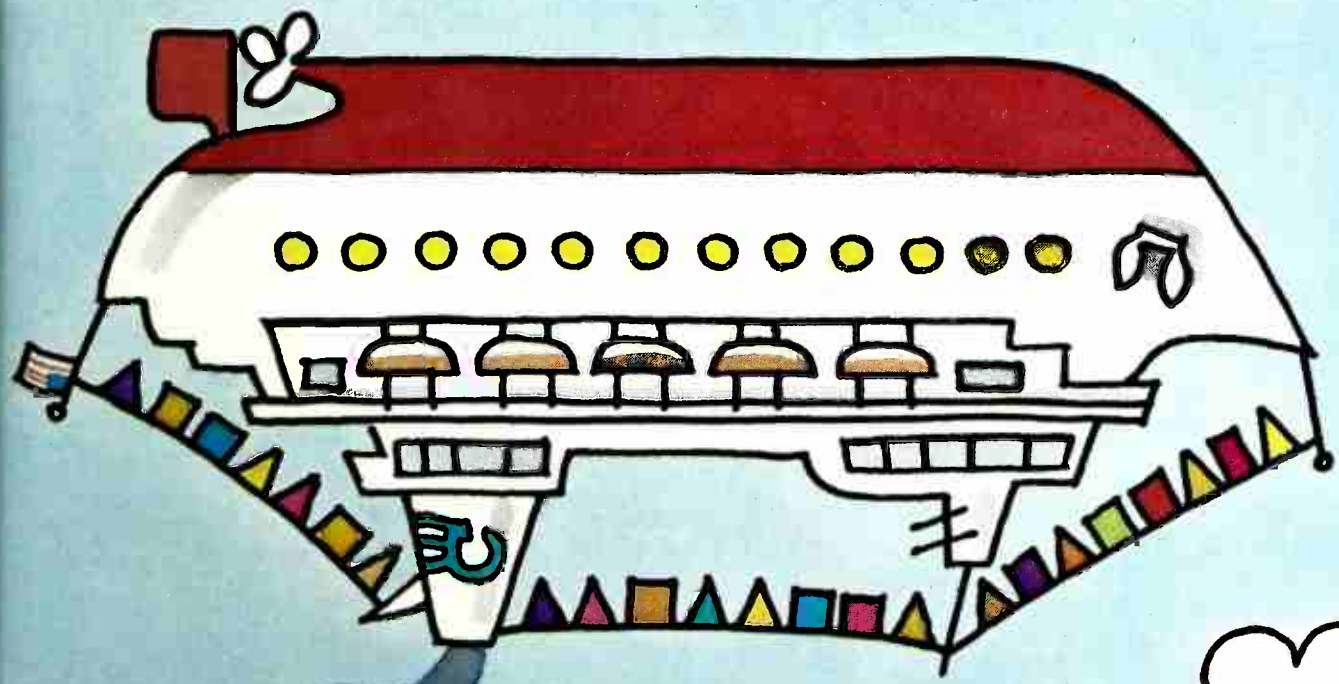
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PRIME  
TIME





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BREAKS  
SAM'S SON  
STRANGER IN MY BED  
NASTY HABITS  
DEADLINE  
UNCOMMON VALOR  
BREAKTHROUGH  
RUNNING SCARED  
SENIOR TRIP  
HELP WANTED: MALE  
THE DIRT BIKE KID**

**VASECTOMY:  
A DELICATE MATTER  
WIZARDS OF THE  
LOST KINGDOM  
THE RIP OFF  
PATRICK  
HAPPY  
SEPTEMBER GUN  
BAD GUYS  
MY SISTER'S KEEPER  
FROM HELL  
TO VICTORY**

Richard Burton  
Robert Mitchum  
Rod Steiger  
Curt Jergens  
Barry Newman  
George Peppard  
George Hamilton  
Dom DeLuise  
Suzanne Pleshette  
Bert Convy  
Glenda Jackson  
Melina Mercouri  
Geraldine Page  
Sandy Dennis  
Anne Jackson  
Eli Wallach  
Rip Torn  
Dame Edith Evans

Lee Van Cleef  
Karen Black  
Edward Albert  
Judge Reinhold  
Pat Hingle  
Bradford Dillman  
John Saxon  
Scott Baio  
Mickey Rooney  
Robert Preston  
Patty Duke Astin  
Sally Kellerman  
Lindsay Wagner  
Ben Murphy  
Paul Sorvino  
Ted Danson  
Ruth Buzzi  
Abe Vigoda

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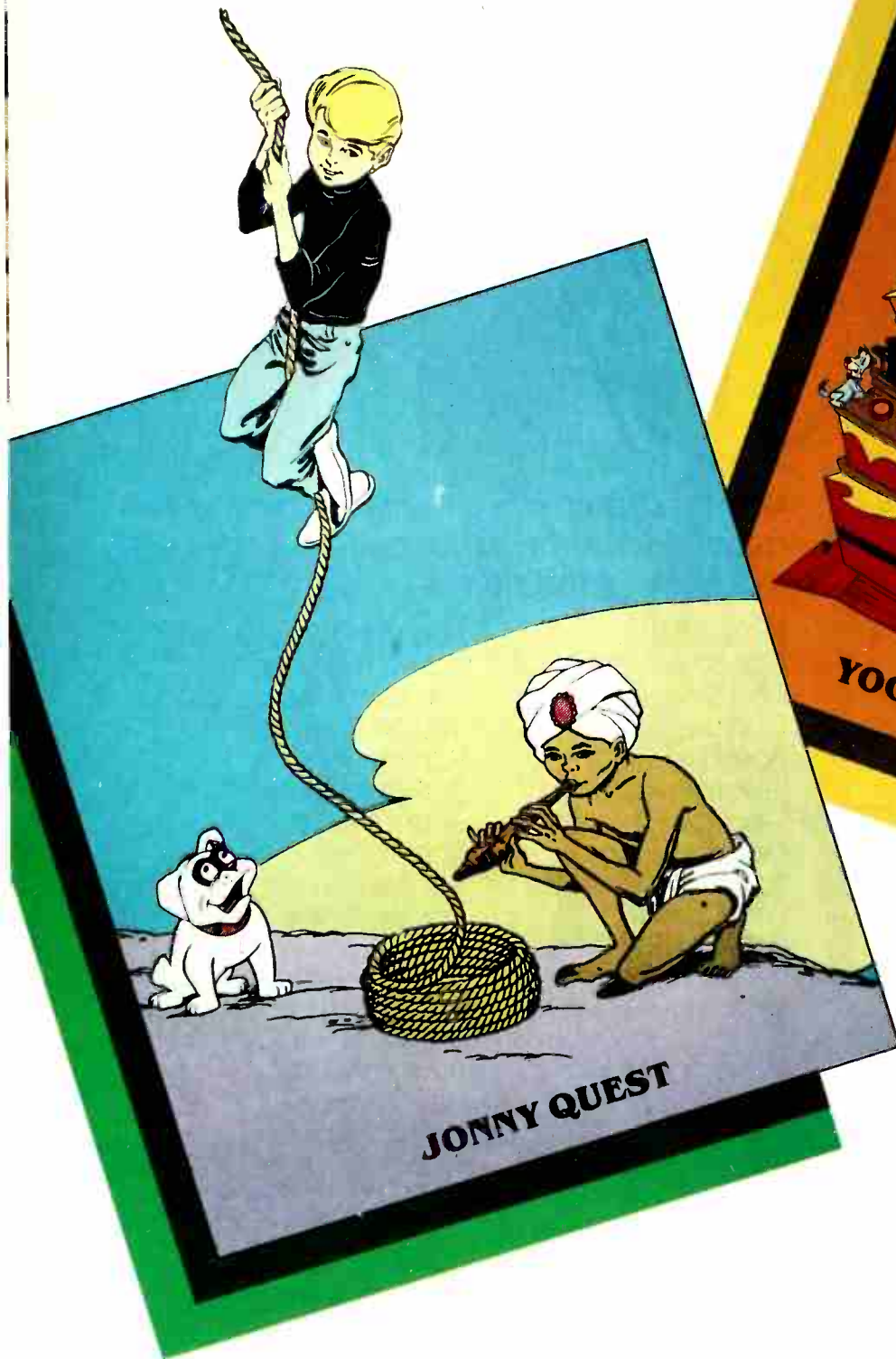


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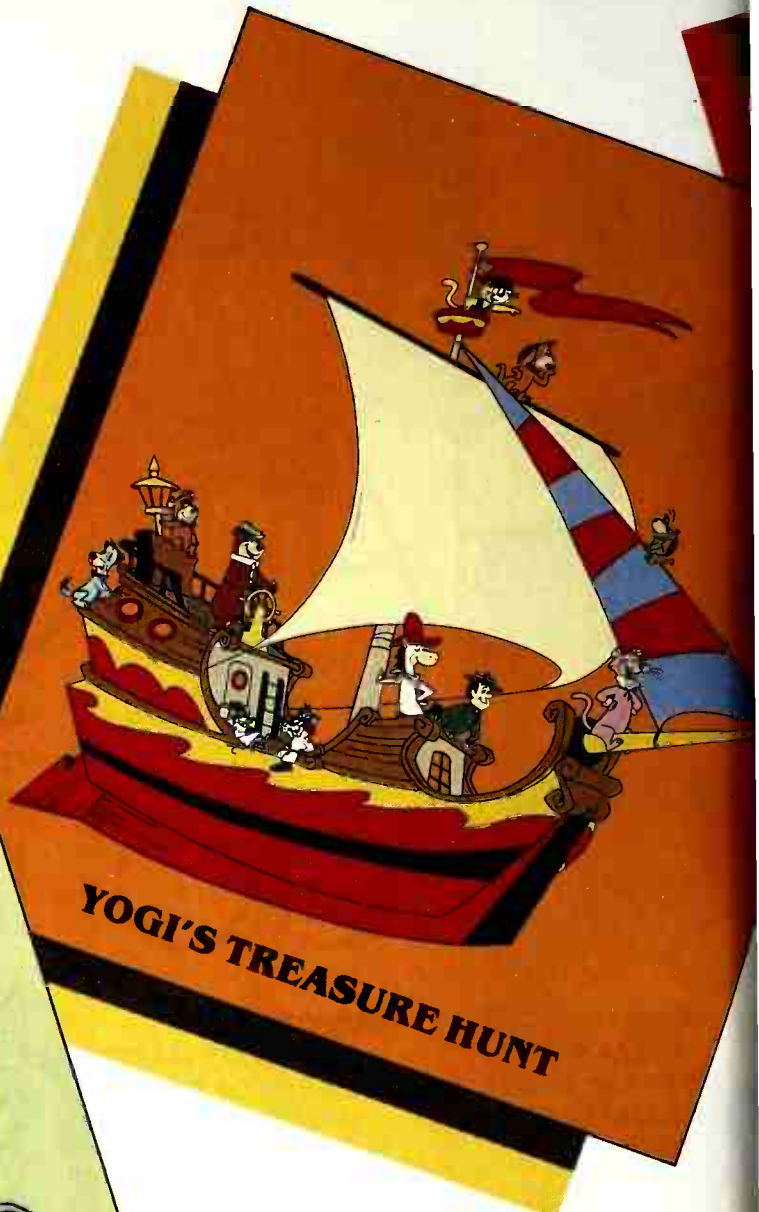
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**JONNY QUEST**



**YOGI'S TREASURE HUNT**

Source: NTI FWSON, Sept 1-Dec 14, 1986.

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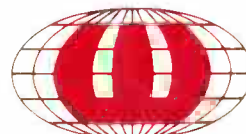
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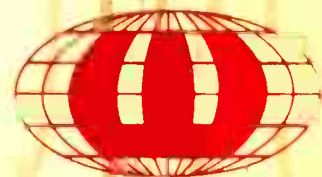
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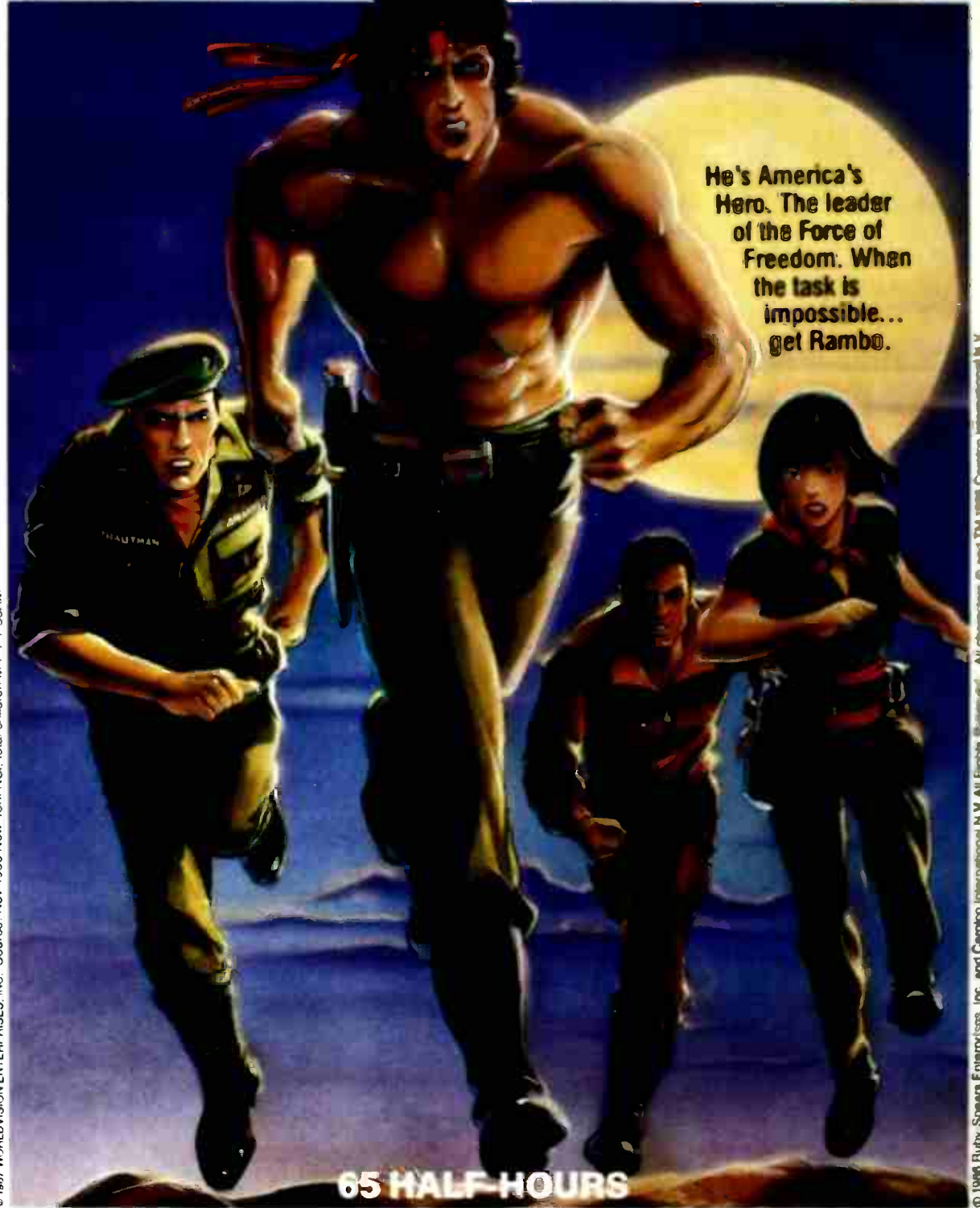
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**177 HOURS**

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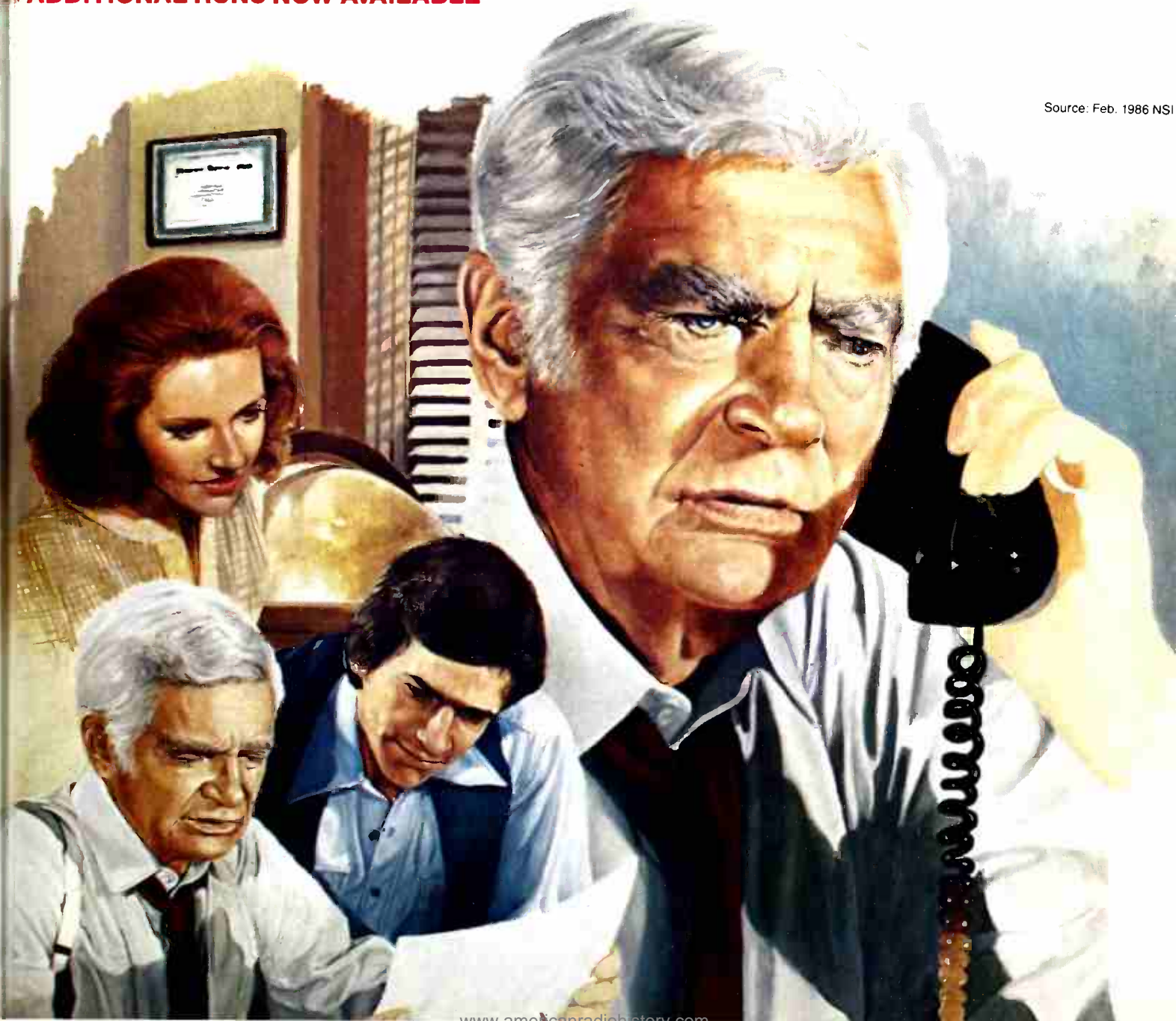
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Source: Feb. 1986 NSI





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# Television/Radio Age

January 19, 1987

Volume XXXIV, No. 13

## NATPE PREVIEW

Sitcoms abound; setback seen in checkerboarding;  
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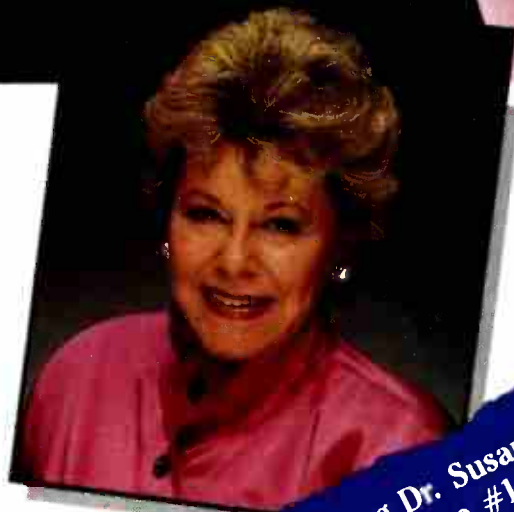
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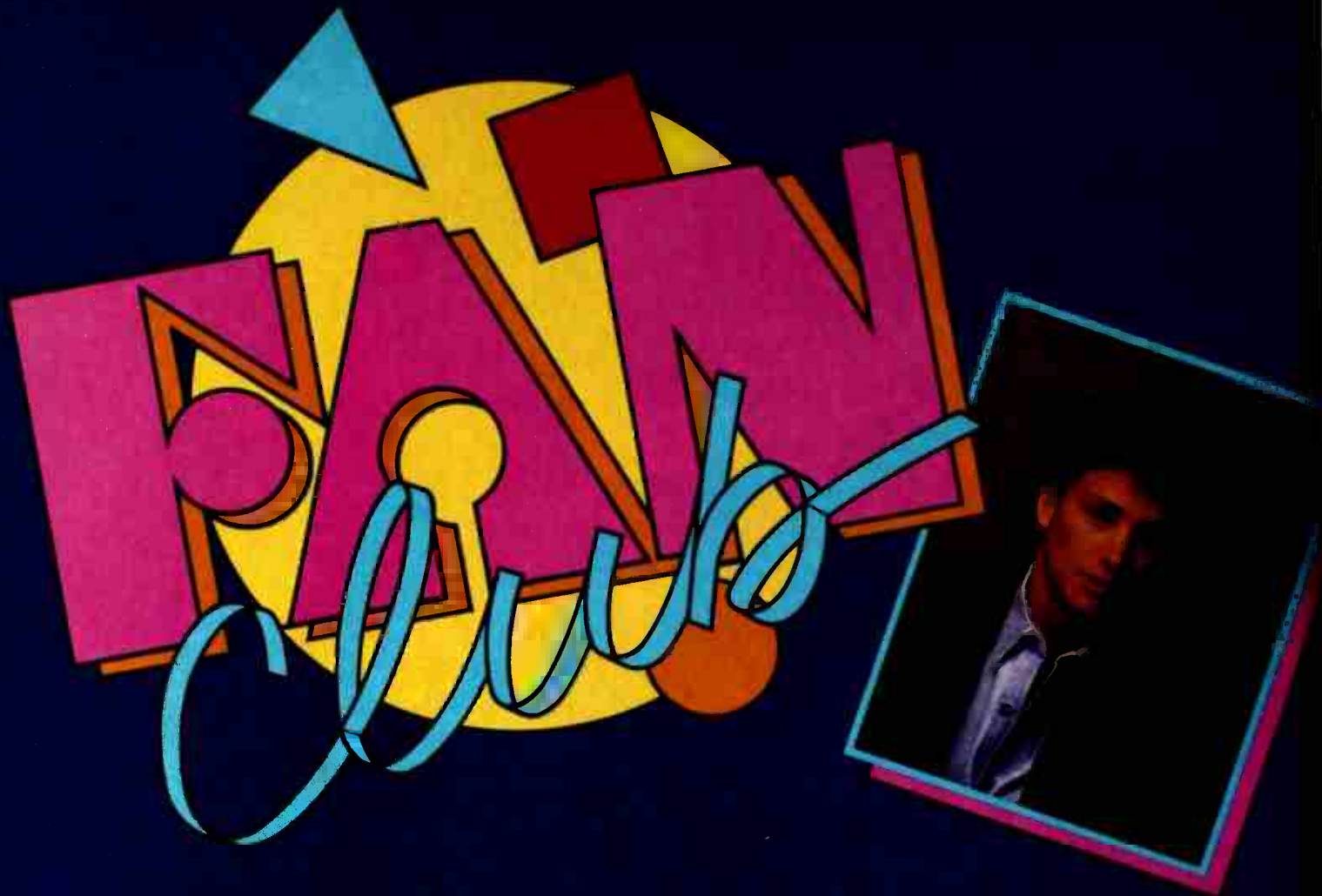
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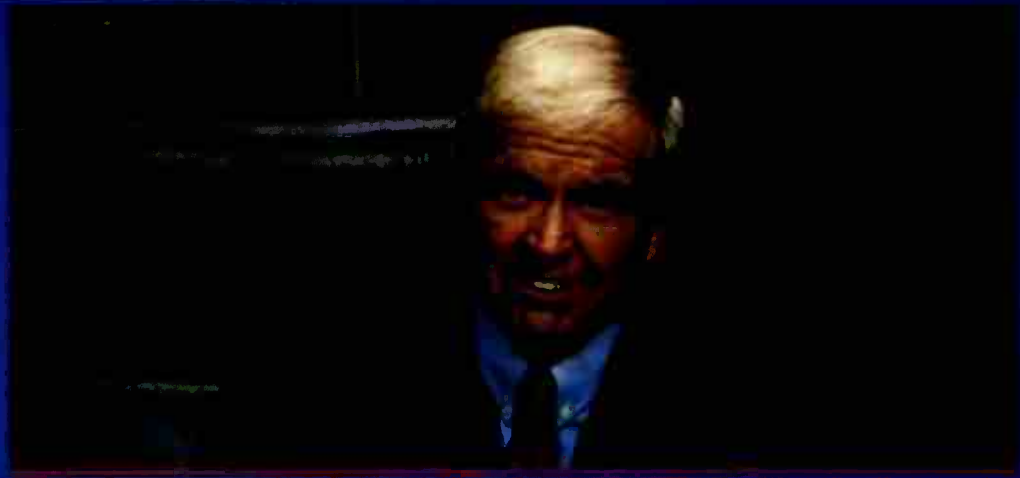
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PEAK PERFORMER  
FROM PARAMOUNT.**



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syndication where  
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gone before.**

Accelerate your ratings, demos and sales to warp speed as the legend continues. With 26 first-run hours, including a two-hour world premiere movie, "Star Trek: The Next Generation" is the greatest programming opportunity in the history of the universe.



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Welcome to "Marblehead Manor"—a place where even the help needs help. Already purchased by 85 stations and the NBC owned stations for access, this original first-run comedy is ready to bring the house down in your market. So hurry, while there's still time to make your move.



*mount*

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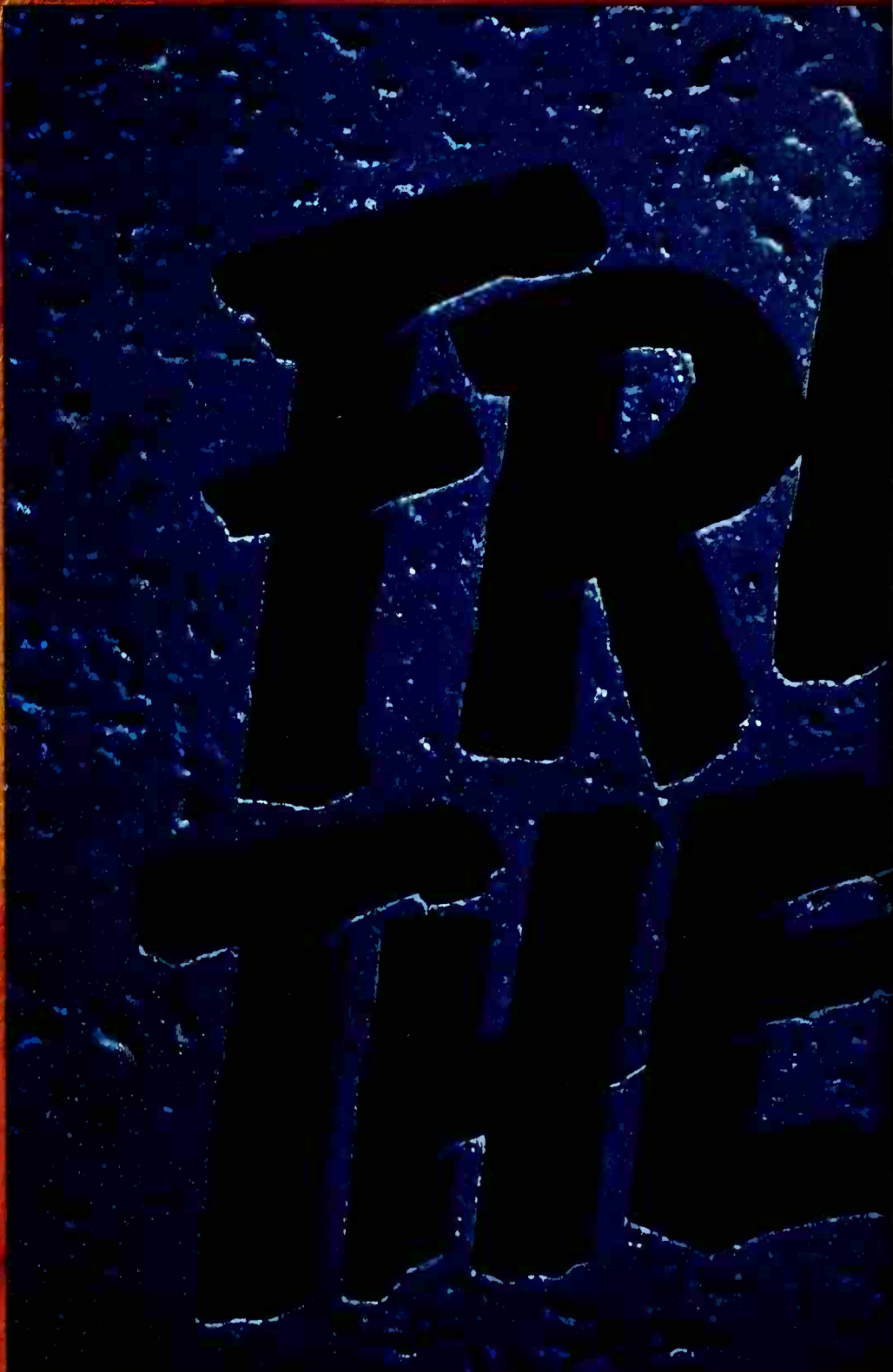
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PEAK PERFORMER  
FROM PARAMOUNT.**



*Pan*

**Finally a late night  
show where people  
don't talk.  
They scream.**

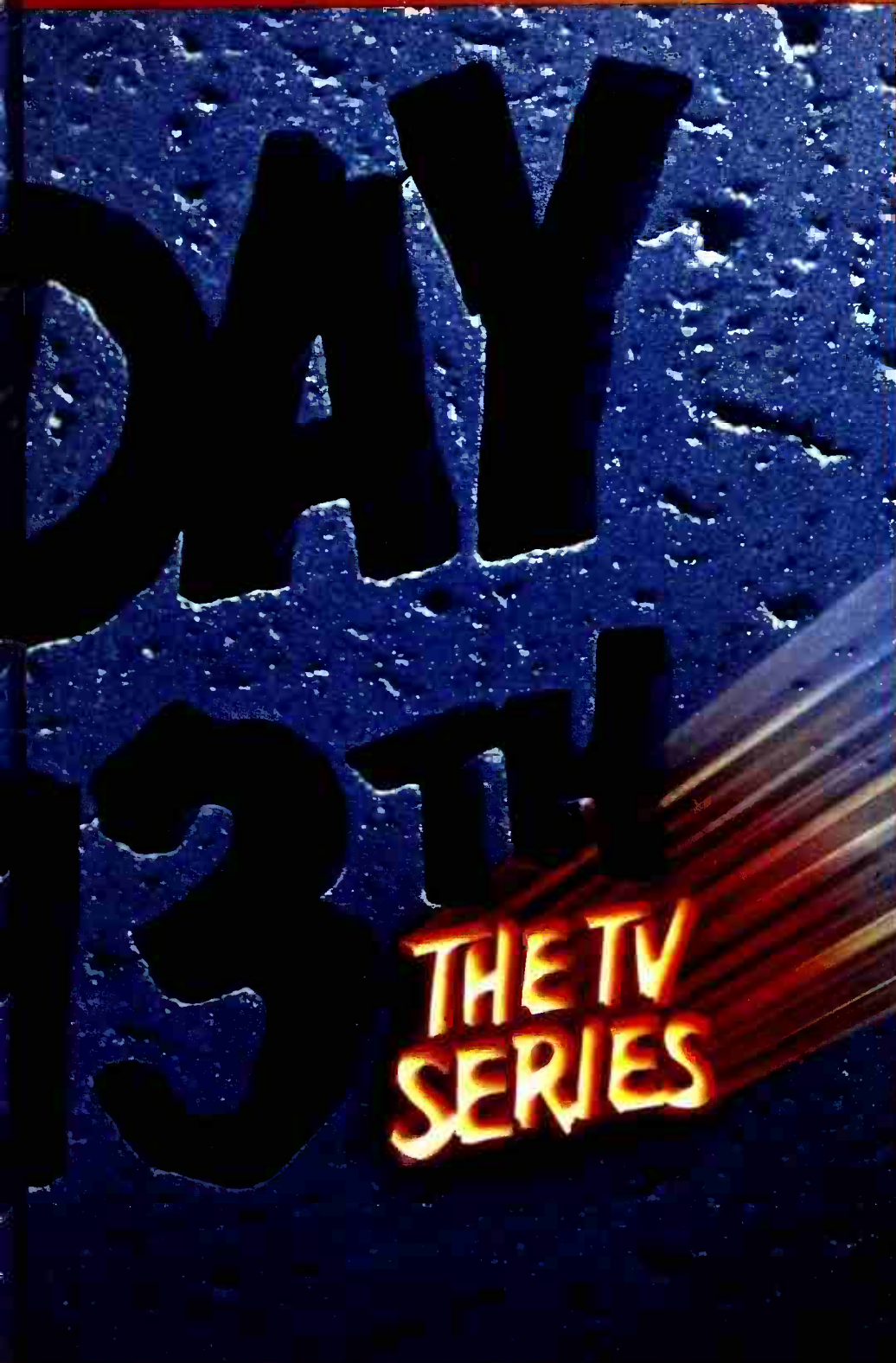
Don't panic. "Friday The 13th"  
may still be available in your  
market. But if you want to  
create fear in the hearts of your  
rivals, you'd better be quick.  
"Friday The 13th" has sold  
so fast it's scary.





*Paramount*

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ANOTHER  
PEAK PERFORMER  
FROM PARAMOUNT.

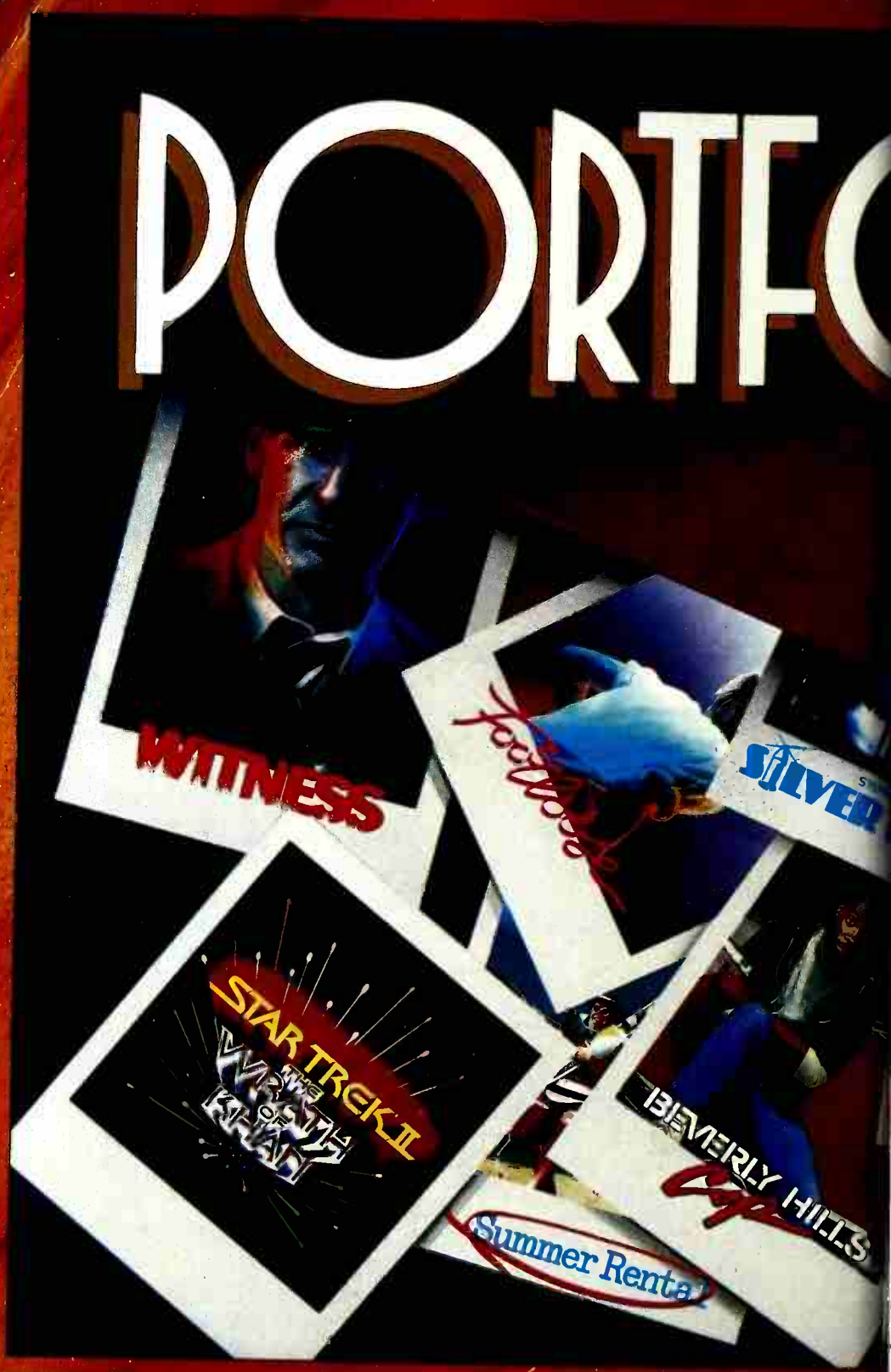


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# PORTFOLIO

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Paramount Portfolios have always generated high interest. Some stations said Portfolio X was better than Portfolio IX. Some said Portfolio XI was better than Portfolio X. And some are saying Portfolio XII is better yet. Of course, at Paramount we like to think the best is yet to come. With blockbusters such as *Top Gun*, *Crocodile Dundee*, *Star Trek III*, *Star Trek IV* and *Ferris Bueller's Day Off* in current release, your future investment is already guaranteed.





*Paramount*  
8 7

# OLIO XIII



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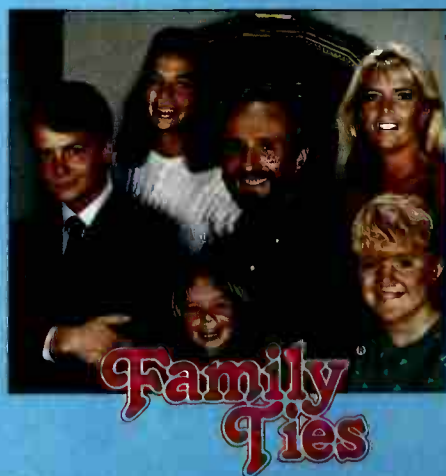


Par

# COM

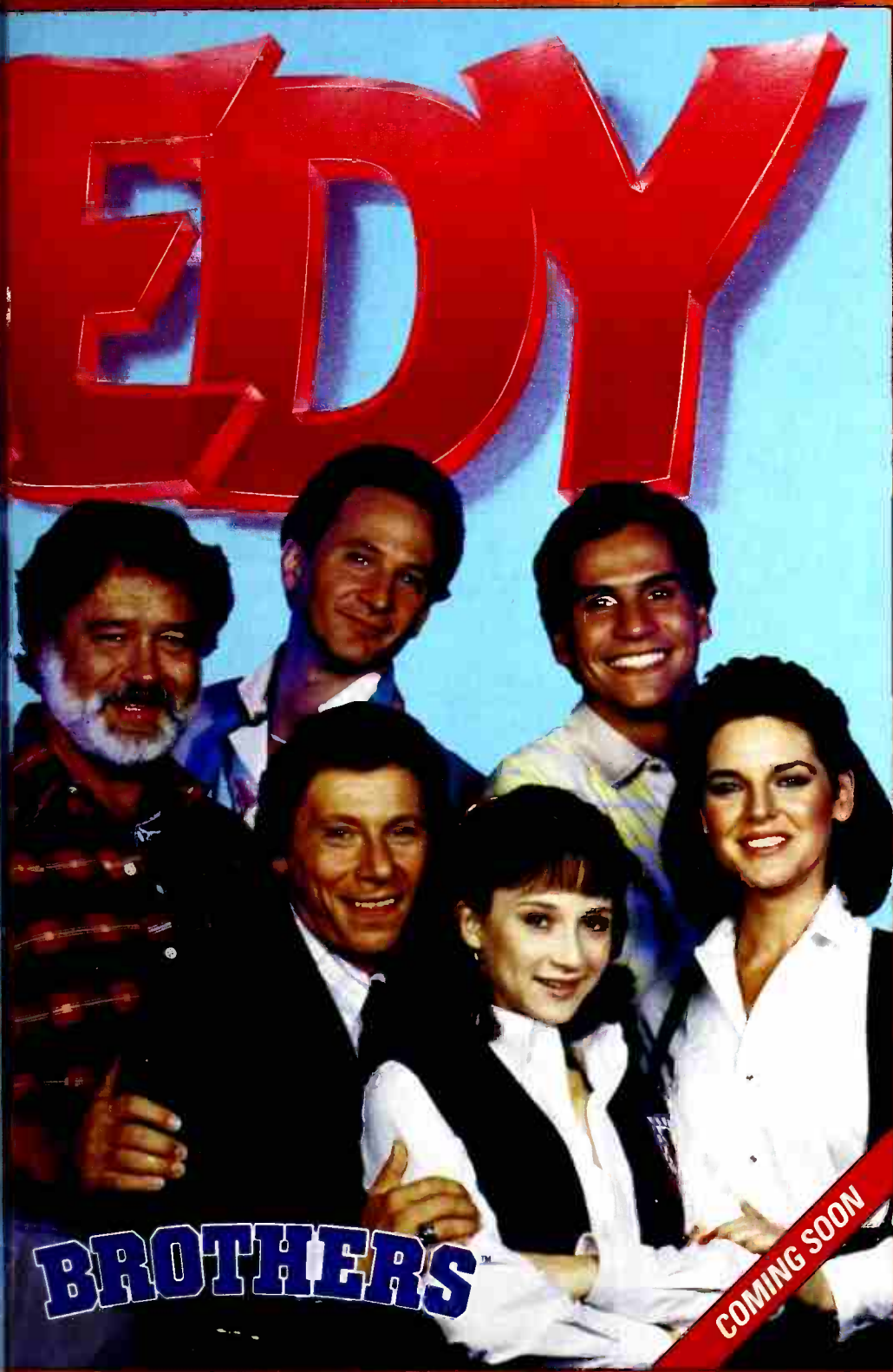
And now, a word  
about something  
we take very  
seriously.

Continuing our tradition of  
great comedy, Paramount is  
proud to offer three of the  
most watched, most loved  
programs in television history.  
"Family Ties," "Cheers," and  
"Webster." And in the same  
spirit, we are equally proud to  
announce that the newest  
member of our comedy family  
will be available soon.  
"Brothers."





*mount*  
8 7



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COMING SOON



**MORE  
PEAK PERFORMERS  
FROM PARAMOUNT.**



Par

CLA



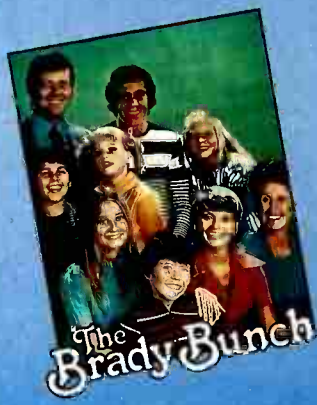
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TAXI



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The Brady Bunch



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There are many legends of rock and roll. But only one is a television program. Now back for its 8th year, "Solid Gold" is a classic example of programming that improves with age. So save the last dance for us.

The COMIC TRADITION



mount  
8 7

# SICS



**SOLID GOLD** <sup>TAT</sup> *87*



**MORE  
PEAK PERFORMERS  
FROM PARAMOUNT.**

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# Publisher's Letter

## Independent TV station managers are now realists as well as optimists

**T**he independent TV station managers, as a group, are aggressive, innovative, creative, entrepreneurial, and in this past year, have developed as realists as well as optimists. And they are paid well.

Independent station managers have learned some hard lessons in this past year, says Stuart Swartz, general manager of KMSP-TV Minneapolis-St. Paul. "But the exciting aspect of independent stations is that there is a great deal of room for growth. We have developed major incentives for developing new business—and developing new business is the name of the game. At the same time," he continues, "we have to watch expenses, be selective in what we buy and be competitive in the marketplace." There are four independents in the Minneapolis-St. Paul market. In the aggregate, they account for about 30 per cent of the total market.

An even more competitive market is Dallas, with eight stations; three affiliates and five indies. John McKay, general manager of KDFI-TV is not only surviving, but has a positive approach to the future. The station has scored some dramatic sales increases, even though the market has been flat and has been going through some tough times. "Nineteen eighty-seven," he says, "will be a pivotal year, and 1988 will be a banner year for the station. There is no question," he observes, "that some stations have been overloaded with product—with product they really couldn't afford. Both our national and local business is up substantially. We have also found that the attractive commission rates we are paying salesmen is really paying off for us."

**Bad news.** But like Gresham's Law, bad news forces out the good. The latest flash, that WTTV(TV) in Indianapolis had filed for bankruptcy, spread through the INTV convention like a grass fire. On closer examination, it appeared this was a Wall Street gaffe, a case where it was impossible for the new owners to meet the interest payments on an overload of junk bonds. In a broader sense, it had nothing to do with either the profit picture or the competitive stance of the station that had been a profit-maker for many years, under the guidance of Elmer Snow, one of the leading independent station managers in the country. And Snow had declared: "We hope to resolve this situation very quickly, and it is our expectation that all trade creditors will be paid in full."

Milt Grant, at present, is in Chapter 11. Those who know his operations in Philadelphia, Miami and Chicago, are betting that he will emerge with the cooperation of his creditors as a viable entity.

It is unfortunate that the predators on Wall Street have looked upon the media as fair game for some fancy maneuvering. But this is not to place the blame on anywhere else, except where it belongs—on the management of those properties that were ensnared by some fast-buck schemes. It is a sobering experience for those who have gone through the catharsis. At the same time, there are many financial jackals waiting on the sidelines to pounce on those few properties in trouble.

But by and large, you must conclude that the independents, as a group, are in good shape and will emerge stronger and more profitable than ever.







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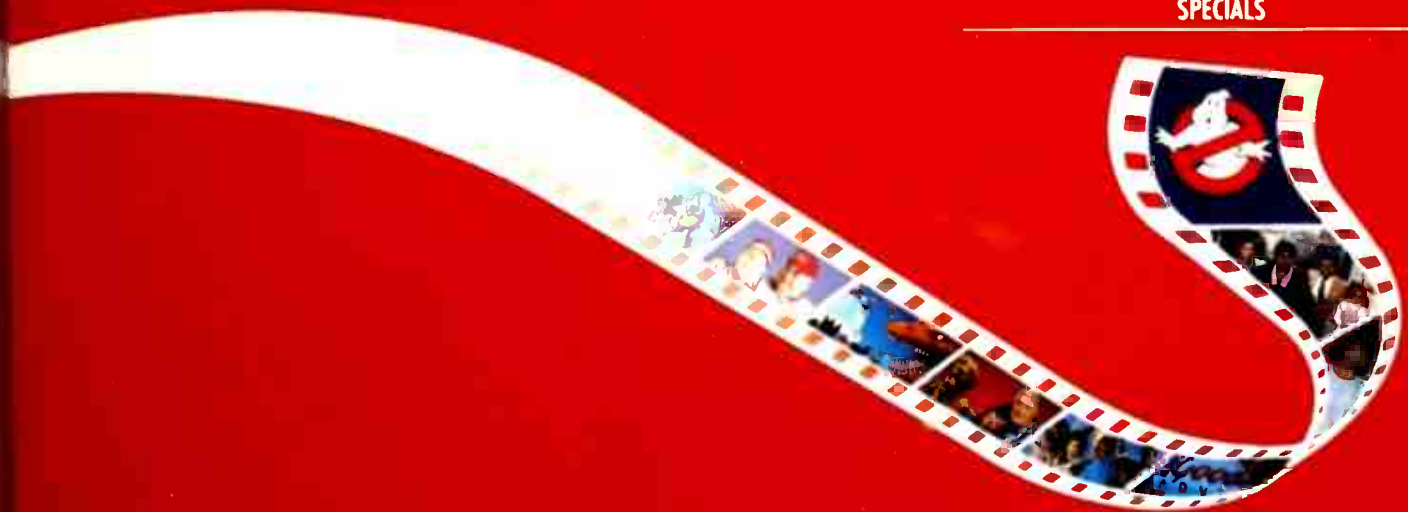
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I need good advice.

Station Programmer  
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Dear Station Programmer:  
Stop worrying about your ratings and take  
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# Letters

## Global advertising

Although I found your *Publisher's Letter* from the October 13 issue thoughtful and insightful with regard to Rupert Murdoch's "Fourth Network and Expansionary Views," I wish to point out TEN has already initiated its global advertising plans through TEN MEDIA and TEN International, our media and international sales divisions respectively.

Furthermore, the 1985 Montreux Rock Festival was initially sold directly to the Gillette Corp. as a global sponsored event. In addition, the 1985 and 1986 Montreux Golden Rose Rock Festivals were licensed to Matsushita (Panasonic, National) for sponsorship in Japan. TEN is currently in negotiations with Matsushita for the 1987 Montreux Rock Festival and the International British Record Industry Awards, co-productions with the BBC and British Record Industry. Sponsors such as Maxell, Pepsi, Swatch and Nestle, all have taken an active interest in our concept for Global Advertising.

TEN is preparing to launch a pop tradition from the U.K. into U.S. syndication next April: *Top of the Pops*, the 23-year running, weekly, BBC-1

series. We are in discussions for a global weekly version of the same name, which will enable advertisers to reach an instant worldwide audience targeted at the key 18-34 demographic. More on the subject later. By the way, we agree, the Global Village that Marshall McLuhan talked about 20 years ago is closer to reality today. Satellite technology and the vision of multinational corporations are making it possible. We look forward to being one of the companies at the forefront of the global revolution.

DREW S. LEVIN

*President, chief executive officer,  
The Entertainment Network, Inc.  
Los Angeles*

## Changing rep business

Over the past few weeks I have read with great interest your *Publisher's Letter* in TV/RADIO AGE. As vice president and manager of the Katz Continental Dallas office and an 11-year veteran of national sales, I applaud your obvious support for the rep industry.

As you have correctly pointed out (November 10, November 24, December 8), the business is rapidly changing, and the salespeople and companies they represent must change with them. Gone are the outdated cliches and stigmas associated with national representatives. Today reps are involved in new business development through market presentations, promotional tie-ins, vendor programs and competitive media presentations, as well as representing our client stations to advertising agencies in the traditional ways.

I want to take this opportunity to thank you for your support in voicing how the representative industry has had to mature and change over the years to survive. We feel we earn our keep, so to speak, and have successfully positioned ourselves as a necessary element in the placement of national

television spot dollars.

Again, thank you for your comments and support.

ROBERT SWAN

*Vice president, manager,  
Katz Continental  
Dallas*

## Counting stations

Two items in your December 29 issue were of special interest to me. The *One Buyer's Opinion* statement by Gordon Link was reminiscent of an article I wrote for BME's April 1970 issue.

The second relates to your coverage of the INTV Convention, where Jack Valenti [president, Motion Picture Association of America] was a luncheon speaker. In his preparation, he asked us to provide him with some salient statistics, including the number of independents on air today. A phone call to INTV elicited the 272 number, cited on page 85 of your magazine. Using data from a variety of reliable sources—A. C. Nielsen's "Directory," the latest *TV Digest Factbook*, and listings in *TV Guide* (November)—my count was 369 independents.

The difference is huge. It may be accounted for in part by INTV's exclusion of "specialty stations"—foreign language, religious, not-for-profit, etc. In other words, they may have a special definition of "independent." But to say that the total is or will be 272 by year's end, without qualifying the number, is odd.

That my number is essentially correct is borne out by the FCC's count of commercial TV stations "on air" as of October 31, 1986. The total is 982. Assuming that the three national networks serve a total of 624 affiliates (a number that I think is high, because multi-network affiliates are double counted), that leaves 358 TV stations "on air"—358 independents.

ALLEN R. COOPER

*Vice president, technology evaluation  
and planning,  
Motion Picture Association of America*

## Women car buyers

Thanks for the article about Hispanic car sales (*Sidelights*, December 8). There is one point, however, that needs correction: "Among these Hispanics, more women bought new cars than men." This should read: "More Hispanic women bought new cars than non-Hispanic women."

MANUEL A. ESCALANTE

*Director of marketing  
Tichenor Spanish Radio,  
Harlingen, Texas*

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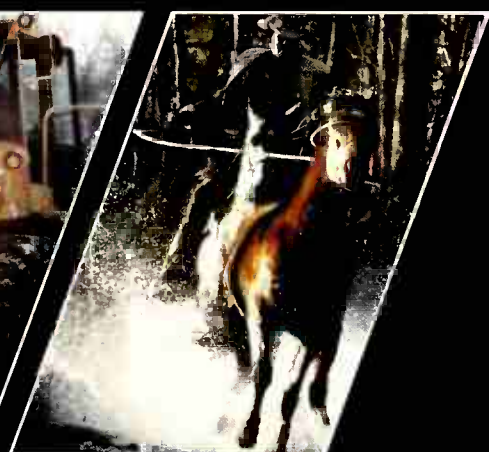


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# 14



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# Syndication Trivia

The Answer Is:

# Hangin' In

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-  What is the First First-Run Sitcom Available for Stripping?
-  What First-Run Sitcom has 110 Episodes in the Can?
-  What First-Run Sitcom has Proven its Success in 75% of the U.S. this Summer?
-  What Successful First-Run Sitcom has been Renewed for its 7th Season on CBC?
-  What First-Run Sitcom is AVAILABLE NOW?

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-  New York - WOR - 11:00 P.M.
  -  Detroit - WXYZ - 10:30 A.M.
  -  Houston - KTXH - 12 Noon
  -  Nashville - WZTV - 11:30 A.M.
  -  Greensboro - WGGT - 1:00 P.M.

- Improved key demos over May '86**
-  Miami - WCIX - 6:30 P.M.
  -  Providence - WPRI - 4:00 P.M.
  -  Wash., D.C. - WDCA - 6:30 P.M.
  -  Austin - KBVO - 5:00 P.M.
  -  Macon - WMAZ - 5:00 P.M.

- Improved over initial performance**
-  L.A. - KCOP - 11:30 A.M.
  -  Atlanta - WATL - 6:00 P.M.
  -  Green Bay - WXGZ - 11:30 A.M.
  -  Norfolk - WAVY - 4:30 P.M.
  -  Cleveland - WOIO - 2:30 P.M.



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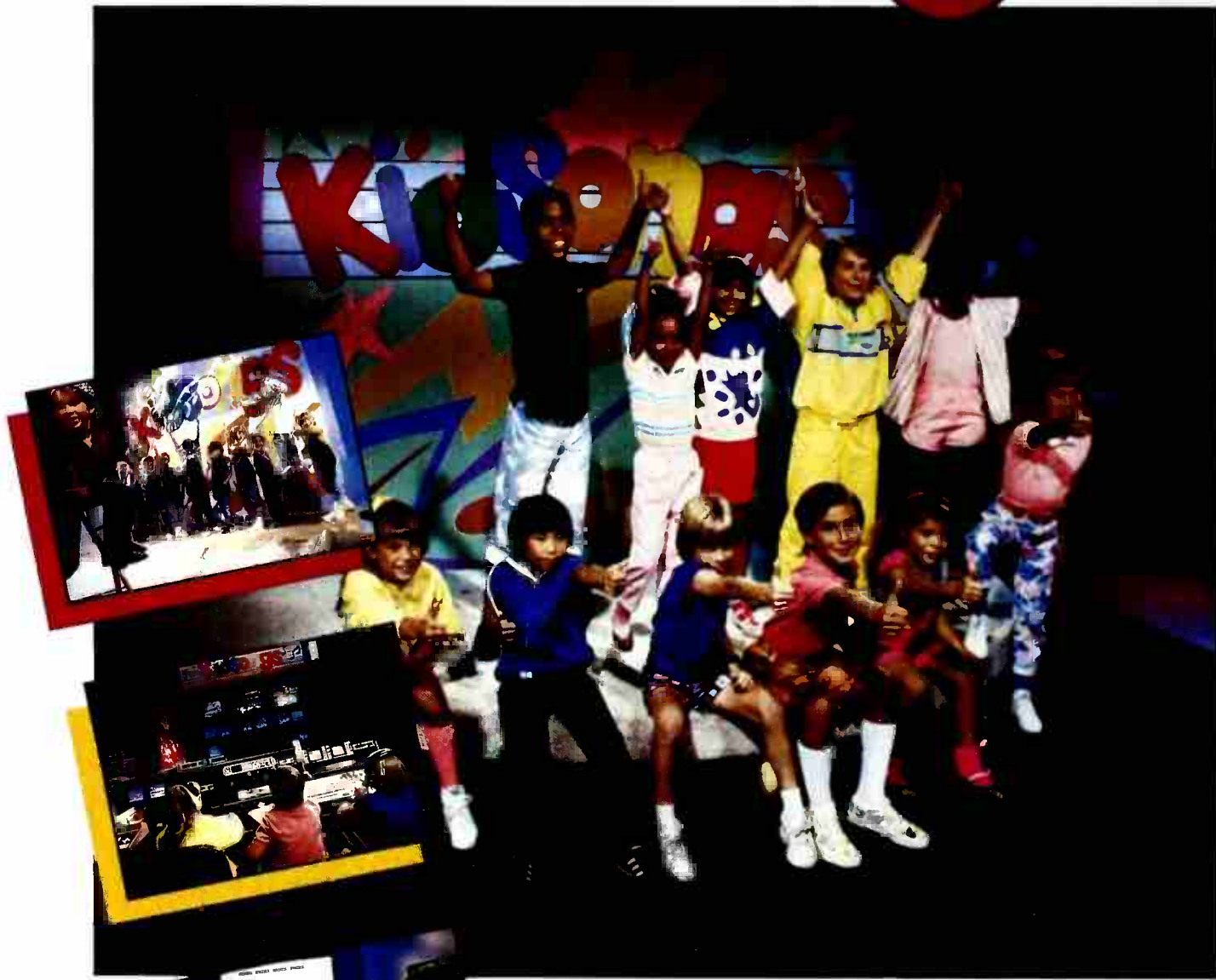
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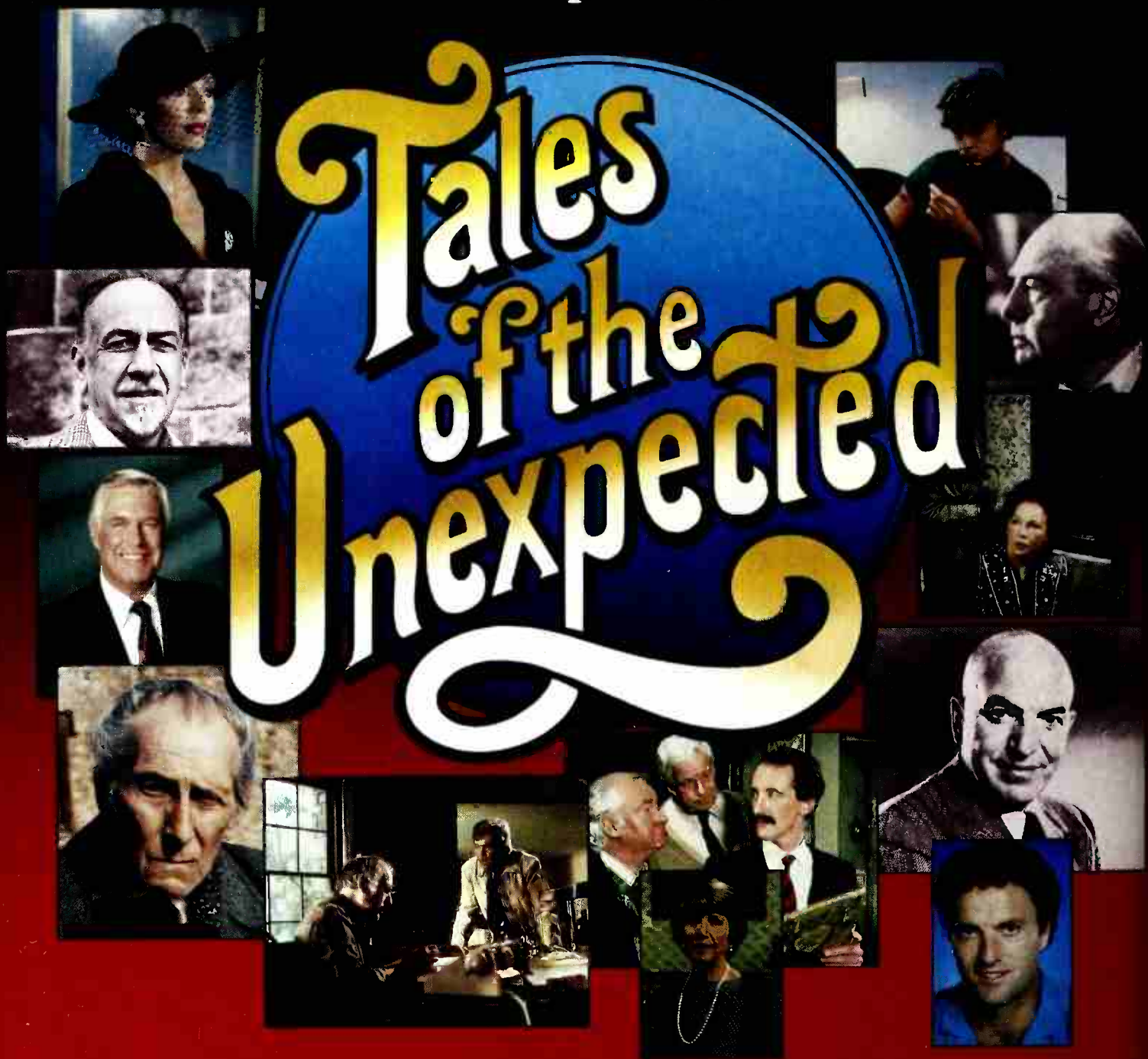
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# Sidelights

## Selling off-net to cable

With so many shows now going from broadcast TV to basic cable (see story, page 174), regular dialogues have developed between program distributors—especially the major studios—and the cable networks.

"There was a time when we could barely get distributors to return our calls," remembers Harry Young, program director, CBN Cable Network. Now, however, the production companies know the types of off-network programs each basic network is looking for, and the basic services have their eyes on current product long before the networks cancel them.

So how does *All New Let's Make a Deal* end up as a daytime strip on USA Network? After syndicating the show for two seasons starting in 1984, explains Dalton Danon, Lorimar-Telepictures' senior vice president, pay/cable and feature film syndication, it was found that station renewals were getting harder. And, he notes, "We had new properties coming down the pike."



**"A Sword For Marius,"** starring James Mason, I., and Fabrizio Mioni, is one of the featured episodes in Columbia's *Golden Age of Television*, now running on *Arts & Entertainment*.

So, with L-T's syndication division taking leave of the show, Danon was free to pursue cable markets. Having the rights to sell a cable window is not always so clear, however: "I always run through all my sister departments to make sure they don't have plans for it [a property]," he says.

For a smaller syndicator like Claster Television Productions, the recent premiere of *The Great Space Coaster* as a weekday morning strip on USA came

about because cable wanted the series and most broadcasters no longer did.

Explains president John Claster: "We had a good syndication run for six years. It was our feeling we could not get a broad clearance. We examined a lot of our opportunities, and decided cable was an excellent place to go." Claster notes that he received more than one cable offer for the series.

**Logistics.** The logistics of some cable buys are certainly intriguing. A&E's vice president, programming Peter Hansen, for example, found the old CBS series, *The 20th Century*, in CBS International's catalog. "I started to buy it from CBS International," he recalls, "and found they didn't have the rights to it." So he bought it from Viacom. (On the other hand, A&E has bought several *White Papers* and other news specials directly from NBC.)

A&E went back to television's golden age for a "new" Coca-Cola-distributed series appropriately titled, *The Golden Age of Television*. Each installment of this one-hour weekly series contains two episodes which originally aired on either the *Alcoa Theater* or *Goodyear Theater* series of the late 1950s, and were later syndicated by Screen Gems as *Award Theater*.

# Responsible and Respected



Joel Cohen, President

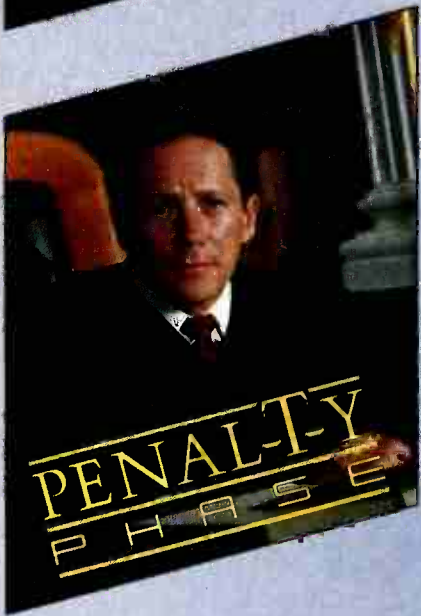
Joan Cohen, Vice President

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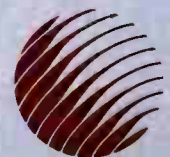


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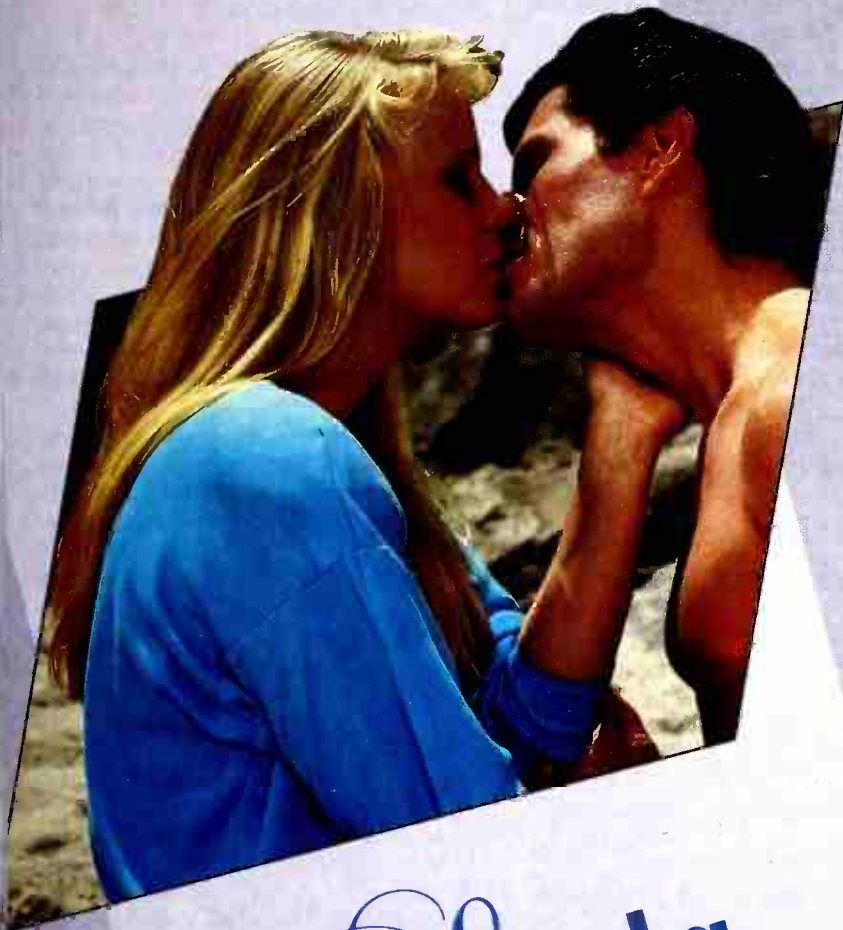
# SINS



NEW WORLD TELEVISION



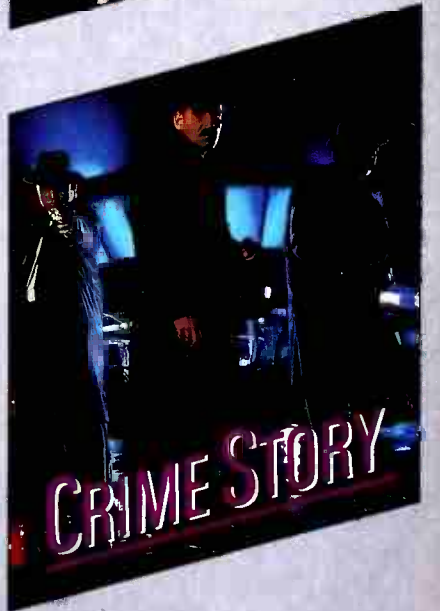
# WIDE DISTRIBUTORS TELEVISION



*Santa  
Barbara*



NEW WORLD TELEVISION





## Sidelights (continued)

Hansen explains that other distributors had offered classic TV drama to the network, but Columbia (now Coca-Cola) was the first "who really put it together" in a high-quality package. Hansen says the studio has assembled various packages of such vintage programming, including episodes from *Ford Theater*.

**Band-aid.** Lifetime has been running a lot of off-network series, but Charles Gingold, vice president of programming, says, "I see a deemphasis on acquired programming." That's just been a "band-aid" for the schedule, he explains, and, in any case, the supply of suitable off-net properties will "dry out before too long. Because of supply and demand, the product out there is becoming more and more expensive."

But Gingold says he's still "keeping an eye on" shaky network shows, admitting that "I'm always on the lookout for syndicated programming."

Meanwhile, the latest off-net addition to Lifetime's lineup is MCA's *Marcus Welby, M.D.* The series includes 172 episodes, Gingold notes, more than double the 85 contained in Lifetime's previously largest off-net purchase—Colex's *Family*.

L-T's Danon doesn't foresee a network like Lifetime getting completely away from off-net programming. Basic cable's interest in off-net fare, he says, is too recent a phenomenon to be ending already. Once a basic network succeeds with off-net, they want more of it, he explains.

"Basic networks have learned to recognize that there can be some genuine value in short-run off-network series," adds Danon.

Such shows, he explains, are hard to



**MCA's 'Marcus Welby, M.D.:'** with Robert Young, l., and James Brolin, may be one of the last major off-net series to appear on Lifetime.



**America's favorite trader, Monty Hall, reigns again as USA runs Lorimar's "All New Let's Make a Deal."**

syndicate to broadcast stations. Not only do stations prefer to buy series with enough episodes for stripping, but syndicators can find their sales potential to be far below their residual commitments. But under recently changed rules, distributors to cable of shows produced since July, 1984 pay only a percentage of the fee, rather than the flat rate required in broadcast syndication.

### Radio's advantage

Although Bob Costas got his start on radio (his first job out of college was on CBS powerhouse, KMOX St. Louis), he has risen to national prominence on television via his NFL football and major league baseball reporting on NBC-TV.

But now Costas has added a radio vehicle that allows him to explore facets of sports interviewing impossible to mine on the video medium. The new avenue is a two-hour weekly sports interview show, *Costas Coast-to-Coast*, being syndicated to 180 stations by St. Louis-based Clayton Webster Corp. Airing on Sunday nights, the barter program, which premiered November 2, 1986, is, according to Costas, designed to be as relaxed as possible.

In fact, he says, "we've purposely constructed a studio for this show that isn't even as laden with wires and microphones as a normal radio studio... it's a more intimate atmosphere."

The longest interview Costas has ever conducted on television, he says, was with NFL commissioner Pete Rozelle, and that, he says, lasted 30 minutes including commercials. But, generally, he says, "a lengthy interview on television might last eight minutes; five minutes is long for TV. You don't have these extended forums." On his radio show, guests are on for at least an hour and sometimes for the entire two hours. "If some peculiar little thing comes up

that you hadn't planned for," he explains, "you don't have a reluctance to pursue it, because you've got plenty of time."

For instance, a recent guest was Al McGuire, former Marquette University basketball coach who is now an analyst for NBC Sports. McGuire indicated that he'd like to pursue his "next career" in New Zealand. "If he said that on TV, you'd probably say, 'Oh, I guess that's a subject for another time,' and then you'd move on. But in this setting you don't care."

**Screening call-ins.** Although the *Coast-to-Coast* show mainly consists of the host interviewing major sports figures such as former quarterback, Joe Namath, and coach-turned-analyst, John Madden, there are some listener call-ins—about four or five an hour, compared to at least a dozen on a typical local sports talk show.

Because *Coast-to-Coast* is a national program, pre-screening of calls is even more important than usual, Costas emphasizes.

For instance, "if Lenny Wilkens [coach of the Cleveland Cavaliers pro basketball team] is on, and a guy calls up and says, 'You've got Brad Daugherty and Ron Harper, two of the best rookies. Who are the other best rookies in the NBA (National Basketball Association)?' Great. Even if someone says, 'Where can the Cavs finish this year?' Lenny can answer that in 20 seconds.

"But if somebody says, 'You know, I think when the Cavs play San Antonio, Mark Price doesn't match up right with Johnny Dawkins'... lose him."

**Losing locker room.** Anyone even remotely interested in last year's World Series between the New York Mets and

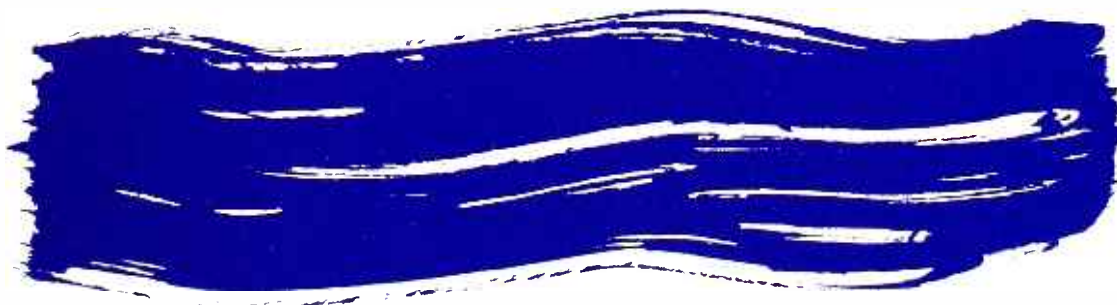


**"The players,"** says sportscaster Bob Costas, "trust me... They know I may ask something tough, but I'm not going to ask something unfair."

(continued on page 75)



T H E P R I M A R Y S O U R C E





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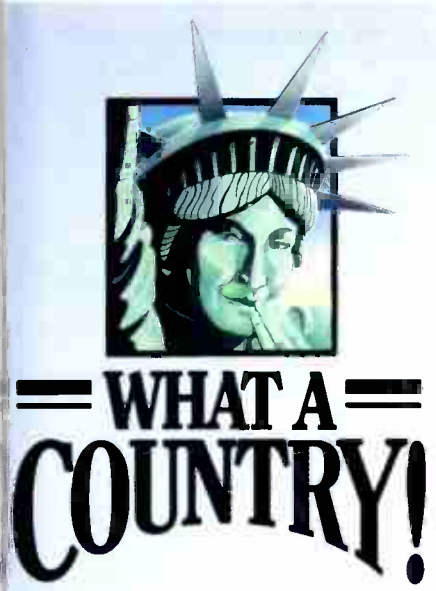
We are the leading source of incomparable, outstanding programming. First-run series with the power to perform. Off-network classics that truly shine. Explosive motion pictures. And much, much more.

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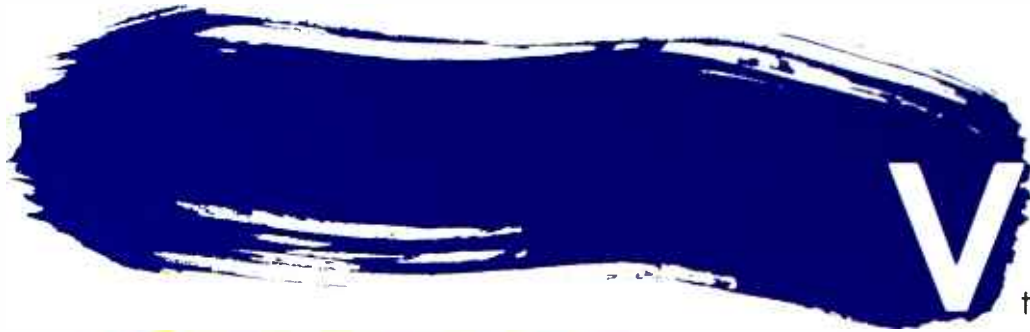
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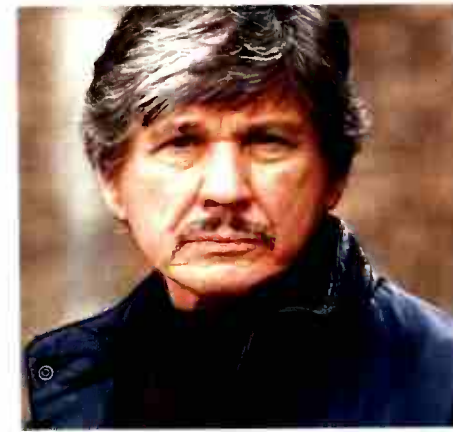
picture programming. From  
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star-studded features. Each  
one ready to make your station  
a star.

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- Features III
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- The Emperor's New Clothes
- Here Comes Peter Cottontail



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## Sidelights (continued)

Boston Red Sox is aware of how devastating the loss was to the American League team. Costas is often faced with the unenviable task of conducting interviews in the losing team's locker room. How does he handle it?

There is no one "special technique," but a key is "the tone of your approach." It also helps if the players are "familiar with you. That's a big advantage I have when I go from play-by-play on the baseball *Game of the Week* during the regular season to host in a World Series [or playoff] situation. The players know me. I think most of them trust me. They don't think, 'Who is this guy?' They know I may ask something tough, but I'm not going to ask something unfair."

**Family ties.** Just prior to his Saturday morning interview with TV/RADIO AGE, Costas was bouncing his seven-month-old son, Keith, on his knee. With his busy television schedule for NBC and radio commitments for Clayton Webster, does he feel he is able to spend enough time with Keith and his wife, Randy?

Acknowledging that "travel is a ma-

ior factor in my life," he adds that though "I love my job, I want it to be in proper balance with my family." And a top priority is to "streamline my whole operation in the next year or two. I'm going to cut out all those extraneous things, such as speaking engagements. I'm going to make a concerted effort to focus on those professional commitments that mean a lot to me."

*Coast-to-Coast* makes added demands on his time, but Costas points out that since it's produced in New York, where he lives, "it doesn't involve traveling." Another syndicated show for Clayton Webster, *Sports Flashback*, is done well in advance. Half of this year's programs, Costas says, "are already in the can, and a couple more long sessions can get it all done."

During baseball season, Costas is away from Friday morning to Saturday night; but his football pre- and post-game shows are aired in New York. And after football season—between mid-January and early April—"I have a very easy schedule."

Costas spent seven years at KMOX after graduating from Syracuse University, but he began to emerge as a national TV personality in the early '80s. A turning point was the 1981 NFL season when he was paired with former

Cincinnati Bengal Bob Trumpy as one of the regular NBC telecast duos. Trumpy, says Costas, "was very outspoken and opinionated, and I would take the other side." As a result, "we got some attention as a team."

## Those were the days

"It was like doing stage. You had to deal with people," says George Maharis of the early days of TV drama. "Now you deal with car crashes."

Maharis was reunited with several other TV veterans—Kim Hunter, Patty McCormick, Gary Merrill, Leslie Nielsen and Jan Sterling—at a recent New York party celebrating the premiere of Arts & Entertainment Cable Network's *Golden Age of Television* anthology.

Stouffer's, Ocean Spray, Duracell and Ford Motor Co. are the major sponsors of the series, which consists of half-hour episodes shown originally on NBC's *Alcoa Theater* and *Goodyear Theater* from 1957-60.

"I'm hoping the people of today will realize anthology programs are good things," Hunter told the crowd of mostly ad agency executives.

(continued on page 82)

# Responsible and Respected



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We're not just another supplier of television programming. At Joel Cohen Productions and Distribution, we're dedicated to preserving qualities that are often overlooked in the entertainment business these days. Like professionalism. Responsibility. And stability. Don't worry about an executive level "revolving door" policy with us; we'll be here year after year, strengthening the relationships that best benefit you and your stations. And you can be sure our programs such as *The Beach Boys 25th Anniversary in Waikiki*, *Your Choice For The Film Awards*, *The Serendipity Singers Show*, *Ricky Nelson & Fats Domino Live in Concert* and *Skate America '86*, to name a few, are carefully selected to meet everyone's needs. Sound ambitious? Maybe. But we've built our reputation on these words. And when it comes down to it, you can't gain respect without mastering responsibility.



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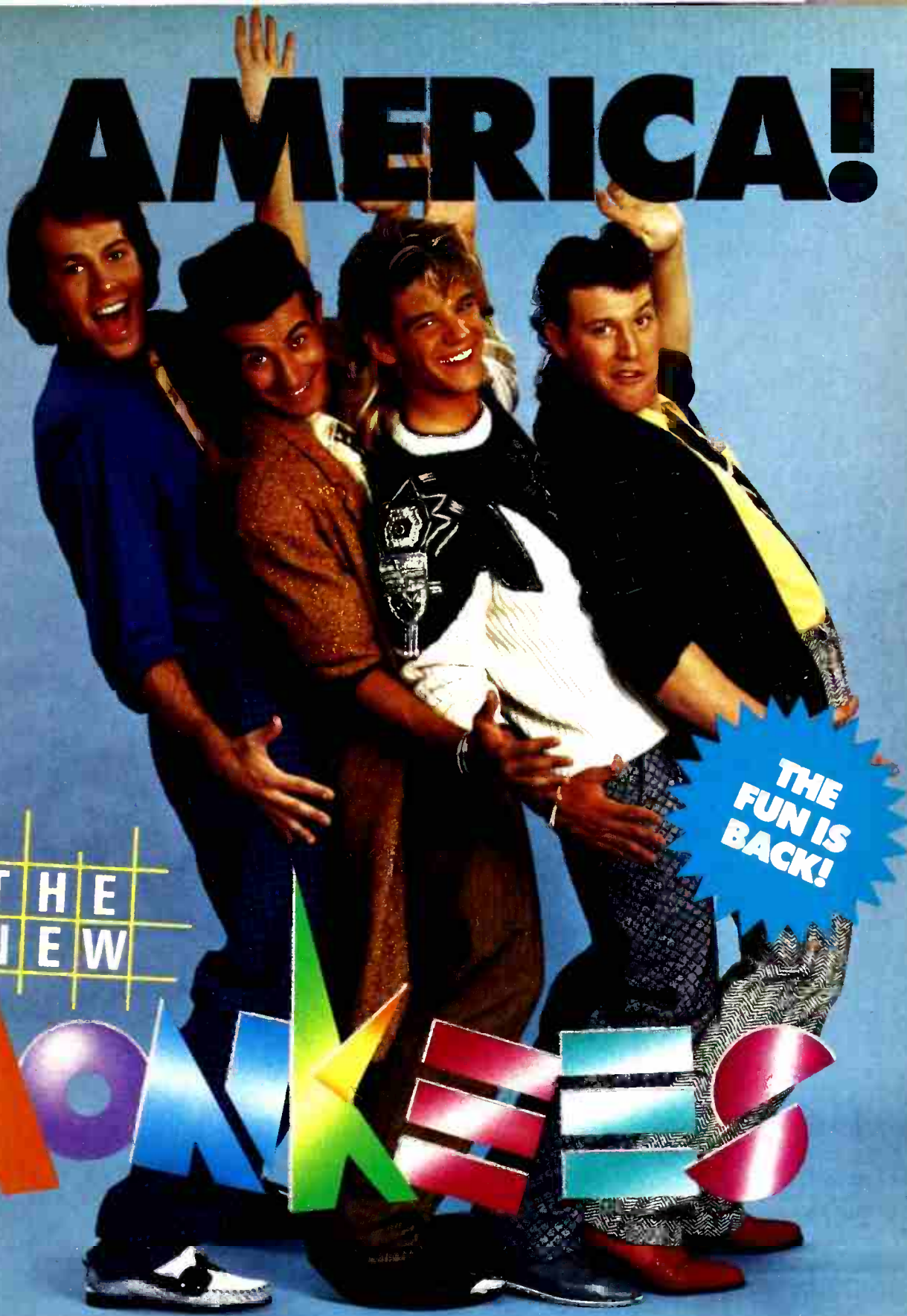
time period. 75% of all telecasts equal or improve W 12-17 demos. W 12-34—74%. W 12-24—72%. Teens—68%. W 18-34—63%. W 18-49—60%

Catch *The New Gidget* wave. You'll be sitting on top of the world!

SOURCE: NSI NOV '86, NOV '85



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It's happening everywhere! 9 to 5 – working to improve household and key women demo shares. Now, you can put it to work for you.

**SA 7-7:30 PM New York (WNYW) #1** in time slot. Outdelivers *It's A Living* competition by **58%** HH Share; **27%** W18+.

**SA 6:30-7 PM Chicago (WFLD) Up 45%** W18+; up **30%** W18-49 over *Ted Knight* lead-in.\*

**SA 11-11:30 PM Detroit (WKBD) Up 25%** HH Share; up **157%** W25-54 over Nov. 85's *What's Happening Now!!*.\*

**SA 6:30-7 PM Dallas (KDAF) Up 33%** HH Share; up **100%** W18-49 over Nov. 85's *At the Movies*.

**SA 7:30-8 PM Washington (WTTG) #1** in time slot. Up **5%** W18+; up **18%** W25-54 over *Three's Company* lead-in.

**SA 7:30-8 PM Atlanta (WSB) Up 31%** W18+; up **43%** W18-49 over *Throb* lead-in.\*

**SU 6:30-7 PM Tampa (WFTS) Up 100%** HH Share; up **200%** W25-54 over *What A Country!* lead-in.\*

**SA 6-6:30 PM Denver (KDVR) Up 43%** HH Share; up **131%** W18-49 over Nov. 85's *Star Search*.

**SU 6:30-7 PM Charlotte (WCCB) Up 33%** HH Share; up **88%** W18-49 over *It's A Living!* lead-in.

**SU 5-5:30 PM Birmingham (WDBB) Up 40%** HH Share; up **50%** W18-49 over movie lead-in.

**SA 7:30-8 PM Syracuse (WTVH) Up 50%** HH Share; up **50%** W18+ over *Throb* lead-in.

**SA 5-5:30 PM Davenport (KLJB) Up 175%** HH Share, up **500%** W18-49 over Nov. 85's *Start of Something Big*.

**SU 11-11:30 PM Abilene (KTAB) Up 13%** HH Share; up **33%** W18+ over Nov. 85's *Carol Burnett and Friends*.



**Minimum 85 episodes available to strip Fall '88.**



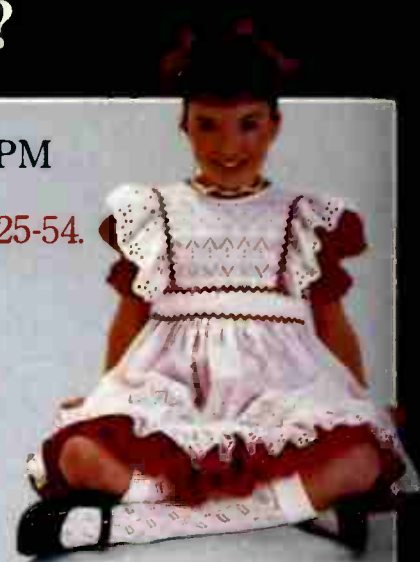


**Fox is the one for comedy.**

# Still the highest rated weekly half-hour in syndication. Will Wonder never cease?

Here's the exciting November story on the show that's making 4-8 PM nothing short of one-derful:

- # 1 **New York** WNYW: HH Rtg, HH Share, W18-34, W18-49, W25-54.
- # 1 **Chicago** WFLD: HH Rtg, HH Share, W18-49, W25-54.\*
- # 1 **Philadelphia** WTAF: W18-34, W18-49.
- # 1 **San Francisco** KTVU: W18-34, W18-49, W25-54.
- # 1 **Boston** WCVB: HH Rtg, HH Share, W18+.
- # 1 **Houston** KRIV: W18-34, W18-49, W25-54.
- # 1 **West Palm Beach** WFLX: W18-34, W18-49.
- # 1 **Toledo** WTVG: W18-34, W18-49, W25-54.
- # 1 **Fort Myers** WFTX: W18-34, W18-49.
- # 1 **Wilmington** WECT: W18-34, W18-49.
- # 1 **Chico** KRCR: HH Rtg, HH Share, W18+, W18-34, W18-49, W25-54.
- # 1 **Clarksburg** WBOY: HH Rtg, HH Share, W18+, W18-34, W18-49, W25-54.



And, Wonder worked wonders with Women and Household shares over 11/85:

	HH Share	W18+	W25-54	11/85 Program
<b>Dallas</b> KDAF	+ 50%	+ 44%	+ 33%	<b>Benson</b>
<b>Cleveland</b> WJW	+ 36%	+ 39%	+ 67%	<b>Small Wonder</b>
<b>Pittsburgh</b> WTAE	+ 27%	+ 9%	+ 6%	<b>Small Wonder</b>
<b>Baltimore</b> WBAL	+ 19%	+ 44%	+ 25%	<b>Small Wonder</b>
<b>Phoenix</b> KPNX	+ 25%	+ 74%	+ 214%	<b>Small Wonder</b>
<b>Portland, OR</b> KPDX	+ 80%	+ 33%	+ 38%	<b>Movie</b>
<b>Milwaukee</b> WITI	+ 89%	+ 55%	+ 125%	<b>Local News</b>
<b>Orlando</b> WOFL*	+ 50%	+ 9%	+ 40%	<b>Black Sheep Squadron</b>
<b>Memphis</b> WPTY	+ 100%	+ 120%	+ 83%	<b>Small Wonder</b>
<b>Cedar Rapids</b> KGAN	+ 44%	+ 30%	+ 67%	<b>ABC News</b>



Source: NSI/CASSANDRA (\*--ARB/SQAD-APOLLO) 11/86.  
(National ratings based on NTH/WSN, 15 weeks ending 12/21/86, among barrier-inclusive programming.)  
Subject to the limitations of the methodologies employed.

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**Fox is the one for comedy.**

## Warner TV high

Averaging over \$1.5 million each business day, worldwide sales at Warner Bros. Television Distribution for the year ending December 31, 1986,



**Charles McGregor, president, Warner Bros. Television Distribution, says 1986's record sales confirm increasing market value and long-term strength of WB TV's inventory.**

reached \$389,064,037, achieving the best results in the company's history and setting a new all-time high for the fourth consecutive year, it was announced by Charles McGregor, president of Warner Bros. Television Distribution.

Combined with 1985 sales of \$365,255,459, the two-year total exceeded \$three-quarter billion. The record 1986 sales follow 1985, which was more than double 1984's results.

In achieving the new sales record, a new monthly high in January 1986 of \$85.4 million was established, as were comparative quarterly sales records for the first, second, and third quarters.

McGregor stated that these achievements confirm the increasing market value and long-term strength of WB-TV Distribution's growing inventory of quality product. He further reported that all product categories in both Domestic and International contributed to this highly successful year. Significant contributions were made by record Domestic feature sales including the release of the new Volume 26 (a 24-feature package) and rerun releases of previously issued feature volumes, and the domestic syndication sales of the new highly rated, half-hour comedy series "Growing Pains." The record-breaking foreign feature film sales also made a major contribution.

## Steve Allen, d.j.

Steve Allen, who came back home to radio January 5 to share M.C. honors with Mark Simone on WNEW's *Make Believe Ball Room* in New York, says the way he's doing it, the show "has a little bit more of my own patter than it had" when the late William B. Williams was doing it. But Allen adds that "Ninety per cent of what I'll be talking about will be about the music we're playing." Allen also points out that he's "not giving up television. What I'm doing is adding radio."

Allen recently told conferees at the January Sales/Management Seminar of NYMRAD—the New York Market Radio Broadcasters Association—that television owes a good deal to local radio "for the easy, relaxed ad lib delivery" that comes so naturally to Allen and to other television greats, who, like this master of the rambling ad lib, also got their start on radio.

Among them, Allen recalls Arthur Godfrey, Dave Garroway, "early" Johnny Carson, and, more recently, David Letterman, and, on public radio, Garrison Keilor. Allen describes Keilor as "the closest thing we have on radio today that gets back to the 'Arthur Godfrey' radio of pre-Pearl Harbor days. The guy chit-chats with the studio audience, reads the mail the listeners send in, and relates down-home anecdotes about his neighbors."

**Audience involvement.** As for audience involvement in radio, Allen says, "I don't know about today's soap operas on television. But back when soap operas dominated daytime radio, and two of the characters got married, listeners would send in thousands of wedding gifts. And when a character died, they'd get a ton of flowers."

At NYMRAD, Allen picked up another true story for his "It's a small world file." For it was back in the late '40s that Allen came from his first radio jobs at KOY Phoenix to KNX Los Angeles. Current NYMRAD executive director Maurie Webster was then the program executive assigned to Allen's mutual show. Says Webster, "That period was really Steve's making. He developed a lot of the techniques that have made him famous. Give him three notes, and he could compose a song, spontaneously. Or he'd take an idea and ad-lib a long drawn out joke or sketch from it."

**Ratings solution.** He's still at it. At the NYMRAD meeting, this author, musician, composer, activist, playwright and comedian related an anecdote from his earlier radio days about ratings. Allen's station manager complained that the rating services "had no

way to count everybody who's out there listening to us in cars."

Allen explained all this on the air to his listeners, then added his own "solu-



**Although the "Make Believe Ball Room" on WNEW New York will have "a little bit more of my own patter" than under the late William B. Williams, Steve Allen assures that, "Ninety per cent of what I'll be talking about will be about the music we're playing."**

tion" to the problem. He created a fictitious invention. He claimed the engineers had come up with a new device—if everyone who was in a car and could hear his voice honked when he gave the word, this device would pick up the sound of all these simultaneous honks and electronically separate them and count them instantaneously.

Then Allen told everyone to honk. A lot of drivers must have followed instructions, because a few days later a lot of crazy mail started coming in.

One, recalls Allen, was from a man who threatened to sue because the stunt had gotten him beaten up. It seems that at the moment Allen said, "Okay—now! Everybody in a car honk," both the would-be plaintiff and the car in front of him happened to be stopped for a red light. And the man in the car in front turned out to be big, belligerent, and had had just enough to drink to make him even meaner than he normally was.

## ABC barter sports

As *Mutual of Omaha's Wild Kingdom*, now in syndication on over 200 stations, begins its 25th year, the insurance company is returning to network wildlife programming next month on ABC.

*Mutual of Omaha's Spirit of Adventure*—highlighted by five shows filmed in China—will air monthly, from 5-6 (continued on page 88)



# STRONG STORIES, TIMELESS CHARACTERS



**PREMIERING FALL '87**

That's the secret of every Disney success, from the first animated short, through the feature-length classics to the sixty-five brand new episodes of DUCKTALES.

## **HIGH ADVENTURE WITH A DASH OF COMEDY AND A TOUCH OF WHIMSY.**

DUCKTALES begins with long-time favorite Disney characters, Scrooge McDuck—the original billion dollar bird—and the nephews, Huey, Dewey and Louie, all pitted against their traditional arch-rivals, the Beagle Boys. Added to this long-time appeal is a brand-new character—Launchpad McQuack—a “retired” test pilot designed to give the Disney tradition some very up-to-the-minute company.

Story lines take DUCKTALES around the world in truly international escapades. From earthquakes in subterranean caverns to temple ruins in steaming jungles, from supersonic airborne pursuits to romance in an Alaskan goldrush, DUCKTALES is an all-family adventure.

## **QUALITY: THE DISNEY PASSION.**

In a day of slap-dash animation, when it's difficult to tell whether you're watching robots that move like people or people who move like robots, Disney's lifelike motion and brilliant

coloration shine above all others. The reason is really quite basic—and expensive. We use 40% more cels per minute—and with more multiple action frames—than the usual simply animated show. All story concepts, and scripts are done in Burbank, as is all post production. Only the cel painting is done overseas, under the watchful eyes of our own on-site inspectors. This unique combination of at-home and off-shore production ensures maximum production value.

## **PROMOTION AND MERCHANDISING: THE DISNEY ADVANTAGE.**

Already DUCKTALES has the full attention of Disney's Licensing and Merchandising divisions. Larger-than-life Launchpad McQuack characters are being designed for Disneyland and DisneyWorld, as are new lines of DUCKTALES promotional garments for sale by our licensees.

## **RATINGS AS SPECTACULAR AS THE PRODUCTION.**

DUCKTALES has the clearances that build major audiences. On more than 130 stations covering over 90% of the country, DUCKTALES is already cleared in 10 of the top 10 markets, 48 of the top 50 and 90 of the top 100. No other syndicated series has, or ever had, clearances so strong.



**DUCKTALES: YOU MADE THE BEST CHOICE.  
GIVE IT YOUR BEST AFTERNOON POSITION.**



Buena Vista Television



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# SUCCESS. IT'S THE ONLY GAME HE PLAYS.

Executive Producer Burt Reynolds brings the season's most exciting game/entertainment show to television—and he's playing to win.

WIN, LOSE OR DRAW combines the high-energy competition of a game show with the entertainment of improvisational comedy, then tops it off with celebrity star power that only a producer like Burt Reynolds can command.

Already signed to appear, more than 9 months in advance of production, are Loni Anderson, Bert Convy, Tony Danza, Dom DeLuise, Jamie Farr, Norman Fell, Marilyn McCoo, Ricardo Montalban, Martin Mull, Tom Posten, Carl Reiner, Dinah Shore, Sally Struthers

and Betty White. Of course, Burt Reynolds will appear as well.

Ratings go up when celebrities let their hair down playing the sketch pad version of charades, America's favorite parlor game. With its comedy and star power, WIN, LOSE OR DRAW has two compelling attractions for a younger and more male audience along with a tremendous draw for the core female demos essential to any show's success.

**WIN, LOSE OR DRAW. It's fast, fun and packed with star power, comedy and universal demographic appeal. Only WIN, LOSE OR DRAW has the unique flexibility to play in any daypart.**



## WIN, LOSE OR DRAW

### AVAILABLE NOW FOR FALL, 1987.

WIN, LOSE OR DRAW IS A BURT AND BERT PRODUCTION IN ASSOCIATION WITH KLINE & FRIENDS, INC., AND IS DISTRIBUTED BY BUENA VISTA TELEVISION.



# DO YOU REMEMBER THE FIRST TIME?



## THE FIRST TIME

**Disney**  
**MAGIC I**

THE  
WONDERFUL  
WORLD

OF  
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### **A PROGRAMMER'S DREAM COME TRUE.**

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### **TRON: a contemporary dream.**

KBHK, San Francisco scores a dramatic increase over its previous four-week average rating (+150% for each of its two runs), to earn a 12.5 "come" rating. KBHK is also up 79% from a year ago. All of this in the face of such tough network competitors as **PERFECT STRANGERS**, **DYNASTY**, **MIKE HAMMER**, **MAGNUM PI**, **DALLAS** and **MIAMI VICE!**

### **THE ABSENT MINDED PROFESSOR: the drawing power of a Disney classic.**

WDIV, Detroit scores a Sunday evening triumph earning an 18 rating, 27 share against 60 MINUTES, MURDER SHE WROTE and a National League baseball playoff game.

### **WNYW dominates Sunday morning.**

Against all competitors, **WONDERFUL WORLD** comes in #1 in time period rating, share, homes, teens, kids, men and women 18+, 18-49, 25-54 and women 18-54. WNYW also increases total viewers by 27% (compared to Oct. '85) and increases this year's lead-in audience by 60%!

### **KGO, San Francisco: An access winner**

Using **WONDERFUL WORLD** as a lead-in for the





# YOU DREAMED.

SUNDAY MOVIE, KGO boosts its time rating by 60%, compared to its regular pre-produced last November.<sup>1</sup>

### Houston: of prime-time winners.

Makes a double win running WONDERFUL WORLD Saturday and Sunday evenings. On average, WONDERFUL WORLD increases ratings by 83%, while outperforming last year's Saturday night by 25%. Sunday is up

### WONDERFUL WORLD: bankable strip.

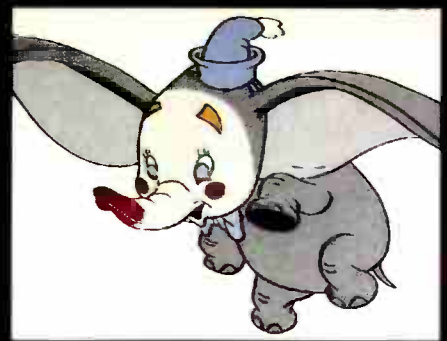
In the most difficult kind of competition, the home-behind hard scramble for success, a WONDERFUL WORLD strip works every time. In

the October measured markets, all WONDERFUL WORLD strips are either the highest rated show on their station, improve on their time period, or dramatically increase lead-in. KRBK, Sacramento proves the point: WONDERFUL WORLD improves every lead-in demo by at least 50%, and all of last year's demos, by at least 25%. WONDERFUL WORLD is up 33% in overall rating from last October, and improves its lead-in by an incredible 100%!<sup>2</sup>

### THE DISNEY MAGIC IS BACK FOR THE ENTIRE FAMILY.

DISNEY MAGIC I, THE WONDERFUL WORLD OF DISNEY. Predictably bankable performers. Programs people look for and find.

1. Source: NSI 11/12-14/86      4. Source: NSI 9/14/86-11/23/86  
2. Source: NSI 10/12/86      5. Source: NSI 9/21/86-11/23/86  
3. Source: Nielsen Cassandra 10/86      6. Source: Arbitron Apollo 10/86



THE FIRST TIME YOU CHEERED.



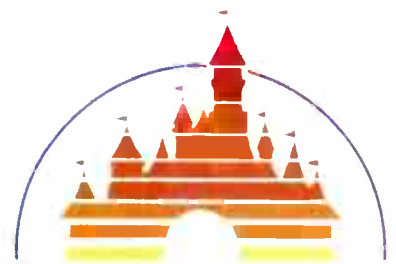
THE FIRST TIME YOU CARED.



THE FIRST TIME YOU LAUGHED YOURSELF SILLY.



THE FIRST TIME YOU DARED.



# Buena Vista Television

## Sidelights (continued)

p.m. on Sundays, through July. Under a barter deal arranged through Mutual of Omaha's agency, Bozell, Jacobs, Kenyon & Eckhardt, ABC receives each show free, and splits 10 minutes of national ad time with Mutual of Omaha. BJK&E and Mutual, meanwhile, retain the right to sell off one of their minutes to another agency client (Chrysler has already bought this minute for the first show).

Both Bill Miller, vice president—director of corporate programming at BJK&E, and Dennis Swanson, president of ABC Sports, attribute the arrangement to the new economies of network sports programming. "We recognized the networks were working on ways to reduce program costs," says Miller. "We couldn't take 125 people to China," admits Swanson.

But Mutual of Omaha could, and four film crews were working in China simultaneously last summer and fall. The results of the effort begin February 15 with "Mt. Everest American Firsts," which details the attempt of three American women to scale the world's highest mountain. The first



**"Challenging China's Yangtze"** will run on "Mutual of Omaha's Spirit of Adventure" this spring. The series premieres next month on ABC.

hang glide off the upper slopes will also be shown.

**Pandas, too.** A revealing look at giant pandas airs in March, the first American expedition by raft and kayak down the Upper Yangtze River in April and May, and a show on snow leopards and big cats in July. Besides the Chinese features, a program on the creatures of the Galapagos Islands will air in June.

John Wilcox, producer and director

of ABC's *The American Sportsman* from 1973-84, is executive producer of *Spirit of Adventure* through his company American Adventure Productions. *Wild Kingdom's* Jim Fowler is host, with narration by ABC's Donna de Varona.

## NBC's "Today" hits 35

From Barbara Walters dressed as a "Playboy Bunny" to live coverage of the Sadat assassination, NBC News' *Today* show has given viewers many memorable and even historic moments in its 35 years on the air. The show will mark its 35th birthday with a prime-time celebration, *Today at 35*, Saturday, January 31, from 10-11 p.m. Joining current *Today* regulars will be a group of former members of the cast, including Barbara Walters, Hugh Downs, John Chancellor, Tom Brokaw, and Edwin Newman.

The show's evolution from its first telecast on January 14, 1952 reflects the development of TV newscasting through the years—from the early days of newsreels, wire photos and overseas telephone communications without video, to today's satellite transmissions

(continued on page 92)

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al. 103 epi-  
s currently  
able.*

## Sidelights (continued)

and state-of-the-art technology. And as conceived by its creator, then—NBC vice president Pat Weaver, its format—early-morning show designed as live news magazine—was a fresh concept that spawned a whole breed of competitors.

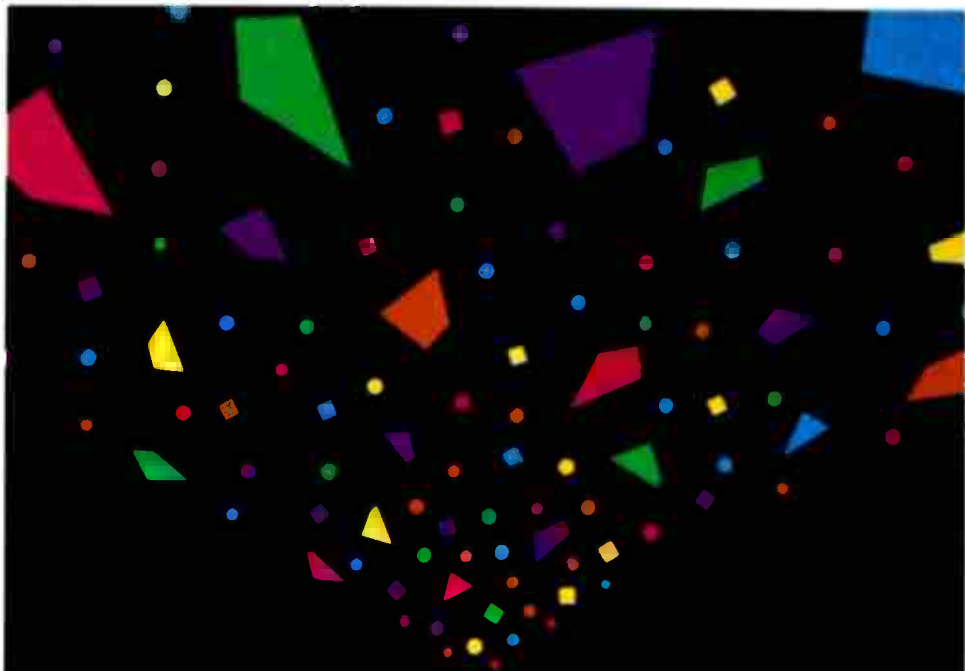
Another historical evolution reflected in the show has been the change in American women. According to the show's executive producer, Steve

Friedman, "the segments directed at women have changed." In 1962, he says, "the woman viewer was exclusively a housewife. And now you can't say that anymore . . . *Today* is supposed to mirror society, and that's what we do, we mirror society."

**On-air women.** *Today* has mirrored society not only in the content of news directed to women, but in the role women have played on the air. One woman was part of the on-air team for the show's debut: actress Estelle Parsons, whose primary functions were to

update the national-weather reports and prepare fashion stories. Her title was "Today Girl" (just the title alone dates it—no one gets called a "girl" any more on national TV without fear of feminist reprisal).

Parsons was followed by 12 more so-called "Today Girls," most of whom were models, actresses and entertainers, including actress Maureen O'Sullivan and Betsy Palmer; Lee Ann Meriwether, Miss America 1954, and Robbin Bain, Miss Rheingold 1950. Finally, in September, 1964, Barbara Walters took a giant step for womanhood when she was named a reporter; a co-anchor spot followed, in 1971. There has been a female co-anchor ever since, with the current woman, Jane Pauley, having been in the position since October 11, 1976.



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**"Today" at 35:** seated, co-anchors Jane Pauley and Bryant Gumbel, with newscaster John Palmer.

The show's toughest competition in recent years has been ABC's *Good Morning, America*, which topped *Today* in the ratings for about five years. Recently, however, *Today* has moved back to first place, with a solid lead during 1986, when the show held the top spot for 46 weeks of the year. Now, with the premiere of CBS' *Morning Program*, the show faces a possible new strong competitor.

**Broad appeal.** Accounting for *Today's* longevity, senior producer Marty Ryan cites its "broad appeal, to every geographical part of the country, every age group; there's really something for everybody. . . . If you're a news junkie, there's plenty to watch all the time. If you don't like news, if you like sports, there's something to watch all the time. If you like watching stars, you can watch stars."

There are two media stars, in fact,  
(continued on page 99)





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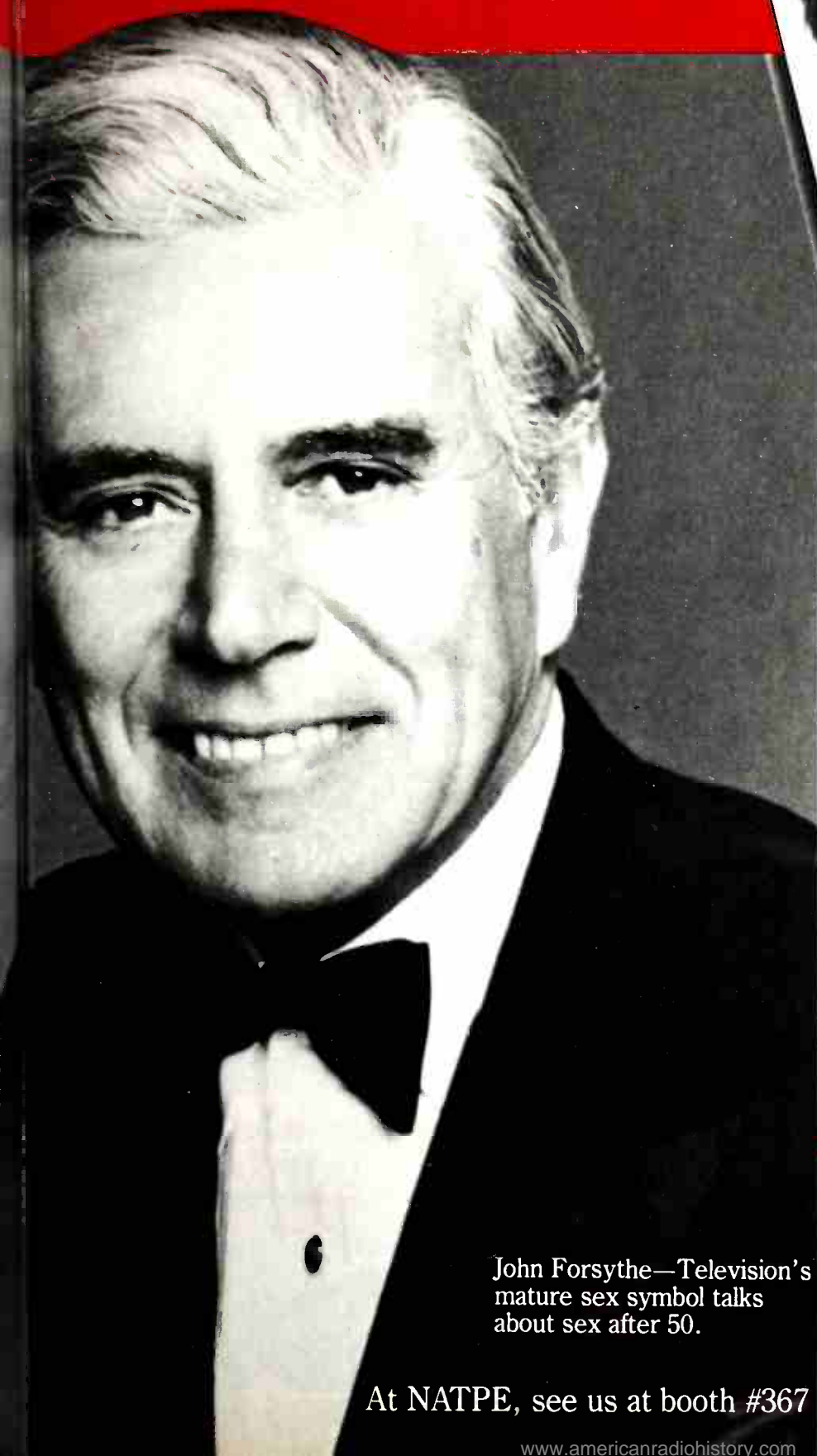


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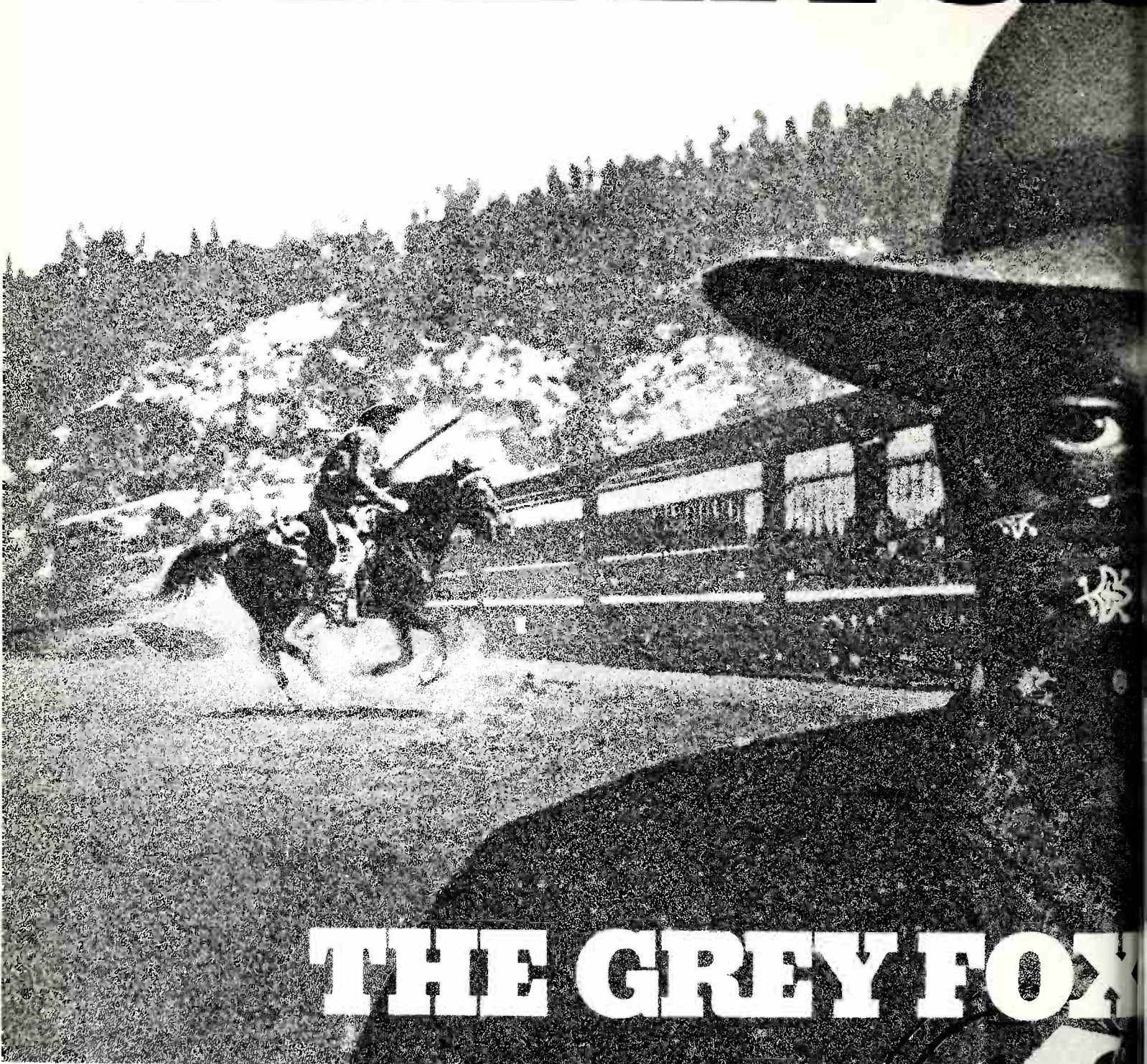
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# RATINGS



## THE GREY FOX

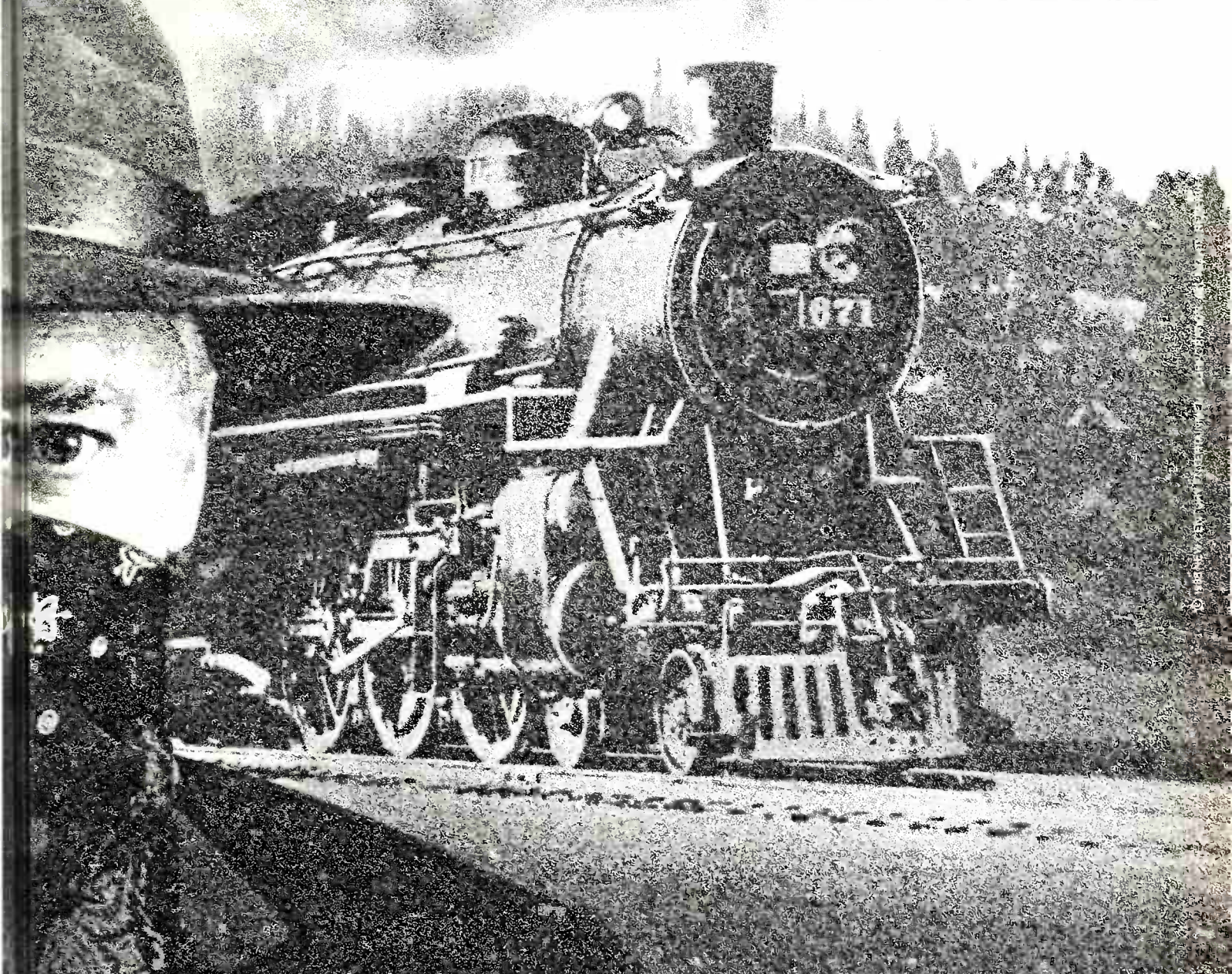
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NEW CENTURY ENTERTAINMENT



## Sidelights (continued)

whom *Today* always wanted to feature, according to Friedman. They are "an unfettered, unreserved" Princess Di and—a chance now gone forever—the immortal Cary Grant.

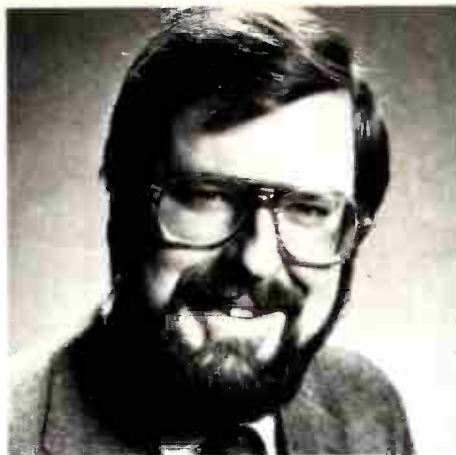
### New York imbalance?

Do the network TV news operations really understand what's going on in Middle America?

The answer, according to Steve Olszyk, news director of WDTN-TV Dayton is *no*. "They don't get us. . . they don't get our operation. . . They don't really get Dayton, Ohio, either. . . They don't understand this part of the world. They live and breathe New York."

Olszyk made his remarks recently as guest on the ABC affiliate's weekly *TV2 News Conference*, which addressed the topic of "Local Television News." Host of the program was the station's news anchor, Jack Hicks.

"I've had good friends," Olszyk charged, "who have started out as nice Midwesterners and ended up as New Yorkers."



**TV coverage of the Iranian hostages, says Steve Olszyk, news director of WDTN-TV Dayton, "damaged the industry. . . the mad dash to get a nugget every time the Ayatollah wheezed was disgraceful. . ."**

What about ABC White House correspondent, Sam Donaldson? He's been accused. Hicks pointed out, of being unfair in his treatment of President Reagan.

"I don't think that Sam Donaldson hollering questions or looking like a man possessed at a news conference is

going too far," responded Olszyk. "You can't always be nice. I mean, there are some very serious questions here about how much control the President has. . . how much he knew. That's a vital question which anybody should be interested in, and if it means you have to be pushy in a matter of that importance, I think that somebody like Sam Donaldson is doing their job.

"Where I think you overstep your bounds is when you apply the same Sam Donaldson technique to a simple neighborhood priority board meeting or, even worse, to a family who has just lost a son in a terrible tragic accident."

Excerpts from the show's transcript follow:

*Hicks:* "I've frequently believed that television news did a lot of peaking in the late '70s, possibly up to 1980. . . about that time is when the public started criticizing us more instead of admiring what we did."

*Olszyk:* "Television coverage of the Iranian hostages, I think, damaged the industry. I was working in Milwaukee, and we had two hostage families in town, and I can tell you that the mad dash to get a nugget every time the Ayatollah wheezed was, in retrospect, disgraceful. . . We did definitely shoot

(continued on page 106)

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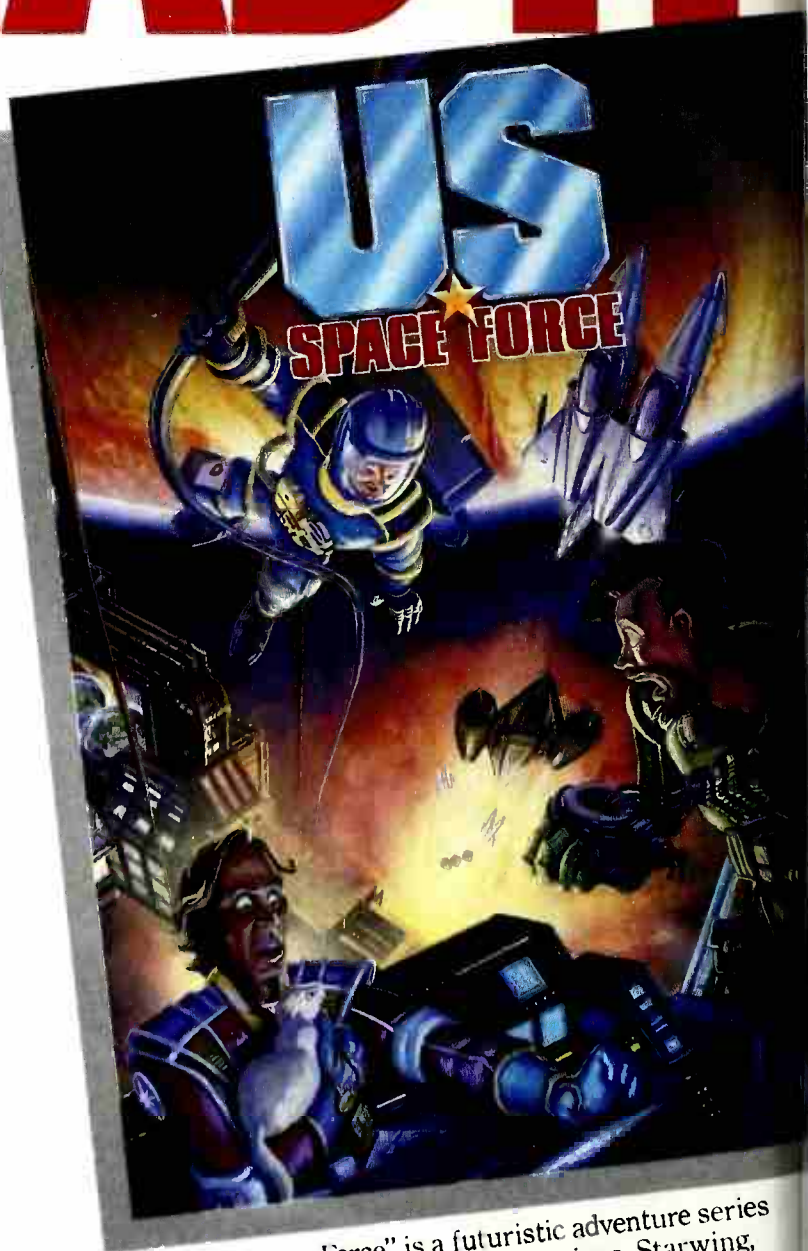
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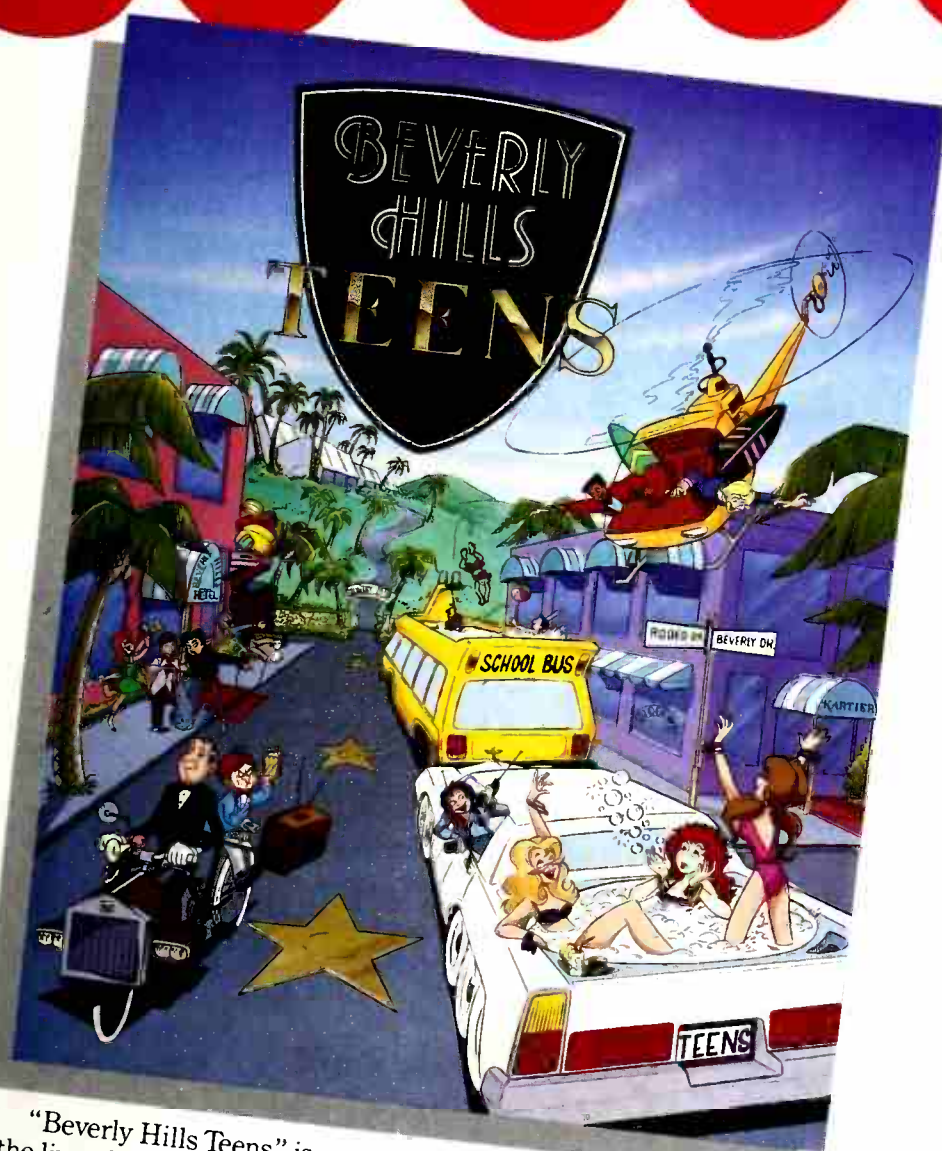
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General Sales Manager  
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NGS VS. TIME PERIOD 3 WK. AVG.		RATING	SHARE
WSB—Atlanta Fri. 8 p.m. (ABC)	NGS	20	34
	WEBSTER/BELVEDERE	14	25
WBRC—Birmingham Mon. 7 p.m. (ABC)	NGS	29	40
	MacGYVER	21	31
WFRV—Green Bay Sat. 7 p.m. (ABC)	NGS	21	39
	LUCY/BURSTYN	10	19
WJXT—Jacksonville Wed. 8 p.m. (CBS)	NGS	29	43
	MIKE HAMMER	14	24
KATV—Little Rock Mon. 7 p.m. (ABC)	NGS	28	37
	MacGYVER	20	30
WKRN—Nashville Sat. 7 p.m. (ABC)	NGS	11	21
	LUCY/BURSTYN	6	9
WWL—New Orleans Sat. 7 p.m. (CBS)	NGS	15	29
	WIZARD	9	18
WMTW—Portland Sat. 8 p.m. (ABC)	NGS	23	38
	LUCY/BURSTYN	8	17
WXEX—Richmond Mon. 8 p.m. (ABC)	NGS	27	43
	MacGYVER	18	27
WIXT—Syracuse Sat. 8 p.m. (ABC)	NGS	18	32
	LUCY/BURSTYN	6	9
KJRH—Tulsa Wed. 8 p.m. (NBC)	NGS	14	21
	HIGHWAY TO HEAVEN	10	16
KAKE—Wichita Fri. 7 p.m. (ABC)	NGS	17	30
	WEBSTER/BELVEDERE	10	17

Source: ARB/NSI-Nov. 1986

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## Sidelights (continued)

ourselves in the foot a couple of times in the early part of this decade."

Hicks: "A lot of television stations during the rating [sweep] period run series. . . We do run more series during rating periods than we do any other time. Why do we do it?"

Olszyk: "If we have a piece that is not time-sensitive, we will try to run it during the rating period. In this business, if we can attract people's attention and

get their interest and hold it, we're very interested in that because we are in the business. . . there's no doubt about it. There are some economics at stake. . . There's also an ego thing involved in this. We want to have people interested in what we say."

### 25 years at WPLG(TV)

Advancing the cause of women in TV has been a big part of Molly Turner's 25 years at WPLG(TV) Miami. Now the station's *Eyewitness News* consumer reporter, Turner was South Florida's

first woman television news anchor as well as the first female television news reporter in South Florida.

Always ready to fight the good fight, the pioneering Turner recalls how in 1970, as a "green reporter," she integrated Miami's Tiger Bay Club, a political club previously open only to male reporters.

The first time Turner responded to an invitation from the club for "the press," she says, "A hush fell on the room when I walked in, and then they tried to throw me out."

AS SEEN IN

# TOWN & COUNTRY

NOVEMBER 1986.

The Well-Tailored Man

## Fitting Occasions

By G. Bruce Boyer

Men's Tailoring: The Move to Made-to-Measure

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In 25 years at WPLG(TV), Molly Turner has done everything from anchoring the news to paving the way for women to enter a previously all-male club.

Turner then began her campaign for integration: "I came back a few times, and each time they barred my way, standing in front of the doorway with arms outstretched. I did several broadcasts with them standing like that in the background. They must have felt pretty silly, because eventually they let me in"—opening the Tiger Bay Club to female reporters and, eventually, female members.

Today, Turner notes, "women have made strides not only on-camera but behind the scenes. Women are engineers now, and in management positions—which was unheard of in the early days. True, the positions are mostly middle management; there's not many women in upper echelons yet. Still, that's coming."

**News vices.** While obvious sexism may be dying a quiet death, Turner concedes that there are still some prejudices very much alive in TV newscasting—ageism, and what might be called "looksism." "You only have to turn on the TV set to see that most anchors are young, attractive women," she notes. "You do see a few mature faces—but not many. We happen to have a mature

(continued on page 115)






**Lorimar  
Telepictures**

**AIR FORCE**

**JOIN THE AIR FORCE**





All right,  
listen up. Smoke 'em if  
you got 'em.

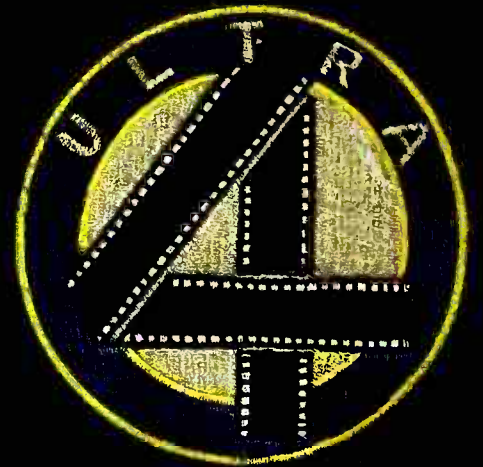
We don't have to  
tell you that there's a  
war going on out there. And if  
you're going to capture viewers,  
you've got to hit them with the  
best you can.

All the more reason to  
call in your allies —  
the Lorimar-Telepictures  
Air Force. We've got hot  
young aces and seasoned  
veterans ready to go. A  
payload full of blockbusters,  
all direct hits!

So sign up with our  
recruiters and go into battle  
armed with the most sophis-  
ticated weapons to win the  
home front for you.

The Lorimar-Telepictures Air  
Force wants you. Just step forward  
and raise your hand.

## COMIC STRIP



# HOT NEW

*This is the cream  
of the crop. Topflight  
youngsters who've  
earned their wings and  
are eager to see action.*

### THE COMIC STRIP

The most versatile animated series  
ever deployed. 65 half-hours from  
Rankin/Bass Productions for a fall  
'87 launch.

### ALVIN AND THE CHIPMUNKS

Alvin, Simon and Theodore march  
into syndication in 65 half-hours  
for a fall '88 debut.

### TRUTH OR CONSEQUENCES

The proven warrior is back for  
more action starting fall '87.  
Produced by Ralph Edwards,  
Stu Billett and Chris Bearde.

### ULTRA 4

30 blockbuster titles, armed for a  
full promotional blitz, including  
the multi Emmy Award winning  
"Special Bulletin" and "Wild  
Horses" with Kenny Rogers.





# RECRUITS



**VTV**  
Alex Trebek and Meredith MacRae command an innovative one-hour strip combining valuable information with the hottest trend in television, home shopping.

**SUDDENLY SHERIFF**  
Priscilla Barnes and George Wyner star in this arresting first-run comedy. Already a "GO" to take off in fall '87.

**MINT EDITION**  
Coming soon from the Air Force. "Mint Edition," an ace of a feature package trained for combat in sweep rating periods.

**GUMBY**  
Gumby and Pokey are stronger than ever in a mix of 32 original half-hours and 33 brand-new claymation episodes for fall '88.

**DOWN TO EARTH**  
104 hilarious half-hours starring Dick Sargent, ready for battle starting in the fall.





**WING COMMANDER**  
Dick Robertson

**OFF-NETWORK  
SQUADRON LEADER**

Pat Kenney

**PILOTS**

Jim Burke

Tom Byrnes

Dalton Danon

Bruce Genter

Casey Lanken

Maury Lanken

Gust Theodore

Scott Weber

Ed Youngmark

**FIRST RUN  
SQUADRON LEADER**

Jim McGillen

**PILOTS**

Jeff Hufford

Jeanine Kadow

Vince Messina

Mark O'Brien

Damion Riorden

Mark Robbins

Nicole Sabathie

Chris Smith

Eric Strong

Alicia Windroth

**PERENNIAL  
SQUADRON LEADER**

Scott Carlin

**PILOTS**

Robert Barner

Rod Carter

Steve Knowles

Sheldon Salzman

Keith Samples

**MEDIA  
SQUADRON LEADER**

Karl Kuechenmeister

**PILOTS**

James Engleman

Peter Kranzler

Leon Luxenberg

Mary Martin

Marc Solomon

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## Sidelights (continued)

woman anchor at our station—but that's still the exception rather than the rule."

Since even those hiring only youngsters will eventually get old, Turner notes, "that kind of attitude is counter-productive for their own future. After all, experience should be valuable in any business."

How does Turner account for her own longevity at one station? "I like to think it's merit," she laughs. She has stuck with WPLG(TV) because the station has been good to her, and because she wanted stability for her family: "I didn't want to become a TV gypsy as people seemed to do in the early '70s to the beginning of the '80s, staying a year in Chicago, then moving on to Miami, etc."

**On the job.** As WPLG(TV)'s consumer affairs specialist, Turner's beat is "any kind of consumer problem—telling people how to avoid scams, how to shop wisely and save money." Sometimes she ventures into the realm of investigative reporting, since "Florida is a hotbed for boiler-room scams, where

people set up office in a little room and try to sell everything from diamonds to worm farms over the telephone."

Turner's job has its peculiarities: "Sometimes when I'm out shopping," she says, "I'll turn around and notice that somebody's following me. It's either a consumer, who'll come up to me and ask me if this is a good place to shop, or the owner of the store, who's nervous about why I'm there."

Still, despite its quirks, Turner is happy to have a job in which she feels she can really help people. "When somebody comes up to you and gives you a hug, saying, 'You helped get the landlord off my back,' you know you've had an impact."

## Commercials impact

The old-fashioned element of brand differentiation is "the single most important factor in whether viewers remember an ad and are persuaded to buy the product," as opposed to elaborate production techniques and complex scenarios, according to the results of research conducted by Dr. David Stewart, associate professor of marketing at the University of Southern California School of Business Administra-

tion. Details on the research conducted by Stewart and ad-industry consultant David Furse are featured in their new book, *Effective Television Advertising*, published by Lexington Books.

"The importance of brand differentiation has not even been considered in published advertising research before," says Stewart, "even though the philosophies of well-known advertising professionals, such as Rosser Reeves and David Ogilvy, have stressed the wisdom of developing a unique selling proposition."

The book is based on the co-authors' study of 1,059 actual TV commercials, randomly selected from spots pre-tested by the Research Systems Corp., a major copy-testing organization. The ads, representing various product categories, manufacturers and agencies, consisted of various types and lengths that ran from 1980 to 1983.

More than 350 brands are included in the study—making this the largest such study ever published. The advertised products were mainly consumer package goods, including food, health care, cosmetics and cleaning products.

**Analysis.** Each commercial was analyzed for more than 150 elements, including informational content, emo-

# PRIDE IN AMERICA

If this public service campaign looks and sounds patriotic, IT IS!

But more than that, it draws attention to the real values of life. It attacks all the hazards of modern society: narcotics, self-abuse, slovenly health habits and irresponsibility, but it does it with logic and appeal. It tries to re-establish a personal awareness of the ingredients that made America grow and prosper. It drives home the fact that America is only as strong as its people. Only as strong as their commitment to their job, their families, their freedoms and their well-being.

Yes, we're promoting physical fitness, health and clean living, but we're also selling the AMERICAN IDEAL. We want people to take a good look at themselves and their opportunities for a better life.



## FREE—60 second and 30 second radio and television spots.

TO: American Chiropractic Association  
1701 Clarendon Blvd., Arlington, Virginia 22209

87-1

Please send me copies of "PRIDE IN AMERICA" public service spots for:  Television (One 60 sec. & one 30 sec.)  
 3/4" Videocassette  
 Radio (Five 60 sec. & five 30 sec. taped spots)

I understand the spots will be sent without cost or obligation.

Public Service Director

Station

Street Address

City

State

Zip

# PRIDE IN YOURSELF

## Sidelights (continued)

tional tone, styles of execution (such as the use of music and dance) and the inclusion of visual or auditory mnemonic devices.

The effectiveness of each commercial was measured by exposure to some 500 consumers, whose names were randomly drawn from telephone directories in the Detroit, Baltimore, San Francisco and Houston metro areas and who were then invited to preview two typical half hours of television material.

Both before and after viewing the commercials, the consumers were tested on brand choice—a widely accepted measure of persuasion. Three days after exposure to the test material, the same consumers were contacted by telephone and tested on various measures of recall. By correlating the consumer data with the content analyses, the authors learned why some commercials are more memorable and persuasive than others.

In addition to the importance of brand differentiation, the study yielded the following insights:



**Wally Schwartz, c.**, who had been president of Blair Television, was presented with a Steuben eagle at a special celebration of the event given by the Station Representatives Association at New York's Waldorf Astoria. Flanking him are Jerome Feniger, l., SRA managing director, and David Allen, president of SRA and Petry Television.

■ Among the variables that increase consumer recall of a commercial are the use of humor, auditory mnemonic devices (such as jingles), information concerning convenience in use, and information about product benefits.

■ Variables that interfere with recall include company identification, infor-

mation about product attributes and components, and information on nutrition and health.

Stewart adds, "Most consumers do not understand nutritional information. And when people don't understand something, they don't pay attention."

Stewart and Furse also found that "creative clutter" interferes with consumer recall of ads.

## A closed-circuit draw

From 15,000 to 20,000 people are expected to flock to the *Wall Street Investment Seminar*, a four-hour closed-circuit videoconference to be presented February 28 by public TV stations and Lotus Development Corp. The event, hosted by Louis Rukeyser, will be co-produced by Pomeroy Communications and Net Telecon, a division of WNET(TV) New York.

Over 65 public stations are already planning to participate in the interactive seminar, with local viewing sites primarily in hotels with videoconferencing capability. Attendees will pay \$95 for admission, but get \$10 off if they are subscribing members of their local public TV stations; half of the registration fee will also be donated to the station.

## Station guide

Bacon's *Radio/TV Directory*, a guide to all U.S. radio and TV stations, has made its debut. This first edition includes key information and profiles for more than 9,000 radio stations and 1,300 TV stations.

Subscription price is \$155, and orders can be placed with Bacon's Publishing Co., Chicago, Ill. 60604.



## BOTHA WITHOUT BIAS.

The Christian Science Monitor Reports is a weekly half-hour news program that provides an accurate, unbiased look at world leaders and important issues. And does it with a style that will let your viewers draw their own conclusions. In addition, it's the perfect complement to your weekend programming. And a quality showcase for advertisers. But don't take our word for it. View a sample. And draw your own conclusion.

For more information, along with a sample tape, call 212-953-2044. Or write Monitor Television Int'l, 342 Madison Ave., #832, NY, NY 10173. The Monitor Reports is co-produced by INN-The Independent News.

THE CHRISTIAN SCIENCE MONITOR®  
**REPORTS**

See us at NATPE, Booth 369.

65 stations  
in just three months.



**ALL NEW!**  
SOLD IN 80% OF THE U.S.

**A · S · K**

*Dr. Ruth*™



- **Premieres January 5, 1987**
- **130 All New Half-Hours**
- **Celebrity Guest Stars**
- **Audience Participation**
- **Telephone Call-In Questions**

**SEE US AT NATPE  
BOOTH 857**

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432 Park Avenue South  
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# KING FEATURES CREATURES

VOLUME I

10 Full Length Sci-Fi Thrillers  
Never Before Seen on TV  
Now Available for Immediate Play

FOR SYNDICATION RIGHTS CONTACT:

SEE US AT NATPE  
BOOTH 857

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**FIGHT  
BACK!  
WITH DAVID  
HOROWITZ**

# WHY DO THE PUBLIC AND BROADCASTERS HOLD DAVID HOROWITZ IN SUCH HIGH ESTEEM?



- \* He Makes Consumer Reporting Fun as well as Informative
- \* David Reads and Acts on the 1,000 Letters he Gets from his Audience Each Week
- \* He is the Most Highly Regarded, Positive Consumer Affairs Reporter
- \* FIGHT BACK! has Proven High Ratings — for 7 years Running!
- \* David has won 9 Emmy Awards and National Press Acclaim

**HE WORKS FOR EVERYONE—  
THE CONSUMERS...THE STATIONS...THE ADVERTISERS**

*Now Available for First-Run Syndication*

**King Features Entertainment**

SEE US AT NATPE  
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235 East 45th St., New York, N.Y. 10017 Phone: 212-682-5600 Telex: 7105812391  
London Phone: (01) 491-3382 Telex: 266570 Los Angeles Phone: (818) 889-2047

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## MAJOR BROADCAST MEETINGS, SEMINARS AND CONVENTIONS

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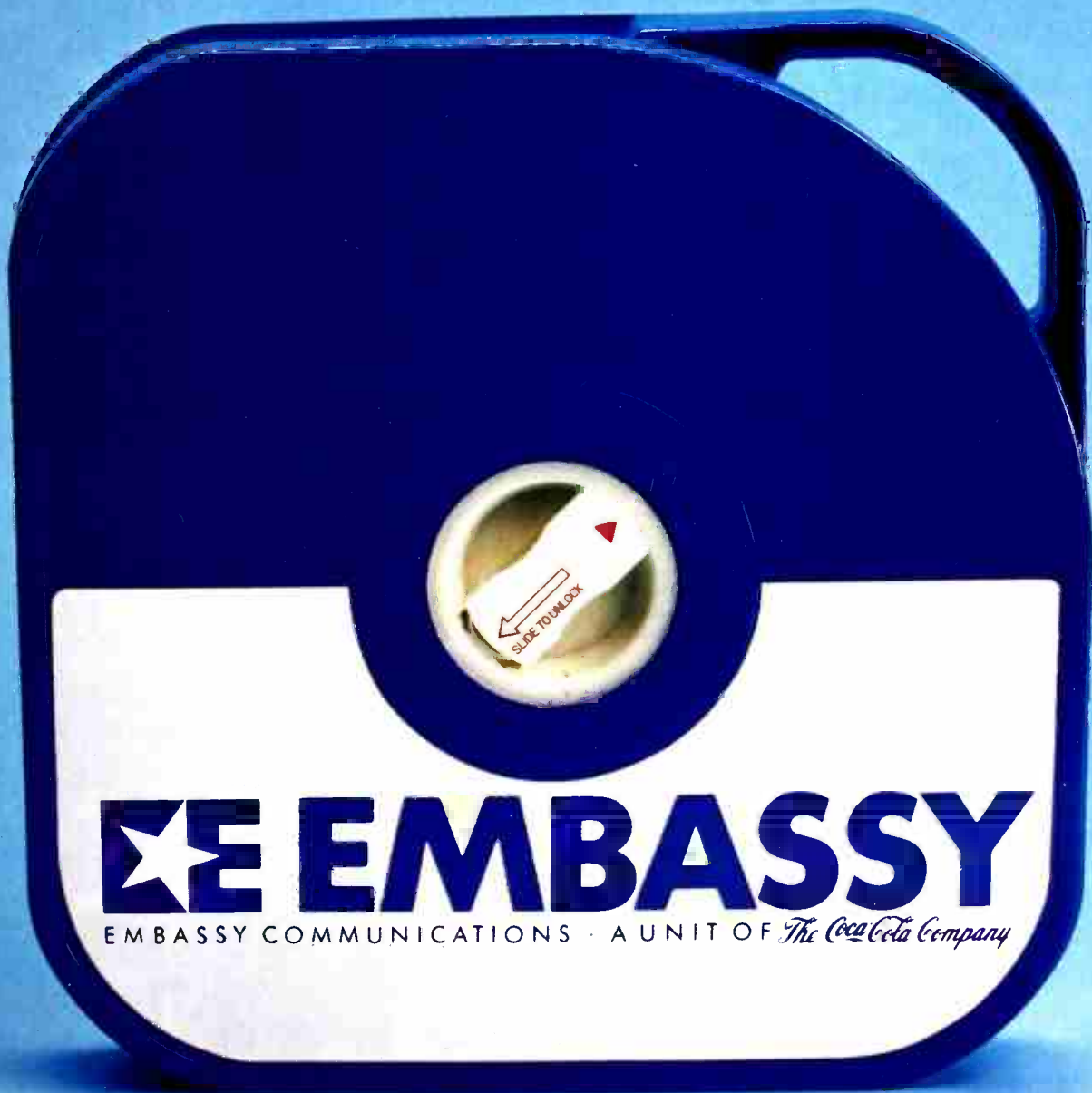
### 1987

January 7-11	INTV, Century Plaza, Los Angeles December 22, 1986 Issue
January 21-25	NATPE International, New Orleans January 19, 1987 Issue
February 7-10	Radio Advertising Bureau Managing Sales Conference, Hyatt Regency, Atlanta February 2, 1987 Issue
February 9-13	International Television, Film & Video Programme Market, Monte Carlo Television/Radio Age International, February Issue
March 28-31	National Association of Broadcasters, Dallas March 30, 1987 Issue
March 29-31	Cabletelevision Advertising Bureau, New York March 30, 1987 Issue
April 21-27	MIP-TV, Cannes Television/Radio Age International, April Issue
April 26-29	Broadcast Financial Management Association, Marriott Copley Place, Boston April 27, 1987 Issue
May 17-20	CBS-TV Affiliates Meeting, Century Plaza, Los Angeles May 11, 1987 Issue
May 17-20	National Cable Television Association Convention, Las Vegas Convention Center May 11, 1987 Issue
May 31-June 2	NBC-TV Affiliates Meeting, Century Plaza, Los Angeles May 25, 1987 Issue
June 9-11	ABC-TV Affiliates Meeting, Century Plaza, Los Angeles June 8, 1987 Issue
June 10-13	American Women in Radio and Television, Beverly Hilton, Los Angeles June 8, 1987 Issue
June 10-14	BPME Convention, Peachtree Plaza, Atlanta June 8, 1987 Issue
September 1-4	RTNDA Conference, Orange County Civic Center, Orlando, Florida August 31, 1987 Issue
September 9-12	NAB Radio '87, Anaheim Convention Center August 31, 1987 Issue
November 11-13	Television Bureau of Advertising Annual Meeting, Atlanta Marriott November 9, 1987 Issue

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



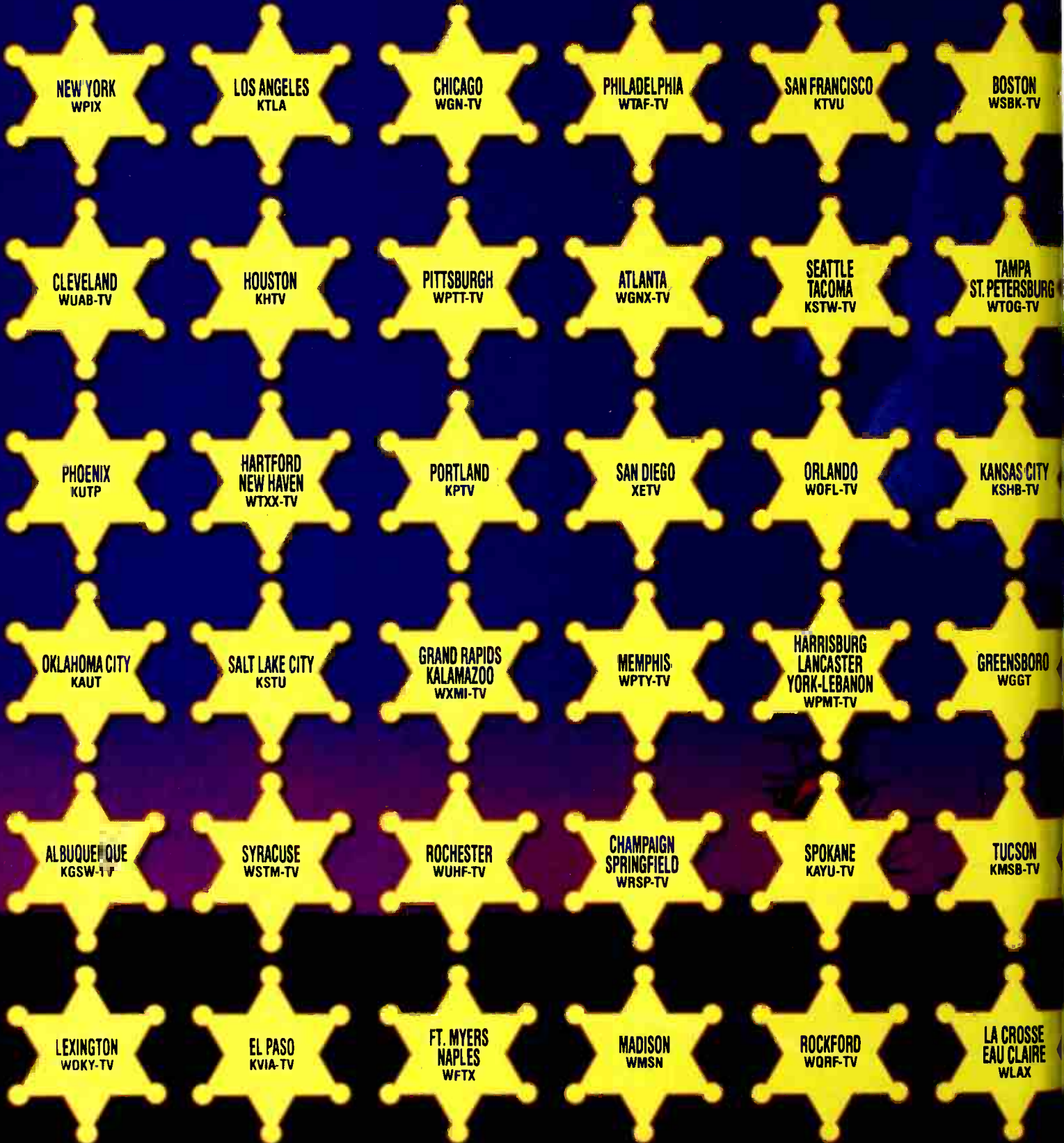
# Think comedy.



## We make America laugh.

# THE BRIGHTEST NEW STAR IN ANIMATION FOR FALL '82

Filmation's space-age western fantasy adventure. Already 82 per cent coverage.  
The top choice of the top stations for the choice time periods.



65 Half-Hour Episodes



# BRAVESTARR



- DETROIT WKBD-TV
- WASHINGTON WDCA-TV
- DALLAS FORT WORTH KTVT
- MIAMI WBFS
- ST. LOUIS KDNL-TV
- DENVER KWGN-TV
- SACRAMENTO KTXL
- BALTIMORE WBFF-TV
- INDIANAPOLIS WXIN-TV
- MILWAUKEE WTVT
- NEW ORLEANS WGNO-TV
- BUFFALO WUTV
- COLUMBUS WTTE-TV
- ITTLE ROCK KLRT
- RICHMOND WRLH-TV
- FRESNO KMPH-TV
- RALEIGH DURHAM WKFT-TV
- NORFOLK PORTSMOUTH WYAH-TV
- RI-CITIES NETO-TV
- LAS VEGAS KRLR-TV
- FARGO KVRR-TV
- TULSA KOKI-TV
- BOISE KTRV
- CASPER RIVERTON KFNB-TV
- VICTORIA KVCT
- HICKORY WHKY-TV AND MORE



Produced entirely in the USA  
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A DIVISION OF GROUP W PRODUCTIONS • A WESTINGHOUSE BROADCASTING COMPANY  
100 SCOTT'S AVENUE, WOODBRIDGE, CA 91367 (818) 717-4900 Telex: 271272FILMATA

Domestic syndication by

**GROUP W PRODUCTIONS**  
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3801 BARHAM BOULEVARD, LOS ANGELES, CA 90068 (213) 850-3800

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# *These are the best promoted programmers in the U.S. and abroad.\**

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Access Syndication  
Almi Television Productions  
American Movie Classics  
American National Enterprises, Inc.  
American Television  
ARP Films, Inc.  
Atlantis TV International  
Ismé Bennie International  
Beta Film  
The Black Forum  
Blair Entertainment  
Bocass Communications  
Bristol-Myers  
Buena Vista Television  
Sandra Carter Productions  
Castle Hill Television  
CBC Enterprises  
C. B. Distribution Company  
CBN Continental Syndication  
CBS Broadcast International  
Central Independent Television  
Channel Four Television  
Chanowski Productions  
Cinema Releasing Corp.  
Cinema Shares International Television, Inc.  
CineVisa International Media Distributors  
Claster Television Productions  
Joel Cohen Productions & Distribution  
Colbert Television Sales  
Colex Enterprises  
Columbia Pictures International  
Columbia Pictures Television  
Coral Television International  
Crown International Television  
Devillier-Donagan Enterprises  
Walt Disney Productions  
Ralph C. Ellis Enterprises  
Embassy Telecommunications  
Essence Communications  
Eurotel  
Filmation  
Filmopton Internationale  
Films Transit  
Four Star Entertainment  
France Media International  
Fremantle International, Inc.  
Fries Entertainment  
Gaylord Program Services  
Gaylord Syndicom  
Genesis Entertainment  
Globo TV Network of Brazil  
The Samuel Goldwyn Company  
Group W Productions  
Group W TV Sales  
Harmony Gold/USA  
Horizon International Television  
Thomas Howe Associates  
Hubbard Entertainment  
Ironstar Communications  
ITC Entertainment, Inc.  
ITF Enterprises

Kelly Entertainment  
M.A. Kempner  
King Features Entertainment  
King World Productions  
LBS Communications  
Lorimar-Telepictures  
Lutheran Television  
MCA-TV  
Medallion TV Enterprises  
MGM/UA Television Distribution  
Muller Media, Inc.  
Multimedia Entertainment  
Mutual of Omaha  
NBC International, Ltd.  
Nelvana Entertainment  
New Century Telecommunications  
New World Television  
Nine Network of Australia  
NIS/Filmdistribution  
Orbis Communications  
Orion Entertainment  
Paramount Television Distribution  
Peregrine Productions  
Primetime Entertainment  
Pro Serv Television  
Program Syndicated Services  
Prolusion Group  
Raymond International  
Reeves Entertainment Group  
Republic Pictures Corporation  
Rhodes Productions  
Hal Roach Studios  
G. Ross Tele-Distribution  
SACIS  
SEPP International  
SFM Entertainment  
The Silverbach-Lazarus Group  
Simcom International  
Southbrook Television Distribution  
Sullivan Films  
Syndicast Services  
S4C  
D.L. Taffner/Limited  
Television Program Enterprises-T.P.E.  
The Television Program Source  
TEN/The Entertainment Network  
Thames Television International  
Tribune Entertainment  
Turner Program Sales  
TVS International  
Twentieth Century-Fox Television  
Twentieth Century-Fox Television International  
Via le Monde  
Viacom  
Victory Television  
Visual Productions '80  
Warner Bros. Television Distribution  
WesternWorld Television  
World Events Productions Ltd.  
World Wrestling Federation  
Worldvision Enterprises, Inc.  
WW Entertainment

*\* These are programmers who advertised in Television/Radio Age in the past 12 months.*



# IF YOU'RE LOOKING FOR GREAT SYNDICATED PROGRAMMING, WE'D LIKE TO OFFER A FEW POINTERS.



At Essence, we've built a reputation for showcasing America's biggest celebrities and newsmakers.

You can see it in our television program—now entering its fourth year as America's number one crossover magazine show.

And this season, you can also see it in our MUSICAL TRIBUTES. SPECIAL PROGRAMS. And in a new concept in informational programming we call ESSENCE MOMENTS.

After all, when it comes to great syndicated programming, it never hurts to pick up a few pointers.

Be sure to drop by our booth #1235 at NATPE.

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TELEVISION PRODUCTIONS, INC.  
1500 Broadway, New York, New York 10036 212/730-4260

Warner Bros., for more than two decades, has consistently supplied the greatest number and the most important features for syndication.



Volume 27 continues  
the tradition and the new  
era of commitment to  
supply you with the best.

Warner Bros. Television Distribution



A Warner Communications Company



**TRIBUNE ENTERTAINMENT**

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**COMPANY**

# GERALDO LIVE! IS THE PEOPLE'S CHOICE





**YOU WILL BE THERE\*  
WHEN YOU ADVERTISE  
IN THE MIP TV '87 ISSUE OF  
*Television/Radio Age  
International.***

**YOU WILL NOT ONLY BE AT  
MIP TV\*, YOU WILL BE  
AROUND THE WORLD WITH  
YOUR SALES MESSAGE IN THE  
WORLD'S LEADING  
BROADCAST JOURNAL.**

**CLOSING DATE:**

**APRIL 7, 1987**

**FOR SPACE RESERVATIONS,  
CALL**

***Television/Radio Age  
International.***

New York  
1270 Avenue of the Americas  
212-757-8400

Hollywood  
1607 El Centro  
213-464-3552

London  
6 London Street  
01-402-0919

Introducing *Geraldo Live!*,  
the all new talk show hosted  
by national Emmy and  
audience winner, Geraldo  
Rivera.

The people's choice  
because Geraldo cares about  
his stories and the people  
in them. The people's choice  
because Geraldo isn't afraid  
to ask questions or go where-  
ever it takes to find the  
answers. The people's choice  
because Geraldo has deliv-  
ered the biggest numbers in  
syndicated television history.

*Geraldo Live!* will feature  
emotes and live satellite hook-  
ups to take the audiences to  
where the action is, and the  
stories are.

*Geraldo Live!* is a daily  
one hour strip available for  
all '87 on a cash/barter basis  
from Tribune Entertainment  
Company. The people's  
choice should be your choice.  
Contact Dan Greenblatt  
for more information—  
212) 557-7800, or at NATPE  
BOOTH #157.

**The Post-Newsweek  
stations have already  
scheduled *Geraldo Live!*,  
the hottest new talk show  
for fall '87.**



# DANGEROUS WHEN WET.



## THE NEW SEA HUNT

**Starring  
Ron Ely, Melissa Anderson  
and Brandon Douglas**

22 All-new episodes of this proven syndication classic  
will blow your competition out of the water.

**AVAILABLE FALL 1987**



# DANGEROUS WHEN DRY.



## THE NEW RAT PATROL

Robert Forster starring as the legendary Sergeant Sam Troy.

Put the heat on with 22 blazing new adventures of THE RAT PATROL.

AVAILABLE FALL 1987 FROM

**MGM/UA**

MGM/UA Television Syndication

While SEA HUNT and THE RAT PATROL stand tough on their own, you can program these two unique action half hours together as a one-hour block.

VISIT US AT NATPE  
BOOTH # 358

# International Report

## London

### Commercial TV companies to begin late-night broadcasts

At least two of the commercial British TV companies are likely to begin late-night broadcasting within the next few months. Channel Four is planning a service three nights a week until 3 a.m., probably starting in May. It will extend the service to seven nights a week early next year. A spokesman says "We've always thought there was an audience," but points out that the other ITV stations would have to be manned since they supply the ads to Channel Four.

Yorkshire Television also hopes to begin a permanent service, and a spokesman says if the stations are manned already, ITV companies might as well broadcast themselves. Yorkshire has just ended a five month all-night broadcasting experiment during which it aired satellite/cable channel Music Box. The company is still assessing the commercial viability of a late-night service, but the spokesman says the experimental broadcasts "have broken even."

During the experiment, audiences varied between 350,000 and 750,000 up to 2:30 a.m. but dwindled after then. As the overnight Yorkshire viewers were not confined to Music Box's usual target age group of 15 to 25 years, it is probable that future late night services, at least initially, will not go on throughout the night and will include a mix of programming.

### Thames, Central increase involvement with kids' market

Thames and Central, two of the largest British ITV companies, have increased their involvement in the growing children's market. Each has bought a 22 per cent stake in Starstream, which operates

satellite/cable service, The Children's Channel. Central also has acquired animation company FilmFair Ltd, the U.K. subsidiary of FilmFair Inc.

Central, which is in the process of expanding its international activities, paid about \$1 million for FilmFair. Robert Phillis, managing director of Central, hopes FilmFair's program output "will enable us to participate more fully in the expanding international market for material for children's animated programs." With the acquisition, Central gains exclusive worldwide rights to several programs, including *Paddington Bear* and *The Wombles*.

The Children's Channel was launched in Europe in December, on cable networks in Finland and Sweden. This year it will become available to cable operators in Norway, Denmark, Holland, Belgium and Eire (Ireland). The Channel has already proved successful in the U.K., regularly achieving a higher share of viewers among its target audience than any other channel, cable or broadcast.

Richard Dunn, managing director of Thames, commented on the channel's audience potential and financial management record: "It makes good sense for Thames—ITV's largest producer of children's programs—to participate in it," he said.

The other Starstream shareholders are Thorn EMI, British Telecom and DC Thomson.

## Milan

### Berlusconi expected to announce sale of Rete Quattro

Italian TV magnate, Silvio Berlusconi, was expected to announce the sale of Rete Quattro at presstime, to comply with new laws governing private television due early this year.

There has been specula-

tion surrounding Rete Quattro's sale for several months, and insecure technicians at the station went on strike early this month in protest at a lack of information on the matter.

Under the new legislation, no more than two networks can be owned by one company—but they will be allowed to broadcast live news, previously forbidden.

The buyer is likely to be Calisto Tanzi, who holds an 80 per cent interest in small private network, Euro TV. It is, however, understood that Berlusconi will retain control of Rete Quattro's advertising and programming, which critics see as a way for Berlusconi to gain influence over all four channels.

## Bonn

### DBS transponder prices in Germany, France may be coming down

Operators of direct broadcast satellites, TV-SAT in Germany and TDF-1 in France, may lower the prices they originally planned to charge for transponder airtime.

With the launch of Luxembourg's 16-channel, medium power satellite Astra next year, there are likely to be more transponders than program providers. Programmers currently are reluctant to pay too high a price until audiences are established.

A TV-SAT spokesman said the price was initially set at \$13 million per channel per year but that they are reconsidering this figure. However a decrease, if any, would probably not reduce the total by more than \$2.6 million.

## Barcelona

### Cabling of Spanish city before 1992 olympics being studied

A feasibility study on the cabling of the whole of Barcelona before the city hosts the 1992 Olympics should be known within a few weeks. The density of the Catalo-

nian capital, with four million apartment dwellers crammed between Mount Tibidabo and the Mediterranean, makes it one of the best cable TV patches in Europe.

Most interested members of the study group (Barcelona Cable SA), along with the City Halls's "Iniciativas" and the Belgian company Coditel, are the Société Lyonnaise des Eaux and the Sociedad General de Aguas de Barcelona; the two municipal water companies claim they have the expertise to reach into everybody's home.

## Guadeloupe

### New TV station operating in defiance of French veto

A new TV station, Télé-Caraïbes, started broadcasting January 1 on the French island Guadeloupe in the Caribbean.

In defiance of a veto from the French Communications Commission, the island's regional council went ahead with its project to show locally produced programming. Paris newspaper, *Le Matin*, reported that Télé-Caraïbes reaches 40 per cent of the Guadeloupe population, and is getting 32 per cent of the island's overall audience. Originally the Télé-Caraïbe broadcast was to last only 20 hours, and was intended as a demonstration of local programming which could be the basis for a future cable and/or over-the-air channel.

Télé-Caraïbe was conceived as a reposte to pirate television stations on the island that pull American programs from passing satellites and are getting a jump on advertising revenue. To widen the market, the channel's planners imagine a network covering the French territories of Martinique and Guyane, and Creole-speaking communities in the Caribbean and the U.S. Télé-Caraïbe could also become a cable station for the Caribbean "diaspora" residing in France.



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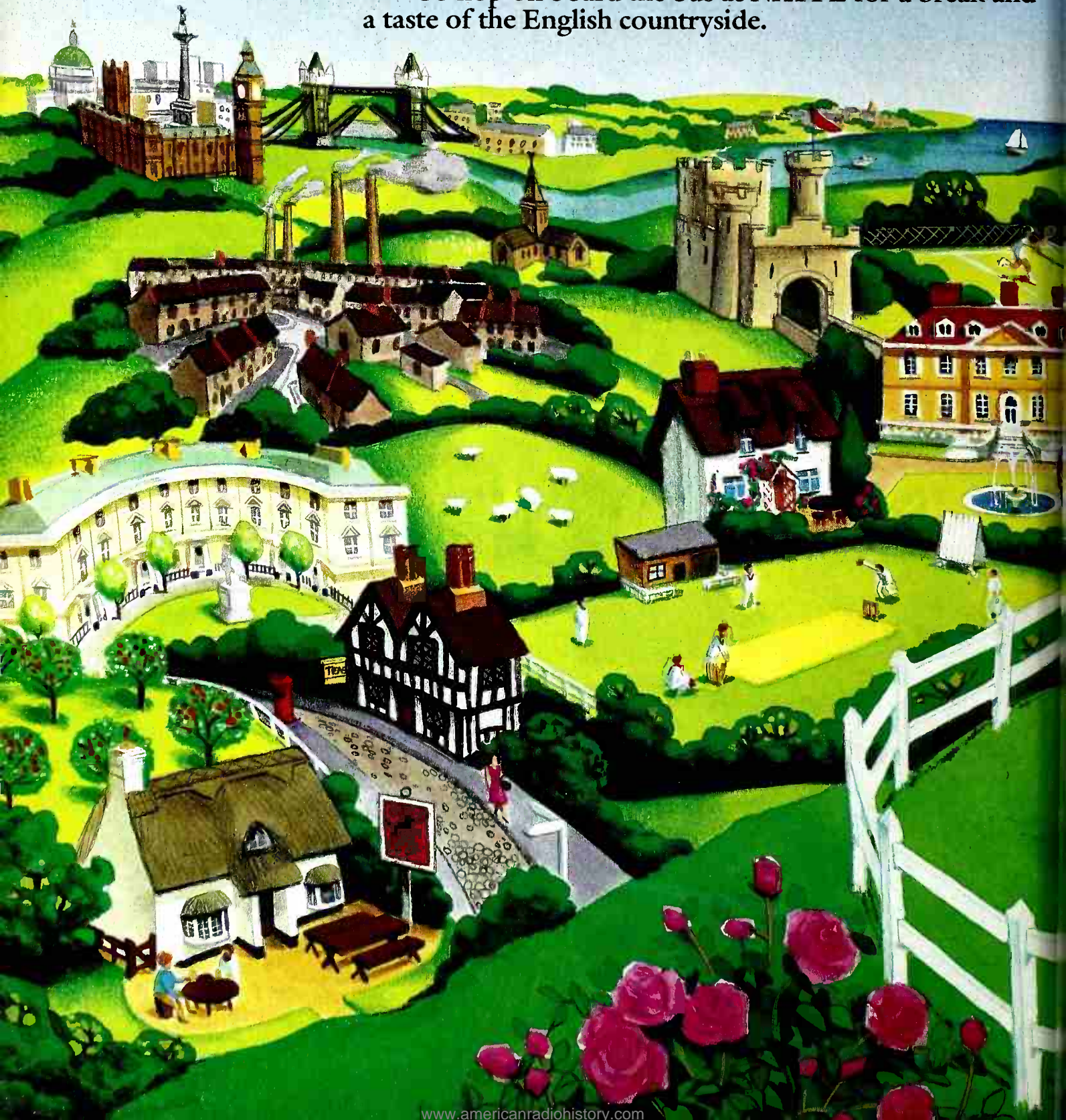
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## Boom in first-run shows, must-carry battle stir INTV

The question of whether the boom in the first-run syndication market is peaking or will continue, and the continuing battle with cable television over the "must-carry" issue dominated the panels and the hallway talk at the 14th Annual Association of Independent Television Stations (INTV) convention held recently in Los Angeles.

Despite such recent clouds on the horizon as the bankruptcy proceedings of Grant Broadcasting last month, the resale of the Taft stations at a reduced price, and the bankruptcy of WTTV(TV) Indianapolis in early January, the mood of most of the independents at the industry meeting was upbeat.

For instance, Lev Pope, president of WPIX(TV) New York, said he regarded the Grant bankruptcy as an isolated incident, related to management practices at that particular group. Overall, he added, "I think the first-run market is very encouraging because it allows us to choose product of comparable quality, but frequently at much lower costs than the off-net shows."

And industry prognosticator Ellen Berland Gibbs, president of Communications Resources, Inc., said in a prepared speech to the industry executives, "According to figures compiled by INTV, over 200 new independent television stations have gone on the air since 1976, bringing the total at yearend 1986 to 283, or more than triple the number at yearend 1976."

Gibbs attributed the explosive growth to the effect of inflation on the broadcast economy, the deregulatory movement, including the changes in the seven-station rule and the relaxation of the ownership attribution rules, and the increased availability of low-cost funds and "junk bond" deals, which she said "contributed greatly to the record number of pur-



**WPIX's Lev Pope:**  
First-run market is very encouraging ..."

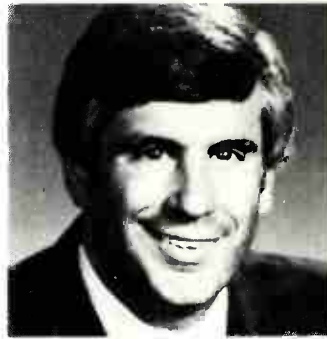
chase and sale transactions of broadcast properties, as well as to the unprecedented number of startups among independents."

Gibbs' optimism was echoed both by the participants in her own panel, including moderator Martin Brantley, general manager of KPTV(TV) Portland, Ore., and panelists John Serrao, general manager of WATL(TV) Atlanta and Al Masini, president of Telerop, and by the the station managers and executives

buying and selling product and closing deals at this year's convention.

**First-run glut?** Masini warned, however, that the current proliferation of first-run shows may cause a glut in the fairly new marketplace.

That assertion was confronted the next day in a discussion about "The First-Run Marketplace: Where Is It Going & How Will It Impact Your Future?" which included panelists, Jamie Kellner, pres-



**KMSB-TV's Stuart Swartz:**  
"First-run offers us some options that were not available in the past."

ident of Fox Broadcasting; Sheldon Cooper, president, Tribune Entertainment; Shelly Schwab, president, MCA TV Enterprises; Tony Thomas, Witt-Thomas-Harris Productions; Lucille Salhany, president, domestic TV & video programming, Paramount Television; and Richard Robertson, office of the president, Lorimar-Telepictures.

Despite a bit of intramural joking, all were in general agreement that the current first-run boom was bringing product into the system that was comparable to, or as good as off-network product at prices that were quite a bit cheaper. And they argued that the new first-run shows were a good risk for the assembled independent station owners and managers.

Robertson gave a realistic picture of the financial costs of producing first-run programming, saying that any risks were more likely to be incurred by the producers than the stations buying the shows.

Others said they did not spend exorbitant amounts above production costs and print advertising expenses to promote the shows, because they believed that risk should be borne by the indies.

"None of us know what the first-run shows are going to be worth until they go into syndication," Robertson said.

Robertson broke down costs-per-episode of between \$275,000 to \$350,000, pointing out that when advertising and promotion costs were included, the figure rose to \$400,000. He said estimated nets of \$200,000 to \$250,000 in the first year amounted to a production deficit of \$175,000 per episode or \$4 million annually.

By the second year, he said, shows "hopefully" sell for \$300,000 on episode, helping producers to recoup their deficit, a figure which can rise by the third season to \$400-\$450,000 an episode, and to \$600-\$700,000 in the fourth year. "There's a bias in the marketplace for off-network shows," he conceded. "There's been a perceived marquee value because they have been already seen by three times as many people. But whether that pays off in syndication remains to be seen."



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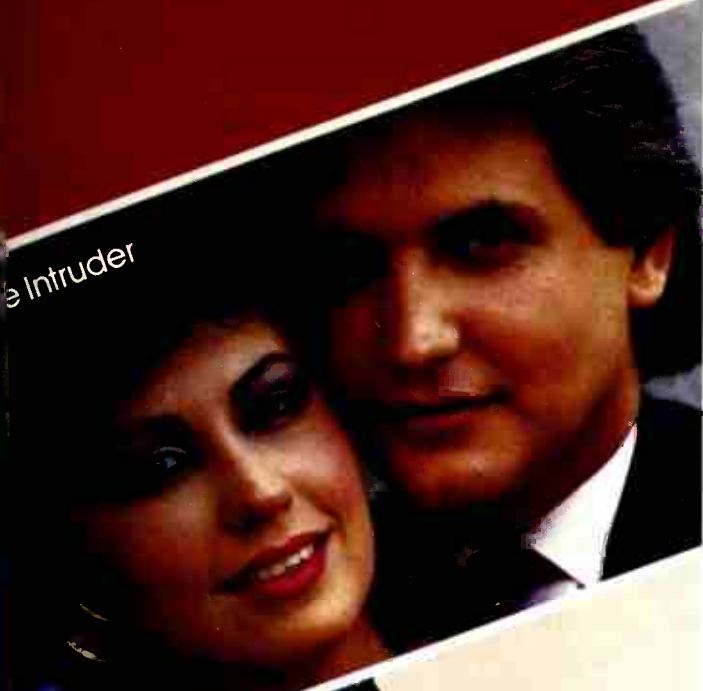


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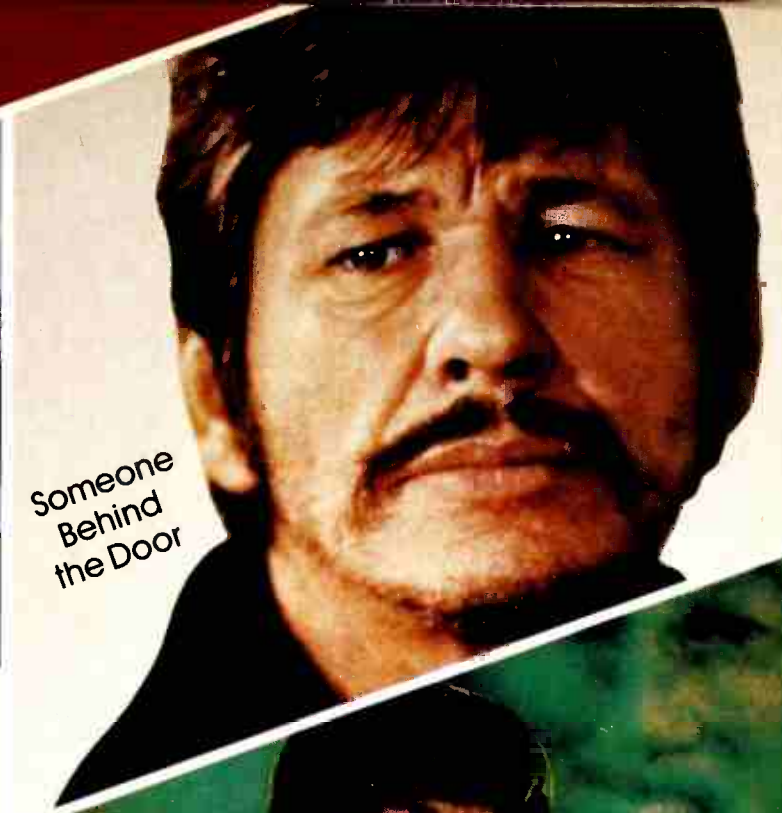
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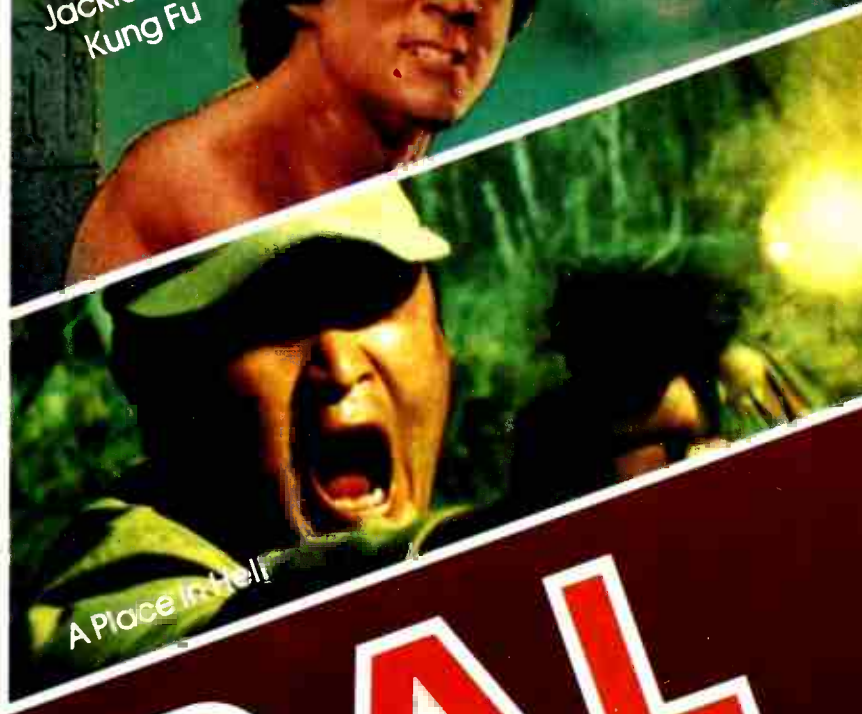
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**Heavy promotion.** Kellner, the lone nonsyndicator of the group, representing the fledgling Fox Broadcasting, said his company had made heavy marketing expenditures to promote *Late Night With Joan Rivers*, adding that he believed such promotions were frequently critical to the success of shows that are new or unknown. "I would bet that in the next five years, a syndicated first-run comedy breaks through and gets a 12 rating," he said. The Fox executive was ac-



**KTVU's Kevin O'Brien: "Not everything is a 'Cosby Show.' Some of them are overpriced."**

panied at the convention by Fox owner Rupert Murdoch and chief executive officer Barry Diller. Later in the weekend at a Fox press conference, they announced that George C. Scott has been signed to star in the new Fox sitcom, *Mr. President*. "If you had put *All In The Family* on in first-run at 7 p.m. on Saturday night, I guarantee you it would have been a smash hit," Kellner added.

Salhany thought such prognostications were over-optimistic, however, saying that earlier first-run shows with high ratings had succeeded in a period before the marketplace had been fragmented by cable.

Robertson said that "the first-run sitcom business that exploded last year was the greatest thing that has happened to independent television in a long time... with good product coming from the top creative people in Hollywood. The alternative is to pay growing prices for network programs, which is not in the interests of the members of the INTV."

Rick Feldman, vice president and station manager of KCOP(TV) Los Angeles, speaking from the floor, challenged Robertson's stance on production costs, saying that the L-T executive's assertion that all the indies had to lose if a show failed was time was fallacious, because "that's all we've got..." Feldman also expressed the view that sometimes an off-network show was a safer investment, just because of its familiarity to a wider audience, than a new show.

Thomas, whose team has produced such hits as *Golden Girls*, said Witt-Thomas-Harris had gotten into the first-run market "emotionally," because of the desire to salvage *It's A Living*. But he added that the production company would not stay in the market unless it believed there was a commitment to quality programming. Schwab added: "We feel any first-run sitcom could very easily play on the networks on an interchangeable basis."

Cooper pointed out that, "There's always a short-

age of hits driving all of us to try and try and try. The marketplace having all these opportunities is good—let the marketplace decide."

**Station reaction.** Hallway assessment of first-run prospects and the overall independent outlook was also positive.

Steve Bell, senior vice president, general manager of KTLA(TV) Los Angeles, said the station was pleased with the success of its checkerboard scheduling, adding that despite the failure of other indies to employ the technique successfully, it was much too early to tell to assess its overall effectiveness.

Stuart Swartz, general manager of KMSP-TV Minneapolis-St. Paul, in reference to the Grant experience, said, "It's important to be careful no matter what you're doing. We believe that things are going well for our station, and for other independents. In particular, first-run offers us some options that were not available in the past."

And Kevin O'Brien, vice president and general manager of KTVU(TV) San Francisco, who also heads the Cox independent station group, said that while some of the off-network product is of proven value, "not everything is a *Cosby Show*. Some of them are overpriced, and some of the first-run shows are just as good."

**Sales panels.** This year's INTV participants, numbering approximately 1,500, also attended a series of sales management sessions, including panels on "Straight from the Buyer's Mouth," moderated by consultant Christopher Jackson, who gave the audience some blunt advice on better communications between stations and the retail and advertising community, and "The Changing Role of the National Sales Manager," including panelists Murray Berkowitz, Blair Television; Robert Bee, Independent Television Sales; Cathy Egan, Katz Independent; Mark Altschuler, WGN-TV Chicago; Penny Haft, WTTG(TV) Washington and Pat McNamara of the Family Broadcasting Group.



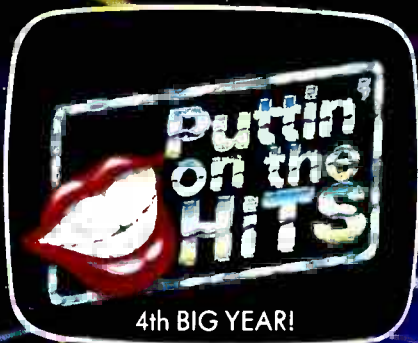
**KTLA's Steve Bell: Pleased with the success of checkerboard scheduling.**

At a session on "Opportunistic Business—The Unrealized Potential," Jack Myers of Jack Myers Communications Group advocated some methods for increasing sales revenues. Among them: selling *with* the competition instead of against it; diverting money from newspapers to television; and establishing a relationship between stations and local client management.

In a session on "Unraveling the Mystery of the Meter Diary Gap," Ted Baze of KGMC(TV) Oklahoma







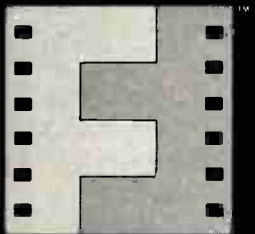


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City issued a rhetorical onslaught against the bias he feels the existing rating services show against independent television stations.

"Because there are two rating services with each producing a meter result and each a diary result with none of them saying the same thing, it gets to the point where you wonder if you can even believe the page numbers. . .," Baze said. "The bottom line is that unless a totally new method is developed sometime in the future, diaries will continue to be the predominant method for local market measurement of television viewing. . . The rating services readily acknowledge the general shortcomings of the diary, and that it screws the independent stations, but when asked what they intend to do about it, they simply say that they have not the least intention of doing something. . . The least we can do is to make every attempt to understand how, why and when it misrepresents viewing, and to put every bit of pressure possible on Arbitron and Nielsen to correct their erroneous ways." Ironically, the speech came concurrently with the Nielsen announcement that it is adopting the use of the peplemeter (see following story).

Apart from the curiosity about the untapped potential of the first-run market as an alternative to overpriced off-network fare, the majority of the firepower at this year's INTV, as in the past, went to the assault on cable's position in the ongoing "must-carry" dispute.

Motion Picture Association of America president Jack Valenti displayed his customary rhetorical panache in a speech decrying cable as an unregulated "monopoly," ironically citing a Bear/Stearns report recommending the cable giant TCI as a good buy partly because of its monopolistic attributes.

And INTV president Preston Padden added fuel to the flames, saying that "today there is not a competitive marketplace in the business of cable television to which the [Federal Communications] commission may reasonably defer in lieu of regulation."

"Instead," Padden charged, "we find a marketplace greatly distorted by numerous government intrusions—almost all of them in cable's favor. (For more on the Padden and Valenti speeches, see *Inside the FCC*, pages 447, 448).

**Commissioners critical.** At an FCC panel chaired by former FCC chairman Dean Burch, Commissioners Dennis Patrick and James Quello expressed grave doubts about the current cable position on "must-carry." Patrick expressed particular scorn for the speed with which cable has abandoned its support for the A/B switch, which it had once held out as a virtual panacea for broadcasting-cable disputes. "The period to petition for reconsideration ends next week, and the FCC is anxious to bring the matter to resolution as soon as possible," Patrick said. "Cable systems are per se bottlenecks that preclude access by over-the-air broadcasting to their audience."

Quello said the FCC should have, in retrospect, ap-

pealed the *Quincy* decision, adding that he didn't agree with staying the "must-carry" compromise because it "put us at the mercy of cable."

Commissioner Patricia Dennis continued to express support for cable's First Amendment protections, however, saying they were mandated by the Constitution, and were in the long-term interests of both cable and broadcasting.—**Paul Wilner**

## Nielsen's 'integrated' decision

The decision of Nielsen Media Research to adopt the "integrated" rather than the "conformed" sample for its people meter service next season, despite network resistance, has churned up a host of questions. Not the least of them is: On what basis will the networks set minimum audience guarantees for the new season? With the demise of the Audimeter sample after 30 years as a standard of audience measurement, and the end of diary demographics, there will be no continuing data for determining makegoods (or their lack).

This has particular relevance to Capcities/ABC, which has canceled Nielsen's network service, though this does not entirely rule out taking the service. Marvin Mord, head of marketing and research services for ABC Television, ticks off a number of options, none of which he regards as satisfactory in terms of making guarantees. One option even includes not buying a national rating service, but relying on NSI, which ABC did not cancel. In employing NSI, ABC would be essentially constructing national estimates, based on four sweeps a year plus 52-week data from 13 metered markets, which make up almost 40 per cent of U.S. TV households.

ABC thinking also includes reducing the allowable shortfall in the guarantees from 10 per cent off the guarantee to 12 or 13 per cent, because of the uncertainty about the new people meter methodology which will be taking over next fall. Another option would be not to make any guarantees: "We wouldn't be very happy about that," Mord says, grimly. ABC could also subscribe to the AGB service, which CBS has already bought, but Mord points out that that would not completely solve the guarantee problem, because, unlike Nielsen, AGB has no current base of data on which to make decisions on guarantee levels. AGB is currently setting up its sample, but is not turning out audience data.

**Network presentation.** In the meantime, Nielsen has not presented its proposals to the networks, a move which is imminent, or a few weeks off, depending on which network you talk to. Even if ABC were to go with Nielsen's network service, there still remains the question of how guarantees would be set. Mord says that with Nielsen turning out data from its current people meter sample—scheduled to hit 2,000 households by next fall—ABC could use the current people meter data as the basis for persons guarantees next season.

That doesn't excite Mord particularly, however,



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and CBS' David Poltrack is even less impressed with the idea. The CBS/Broadcast Group's research vice president is concerned that the people meter sample is not representative, though he says that if CBS takes the Nielsen service it would use Nielsen data for guarantees, not AGB data. But Poltrack says that the representativeness of the Nielsen people meter sample is one of two key criteria it would use in deciding whether to subscribe—the other criterion being price, of course. He also indicated clients would have to accept some flexibility in guarantees, such as allowing more shortfall than usual.

That price, the networks say, must be competitive with AGB's. The latter has offered the networks a national measurement service for \$2 million the first year (with a 2,000 household sample) and \$3.5 million during the succeeding years of a five-year contract (with a 5,000 household sample). Nielsen is charging \$3.5 million annually now for a household meter-plus-diary service with 1,700 household meters plus 2,400 households keeping diaries one week out of three. The networks have already rejected Nielsen's \$5 million-a-year price for a full size people meter sample and while the research service is expected to come back with a reduced rate, the expectation is that it will still be higher than AGB's.

At NBC, Bill Rubens, the company's research vice president, who has been carrying the ball for the networks in favoring a "conformed" sample until the people meter "proves" itself, says he and his department have started work on "calibrating" audience data for the network sales people. For guarantees, he says, the only source of information is Nielsen people meter data. Research remains to be done, he maintains, but points out that Nielsen data show agreement in the ranking of primetime network shows between household data from the people meter sample and household data from the existing Audimeter sample.

**AGB's plans.** Meanwhile, what of AGB? Joseph Philport, president of AGB Television Research, finds it "hard to say" when the service will be offering data. He figures the sample will not be generating projectable data until summer, only a short time before it will be supplying regular season ratings information to its 10 clients, including, besides CBS, seven agencies, the MTV Networks and Orbis Communications. He regards the Nielsen decision to go integrated as a vindication of AGB's approach. "For running a single panel," Philport maintains, "we have the expertise."

## Tv sales education

Recently promoted station executives from non-sales backgrounds got a well-rounded sales education at the Television Bureau of Advertising's sixth "Marketing Your Station For Success" seminar January

13-15 in New York.

To help attendees "get a better picture of what J. C. Penney is all about, and the best way to approach us," Lori Barnett, marketing/media specialist in the Media Services Department at J.C. Penney corporate headquarters in New York, explained Penney's four basic reasons for using spot television:

- Building sales and building profits.
- To increase Penney's share of market in specific lines.
- To attract new customers.
- To present Penney "as we want to be perceived by our customers."

Then Barnett described how Penney handles media placement. The retail chain uses local buying services in New York and in some other markets, she said, and also uses local agencies in still other markets, while in some markets Penney maintains its own in-house media buying operation.

**Agency buying.** Representing N W Ayer, Beth Gordon, senior vice president, group media director, and Allen Brivic, vice president, group media director, gave the station people "An Inside Look at Why a Major Agency Buys or Doesn't Buy Your Market."

The Ayer pair took the managers through the planning process, to run down how the agency's planners establish a client's target audience, select the markets, and the role played by seasonality, communication goals, creative considerations and trade and sales force considerations.



**N W Ayer's Beth Gordon and Allen Brivic explained why a major agency does or doesn't buy a particular market.**

They described six ways to determine budgets:

- Client decree, or, "Here's my budget."
- Advertising to sales ratio: a formula setting the advertising investment as a percentage of projected sales.
- Competitive spending: a look at what the category is spending, and at what the individual companies in the category spend, in relation to the client's share of the market goal.
- The task budget: or establishing an adequate communication level in terms of a desired reach and frequency goal. "Then, whatever it costs, it costs."
- The payout budget, or determination of an affordable spending level, sufficient to create enough sales to produce a profit.
- Media inflation, or, "How much more do we have



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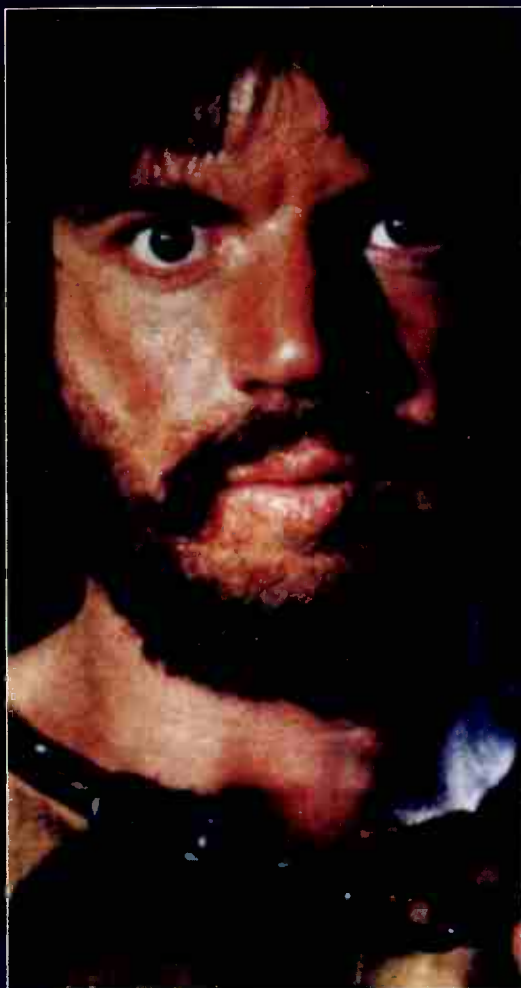


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to spend this year to achieve the same impact we created last year?"

**Broadcaster view.** From the station management side came Pat Gmitter, vice president/sales, Cox Broadcasting and Art DePasqua, national sales manager, WVIT(TV) Hartford-New Haven.

DePasqua talked about packaging spot television "to benefit both the advertiser *and* the station, by fitting the account's needs to our needs." DePasqua said that well-managed packaging "should help the station manage its inventory as well as do the best job for the advertiser." And he stressed that, "It's important that every sales manager and every member of your sales staff recognize this, and plan for their accounts accordingly."

He explained that each piece of business "has to be looked at as a new and different ball game, because each advertiser is looking for different demographics."

He noted that business-to-business accounts, like copiers, office systems, and telecommunications, look for business decision makers, who can be reached with packages of sports, news and the midday Sunday current affairs magazines. "It goes beyond the usual combinations of early and late news and the *Tonight* show."

And instead of offering only early and late fringe to reach women, he added, "Stations can offer a mix of daytime and weekend inventory to reach *more* women—those who hold jobs outside of the home during the day as well as those who don't."

Cox's Gmitter pointed out that there's much more to selling a station than most people realize. It's more, he said, "than running around with your latest ratings. But if you know where you're going, by drawing up a plan, follow that plan, and evaluate progress at various stages along the way, you can get where you want to go."

And he covered some of the key traits required of a sales manager: "Is he adaptable; is he resourceful? Does he have the tenacity to hang in there and fight for the business?"

Adaptability is necessary, stresses Gmitter, "because, as important as your goals are and your plan to reach those goals, a sales manager has to have the flexibility to adapt to market conditions, to changes in the competition, and to new competition.

"He needs knowledge of your market and of your station. He needs the research to back up what he says. And each sales call requires the follow-through to convert it into an order. And every order needs the follow-through to assure delivery on your promise to the customer. That includes making yourself available to your advertisers, when and if they need you."

**Positioning a station:** Gmitter also pointed out that while station time sales is a ratings-driven business, "Advertising time is not always bought logically. Therefore the manager must determine how to posi-

tion his station: What's the viewer's perception of the station? What are the advertisers' and agencies perceptions of the station? How do you want your sales force to present it? You have to find your niche in the market. Are you an independent that's strong on sports? An affiliate that's strong on news?"

He reminded the station people that they had to ask themselves what goal, or mission they had set for their station and emphasized that, "One thing that mission should include is respect for the value of your product. On the one hand a manager must be flexible enough to come down a bit when his market is really soft. But if he lets his salespeople fall into the habit of bending on rates everytime they run up against any degree of resistance, hard market or soft, the word will spread quickly, and no one will ever pay full value, even when market conditions firm up and the competition is getting full value."

## **LBS to barter HBO special**

LBS Communications, in its first joint venture with HBO, has announced plans to syndicate an HBO-produced preview of the Marvin Hagler/Sugar Ray Leonard middleweight championship fight. HBO will premiere the hour-long special on March 1 and have a three-week window for subsequent cablecasts. LBS will then barter the show, with a 6/7 national/local split, to stations for two runs within a two-week window from March 23 to April 6. The fight itself takes place April 6 at Caesars Palace in Las Vegas, and HBO has been negotiating for tape-delay rights.

## **Jack Fritz's plans**

Jack W. Fritz, who ended his career at John Blair & Co. as president and chief executive officer on January 9, is looking in two directions insofar as his future investments are concerned—radio and cable. He and his brother Charles, together with their wives, split 70 per cent of the ownership of WXYT/WNTM(FM) Detroit while he is involved with others in the ownership of a small cable system in Athens, Ohio.

Fritz, while not an operating executive of the radio stations, will be more active in the duo than he had been, but he'll also keep his own eye for future radio acquisitions. Likewise, his involvement in the Athens system (about 1,500 subs) signals an interest in further acquisitions of the same type. Fritz certainly has no objection to owning a TV station, but the prices are too rich for his blood for the time being. Still, if the right deal came along. . .

Fritz walked away from Blair, now a subsidiary of Reliance Capital Group, with three years compensation plus the value of his stock package, which is close to \$5 million.

He says he will help Blair in any way he can, but does not have a consultancy. Fritz remains on the Board of ADVO, the direct mail company, which was for awhile part of Blair.





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## H&G to go into TV

The merger of Heftel Broadcasting and Statewide Broadcasting into Heftel and Ginsburg Broadcasting will enable the radio entity to expand into television, according to Scott Ginsburg, executive vice president/chief operating officer of the proposed company.

Ginsburg, currently president and chief executive officer of Statewide, notes that the Heftel organization has a background in TV ownership. Cecil Heftel will be president/chief executive officer of the new concern.

Statewide has agreed to pay \$6.5 million to bring it and Heftel into a 50/50 partnership, Ginsburg reveals. The merged outfit will have AM-FM combinations in Los Angeles, Chicago, Honolulu and Jacksonville, an individual FM in Dallas, and an individual AM in Miami. Ginsburg says the broadcast group will be seeking additional radio stations as well.

Other Heftel & Ginsburg executives will include: Jordan Ginsburg, chairman of the board; Efrain Andrews, vice president/chief financial officer; and Earl McDaniel, president of the radio division.

## Forman heads Telemundo

The Telemundo Group, Inc., John Blair & Co.'s new Spanish-language television network, will be headed by Leonard P. Forman, formerly director of planning and chief economist at The New York Times Co. Before joining the Times in 1974 Forman had been associated with The Federal Reserve Bank of New York and was an assistant professor of economics at Fordham University.

Forman will also become a senior vice president of John Blair, a subsidiary of Reliance Capital Group, L.P.

## Liss to head WABC-TV

Walter C. Liss, Jr., who has been president of the Broadcasting Division of Cox Enterprises since 1983, has rejoined Capital Cities/ABC as president and general manager of WABC-TV New York, succeeding Bill Fyffe.

Liss had worked for the then Capital Cities Communications from 1971-81, joining WPVI-TV Philadelphia as promotion manager, moving to WKBW-TV Buffalo as program director and then to KFSN-TV Fresno-Visalia as vice president and general manager before leaving in 1981 to become vice president and general manager of Post-Newsweek's WPLG(TV) Miami.

## Cosmos shifts two GMS

Cosmos Broadcasting Corp. has shifted two of its TV station general managers. James M. Keelor, who has

been general manager of WAVE-TV Louisville, becomes vice president and general manager of WDSU-TV New Orleans. Guy W. Hempel, currently general manager of WTOL-TV Toledo, has been named vice president and general manager of WAVE-TV.

Keelor joined WAVE-TV in 1974 as news director. Hempel joined WTOL-TV in 1981 as program manager.

## UPI's broadcast parity

The latest reincarnation of United Press International puts the long-time head of its broadcast services on an equal footing with the print and picture services, with an equal chance to become the ailing wire service's new editor. Milton Benjamin, the consultant who successfully advised UPI it needed him as president and CEO, also took on the title of editor, but on an interim basis while four coequal managing editors compete for the job.

The managing editors are: Barry Sussman, a *Washington Post* editor, head of national news; Kim Willenson, a *Newsweek* editor and former UPI reporter, in charge of international affairs coverage; Ben Cason, assistant managing editor of the *Washington Post*, responsible for other news coverage, such as sports and financial; and Bill Ferguson, who has been a key element in UPI's broadcast service for decades, in charge of all of UPI's broadcasting efforts, including the broadcast news wires, radio network and special services for television clients.

## GM, web TV leader

General Motors, Number 3 in overall network TV spending last year, was tops in November, edging out Procter & Gamble by a small margin. Eight of the November web TV top 10 are also in the '86 top 10 (through November), the other two being RJR/Nabisco and Quaker Oats. Replacing them are Ford, with 11-month expenditures of \$176,791,500, and Kellogg, with spending of \$157,748,700. Other nine-digit network TV clients through November are Sears, AT&T, General Mills, Bristol Myers and Pepsi.

### Top 10 network TV clients, November

Parent company	Estimated expenditures	Year-to-date expenditures
General Motors	\$32,517,500	\$211,155,100
Procter & Gamble	32,221,300	405,658,000
Philip Morris Cos.	27,001,400	317,162,100
Anheuser-Busch Cos.	23,301,600	159,836,100
RJR Nabisco	18,010,100	141,072,500
Johnson & Johnson	17,672,400	141,661,900
American Home Products	15,078,600	170,101,500
McDonalds	15,023,200	177,833,900
Unilever	14,983,600	141,818,600
Quaker Oats	14,846,500	81,600,100

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# TV Business Barometer

## Local up 14.7% during November

Local TV business, which started out last year outperformed by spot, quickly caught up and has been running ahead of spot cumulatively since May. In fact, through October, local was ahead of spot in percentage increases during eight of the 10 months.

Not to make too big a point about it, spot slid past local in percentage growth during November. Local showed a 14.7 per cent increase in November, compared with 15.5 per cent for spot (see *TV Business Barometer* in January 5 issue).

Still it was a better month for local business than the average up to November and it was the eighth month out of 11 with a double digit percentage increase over the year before. Offsetting this is the fact that November was a five-week Standard Broadcast Month (SBM) in '86 and a four-week SBM in '85, though, as has been noted,

most Business Barometer stations usually report on a calendar month basis.

In any case, the *Barometer* sample reported a local billings total of \$495.3 million, compared with \$431.8 million in '85. The spot figure for November of last year was \$541.9 million.

For the 11 months, local billings came to \$4,829.7 million, up from \$4,264.3 million in '85. That puts the increase at 13.3 per cent, compared to a cumulative increase of 13.1 per cent after 10 months. Total spot billings through November came to \$5,122.5 million vs. \$4,660.5 million in '85, an increase of 9.9 per cent.

The best performer among the three station revenue brackets in November was the smaller group, those in the under-\$7 million category. They reported a 28.5 per cent increase in local business, as well as a 26.1 per cent increase in spot business during the month. It was the fifth month this year that the smaller stations ranked first in percentage increases, thus catch-

ing up with the medium-size group (\$7-15 million), which came in second in the local percentage increase during November. As for the larger stations (\$15 million-plus in annual revenues), they ranked third for the fifth time in '86. They ranked first only twice during the 11 months to date.

Network compensation for TV stations was up only 0.8 per cent during November, not much worse than the average to date. The network comp payments came to a reported total of \$34.4 million, up from \$34.1 million in November, '85.

## Totals estimated

For the 11 months, network comp was \$412.2 million, as against \$405.0 million in '85. The increase amounts to 1.8 per cent, down from the 10-month cumulative increase of 1.9 per cent.

Total November TV station advertising, combining spot and local time sales plus network comp, came to \$1,071.6 million, compared with \$935.1 million in November, '85. The increase amounts to 14.6 per cent.

**Local business** **+14.7%**

(millions) 1985: \$431.8 1986: \$495.3

### Changes by annual station revenue

Under \$7 million	+28.5%
\$7-15 million	+14.4%
\$15 million up	+11.6%

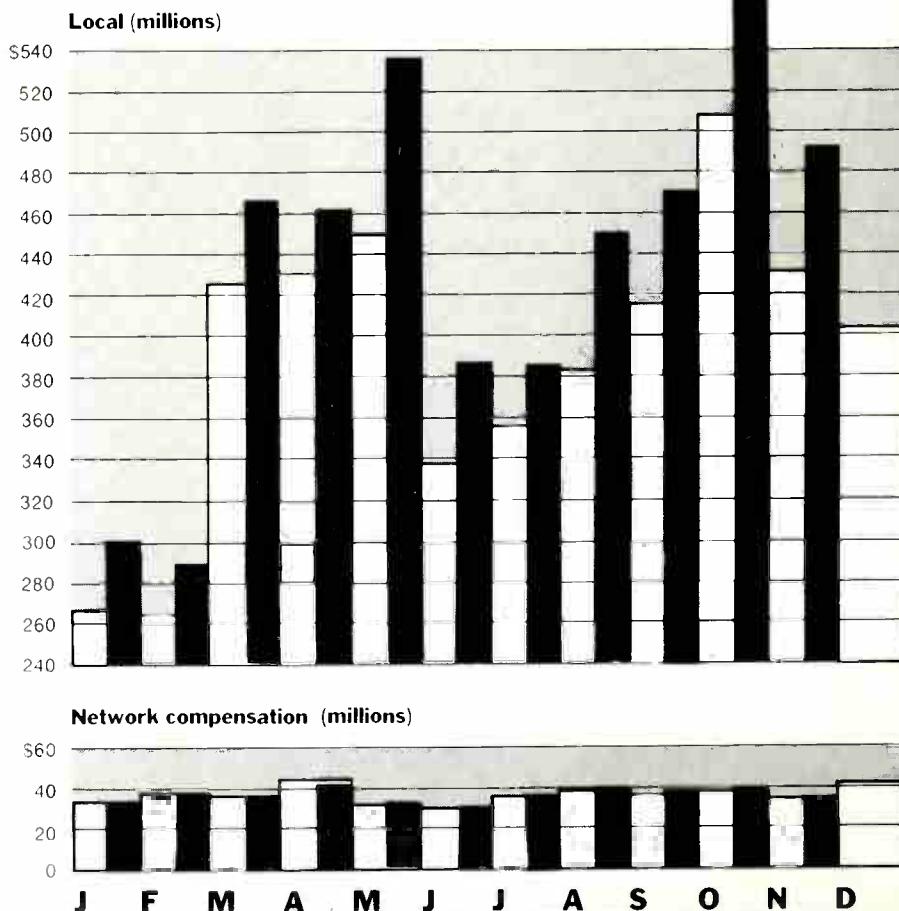
**Network compensation** **+0.8%**

(millions) 1985: \$34.1 1986: \$34.4

### Changes by annual station revenue

Under \$7 million	+1.4%
\$7-15 million	+4.0%
\$15 million up	+0.2%

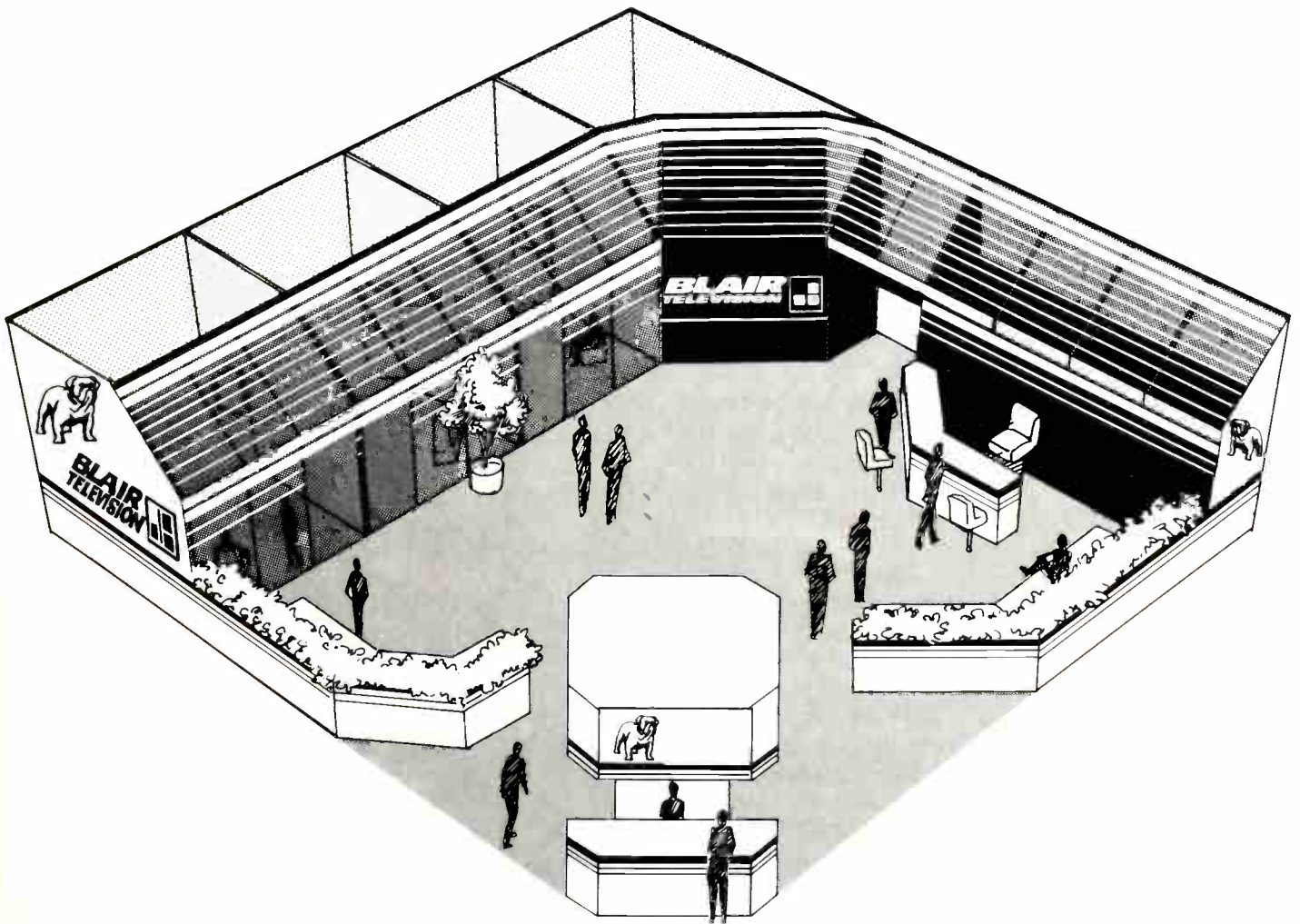
## November





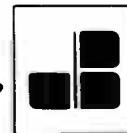
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Television



# Cable Report

## 'Amerika' vs. U.S.S.R.: Cable calls a ceasefire

With ABC-TV's upcoming *Amerika* epic threatening to rekindle long-held fears and suspicions about the Soviet Union, cable is ready to take a different tactic towards the cold war—joint efforts with the “enemy.”

First up, on February 12, will be SuperStation WTBS' presentation of *Letters From a Deadman*, a two-hour movie drama about the aftermath of nuclear war which is now being released theatrically in the Soviet Union. The central character in the Lenfilm Studios production is a scientist who has helped create the computers that launch nuclear missiles—but errors by those same computers bring on the nuclear devastation. Turner Broadcasting has also obtained U.S. syndication rights to the movie from Sovexport-film.

WTBS will immediately follow *Letters From a Deadman* with *Breaking the Spell II: A U.S./Soviet Dialogue*, a one-hour discussion among leading nuclear experts from the two countries, including Dr. Carl Sagan. The same experts appeared on the first *Breaking the Spell*, which followed WTBS' American premiere of the BBC's nuclear-aftermath film *Threads* two years ago.

ABC's presentation of *Amerika* starts three days after the airings of *Letters From a Deadman* and *Breaking the Spell II*, and WTBS plans to run anti-nuclear programming from the Better World Society at 11 p.m. ET following each night's ABC telecast.

**Live from Russia.** A month later, if all goes as planned, cable viewers in at least five markets will get a rare chance to watch actual Soviet television as Soviet citizens themselves see it—hour after hour, for an entire week.

Orbita Technologies Corp., developer of a system used by 12 major universities to receive Soviet satellite TV transmissions in the U.S., has received a license from Gosteleradio (the Soviet State Committee for Television and Radio Broadcasting) to sell live Soviet domestic telecasts to the participating cable systems for one week each. The cable systems will be chosen largely based on their proximity to five Orbita-equipped schools which will be conducting a study of subscriber attitudes toward the Soviet Union before and after they view the telecasts.

Manhattan Cable, with more than 200,000 subscribers, is the first system to agree to buy the programming. Ken Schaffer, Orbita chairman, also expects to line up the entire state of Pennsylvania as well as cable operators in the San Francisco, Detroit and Washington markets.

Schaffer says each market will receive a separate week's programming, and run it full-time (Soviet television airs 15 to 15½ hours per day) for the entire week. But Manhattan Cable, citing lack of channel space, has been trying to negotiate for a smaller com-

mitment of time. Schaffer also says that cable systems must run the programming live, but Manhattan Cable says it would like to delay the news until primetime. And, finally, Manhattan Cable would like to translate the news, but Schaffer says translations only cause misunderstandings and would “make this into a divisive medium. Attempting to translate their headspace into ours is futile.” He says viewers can get the gist of the programming from pictures alone.

But, noting that Manhattan Cable plans to run the programming for the public interest, Stacy Kimbell, supervisor-corporate affairs, says, “I'm not going to spend a zillion dollars [in promotion] if I can't do one hour of translation.”

On another controversial matter, Schaffer says the Soviets have pledged not to change from their normal programming because of the American viewers. “If they do,” Schaffer notes, “they're changing their own internal TV.” And, he points out, university scholars have now been watching Soviet TV long enough to notice immediately if program patterns have changed.

**Reverse angle.** Schaffer is also trying to get the Soviets to accept some American TV in exchange for their programming. “A lot of their censorship,” he notes, “may have less to do with politics, as that the television we have here is considered anti-social.” Soviet TV, he says, is either “helpful or didactic”—covering everything from “how to make more milk from the same cow to how to brush your teeth.” The Soviets, he continues, are not interested in seeing the violence of a *Miami Vice*, but “there are many, many programs on PBS we believe they'd want to run.”

“All American and Soviet TV have in common are CRTs,” says Schaffer. “A typical hour of what Soviet TV is like in mind-blowing.” Although it is quite boring by American standards, he says it's also addictive once viewing begins.

Noting that Soviet TV emphasizes the family and social values, Schaffer concludes, “I think Jerry Falwell would love Soviet TV, because it shows every value [the fundamentalists] have been shooting for.”

## Manhattan evicts CBN

CBN Cable Network, after months of spending big bucks attempting to proselytize the ad community with its story of improved programming and audience demographics (See *Cable Report*, December 8, 1986), has failed to convince at least one major Manhattan concern: Manhattan Cable. The giant system, citing both viewer and advertiser disinterest in CBN, has just replaced the service with CNN Headline News.

“It's a weird time to drop us,” states Harry Young, CBN director of programming, “after we just made such a heavy investment in programming.” Indeed, CBN had only recently announced its acquisition of *The Paper Chase*, the service's most obvious move yet to appeal to Manhattan Cable's type of upscale audience.

But Manhattan Cable's Stacy Kimbell, explaining why CBN was made expendable, states that the ser-





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vice was heavy on network reruns and thus not offering the type of "unique" programming that would appeal to Manhattanites. Ironically, since adding CBN to its channel lineup only three years ago, Manhattan Cable had put a lot of effort into promoting those same reruns to its subscribers. It then dropped CBN exactly when the initial contract expired.

Carl Gambello, Manhattan Cable's vice president of marketing and programming, says, "You try to get a sense of what the marketplace would like." In this case, he says, the "CNN Headline approach to news could be a good supplement to the more in-depth type of [CNN] delivery." Ad sales, he notes, also play a role in deciding which services go and which stay.

**Hard to sell.** Bob Fennimore, president of Rainbow Advertising Sales, which sold Manhattan Cable's local avails for CBN and will do the same for Headline News, says CBN "was one of the more difficult of all channels to sell." Douglas Greenlaw, CBN vice president of sales, says part of the problem may have been caused by the limited number of local ad avails on CBN as compared to other cable networks—a situation rectified this month—making CBN less likely to have been included in combination ad packages.

Fennimore says that wasn't the problem at all. Although CBN may be doing well in selling its national time, he states, local New York advertisers desired other channels as "a better environment for their products."

Greenlaw adds, "We hate to lose Manhattan Cable, as much for the benefits of [being viewed by] Madison Avenue as for the actual viewers." And that may be the crux of the situation: Ad-supported cable networks do all in their power to get on Manhattan Cable so that ad agency executives can watch, but Manhattan Cable's first priority is supposedly to the bulk of its audience.

One CBN insider, putting the best light on the subject, even claims the network is better off without Manhattan Cable: "The demographics of Manhattan Cable aren't really CBN—a family entertainment channel. There aren't a lot of families in the Manhattan viewership." CBN, he concludes, is simply "not an efficient [ad] buy in New York."

## Werner's syndie fallout

Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Communications, remains strongly opposed to syndicating cable series while they are still running on cable (see related story, page 174). "People are sacrificing the long-term growth of cable for short-term return on programming," states Werner, noting that all shows on the GWSC-distributed Nashville Network are exclusives.

"The economic gains of putting shows into syndication has a serious and deliterious effect on the abil-

ity of cable operators to retain subscribers," Werner continues. "And, if there's a subscriber loss, that affects The Nashville Network."

Werner cites *Check It Out*, *MTV Top 20 Video Countdown* and *Jacques Cousteau* as examples of this trend that he says "devalues cable." He mentions a recent *Cousteau* special that aired on SuperStation WTBS at 11 p.m. His local *TV Guide* listing, he recalls, told viewers to refer to a 10 p.m. broadcast station listing for information about the program. "In order to find out about a program on cable," he complains, "you've got to go to a broadcast entry."

The problem, Werner explains, is viewers "flipping over to broadcast and seeing the same show." While the industry may know that the *Check It Out* episodes on USA Network are fresh and those on broadcast are old, he says, the difference isn't apparent to cable subscribers who have "paid extra money" for such programming. The solution, he concludes, is to wait until at least a year after a series has concluded its entire cable run before putting it into syndication. This is the approach being used for *I-40 Paradise*, the former Nashville Network sitcom.

## P&G leads BAR top ten

The rankings of the top 10 cable advertisers in November (see table below) were virtually identical to October's results, according to data released by Broadcast Advertisers Reports. Procter & Gamble and General Mills switched positions at top, putting P&G back into its customary number one position. And U.S. Armed Forces and Johnson & Johnson moved into the bottom two positions, pushing out American Home Products and Unilever. The positions of the rest of the top 10 remained unchanged.

The four biggest spenders had finished in the same order a year earlier. Three of this November's top 10, meanwhile, more than doubled their spending over the previous November: RJR Nabisco, up 173 per cent from \$480,860; General Motors, up 105 per cent from \$627,789; and Johnson & Johnson, up 128 per cent from \$342,626.

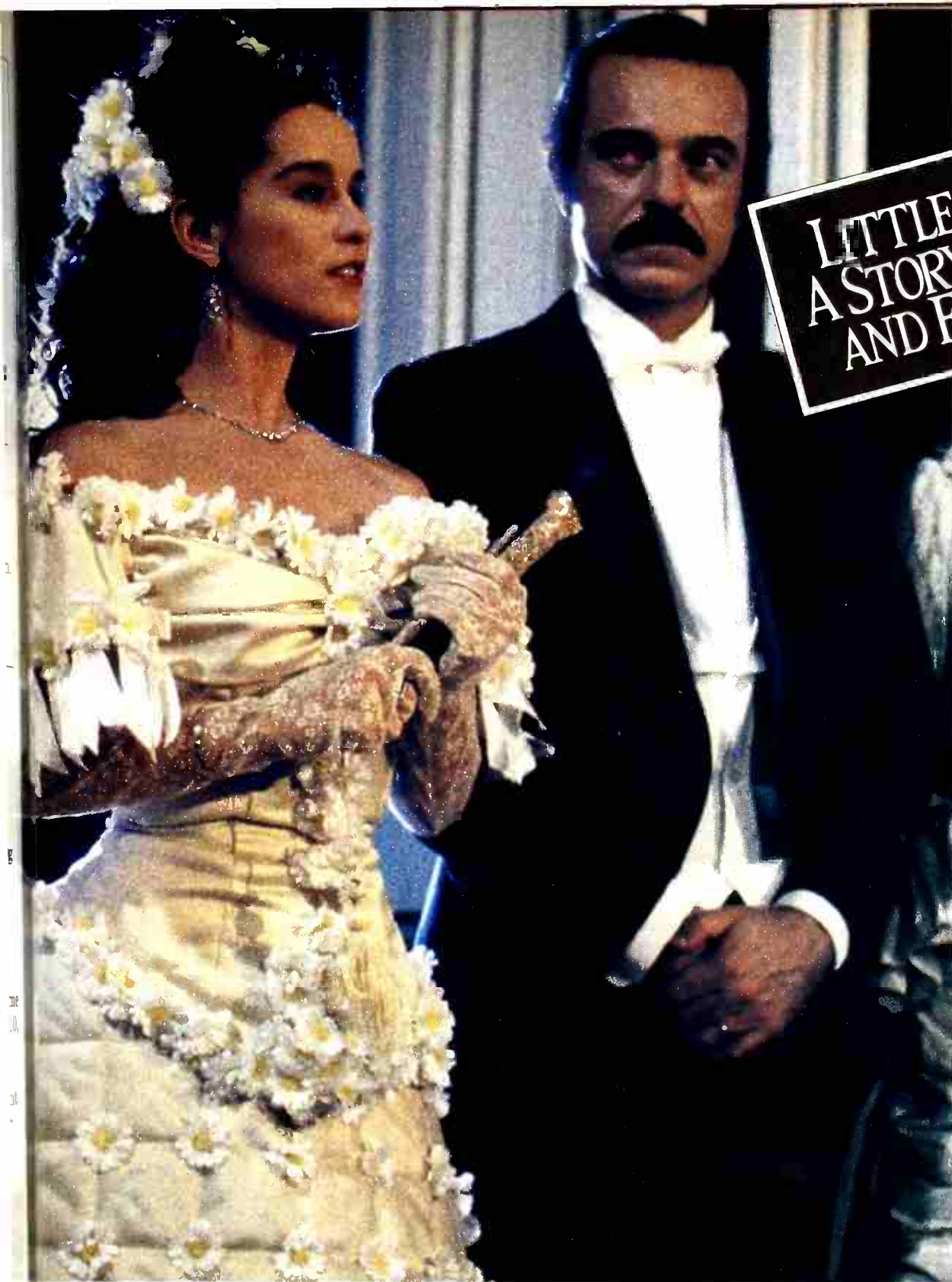
## Estimated cable spending

November, 1986

Parent co.	Est. spending	Year-to-date
1. Procter & Gamble	2,188,129	27,262,901
2. General Mills	1,936,493	14,347,806
3. Philip Morris	1,904,710	20,365,880
4. Mars	1,465,333	15,985,866
5. Anheuser-Busch	1,313,261	18,314,697
6. RJR Nabisco	1,311,057	9,345,169
7. General Motors	1,285,874	6,681,728
8. Time Inc.	1,183,054	14,434,458
9. U.S. Armed Forces	849,350	4,716,380
10. Johnson & Johnson	781,463	4,321,707

Source: Broadcast Advertisers Reports (Note: BAR monitors only six cable networks: CBN, CNN, ESPN, MTV, USA and WTBS)





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# Radio Report

## Radio station sales pace seen active in '87

Radio station sales can be expected to maintain the same active pace this year that they did in 1986, assuming that interest rates don't climb sky high again the way they did during the early 1980s, in the view of Nancy Mahlman, chief financial officer of The Mahlman Co., radio station broker.

She notes that in spite of all the talk about the new tax law spurring sales last year, "We didn't see it. Our activity was steady throughout 1986—not something that bunched up in November and December in some mythical 'tax panic selling' that never happened."

On the other hand, says Mahlman, "If interest rates do shoot up, I'm afraid station buying would practically stop, just as it did four or five years ago, because at 22 per cent interest, an investor can do better in CDs than by borrowing money from a bank that had to be paid back at that kind of interest rates."

But even at the current brisk levels of station purchase activity, Mahlman doubts that prices for AM stations are likely to emerge from the cellar unless and until industry agreement is reached on whether the Motorola or Kahn AM stereo system is to be designated as the industry standard, so consumers can start buying AM stereo receivers and AM stations can finally start broadcasting to mass audiences in stereo the way FM does.

**AM-FM combos.** Mahlman observes that investors are willing to take an FM-AM combination, but that, "It's not easy to find any takers for an AM stand-alone, even at today's depressed prices. It's still the FMs that get the high prices."

As for its own operations, The Mahlman Co. reports the best year in its eight year history, with radio station closings that added up to \$101.7 million last year.

Bob Mahlman, president, believes that this "places our company in third or fourth place in the media brokerage business, including those companies, unlike ours, that also market television stations." He also predicts that radio revenues should continue to increase in the 9 to 11 per cent range, and that, "Major Wall Street and bank funding will continue to be readily available, and buyer interest remains extremely strong."

Transactions handled by Mahlman last year included sale of WNOX/WTNZ(FM) Knoxville, WNKZ/WLRQ(FM) Nashville and WVOK/WLTB(FM) Birmingham by Elf Communications to REBS, Inc. for \$15 million; Sale of KCBQ AM-FM San Diego by Infinity Broadcasting to Eric/Chandler Communications for \$12.2 million; and sale of KISW(FM) Seattle by Alexander Broadcasting to Nationwide Communications, Inc. for \$12 million.

Among other sales were: KIIZ/KIXS(FM) Austin, Texas by Grace Broadcasting to Duffy Broadcasting for \$12 million; sale of WCJX(FM) Miami by Wodlinger Broadcasting of Miami, Inc. to Beasley-Reed Broadcasting of Miami for \$10.6 million; and sale of WDJO/WUBE Cincinnati to American Media by DKM Broadcasting for \$9.8 million.

## Examining spot's problems

In his 1987 *Business Forecast*, Masla Radio president Jack Masla offers a concrete example of how spreading regionalization of agency spot buying has shifted dollars formerly labeled "national spot" to the local or regional columns on stations' sales sheets.

In 1981, he recalls, about 36 per cent of spot radio buying originated in New York. Last year it had dropped to about 30 per cent. Then he notes that until 1986 all Chrysler dealer schedules were bought for the entire country out of Detroit by Kenyon & Eckhardt, and was labeled "national spot." But when K&E merged with Bozell & Jacobs, buying for the Chrysler dealers was split up and spread around among BJK&E buying offices in Los Angeles, Atlanta, New York and Dallas, and that stations in these markets now log the buys as "local."

Says Masla: "It's the same Chrysler dealer 'spot' money that was considered national last year, but is now diverted to a local sales column by stations. Multiply this trend by a factor of at least 20, and you have an idea of where some of national spot's money has gone in recent years."

## Birch signs HHCC, Gannett

Birch Radio has signed up New England's largest agency and a major market station group in multi-year contracts. The ad shop is Hill, Holliday, Connors, Cosmopolos, Boston, with '86 billings of \$250 million, of which somewhere between \$10 and \$12 million go into radio. The station group is Gannett Broadcasting, with 11 outlets in six top markets, which signed a five-year pact.

Hill, Holliday's Helene Siegle Staller, vice president and associate media director, explains that Birch was chosen as the agency's "primary source," which means it will use Birch for buying in all markets which Birch measures. HHCC will use Arbitron in cases where it needs ADI and TSA data and where Birch does not have coverage.

A factor in the choice of Birch was its depth of information, says Staller, pointing to "qualitative demographics and product usage information."

Gannett Radio president Joe Dorton explains, "With more and more advertiser and agency conversions, it's increasingly important to have Birch." He adds, "In the past two years Birch has proven its value to us in Los Angeles and Chicago." Its respective stations there are KISS-AM-FM and WGCI-AM-FM. Other Gannett stations are KKBQ-AM-FM Houston, WCZY-AM-FM Detroit, KTKS Dallas and KUSA/KSD(FM) St. Louis.



## Arbitron: Decline is real

The decline in listening from summer, '85, to summer, '86, which showed up in the new Arbitron radio daypart diary is caused by a real decline in listening, Arbitron has concluded. The conclusion was released as a result of Arbitron's special analysis of summer, '86, listening and its new diary. But the analysis was unable to determine, says Arbitron, "whether the decline in listening levels for the first hour of some daypart segments listed in the new diary is an improvement in its accuracy or whether diary-keepers arbitrarily used the daypart break listed in the diary as a convenient start or end time."

The analysis, says Arbitron, showed that listening declined 2.7 per cent from spring, '85, to spring, '86, when the old diary, which did not segment the entry page by daypart, was used. The spring decline compares with a drop of 3.3 per cent last summer, according to the rating service. The main cause of the overall decline is a drop in time spent listening, the analysis showed, says Arbitron. The drop in time spent listening in the summer in 14 markets "is consistent with declines reported in the spring, '86, survey," the rating service noted. Arbitron also found that "virtually all age/sex demographic groups show lower levels."

## Olds heads Katz Radio

Stu Olds is the new president of Katz Radio, succeeding Dick Romanick, who has left the company. At the same time Bonnie Press switches from vice president, marketing of the Katz Radio Group to replace Olds as vice president, general manager of the Katz Radio Group Network.



**Stu Olds**

Olds joined Katz Radio's Chicago sales staff in 1977 and transferred to Detroit as sales manager there in 1979. He was elected a vice president in 1981 and became vice president, manager of the Katz Radio Group Network in 1984.

## Dorton to Sky

Joseph L. Dorton has been named president and chief executive officer of Sky Broadcasting after seven years as president of the Gannett Radio Division. He'll continue at Gannett until his successor is named, probably from within the Gannett organiza-

tion. He says he'll have an equity position in Sky and be its biggest stockholder. Sky owns five radio stations: two in Charlotte, N.C., two in Rochester, N.Y., and one in Dallas-Ft. Worth.

Dorton joined Gannett in March 1980 as president of its radio division, moving in from the presidency of Torbet Radio. Dorton has also been chief executive officer of the California division of Bonneville International Corp. and has held senior executive positions with KBRT/KBIG(FM) Los Angeles, WCLR Chicago, KIRO Seattle and KMOR in Salt Lake City.

## New Katz Hispanic rep

A new Katz Radio Group Hispanic has been formed by Katz Communications. Heading it up will be Gene Bryan, who moves in as national sales manager from Caballero Spanish Media, and who will report to Ken Swetz, president of the Katz Radio Group.

The new unit joins Christal Radio, Katz Radio and Republic Radio to become the fourth operating company of the Katz Radio Group. Its establishment, says Swetz, is in conjunction with the current exclusive representation by Katz of Tichenor Media Systems, Inc.'s owned and operated Spanish language radio stations. They include KCOR San Antonio, KUNO Corpus Christi, KLAT Houston, KGBT/KELT(FM) Harlingen, KDXX/KBNA(FM) El Paso, and WIND/WOJO(FM) Chicago.

The new Spanish-language radio rep will have sales offices in New York, Chicago, Dallas and Los Angeles.

## Sears heavy on webs

Sears continued to lead the client pack in network radio spending in November, putting its spending for 11 months at \$43.6 million, well ahead of the Number 2 client, Warner-Lambert (see also *Radio Business Barometer* on page 160). Among the major clients not in the top 10 list are General Motors, with January-through-November spending of \$20.2 million; Greyhound Corp., with \$14.6 million, and Schering-Plough, with \$10.9 million.

## Top 10 network radio clients, November

Parent company	Estimated expenditures	Year-to-date expenditures
Sears Roebuck	4,168,763	43,597,329
Warner-Lambert	2,634,364	20,218,287
Procter & Gamble	2,134,940	11,275,038
Ford	1,870,899	14,117,576
AT&T	1,773,330	22,232,142
IBM	1,550,367	6,849,603
Bayer	1,546,718	14,206,201
Campbell	1,526,588	4,647,353
Anheuser-Busch Cos.	1,489,546	14,712,225
Tele Disc	1,278,116	1,832,321

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# Radio Business Barometer

## Autos big factor in web radio rise

A good part of the increase in network radio billings in 1986 was due to automotive activity, particularly by two of Big Three, it is pointed out by Bob Lobdell, president of the Radio Network Association. He cited activity by General Motors and Ford.

This is confirmed by the latest monthly figures from Broadcast Advertisers Reports (see also *Radio Report*) covering activity in November and year-to-date by parent companies' ad totals in network radio.

Ford and General Motors ranked fourth and 11th, respectively, in spending in the November listing. The former laid out an estimated \$1,870,899 while GM accounted for \$980,570 for the month. But it was the totals for the year-to-date vs. 1985 where these two auto makers' expenditures show dramatic increases.

Ford spent \$14,117,576 in network radio during the January-

November period last year. But during all of 1985, the automaker's expenditures came to \$7,625,000, according to BAR data.

Similarly, GM spent \$20,159,989 during the first 11 months of last year, but its 1985 spending was \$9,034,000. Thus, Ford almost doubled and GM more than doubled its 1985 network radio spending by the end of the 11th month of last year. The other member of the Big Three, Chrysler, showed a different pattern. The company accounted for only \$102,400 in network radio during November and only \$1,477,370 for the 11 months. In 1985, Chrysler spent \$4,269,000 in web radio.

As for other automotive clients, Suzuki ranked 13th in the November listing with expenditures of \$837,837, but that represents the company's only expenditure in '86 to date. Among auto spenders over \$60,000 in November were American Motors with only \$77,100 for the month and \$105,600 for the 11 months and Honda, with \$71,460 for the month, but \$3,102,633 for the January-November period.

The picture of auto spending will become clouded a bit when the RNA figures for December, which are on the verge of being released, come out. This is because all GM network radio buys will now be placed in New York through D'Arcy Masius Benton & Bowles. Hitherto the bulk of the network radio buys out of GM agencies were placed in Detroit, one of the four sales territories reported by RNA, the others being centered New York, Chicago and Los Angeles. Hence, in the past much of the auto spending could be estimated quickly by virtue RNA's territorial sales figures. Under the new GM setup, those studying auto ad trends on network radio will get a limited picture only from RNA.

The percentage increase of network radio's '86 ad revenues over '85 will be somewhere between 16 and 17 per cent, judging by the data already released and Lobdell's estimates for December. The final month is expected to be in the neighborhood of \$30 million, a little better than originally expected. This would put the total at over \$380 million for the year.

**Network** **+17%**  
(millions) **1985: \$28.8** **1986: \$33.7**

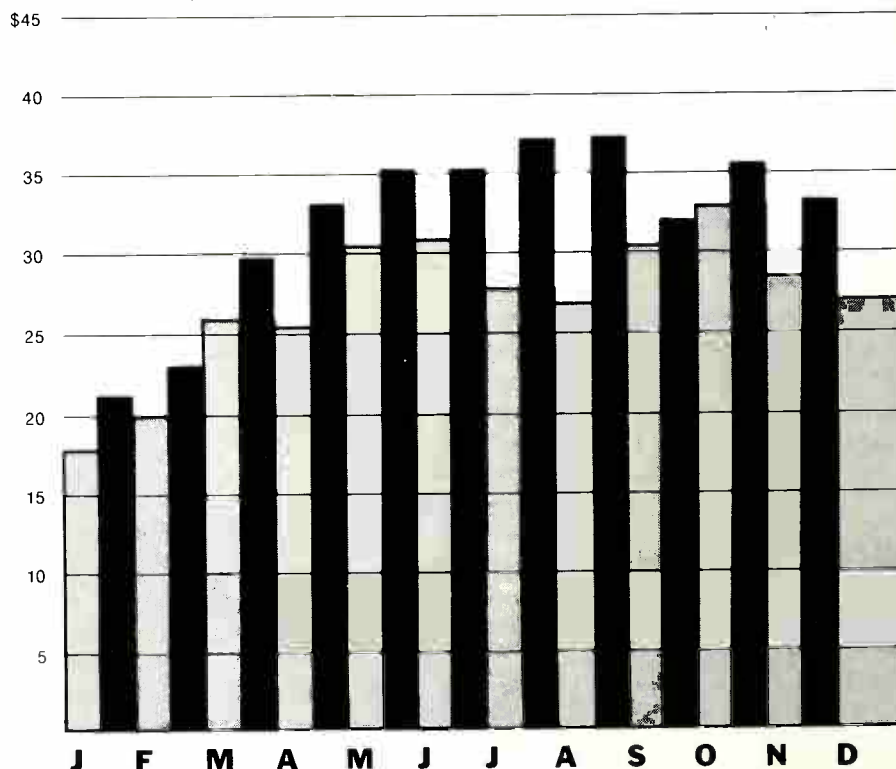
### Changes by territories

Territory	Billings (000)	% chg. 86-85
New York	\$22,662,833	+26%
Chicago	7,109,728	+ 7
Detroit	2,214,058	-16
Los Angeles	1,730,611	+ 8

Source: Radio Network Association

## November

Network (millions \$)





KAAR KPDM KXLF WBTY  
 KTXL WXII WJZ WDSL WNEP WDBJ KRTV WHEC WYFF  
 WAVE WFSB WAVY WINK WPNX  
 KSLA WPTV WGRZ WJW WRDW  
 WTGG KWGN WBIR KSEE KOCO  
 WAME WKFT WTTD KTTV WSEE WQAD  
 WOFL WSTM WXIA WTOL KMOV KRIV  
 KCTV KMOL WCGV WOTV WREG KPIX WLSH  
 WSMV KRIS KIRH KTVV WKYT WITN  
 WJBK WNYW WGAL WFIE WNYT  
 NTVC KARE WTVR WAFF WBRZ KYW KVIA  
 WKBN WBSZ KLAS KDKA KATV  
 NCSC WSFA KRGV WNBZ WSC  
 KTVQ KSFM WNEM WLBZ WIBW

## 82 Stations. No Kidding.

82 television stations - two-thirds of the country - now part of For Kids' Sake. That's 82 stations providing a vital community service while generating new sources of revenue.

Come see this innovative year-long station image campaign at the Group W Television Sales booth (307) at NATPE. There's still time to join the family of stations making a commitment to the future - For Kids' Sake.



us at **NATPE** Booth #1307  
INTERNATIONAL

# IS THIS A PUBLIC SERVICE SHOW THAT'S ENTERTAINING OR ENTERTAINMENT THAT'S A PUBLIC SERVICE?

Yes and yes. If it's a show by the NBC Television Stations called *Headlines on Trial*, *Strictly Business* or *Fight Back* with David Horowitz.

These shows and others like them are part of a whole new concept for television:

Public affairs programming with humor, charm, suspense, excitement and a lot more to look at than people behind desks and potted palms for decor.

For example, *Headlines on Trial* takes place in a make-believe courtroom headed by a genuine legal expert, the

famous Harvard law professor, Arthur Miller.

*Strictly Business* profits from up-to-the-minute interviews interspersed with up-to-the-minute computer graphics.

And on the consumer affairs show, *Fight Back* with David Horowitz, the flaws in a product aren't just talked about. They're dramatically demonstrated.

We were able to develop such innovative shows by calling upon our local television stations in New York, Washington,

Cleveland, Chicago and Los Angeles to produce outstanding programming—programming each would be proud to share with one another.

In fact, many of the shows are already carried by all five stations. And some are so popular, they're in national syndication.

All this is part of our long-term commitment to produce better television. All kinds of television.

After all, there's a need for public affairs television. There's just no need for it to be boring.



**THE NBC TELEVISION STATIONS**  
WINBCTV NEW YORK KNBC-TV LOS ANGELES WRC-TV WASHINGTON WMAQ-TV CHICAGO WRYC-TV CLEVELAND  
**BETTER TELEVISION BETTER VIEWERS**





**NATPE PREVIEW**

Sitcoms heavy; checkerboard suffers setback; home shopping new player

# NATPE '87 facing changing program, marketing climate

By ROBERT SOBEL

*Attention will be paid to "The Cosby Show" and whether Viacom's approach to marketing the show will set a pattern for top-rated series.*

**N**ATPE International convention attendees are returning to the scene of last year's showcase site, New Orleans, under a significantly changed buying and selling environment. In programming, situation comedies of the once-per-week kind have taken over the mantle in terms of numbers and possibly as the leading attraction on the exhibit floor. Talk show strips, which have been scant over the past few conventions, have suddenly sprouted not only in large numbers—about a dozen strips, at last count—but with about half focusing on self-help and psychological themes. Animated kids' product entries are also rising, despite what is being called a saturated

childrens' marketplace. And a new player, home shopping programs, not present to any noticeable degree at previous conventions, have entered the market and will probably get a decent share of interest as well. Also, new movie packages, while once again in abundance, will have a different script this year with most going the cash route, as compared to the 1986 NATPE, when ad-hoc networks with barter or combinations thereof were predominant (see next story). All told, between 100 and 110 first-run programs of various types will be introduced at the convention, somewhat more than the year before.

Also, attention will be paid to *The Cosby Show* and whether Viacom's approach to marketing the series is likely to become a precedent for other hot properties. It has already been sold in several major markets and at peak prices, the off-network half-hour sitcom will not shoot for additional stations at the convention.

French Quarter, New Orleans



Preservation Hall

## NATPE PREVIEW

But besides programming per se, the convention buyers will be searching for answers on the use of checkerboarding, thus far confined to sitcoms, in access and possibly in other dayparts. There's little doubt that, based on the November sweeps, the concept has suffered a setback because of dismal program performances. Of the 11 stations airing the form in all markets, six affiliates and five independents, checkerboarding lost ground in all but one case, compared to the occupant in access in 1985, according to a Katz Television report.

Another non-programming question which will look for answers is what affect the soft advertising climate will have on buyers, especially in that several outlets, most notably the Grant stations which has filed for bankruptcy, and some start-up stations, are having financial difficulties.

Also worth noting is the acceleration in cash-plus-barter programs. Straight barter shows are weakening and now exist primarily in animation strips, with cash-only marketing becoming almost obsolete as a method of selling first-run product.

### First-run sitcoms seek new berths

It almost goes without saying that the center of attraction at the convention will be new first-run sitcoms. As weekly shows airing on the weekends, most have been performing well, according to reps, triggering a bandwagon effect of syndicators rushing out a number of series. This includes both new episodes of cancelled network primetime product and originals, for potential use in the 1987-88 season. In terms of numbers, most of the sources agree that the sitcom genre tops the list. But while the total initially was said to be at least 30, the count of new entries in this genre has been downgraded to "only" about 20.

Nevertheless, the number will most likely exceed that of the traditional NATPE champion, game shows. New game strips are expected to total somewhere around 12 by the time of the opening NATPE bell (see game-show section of this article).

Dean McCarthy, vice president, director of programming services at Harrington Righter. Parson, says that fewer first-run sitcoms are being introduced at NATPE than anticipated because several of the would-be sitcom entries didn't find sufficient interest previous to the convention, except

mainly for series being picked up by the NBC stations for access checkerboarding.

The five first-run sitcoms which will be aired in access this fall by the NBC-owned stations and other outlets, *Suddenly Sheriff*, from Lorimar-Telepictures; MCA TV's *Out of This World*, which will be positioned in the Thursday, pre-Cosby slot on the owned stations; *We've Got it Made*, from MGM/UA Television; and LBS Communications' *You Can't Take it With You*, are all offered via cash, plus five minutes for local sale and one-and-a-half for national.

### Affiliate appeal

McCarthy believes that these programs will be the favorites of affiliate attendees not only because of their NBC pickup, but also because they are front-end sitcoms, and have special appeal to affiliates. "These are basically quality weekly shows that fit the requirements of affiliates, which view them as short-term, potential programming."

On the other hand, other sitcoms, such as Viacom's *What a Country!*, Lorimar-Telepictures' *It's a Living*,

## Listing of proposed series: page 426

MCA's *Charles in Charge* (26 episodes for January, 1987 start) and others introduced the past fall and before are geared primarily for indies, carry long-term deals for stripping purposes and are offered via barter.

A few of the barter sitcoms being offered for 1987-88 either are designed as back-end series or could wind up that way, including MCA TV's *Bustin' Loose* (3/4 barter split); Colex's *New Monkees* (3/3); Coca Cola Telecommunications' *That's My Mama*, 39 off-network episodes plus new shows; and *Punky Brewster*, 22 new half-hours which will be paired with 44 off-network.

McCarthy believes that the back-end shows are especially vulnerable because most are aiming for time periods already occupied by renewed barter sitcoms, including *Throb* from Worldvision, and *It's a Living*, tightening competition for the back-enders.

At Seltel, Janeen Bjork, vice presi-

L-T's "Suddenly Sheriff"



ITF's "Groucho and Me"



MGM/UA's "We Got It Made"



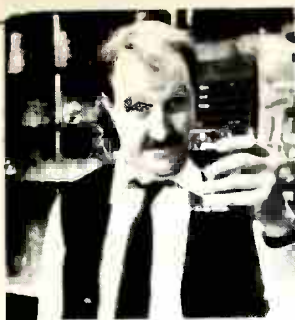
Outlet's "Hennesey"



V.H. Productions' "Adderly"







LBS' "You Can't Take It With You"

MCA's "Out of This World"



Group W's "Together Again"

MCA's "Busting Loose" Show"

Multimedia's "Dom DeLuise Show"



Colex's "The New Monkees"

Coca Cola's "Punky Brewster"



Group W's "Together Again"

MCA-TV's "Charles in Charge"



Access' "Honeymoon Hotel"



dent, director of programming, says that most of the first-run sitcoms run on weekends achieved high enough levels to be renewed, which caught most of the industry by surprise. "We all thought that only one or two of those introduced last year would make it into a second season." Three, she points out, are going into the third year: *What's Happening Now*, *Small Wonder* and *It's a Living*.

Jack Fentress, Petry Television's vice president, director of programming, sees distributors shying away from producing back-end vehicles marketed by barter. He maintains that syndicators are discovering that stations—especially affiliates—are unwilling to give up a large block of inventory for shows which can be risky in a time period such as access, where revenues can be quite good.

Also, he adds, stations are resisting buying back-end sitcoms because the program is tied up on the station for a long time, as is required by many of the back-end designed sitcoms. And, finally, he believes that fewer back-end programs will be produced because stations' resistance will impair the shows from getting enough clearances to get on the tube. "We wouldn't see a large number of sitcoms placed this year for NATPE if they were barter only or represented back-end series, or both," says Fentress.

Besides the sitcoms noted previously, the remainder contain cash-and-barter arrangements in short-term contracts. These are, for next fall, Multimedia Entertainment's *The Dom DeLuise Show*; *Groucho and Me*, from ITF/Gaylord; *Life's a Banquet*, from M&M Syndication; *Temporarily Yours*, from ITF/Gaylord; and 20th Century-Fox's *Your Mother, My Father*, which may get an April start.

### Checkerboarding

Another reason for the flood of half-hour sitcoms is that syndicators are looking for them to not only enter the weekend arena, but as programming for a station's access checkerboard lineup, as done by the NBC-owned stations. Access, obviously will have more value to syndicators than if the series are played on weekends, when less viewing levels result in less profits. Advocates of the checkerboard form recently received a burst of support when WCAU-TV Philadelphia, CBS-owned outlet, announced plans to checkerboard next fall with the same five series as the NBC-owned stations. It's pointed out that the checkerboard form is especially appealing in that it offers counterprogramming in access against stations which have *Wheel of Fortune* or other breakaway game shows, be-



## NATPE PREVIEW

cause they are designed basically for a younger-skewing audience than the games.

One station is so high on checkerboarding, KVVU-TV, Las Vegas indie, that it airs weekly shows not only in access but also in early fringe, and according to Rusty Durante, general manager and program director, he may test checkerboarding in primetime.

Actually, checkerboarding in early fringe did very well in at least one case. According to Seltel's Bjork, NBC affiliate WBOY-TV Clarksburg-Weston, W. Va., its checkerboard of *It's a Living*, *Small Wonder*, *One Big Family*, *What's Happening Now* and *Mama's Family*, "is a tremendous success." It had been doing a 2 to a 5 rating and a 6 to a 12 share with its early fringe show, *Dynasty* in 1985. In the November sweeps, WBOY-TV did a 6/17 with the half-hour weeklies.

All told, the form has been slowly growing over the past year, and at last count stations using checkerboarding in access totaled 11.

### Bleak performance

But the form received a jarring blow when the November sweeps reports showed a bleak overall performance for the checkerboard programs. What impact this will have on station buyers who were thinking about access checkerboarding, or whether the checkerboard stations will continue to use the form next season, may be indicated at the NATPE convention.

However, it's pointed out that one inning doesn't make a ballgame, and it's reasoned that checkerboard programs, like networks', need time to build.

Nonetheless, the November results were almost devastating, and Katz Television is set to throw in the towel on the form, while not being a proponent of checkerboarding in the first place. The figures on checkerboarding, according to John von Soosten, Katz Television Group vice president, director of programming, as estimated by its research, show that 10 of the 11 stations with checkerboarding (those that aired first-run sitcoms for at least three of the five days) in access lost share points ranging from as low as 12 per cent to as high as 85 per cent in comparison with the 1985 access programming. In addition, four of the stations declined in rank while four remained unchanged from the same period in access.

Only KTLA-TV Los Angeles came out

ahead, notes von Soosten, up from a 10 share to a 12, for a 20 per cent gain, and went from sixth in market rank to fifth. Von Soosten attributes most of the rise at KTLA to heavy promotion on the part of the outlet. As for the other stations: KMTR-TV Bend, Ore., went from an 8 share to a 7, a drop of 12 per cent; WTGS-TV Hardeeville, S.C. lost 60 per cent from a 5 to a 2 share; KAME-TV Reno, down 25 per cent, from a 4 to a 3; WOIO-TV Shaker Heights, Ohio, went from a 4 to a 3 share, a dip of 25 per cent; KVVU dipped from a 20 to a 13, for a drop of 35 per cent; KOCO-TV Oklahoma City, from a 9 to a 6, a loss of 33 per cent; KTVK(TV) Phoenix, 11 to 6, a drop of 45 per cent; KCRA-TV Sacramento, 16 to 12, down 25 per cent; KSBW-TV Monterey, 11 to 6, a loss of 45 per cent; and the biggest loss was suffered by WVIV-TV Columbus, which dropped 85 per cent, from a 9 to a 2 in the November sweeps.

Katz is so pessimistic about access checkerboarding that part of its presentation to clients at NATPE will focus on the form's poor performance. A videotape will herald: Checkerboard spells DISASTER.

Meanwhile, the CBS late-night one-hour checkerboard is doing comparatively well for the most part, being run by both affiliates and about a dozen indies in markets where the network's affiliates have opted for different fare, Indies airing the CBS one-hour block, including *Adderly*, and the network's late-night movies, include KPHO-TV Phoenix, WVEU-TV Atlanta, KMSS-TV Shreveport-Texas, and WCIX-TV Miami, with all reporting good results.

### First-run trend

In the way of specific first-run sitcoms, one, if it works successfully, could start a trend for other producers to develop and make similar strip product. The show, *Honeymoon Hotel*, being billed as an "instant strip," recently went through a pilot test on 71 stations, representing 80 per cent of the U.S. households, during the week of January 5. The results were not available as of presstime. WOR-TV New York, which picked up the test, will not show the series until the week of January 26. Decisions on whether *Hotel* will get a go for the fall will be made no later than March 15 by stations and the DeLaurentis Entertainment Group, which, in association with Farr/Silverman, produced the test, and by Access Entertainment, its distributor. Stations pay cash for the program, with Access keeping one minute.



Buena Vista's "Win, Lose or Draw"



Viacom's "Split Second"



TEN's "All-New Dream House"



Orion's "High Rollers"



20th Century-Fox's "Secrets & Rumors"





**ABR's "Can You Top This?"**



**ITF's "Late Night Lotto"**



**L-T's "Truth Or Consequences"**



**Republic's "Press Your Luck"**



**Four Star's "Liar's Club"**

John Dorkin, associate director of programming at Petry Television, is skeptical that all the *Honeymoon Hotel* episodes can be produced with the quality needed to put the sitcom into access, one of the dayparts where the series is aimed. "I don't say they can't pull it off, but based on my experience, you have to worry about it. Of course, I can form a better judgment after I've seen the results of the test run." (See programming section for rundown on opinions on new shows by reps.)

Of course, not all first-run weekly offerings for NATPE will be sitcoms. Two, *Sea Hunt* and *Rat Patrol*, from MGM/UA, are both remakes of network action/adventure series and could be used for checkerboarding. Other weekly half-hour shows include Blair Entertainment's *The Best of the Best*, King World's *Laugh Machine*, TPE's *Runaway With the Rich and Famous*, and *The Auto Connection*, from Fries Entertainment.

**New game shows  
Fewer still hot**

**W**hile new game show strip entries have lost some of their glitter in comparison to sitcoms, they obviously, will still represent a major programming attraction at the convention. Katz's von Soosten says the game shows will continue to be important, especially on affiliates as an early-fringe lead-in to news or as a lead-out to news, and continue to be used mostly by the Number 1 and Number 2 affiliates in each market.

Von Soosten speculates that there are two major reasons for the decline in new game entries this NATPE. He says they have lost out to sitcoms as the hot ticket item and that there is almost a "defeatist attitude" on the part of stations that *Wheel of Fortune* cannot be beaten with another game show as its competition. "This is forcing stations to go back to counterprogramming basics, such as checkerboarding. Somebody someday will knock off *Wheel*, but the betting money is that no game show in this or next season will do it."

**'Wheel' still spins**

*Wheel* is still spinning strongly in syndication, as is its King World brother, *Jeopardy!*. *Wheel*, the Number 1 syndicated program, got an 18 rating average on 209 stations, representing 97 per cent of the U.S., while *Jeopardy!* was in the runner-up spot with a 13.8, according to Nielsen's weekly syndicated report ending December 21.

The problem for stations that don't have either game show is obviously

most crucial for affiliates in the top 50 markets as it relates to access. McCarthy at HRP says that *Wheel's* and *Jeopardy's* strength, plus the strong showing of *Hollywood Squares*, which is Number 4 in the Nielsen weekly report with a 9.8 rating, is jeopardizing the chances of other game shows getting a green light for access in the fall. Because of this, McCarthy says, some of the new game-show projects will be offered for early-fringe or for a morning daypart, "where they could serve a very useful purpose." One of the reasons that McCarthy sees these game shows as being accepted by stations for daytime fare is that they can be used to fill time slots left vacant from shifts to early fringe or another daypart of *Donahue* and *Oprah Winfrey*.

But Petry's Fentress sees early fringe as being two-squeezed with programming for the daypart to be able to accommodate any of the new would-be game show strips. "With King World pushing *Oprah Winfrey* for early fringe, two-half-hours will be taken from a station. Also, new fall shows such as *The Wil Shriner Show* or one or more other hour programs are likely to be picked up, making the early-fringe chances slim for game shows as well. And there's no place to put them in access if a station already has *Wheel*, *Jeopardy!* or *Hollywood Squares*.

**New entries**

Despite the added pressures being put on new first-run game show offerings, there are at least a dozen fresh strips in the genre coming into NATPE. About half follow the traditional game show approach—emphasizing the game elements in the program and skewing to the older demographics. Most of these are new versions of game shows which were on network TV many years ago. These include *Split Second*, from Viacom Enterprises, which ran in the daytime on ABC between 1972 and 1975, to be hosted by Monte Hall; and *High Rollers*, from Orion Television, a revival of the NBC daytime show of the mid-to-late 1970s.

Also with network tracks are, The Entertainment Network's *The New Dream House*, Lorimar-Telepictures *Truth or Consequences*, and *The New Match Game*, with Gene Rayburn as host, from Coca-Cola Telecommunications. Other game shows looking for a fall berth are *The Liar's Club*, from Four Star Entertainment; *Matchmaker*, from Orbis; and Worldvisions *Trivial Pursuit*, based on the successful board game.

For those affiliates which are bold enough to stand up against *Wheel* or *Jeopardy!* in access by using other

## NATPE PREVIEW

### Group W's "Salem's Children"



### Orbis' "Force III"



### MGM/UA's "Sea Hunt"



### MGM/UA's "Rat Patrol"



game shows, stations are finding that those that are doing best emphasize entertainment and humor, point out the reps. These include *Squares*, which is on 140 stations, representing a U.S. coverage of 89 per cent, *The New Newlywed Game*, which is Number 4 in the Nielsen weekly syndicated report for week ending December 21, and *The New Dating Game*. The primary reason for their success, points out Matt Shapiro, MMT Sales vice president, director of programming, is that they appeal to more of a younger-skewing audience than "pure" game shows such as *Wheel*.

The trend for entertainment or comedy-accented game show strips is prevalent this NATPE, with about six of the programs being introduced. These  
*(continued on page 412)*

### Bel Air's "Comedy Court"



### Harmony Gold's "Vidiots"





# Growing number of European exhibitors at NATPE

Whether the London double deck bus on the NATPE exhibition floor actually will take buyers anywhere is questionable, but Central and ITEL, which have shipped the vehicle to New Orleans to be used as their joint booth, are confident it will attract the right "passengers."

Central and ITEL representatives are just part of the growing number of Europeans who now believe a NATPE visit is essential.

Having virtually reached a point of diminishing returns trying to locate new U.S. exhibitors, NATPE officials during the past several years have been attempting to convince European distributors of the merits of attending the show to exhibit as well as to buy. While Europeans are aware of the benefits of participating in NATPE, they almost

unanimously speak of the difficulty of penetrating the highly competitive field of U.S. television programming—and the cost of exhibiting at the world's largest TV programming show.

Currently, only a few major European companies are able to afford a booth, which has some impact: the BBC, for example, and U.K. independent Thames Television both have their own U.S. distributors and a number of programs in syndication, and thus have established a foothold in the U.S. Says Roger Miron, sales controller at Thames: "NATPE is very important; it's a major market for our syndication business." But for the smaller companies it is more difficult. As Tony Sandford, chief executive of the less affluent U.K. independent Tyne Tees, points out: "NATPE is such a hullabal-

loo, with so much glitter and hype, that a small stand would be lost." One either goes with a high profile or doesn't take a booth at all, he says.

Most agree that the umbrella system is a good idea, if only to have a definite presence at the market: A good way to "fly our flag" says Rolf Dubral, vice president of international sales at Germany's ZDF, which will be sharing a stand with three other German companies. However, the British umbrella collapsed this year after a couple of U.K. independents decided to go it alone—and at presstime, most of the participants in last year's French umbrella still were not quite sure what they were going to do.

## 'American Clinic'

Bearing such difficulties in mind, NATPE plans a two-hour "practical work session"—*American Clinic*—intended to give international participants an opportunity to present their projects to top U.S. programming executives. (continued on page 441)

Central Television's "Spitting Image"



BBC's "'Allo, 'Allo"



ZDF's "Legacy of the Guldenburg Family"



NVC's "The Story of Fashion"



Bartered premiere packages found most usable when station can double ad rates

# Station competition for movie packages: Caution's the word

By EDMOND M. ROSENTHAL

**L**ess optimistic in their revenue projections than in previous years, television stations report they are competing less energetically for this year's crop of feature film packages. It's not unlikely that some of the hottest new packages will remain on the shelf in some markets and that prices paid will taper off.

First-run packages—with titles not shown previously on network TV, including ad hoc networks—continue to get their share of attention, and resistance to the barter propositions usually involved seems to be on the wane. Many independents contend they need

these first-run titles to remain competitive. And some believe they can make up for losing half their commercial inventory by selling local time in these major draws at twice the rate.

## The pricing chill

For some time, the arrival of new independents in the marketplace has made it more of a seller's market. But no more, says Janeen Bjork, vice president and director of programming at Seltel. She points particularly to Grant Broadcasting System's Chapter XI as having "a chilling effect on prices."

Corroborating this is Matt Shapiro, vice president, director of program-

ming at MMT Sales: "When in Dallas and Houston, a Taft stops buying, and you have a Milt Grant going under—along with the current economic conditions and the financial state of second tier independents—the competition for movie packages is going to cool considerably. You're going to have even some major packages sitting on the shelf, so your second-level packages also aren't being bought—like the exploitables and those that would not be your primetime sweep entries."

Shapiro sees many stations trying to make do with fewer titles. He says that, although "most of our stations won't repeat a movie more than once every nine months, many of those who may not have taken fifth and sixth runs of a film are now doing it. And they may play a film in more time periods."

Philadelphia is typical of markets where the competition among stations has lessened. With Field Communications' WKBS-TV already having signed off a couple years ago, the Grant Chapter XI additionally has affected the buying activity of its WGBS-TV. LaRhe Vestal, program director of WTAF-TV, now has to face only fellow independent WPHL-TV as a heavy competitor for packages. She adds, "Prices in this market are coming down a bit because no one's revenue expectations have been met this year." She notes she's not even prone to defensive buying: "I

*Packages composed of titles not yet seen on broadcast TV are getting a big share of attention, and resistance to barter is on the wane.*

MCA TV's "The Breakfast Club"



Paramount's "Witness"



Orion's "The Cotton Club"





haven't seen a package come down the pike that I couldn't face with what I have."

A number of the factors at work in Houston will work toward bringing pricing down, according to Bob Clark, program operations manager at Gaylord's, KHTV(TV), but not all of them. One unusual factor is that Capital Cities/ABC's owned station KTRK-TV is highly competitive for the movies it

runs in the 3 p.m. and 11 p.m. time slots. The station purchased the last two major Paramount packages.

But working in the opposite direction is the prospect of Fox Broadcasting's KRIV-TV becoming more involved with Fox Network projects. Clark observes, "I don't know where they're going to be competitively in some of the movie packages that are coming down, even though they just

purchased Orion III, which is a major package. If you look at availability for '89 and '90, they'll have to weigh that into their decision to go after programming."

Add to this the recent purchase of Taft's KTXH-TV by TVX Broadcast Group. "I don't know how competitive they're going to be in bidding for packages," Clark observes. "When you mix this with the Fox situation and with the

## Movie packages introduced since last year's NATPE

Distributor	Package title	Terms	Availability	Description
Acama Films	Acama Star I	Cash/6 runs/ 4 years	Now	22 color action features, including <i>Joshua</i> , <i>I Miss You Hugs and Kisses</i> , <i>Trick or Treats</i>
	Acama Star II	Cash/6 runs/ 4 years	Now	23 color theatrical thrillers and family titles, including <i>The Pedestrian</i> , <i>The Little Dragons</i> and <i>She Came to the Valley</i>
	Acama Star III	Cash/6 runs/ 4 years	Now	28 action/drama theatricals and made-fors, including <i>The Syndicate</i> , <i>A Death in the Family</i> and <i>Cuba Crossing</i>
	Screamers	Cash/6 runs/ 4 years	Now	13 theatrical horror features, including <i>Dream No Evil</i> , <i>Demonoid</i> and <i>Blood Song</i>
Access Syndication	Crown Jewels I	Cash/4 runs/ 4 years	Now; 2 available later in year	15 varied theatricals, including <i>Liar's Moon</i> , <i>Sextette</i> , <i>Weekend Pass</i> and <i>The High Country</i>
	Ten Most Wanted	Cash/4 runs/ 4 years	Now	10 action features (4 b&w), including <i>The Hostage</i> , <i>Terror in the Jungle</i> and <i>Vengeance</i>
	Hell on Reels	Cash/4 runs/ 4 years	Now	13 exploitables (3 b&w), including <i>Chain Gang Women</i> , <i>Hell on Wheels</i> , and <i>The Hellcat</i>
	Killer B's	Cash/4 runs/ 4 years	Now	9 exploitables (3 b&w); mostly horror titles such as <i>Bloodmania</i> , <i>Terrified</i> and <i>Creeping Terror</i>
Almi Television	Almi Showcase I	Cash/6 runs/ 4 years	Now	36 mostly b & w (5 color) features, including <i>Strangers Meeting</i> , <i>Turn the Key Softly</i> and <i>The Astonished Hearts</i>
	Children's Cinema Classics	Cash/8 runs/ 4 years	Fall '87	65 non-animated children's theatricals, each 60 minutes in length
Blair	Passion	Cash/5 runs/ 5 years	Now	15 theatricals, including 12 broadcast premieres; titles include <i>The Kid From Nowhere</i> , <i>Fatal Attractions</i> and <i>Nothing But the Truth</i>
Castle Hill	Regal Gold	Cash/Negot. runs	Now	21 films, including <i>Breaker Morant</i> , <i>What's Up, Tiger Lily?</i> and <i>Honor Among Thieves</i>
	Sterling Collection	Cash/Negot. runs	Now	12 features (1 b&w), including <i>Goodbye New York</i> , <i>Love Spell</i> and <i>Together</i>
Cinema Shares International	Debut Theater	Cash/Flexible runs	Varied dates—now to 10/88	10 films, including <i>The Brass Ring</i> , <i>Somewhere Tomorrow</i> and <i>Bloody Birthday</i>
Coe Film Associates	CFA Feature Package	Cash/Negot. runs	Now	17 films which include foreign features such as <i>Belle de Jour</i> and <i>Casque D'or</i> ; also <i>Treasure Island</i> and <i>Weekend at Dunkirk</i>

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## NATPE PREVIEW

economy here—which is off significantly—this will all work to bring prices down. And if a movie package is so high that you can't make money on it, it's going to sit there for awhile. In fact, a lot of the major syndicated series have not been sold here."

### Foxed out in buying

As for the effect of the pending Fox Network, WNYW(TV) New York has been blocked from some major buys both by that and by a past with Metro-media where that company's *Merv Griffin Show* ruled its primetime. Somewhat frustrated, Rob Friedman, vice president and director of programming, asserts, "What everybody needs is good first-run theatricals that are available now. But the only way to do it is to have bought it five years ago, because most major titles are sold three to five years in advance.

"We had no primetime movies until this year, and now we have five more major features to play each week. And by the time these features are available, we could be Fox Broadcasting five times a week. We just have to buy the best that's available for our situation."

At KPLR-TV St. Louis, program director Howard Stevens points out that, with only one other independent (KDNL-TV), "This is not a really big movie town." He says that, for the major packages, syndicators are typically asking about \$20,000 per title based on a typical five-year run and actually getting rates in the upper teens.

"This town is a little bit slow on pictures," Stevens says. "I don't see any feeding frenzy—like throwing food to fish in the water. I think everybody's buying carefully. But the major packages all pretty much get sucked up in the market."

As the only independent in its market, WCCB-TV Charlotte is able to "deal quite a bit with distributors on their asking prices," reports Howard Tri-

vette, program manager. With asking prices as high as \$3,000–\$4,000 per title on five-year packages with six to eight runs, Trivette reports it hasn't been difficult to bring them in around \$2,000. But he adds, "Prices have increased quite a bit over the last three years."

And there are some places where stations are less receptive to new packages because they're already heavy in programming inventory. Herman Ramsey, vice president, general manager of WGNX(TV) Atlanta, reports, "We have a very complete inventory for about five years. If it's available in '87, we don't want it. If it's available in '91, we'll talk about it.

"This probably has a beneficial effect in terms of the prices we'll pay. There was a lot of panic buying a year ago. We bought a lot and probably paid a little too much money for some things. Some of the deals presented to us last year would not be feasible this year based on our sales projections and the competitive situation." He notes his station was paying in the neighborhood of \$40,000 per title last year for what was typically runs of three to four years.

"There's not much being sold in our market altogether," Ramsey notes. "The other stations all seem to have a large inventory of movies. If it weren't for the corporate meetings, I wouldn't even be going to NATPE this year."

At WSBK-TV Boston, Fred Bierman, program manager, reports syndicators of top packages are asking slightly over \$40,000 per title for packages that are typically for 10 runs over five years, "but we have not paid anywhere near that." He observes the asking price of the Orion III package, which entails 11 runs over 5½ years, has been \$55,000 per title.

### New and different

Reps and stations observe that nothing

is significantly different in the current package offerings in terms of what's available and in the methods of marketing them. Seltel's Bjork characterizes as the most unusual recent development 20th Century-Fox's offering of the three *Porky's* films alone in package form. The package of three has a year-long window for two runs on a cash-plus-barter basis and will be repackaged after the year.

With only the first of the three appearing so far, Bjork points to some unusually high ratings in the November Nielsen and Arbitron sweeps. In Mobile-Pensacola, where WPMI-TV typically got 2 and 3 ratings from Nielsen on movies during the sweep, *Porky's* got a 6, second only to *Caddyshack's* 7. WATL(TV) Atlanta got a 10 rating, 15 share from Arbitron; WKBD-TV Detroit a 13.8/19 from Arbitron; and high Nielsen's included a 9/13 for WCIX-TV Miami, 10/14 for WLVI-TV Boston and a 9.3/14 for WGN-TV Chicago.

The closest approach to this was when Paramount, a couple years ago, packaged a series of four suspenseurs, *Friday the 13th*, *Friday the 13th II*, *Lipstick* and *The Fan*. Bjork observes that the first two got strong numbers, but the other two didn't.

Bierman at WSBK-TV Boston observes that the newer offerings tend to be heavily "B quality" pictures at less-than-top prices and utility." He notes that many of those packages with broadcast firsts have had heavy pay-TV exposure or limited use both in theatrical and pay-TV.

He characterizes Hanna-Barbera's Superstars 10 from Worldvision Enterprises to be the most unique offering "in taking their characters from the early '60s and making movies about them. This will be of interest to the kids as well as to parents who grew up with these characters."

Finding it difficult to get excited, Stevens at KPLR-TV St. Louis observes, "This is the year of first-run sitcoms. Movie packages? The big movie packages are pretty much put to bed at this point. Now we're mostly being shown

### 20th Century-Fox's "Porky's"



*Considered unique is a package consisting only of the three "Porky's" movies.*





Hanna-Barbera's Yogi Bear

**"Superstars 10"  
is being  
applauded for  
introduction  
of new animated  
full-length  
family films.**

made-for-TV's and exploitables. The stuff we're looking at is pretty interesting, but it's not must-buy."

"It appears, from what I've been seeing," says Clark of KHTV Houston, "that there are more made-for-TV's out there than theatricals. I don't see any real heavy hitters."

Start dates are a bigger problem than they were last year, according to Bjork. On one hand, she observes, there are packages coming straight from pay-TV where the cable run is ending too close to the beginning of the syndicated run. On the other, she says, stations are being forced to commit to some packages too far in advance: "If you look at a movie like *Saturday Night Fever*, if you committed to it in 1979, it became too dated before you had a chance to run it."

**The barter question**

Stations are taking a close look at the barter proposition that's become typical of first-run ad hoc offerings. She says Orion III is the only new premiere package being sold for cash: "Everybody else has barter, some with cash runs afterward. But if you can sell these movies at a premium and get twice the rate, you come out even. A station would have no trouble selling *Porky's* II and III at a premium. You also improve your book. In ad hoc networks, these are usually programmed for you so that the best movies show up in the sweeps."

Friedman at WNYW New York indi-

cates, "We stayed away from barter in the past because it doesn't make economic sense in the top 10 markets, but if you want the major packages, you have to take it to remain competitive." One that his station has bought is Disney's *Magic I*.

"We have a real problem with barter," says Bierman of Storer's WSBK-TV Boston. "It depresses our bottom line. You have to also watch what time period you're allowed to run the movies in, and all of the barter packages have

windows. This limits my flexibility as a programmer to maximize my ratings and to utilize all of my product."

Stevens of KPLR-TV, observing that barter is being offered on premiere packages "every imaginable way," adds that he is compelled to take a certain number of these packages because, "as an independent, movies are your best buy. If we like the pictures, we'll take them. We look for a commonality in themes. But we can't double the rates for first-run barterers. Just because the movie is first-run doesn't make it a blockbuster."

Premiere packages are "very desirable from a ratings point of view," holds KHTV's Clark. "His station's first venture into first-run barter was when it bought MCA's Universal Debut Network II earlier this year.

He adds, "We have the opportunity to pull in high numbers, but we give up a significant number of our availabilities. We have to have at least one of these packages to be competitive in the market, but I don't know if we would buy three."

**Charging a premium**

Vestal of WTAF-TV has bought barter packages from MGM, Embassy, Or-

*(continued on page 434)*

**First-run movie package results**

*Ratings averages for month run*

Title	Distributor	Date	NTI
Escape from New York	Embassy	11/83	12.4
The Howling	Embassy	2/84	15.1
An Eye for an Eye	Embassy	5/84	11.6
Take This Job and Shove It	Embassy	7/84	13.5
Bobby Deerfield	Warner/Orbis	10/84	3.9
Carnal Knowledge	Embassy	11/84	8.8
Clash of the Titans	MGM/UA	11/84	12.3
Rollover	Warner/Orbis	11/84	5.4
Pennies From Heaven	MGM/UA	12/84	5.5
Agatha	Warner/Orbis	12/84	5.8
True Confessions	MGM/UA	1/85	9.1
The Black Marble	Embassy	2/85	8.7
Fame	MGM/UA	3/85	9.2
A Stranger is Watching	MGM/UA	3/85	8.7
King of Comedy	Tribune/Viacom	4/85	6.5
The Black Stallion Returns	MGM/UA	4/85	9.1

*(continued on page 435)*

New episodes, pre-broadcast windows of cancelled net shows help fuel fire

# Cable incubator cranks out product for syndication

By LES LUCHTER

The once adversarial relationship between cable and broadcast programming has ended, with product now moving freely from one medium to another. The reasons are mainly economic: Cable needs inexpensive programming, and when cable goes to the expense for original fare, it needs ancillary syndication to pay back its costs. As it works out, broadcast stations are buying the off-cable programming, and program distributors find basic cable networks able and willing to buy their product (see also *Sidelights*).

In the three TV seasons since Viacom started syndicating *Bizarre*—which

was already in its fifth year on Viacom's Showtime pay cable network—industry players have started taking for granted that virtually every made-for-cable production, whether on pay or basic, will eventually find its way into broadcast syndication. Helping to cement this relationship, distributors have begun turning to first-run cable as an initial window for shows they plan to syndicate eventually.

Ironically, however, the syndication of *Bizarre* itself has been at best a moderate success. Terrence Elkes, Viacom International president and CEO, admitted in a recent speech that the series was put "too quickly into the broadcasting mode. We were too

greedy for dollars."

Elkes praised Paramount for what he said would be at least a 15-18 month gap between broadcast and cable windows when the studio begins syndicating 114 episodes of Showtime's *Brothers* in fall 1989.

Why is syndication needed at all? "We're paying for *Brothers* what the TV networks pay for programming," said Elkes. "They [Paramount] need ancillary markets."

One advantage of *Brothers*, explains Greg Meidel, Paramount senior vice president/general sales manager, will be that "affiliates in the top 50 markets can run it in access," a scheduling option not allowed for off-net shows. Meidel says this will be the first time these stations will have the opportunity to strip a network-quality show and that the lack of network exposure will help ratings. First-run sitcom check-boarding serves similarly to "move the network [primetime] back a half-hour," he continues, but "here, it's the same show day-in and day-out. It's a promotion dream, not a nightmare."

Meidel says Paramount expects *Brothers* to be only the first in a line of off-cable syndication strips. The producer also plans to eventually syndicate *Hard Knocks*, a sitcom premiering this month on Showtime, and *Sanchez of Bel Air*, another sitcom which has run on USA Network since fall.

## Magen-Henk's "I-40 Paradise"



*WTBS and Nashville Network nurtured syndication's latest sitcom strips: "Down to Earth," "Rocky Road" and "I-40 Paradise." Others are waiting in the wings.*

## Lorimar-Telepictures' "Down to Earth"



## Turner Program Sales' "Rocky Road"





*Off-network shows on cable take many forms, from pre-syndication windows of recent hits to revivals of golden oldies.*

**Coca-Cola's "Crazy Like a Fox"**



**20th Century's "The Paper Chase"**



**20th Century's "The Ann Sothern Show"**



*Bizarre's* final syndication package will contain 150 episodes, says Joseph Zaleski, president of domestic syndication for Viacom Enterprises. Sixty-four stations are now running the show, he says, and recycling has begun in Houston and some other markets.

Ratings for *Bizarre* are the "meat and potatoes" type—"not *Wheel of Fortune*, but good," Zaleski notes. In station payments, however, Zaleski brags that *Bizarre* has fetched more money per episode than all but six of the dozens of off-net shows in Viacom's library. Those six, he says, include not only *Cosby*, but *All in the Family*, *Hawaii Five-O*, *Mary Tyler Moore*, *Bob Newhart*, and *The Honeymooners'* "lost episodes."

Those *Honeymooners* shows, though technically off-network, may more accurately be called off-cable; before Viacom placed the rediscovered episodes into syndication, they ran for a year on Showtime. This strategy, rather than

deteriorating the programs' broadcast value, actually gave Viacom's syndication sales a "tremendous advantage," says Zaleski.

The sales force, he explains, was selling the "lost episodes" to stations at precisely the same time that the cable run was bringing the show reams of publicity—and generating anticipation of the shows by the greatly non-Showtime viewing public.

Besides going from pay cable to broadcast TV, *The Honeymooners'* "lost episodes" went to basic cable as well, as Viacom also sold the series to SuperStation WTBS. Unlike some other syndicators, Viacom has not been hesitant to sell its properties to WTBS.

But the distributor has not been selling many off-net series to other basic cable networks, says Zaleski, primarily because most of its properties are now in broadcast syndication and "cable needs exclusivity to ensure they have a property that won't be overexposed."

## Stations accepting off-HBO fare

HBO, the largest pay cable network, has stepped up its activity in cable/broadcast cross-pollination (See TV/RADIO AGE, July 7, 1986).

Last year, Orbis Communications began its *Premiere Films* series—11 off-cable titles from HBO *Premiere Films* (now HBO Pictures). The movies run roughly once per quarter over an ad hoc barter network, and Orbis is now renewing stations for the final three films in the initial series: *Draw*, with Kirk Douglas and James Coburn, for August/September; *The Park Is Mine*, with Tommy Lee Jones, for November/December; and *Apology*, with Leslie Ann Warren, for February, 1988.

"Stations seem to like the idea that they're first-run in broadcast," says Orbis' John Ranck. "They're treating them more like theatricals (than like made-for-TV movies)."

"The off-cable nature has been surprisingly positive. It substantiates the production value to say they are from HBO and gives us a lot of credibility," adds David Fox, CEO of Fox-Lorber Associates, which is syndicating two packages of HBO-premiered specials—*The Great Performers*, consisting of 26 comedy and music hours, including turns by Robert Klein and Bette Midler; and *Extra, See All About It*, consisting of 26 documentaries. The runs are beginning this month, and Fox says a mix of affiliates and independents in 15 markets have bought one or more of the packages, but mostly *Great Performers*. Most stations are scheduling the shows as specials, several in primetime, says Fox, but a few are air-

ing them as weekly series.

"We'll be getting more from HBO," says Fox. "We'll use this as a base and expand on it."

HBO is also expected to syndicate *The Hitchhiker*, its half-hour suspense anthology, and *1st and Ten*, its sitcom starring Delta Burke.

Not all of HBO's original programming is produced by the pay cable outfit itself. *Gulag*, the initial Orbis *Premiere Films* presentation, was produced by Lorimar-Telepictures, and is now expected to become part of an L-T off-HBO syndication package. Besides its own product, the Lorimar package will include movies from producer Robert Cooper, such as *The Guardian* and *Between Friends*, according to Dalton Danon.

On the off-broadcast side, HBO is now running 26 "Family Specials"—24 half-hours and two one-hours—once syndicated by Capital Cities Television Productions. Orbis had handled ad sales for the series and, when Capital Cities was forced to get out of the syndication business due to its purchase of ABC, Orbis bought the films from its former client. It in turn sold the package to HBO, which is running two programs a month through August 1988. Then, says Ranck, they will probably get a new syndication window.

"The sale [to HBO] was initiated at MIP," recalls Ranck. "I met Lucy Chudson of HBO, who identified herself as the acquirer of family specials." That statement in itself, Ranck notes, was enough to hook a guy who had family specials to sell.

Once Viacom gets its product back in the early 1990s, Zaleski reveals, it is likely to sell series to cable television for one year before returning them to the syndication market. This procedure may involve the colorized premieres of such series as *I Love Lucy* on cable, he adds.

Zaleski has a "trickle-down" theory of off-network syndication: A show begins its run from 6-8 p.m., then gradually moves earlier and earlier in the day and onto a weaker station; after the show lands in early morning time periods, he says, it's time for basic cable.

### From TBS

Zaleski feels, however, that WTBS' need to buy syndicated fare has been "minimized" because of Turner Broadcasting's acquisition of the MGM film/TV library and the channel's move toward original programming. Not so, according to Jack Petrik, Turner's vice president-programming, who says he's still "looking at a number of series."

But WTBS' main emphasis these days is on original programming. And that means a lot of syndication product coming from the Turner Program Services division. The list of NATPE offerings includes:

- *National Geographic: On Assignment*. One-hour, edited-for syndication, versions of the cable channel's *National Geographic* shows will start next fall.

- *Cousteau's Rediscovery of the World*. These quarterly specials already run in a 30-day window starting the same time as their cable airings.

- *The World of Audubon*. Five one-hour shows, which began airing on WTBS 2½ years ago, are now going into syndication. Under a new three-year deal, however, new Audubon shows—of which four have already been produced—will run four times on WTBS, then enter a public broadcasting window for eight runs over 14 months, and then go into syndication.

- *Sports*. Simultaneous live telecasts of such events as Southeastern Conference football and the All-American Bowl continue.

- *The Color Classic Network*. Starting this month, colorized films from the MGM library begin appearing in barter syndication in the same order they've appeared on cable, but two-to-three months later. The series has already cleared on 126 stations—including WNYW-TV New York, KTLA-TV Los Angeles and WGN-TV Chicago—covering 86 per cent of the country.

- *Rocky Road*. When WTBS began to produce its own first-run sitcoms a few years ago, its goal was to eventually turn them into strips on the SuperSta-

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# 'Wheel' vs. sitcoms seen in access

By HOWARD NASS, senior vice president, Cunningham & Walsh

**D**uring the 1987/88 television viewing season, the programming face of access syndication may very well undergo an important change. Although weekly first-run situation comedies were scarcely in evidence only a few years ago, we now expect at least 25 new weekly sitcoms to be available at NATPE 1987. For most of these shows, the terms of sale are likely to be cash plus barter. Part of the impetus for the proliferation of first-run sitcoms is the difficulty of competing in prime access against *Wheel of Fortune*, which has thus far proven to be a much stronger attraction than any



**Howard Nass**, senior vice president and member of the board of directors of Cunningham & Walsh, has been involved in media planning and buying for over 20 years. His current responsibility is to oversee the development and execution of such major accounts as Procter & Gamble, Sterling Drug and American Home Foods. He also manages C&W's syndication arm, Ideamasters, with programs including *The Mother/Daughter Pageant* hosted by Bert Parks, airing this month. He has served over the years on a number of 4A's media policy committees and currently is a member of the Local Broadcast Policy Committee.

of the strip comedy/game shows developed during the past two years. *Wheel* achieves substantially higher household ratings than does its principal comedy/game show competitors; however, a few recent entries in the latter

group, notably *New Newlywed Game* and *All New Dating Game*, attain much more youthful audiences than does *Wheel* (see Table I), and this may bode well for first-run sitcoms.

Since the comedy/game format has not generally proven effective against *Wheel* in prime access, stations are actively seeking alternatives. Starting in the fall of 1987, a number of stations including the NBC O&Os have declared their intention of adopting a sitcom checkerboard format. Interestingly, while there was talk of checkerboarding last year, it never really got off the ground for two principal reasons:

- No major station group had voiced its intention to checkerboard. Individual stations were deferred from making commitments to first-run sitcoms for fear that, in the absence of major group support, the shows in question would be cancelled before start. Buyers for individual stations have historically followed the lead of the major groups, knowing that the new shows with group backing are most likely to make it to the airwaves.

- Last year's crop of first-run sitcoms was, for the most part, made available on a straight barter basis only. This meant that stations would be required to give up half their inventory in one of their most salable time periods.

### KTLA experience

The only top 10 market to try checkerboarding this year is Los Angeles (KTLA, 7:30-8 p.m., Monday-Friday). As Table II indicates, early returns look promising. The station appears to be attracting a fairly large and generally youthful audience on a surprisingly consistent day-to-day basis. Within its time period, KTLA now ranks first by a wide margin among children, teens, and persons 12-24 and is tied for first among persons 12-34. This clearly bodes well for the sitcom checkerboard format.

Although KTLA's prime access sitcom checkerboard format generated a marked improvement in ratings from the station's November 1985 level, the reverse has thus far been true in other markets for which NSI data are available. In Table III, for example, are year-to-year comparisons in the three markets in which network affiliates have gone the sitcom checkerboard route.



## I. Audiences of selected syndicated programs

Program	Source of data	Coverage area rating	Viewers per viewing home			
			Total adults	Adults 18-49	Women 18-49	Teens and children
Wheel of Fortune	NSI May '86	16.9	1.44	.57	.35	.20
Jeopardy	"	10.3	1.33	.58	.36	.17
New Newlywed Game	"	7.6	1.35	.75	.47	.29
Sale of the Century	"	7.1	1.15	.51	.36	.18
Price Is Right	"	6.8	1.32	.59	.37	.27
\$100,000 Pyramid	"	5.6	1.31	.58	.29	.18
\$ Million Chance/Lifetime	"	5.4	1.29	.57	.27	.28
Wheel of Fortune	NTI Oct '86	16.7	1.38	.55	.33	.19
Jeopardy	"	12.1	1.32	.57	.33	.17
New Newlywed Game	"	9.4	1.27	.70	.40	.28
All New Dating Game	"	5.8	1.22	.70	.42	.36

## II. Audiences of selected access programs in Los Angeles

Program	Station	DMA Rating/share	Viewers per viewing home			
			Total adults	Adults 18-49	Women 18-49	Teens and children
Wheel of Fortune*	KCOP-TV	12/18	1.46	.67	.41	.24
Jeopardy	KCOP-TV	9/13	1.40	.72	.43	.25
New Hollywood Squares	KHJ-TV	6/9	1.33	.72	.48	.26
Card Sharks	KNBC-TV	6/10	1.31	.59	.36	.32
Square Pegs (M)	KTLA	8/12	.75	.75	.58	.61
New Gidget (T)	"	9/15	1.06	.91	.54	.82
What a Country (W)	"	8/12	1.10	.93	.57	.66
One Big Family (Th)	"	7/10	.96	.78	.52	.85
What's Happening Now (F)	"	8/14	.90	.68	.41	.58
KTLA Mon.-Fri. Average		8/13	.95	.81	.52	.76

\* Aired at 7 p.m.; all other listed programs are broadcast at 7:30 p.m. Source: NSI, November, 1986.

In each market, the checkerboard format yielded disappointing results. This was especially true in Sacramento, where KXTV's *Jeopardy* outclassed its prime access competition with 18/30. (In Los Angeles, as is shown in Table II, KTLA's checkerboard fared nearly as well as did *Jeopardy* on KCOP).

Why did the sitcom checkerboard format deliver healthy numbers in Los Angeles but not in Knoxville, Oklahoma City, or Sacramento? Are viewers' preferences in Los Angeles so different from those in the three smaller markets? Or is there a more plausible explanation for the widely disparate results posted to date by sitcom checkerboards? We believe there is, and, in a nutshell, it is this:

- Prime access sitcoms appeal most strongly to children, teens, and young adults (Table II)

- The first-run sitcoms now being checkerboarded have titles (*What a*

*Country, One Big Family, etc.*) which are generally new to male and female household heads and do not strike a responsive chord with them. Competing programs such as *Wheel of Fortune* and *Jeopardy* have much greater top-of-mind awareness among adult viewers.

- We know from long experience that, in early fringe and primetime access, diary ratings are lowest in relation to meter ratings for (a) shows which appeal chiefly to young people and (b) new shows with unfamiliar names.

- The sitcom checkerboard format is yielding good audience ratings in Los Angeles but not in Knoxville, Oklahoma City, or Sacramento. Of these four markets, *only Los Angeles is metered.*

What we are suggesting, in sum, is that the adoption of the prime access sitcom checkerboard format serves to spotlight the inherent weakness of the diary as an instrument for measuring television usage in the United States. A

diary is typically filled out by a female homemaker who does a reasonably good job with her own viewing, a passable job with her spouse's viewing, and a woefully inadequate job with her children's viewing, especially with respect to younger oriented programs unfamiliar to her.

Under these circumstances, is it reasonable to suppose that a broadcaster in a diary market who adopts the sitcom checkerboard format can confidently expect the rating services to give him his full due?

We think not, and if we were operating a station in a diary market, we would be careful of scheduling first-run youth-oriented sitcoms in prime access without making sure there was a really strong promotional effort behind it. On the other hand, if our station were located in a metered market, we would be much more favorably disposed toward this format.

(continued on page 434)

Survey finds general managers expect to spend \$1.6 billion on shows in '87

# Station spending on TV syndication: \$1.3 billion in '86

**W**hat's the value of inventory traded by the average TV station for barter programs? Does the average independent put a greater percentage of its program investment into barter than the average affiliate?

These are among the key programming issues delved into in TV/RADIO AGE's 1986/'87 survey of TV station executives (see the January 5 issue for information about TV station exec salary trends and other broadcast matters

covered in the magazine's annual survey).

The answer to the first question is: a little over \$200,000. The answer to the second question is: overall, there's not much difference.

Other highlight answers to programming and programming-related issues in the annual station exec survey:

■ Based on general manager responses to the survey, it is estimated that about \$1.3 billion was spent on syndicated programming by TV stations in

1986 and that \$1.6 billion is expected to be spent on such programming in 1987.

■ The average TV station spent more than \$1.3 million on syndication last year and expects to spend almost \$1.6 million this year.

■ About half the general managers responding said they found syndication prices rising faster last year than a year or two before.

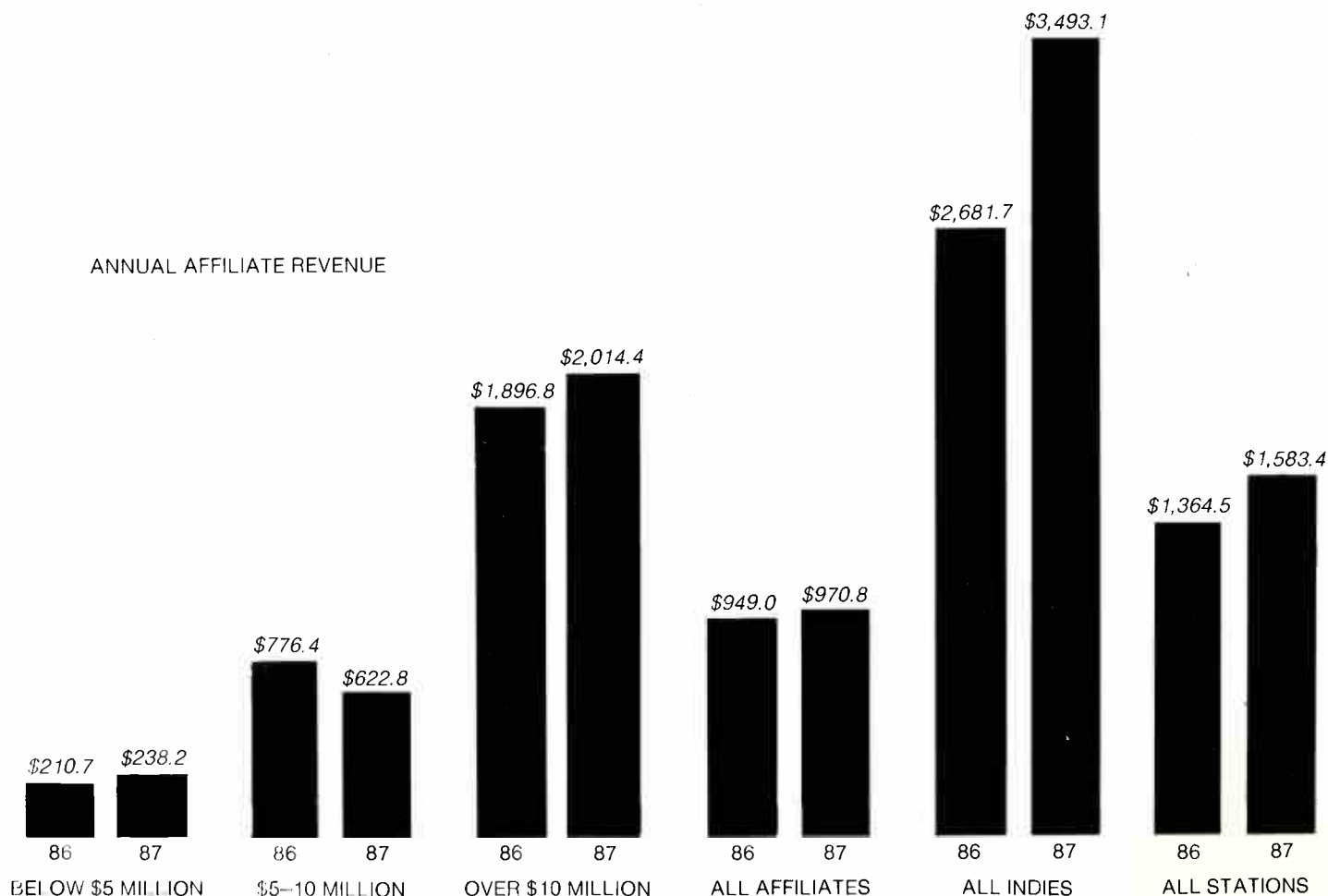
■ Program directors approved—but not with great enthusiasm—the move of NATPE International headquarters from New York to Los Angeles.

■ Program directors approved—by a strong margin—the idea of more discussion of local programming at the convention.

The TV/RADIO AGE survey singled out general managers for information on syndication costs and asked: "Approximately how much did your station spend on syndication in '86, including barter?" In order to encourage a consistent valuation of the bartered time relinquished to the syndicator, respondents were asked to calculate the program's market value or one-third the

## "Approximately how much did your station spend on syndication in '86, including barter?\*" What's your estimate for syndication spending, including barter, in '87?"

Average expenditure based on responses by TV station general managers—in thousands of dollars



Source: TV/RADIO AGE survey, November/December, 1986. Copyright TV/RADIO AGE 1987.

\* Respondents were asked, in estimating value of barter to use program's market value or 1/3 value of spots given up.



value of the spots given up.

It turns out that the average station spent \$1,364,500 on syndication last year. Projecting this figure to the full U.S. on the basis of about 970 TV stations on the air at mid-year, yields a figure of \$1,323,565,000 for total syndication spending. The figure derived from the previous survey of station executives, covering '85 syndication expenditures, came to \$1,181,900,000. That means that for 1986 there was a 12 per cent increase in syndication expenditures. This cannot be considered precise, of course, if only for the reason that in the '85 survey there were no specific instructions for calculating the value of barter. However, it is possible that stations used the same yardsticks in the '85 survey as employed on the latest study, since they are used to calculate the value of bartered spots.

### Barter spending

The GMs were also asked to estimate the percentage of syndication spending accounted for by barter. Overall, that ratio came to exactly 16 per cent, or in dollar terms, \$218,320, per average station.

The averages hide much variation, of course, since syndication spending by stations varies by market size because of pricing practices. For example, while affiliates with annual revenues below \$5 million spent an average of \$210,700 in '86 the average for affiliates in the \$10 million-plus revenue bracket was \$1,896,770. Affiliates in the in-between bracket spent \$776,420.

Stations in the latter bracket increased their '86 spending over '85 by a sizeable amount, according to surveys of both years, for reasons which are not obvious, since the questionnaires were anonymous, owing to queries about salaries as well as queries about syndication spending. On the other hand, '86 spending in the under-\$5 million and over-\$10 million brackets was quite close to the figures for '85.

One theory about the spending of "mid-size" affiliates is that they upped their syndication investments last year, because of competition from new independents in their markets, on the grounds that mid-size markets have been especially attractive to indies in recent years.

Whatever the reason, syndication spending by independents themselves continues at a high level, though the '86 figures are down a little from '85. The '86 average for indies came to \$2,681,745. This compares to the average affiliate's \$948,970.

As for barter, the ratio of syndication expenditures that went for this form of program purchase showed a significant

## "Do you find syndicated prices rising faster, at the same rate as, or slower than a year or two ago?"

Percentage of TV station general managers answering

	Annual affiliate revenue			All affiliates	All indies	All stations
	Below \$5 million	\$5-10 million	Over \$10 million			
Faster	51.6%	59.6%	46.7%	52.5%	30.2%	47.4%
Same rate	37.0	26.4	40.0	34.6	39.6	35.8
Slower	11.3	14.0	13.3	12.9	30.2	16.8

Percentage of TV station program directors answering

Faster	63.9%	48.6%	36.0%	48.7%	29.9%	43.0%
Same rate	31.0	28.6	34.3	31.2	32.0	31.5
Slower	6.0	22.8	29.6	20.0	38.1	25.5

## "How do you feel about the NATPE office moving to the West Coast?"

Percentage of TV station program directors answering

	Annual affiliate revenue			All affiliates	All indies	All stations
	Below \$5 million	\$5-10 million	Over \$10 million			
It's a good move	11.7%	27.8%	13.6%	19.0%	18.8%	18.9%
It's a bad move	23.4	13.8	10.2	17.7	9.4	15.2
It's up to them	64.9	58.3	76.3	63.3	71.8	65.8

## "Would you like to see more discussion of local programming at the convention?"

Yes	78.8%	76.0%	85.2%	76.0%	53.0%	69.0%
No	9.9	12.0	11.4	12.8	33.7	19.2
Not sure	11.2	12.0	3.3	11.1	13.3	11.8

## "Do you feel too much attention is paid to syndicators' needs and desires rather than those of the station membership, regarding subjects discussed at the convention?"

Yes	35.8%	40.6%	33.3%	35.4%	32.3%	34.5%
No	28.4	31.9	50.0	35.4	31.3	34.2
Not sure	33.0	26.0	15.1	34.8	30.3	26.5
Syndicators deserve the attention	3.0	1.4	1.5	2.0	6.0	4.9

Source: TV/RADIO AGE survey, November-December, 1986. "All stations" includes some respondents who did not indicate affiliate revenue bracket or type of station.

variation in only one area. The over-\$10 million affiliates placed a much smaller percentage than affiliates in the other two brackets. The same was true for indies in the \$5-10 million bracket—compared with independents in the other two brackets—but the indie comparison must be made with caution because of the smaller numbers of respondents in the indie revenue brackets.

In any case, it turns out that the larger affiliates report spending only 12.0 per cent of their syndication investments in barter in '86, compared to 18.3 per cent for the smaller affiliates and 17.9 per cent for the mid-size affiliates. The average for all affiliates thus comes to 16.2 per cent. This is just about the same as the average for all indies—15.1 per cent. The mid-size indies, lower than the other two indie

## "Do you feel there's anything NATPE can do to help station members do their jobs better?"

Percentage of TV station program directors answering

	Annual affiliate revenue			All affiliates	All indies	All stations
	Below \$5 million	\$5-10 million	Over \$10 million			
Yes	89.7%	82.3%	82.2%	82.8%	86.4%	84.1%
No	11.3	17.7	17.8	17.2	13.6	15.9

### "If 'yes,' in which areas?">\*

Career advice	50.8%	32.1%	41.2%	41.7%	30.2%	37.5%
Jobs available	47.5	37.5	43.1	42.9	35.4	40.2
Production know-how	23.0	25.0	11.8	20.2	12.5	17.4
Audience analysis	41.0	62.5	64.7	55.4	36.5	48.5
Management training	50.8	58.9	47.1	52.3	42.7	48.9
Program information	78.7	58.9	58.8	66.1	52.1	61.0
Other	4.9	5.4	7.8	6.0	8.3	6.8

### "Do you feel that the recent surge of first-run syndicated sitcoms has saturated the market?"

Yes	35.1%	41.1%	52.4%	42.4%	41.4%	42.1%
No	24.3	19.1	14.3	19.5	17.2	18.8
It's getting very close to it	40.5	39.7	33.3	38.0	41.4	39.1

Source: TV/RADIO AGE survey, November-December, 1986. "All stations" includes some respondents who did not indicate affiliate revenue bracket or type of station. \* Columns add vertically to more than 100% because of multiple answers by respondents.

brackets, came in at about the same level as the over-\$10 million affiliates.

Again, the averages hide considerable variation. The percentages for barter cited in the responses were all over the lot, ranging from zero to 95, though the latter response accompanied an expenditure for a small affiliate, who reported investing only \$30,000 in syndication last year. Generally the ratios topped out at about 40 per cent. Though there is a widespread impression that indies are more inclined to buy bartered shows than affiliates, this is not borne out in the survey, either in the average percentages or in the distribution of percentages among indies.

#### Syndication pricing

Both general managers and program directors of TV stations were asked about syndicated program prices in the TV/RADIO AGE survey. The wording was identical in each of the two questionnaires: "Do you find syndicated (program) prices rising faster, at the same rate as, or slower than a year or two ago?"

For both GMs and PDs, the responses were parallel, if not close—47.4 per cent of the GMs and 43.0 per cent of the PDs found that prices are rising faster than in recent years. But only 16.5 per cent of GMs found prices going up more slowly, while the comparable figure for PDs was 25.5 per cent. As for those finding prices rising more slowly, the GM figure was 35.8 per cent and the PD ratio was 31.5 per cent.

There were significant differences between affiliates and indies and among affiliate PDs in the three revenue brackets. More affiliate executives found prices going up faster than did indie GMs and PDs. Among affiliate PDs, those at smaller stations appear to see prices going up faster than PDs at larger affiliates. However, this pattern does not agree with the findings among general managers, who should know more about syndication prices, but part of the differences could be explained by perceptions.

Program directors were asked a number of questions about NATPE International and the NATPE convention. One query had to do with the association's planned move of its office to

Los Angeles. The structured questionnaire gave PDs three choices in voting their attitudes about the move—"It's a good move," "It's a bad move," and "It's up to them." The latter response was by far the most common (65.8 per cent), which indicates indifference. The remaining votes were split almost evenly between the other two responses.

There did not appear to be any basic disagreements about the West Coast move between affiliate and indie PDs, though there were some differences (see table). Likewise, the pattern of responses among PDs at various size stations was broadly similar, though some differences cropped up.

Program directors were also asked whether they would like to see more discussion of local programming at the convention. There was a large majority voting "yes," with 69.0 per cent in that corner and only 19.2 per cent saying "no." The remaining PDs were not sure.

However, there was more interest in local programming among affiliate PDs than among the indies. Three out of four (76.0 per cent) affiliate program chiefs want more discussion of local programming at the convention, while about a half (53.0 per cent) of the indie programmers voted that preference. The big affiliate station PDs were particularly in favor of hearing more about local programming—85.2 per cent of them said so.

#### Syndicator influence

Related to the issue of more discussion about local programming is the question of how much influence syndicators have on the choice of subjects discussed at the convention. PDs were asked whether they felt too much attention was paid to "syndicators' needs and desires." PDs were split down the middle on this question. The survey found 34.5 per cent saying "yes," and 34.2 per cent saying "no." The remainder were not sure. Nor was there much difference between affiliates and indies on this question. As for the three affiliate brackets, there was a tendency for the larger stations to be more satisfied with the status quo.

One of the more interesting sets of responses were the answers to the question: "Do you feel there's anything NATPE can do to help station members do their jobs better?" Of the half dozen choices on the questionnaire (only about 7 per cent of the respondents picked other choices), the one picked most often was "program information," which might seem puzzling to some, considering the amount of program information available from various sources. □



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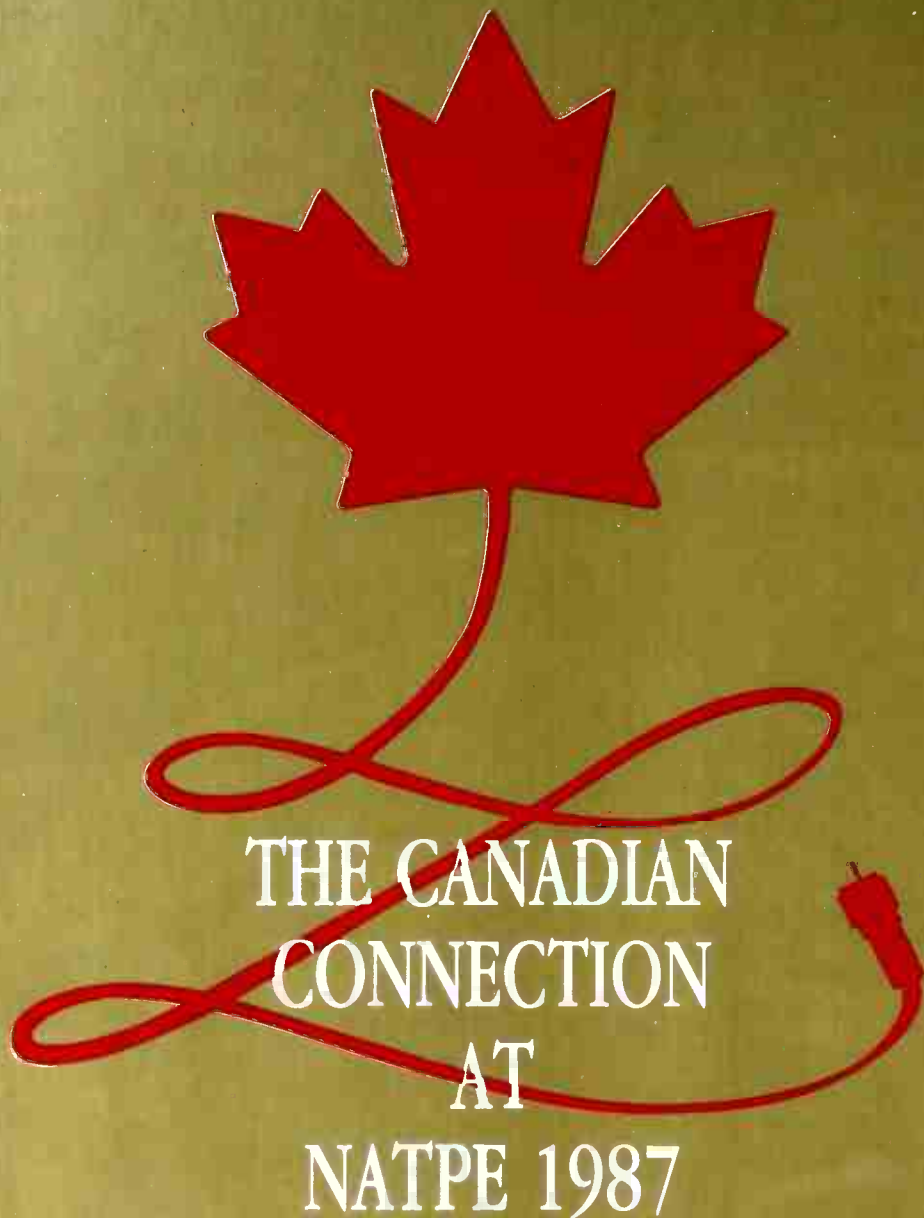
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## CANADA

Fueled by Telefilm financial assistance, TV industry looks for boom year in '87

# Canadian exports, co-production deals growing at fast pace

By ROY SHIELDS

Television export sales in Canada rose last year to \$14.5 million (U.S.), with twice that amount in new foreign coproduction deals. And the momentum is growing, fueled by the federal investment agency, Telefilm Canada.

In fact, says Peter Pearson, Telefilm's administrative director, 1986 was "our best year ever—not only in terms of the volume, but in terms of quality. Just an unbelievable year."

This year, he continues, "promises to be even better. We've got so much new stuff coming up that we can hardly deal with it all."

While Europe has been Canada's main export market in the past, Pearson believes that now has changed. "I think that by far and away the U.S. is our principal partner at this point," he says. "NATPE is probably as important to the English-language producers as MIP is to French-language producers."

He acknowledges that the U.S. is a tougher market to crack, "but we're learning how to do it and we're starting to get out there in syndication. So it's starting to break through."

Telefilm investment figures in 1986, prepared for TV/RADIO AGE (see separate story, page C22), show the scope of its financial assistance to producers.

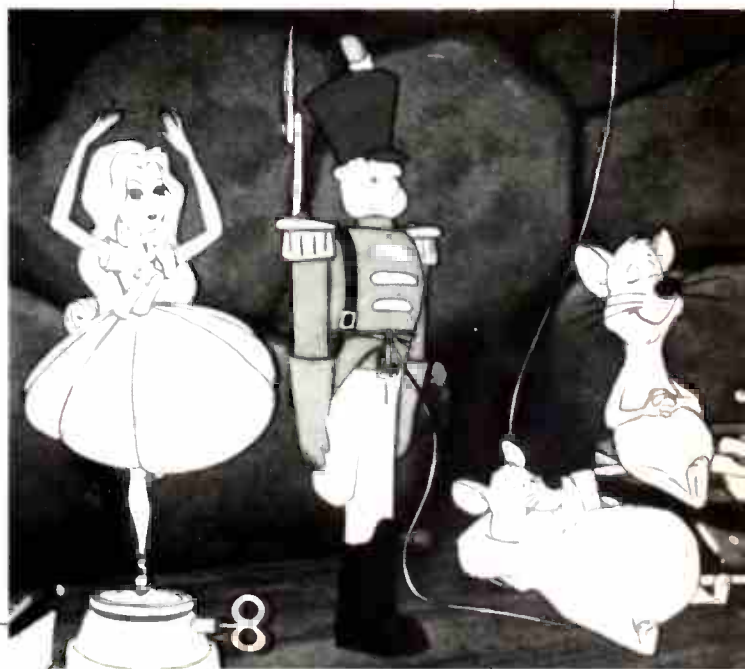
### "The Edison Twins"



### "The Wonderful Wizard of Oz"



### "The Tin Soldier"



Among the most successful of Telefilm investments was the four-hour miniseries *Anne of Green Gables*, which set ratings records on both the CBC in Canada and PBS in the U.S. Produced and directed by Kevin Sullivan, president of Toronto's Sullivan Films, *Anne* walked away with the top Canadian Gemini Awards this year, along with a string of foreign awards. Now there's *Anne of Green Gables—The Sequel*, which Sullivan Film's marketing chief, Trudy Grant, says, "is really looking wonderful. It's going to Disney in April and later to PBS. I'm sure it's going to sell to every country in the world."

### 'Runaway' production

The biggest problem facing Canadian producers seems to be the competition for crews being drawn to runaway U.S. production in Canada because of a favorable exchange rate. "Runaway" earnings in Canada are estimated to have been more than \$150 million



**"North American Indian Portraits"**



**"The Man Who Loved Birds"**

(U.S.) last year.

Brian Villeneuve, executive coordinator of marketing for the Ontario Film Development Corp., says new federal taxes that threatened to diminish that bonanza—mostly in Ontario, British Columbia and Quebec—now have been withdrawn. Meanwhile, the offsetting benefit to Canadian producers has been an overall industry gain in U.S. TV and movie expertise.

One of the fastest-growing companies is Alliance Entertainment Corp., whose production budgets in 1986 were \$52.8 million (U.S.) This year, it expects to top \$70 million. Projects are piling up so fast that the company formed its own distribution wing, Alliance Releasing, in partnership with Victor Loewy, of Montreal. It will handle all the company's production, says

producer Robert Lantos, "as well as act as Canadian distributor for Vista-New Century in the United States. We'll have 50 pictures to release in '87, including the next Burt Reynolds picture and a number of major films. We will handle all our own television sales and ancillary markets in Canada, as well as pickups—we already have a dozen—from the U.S. and Europe."

Lantos says, "The convergence of financing being made through Telefilm Canada—both the broadcast and feature film funds—with the aggressive Canadian production orientation of CTV and now Global Television, have made a big difference. These two elements have combined with the discovery of Canada by the American studios and networks as the ideal place for shooting feature films and television

productions—for a price—without any sacrifice in quality. Previously, the American fear has always been that if you go away from the United States with a project rather than going on location with your own people, you are jeopardizing quality. That feeling has disappeared as far as Canada is concerned."

#### **U.S.-Europe bridge**

In the case of Alliance, Lantos says, "our very strength is the fact that we straddle the American and European marketplaces, bridging them through Canada, where we have great access to both financing and to network time. We have found a way to marry these—on the surface—disparate worlds."

Alliance has six major new television projects, in addition to five new movies underway. *Mariah State* is an Alliance/Vista-New World pilot for an ABC series about the staff of a maximum security prison modeled on Sing Sing.

*Bordertown* is a Western series for Global Television and Reteitalia, set on the U.S.-Canadian border of the 1800s, with shooting to commence in Alberta this summer. Says Lantos, "It creates as much excitement and interest in France and Italy as it does in the U.S. It suggests there is going to be a resurgence of the western on television."

*Mount Royal* is an hour series for CTV and U.S. syndication, based on the rich and powerful of contemporary Montreal. "Although one might compare it with *Dallas*," Lantos says, "it is not a serial nor does it deal in the world of fantasy as *Dallas* does. We'll have a two-hour movie premiere, followed by a minimum of 15 and a maximum of 20 episodes for the first season. We already have European partners."

Also for CTV is a six-hour miniseries,



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**"Grizzlies of the Great Divide"**



**"Peter Ustinov in China"**

1812, about two European families that settle on either side of the U.S.-Canadian border. "It is," says Lantos, "based on international events concerning France, England, Canada and the U.S.—but mostly Canada and the U.S. It's a war that Americans aren't very familiar with, perhaps because they lost it."

The sixth TV project, "is a new series for HBO which has nothing to do with Canada and has no Canadian content. We're shooting it in Europe—with French and Italian involvement—beginning with three half hours which will form the pilot. It's called *Delta of*

*Venus*, based on a collection of erotic stories set in Paris in the '30s that deal with female sexuality, written and directed by prominent women directors. Production will be this summer and it will be on HBO in the fall."

Alliance came into being three years ago when two separate production companies, RSL Entertainment, of Toronto, headed by Lantos and Stephen J. Roth, joined forces with ICC, of Montreal, headed by John Kemeny and Denis Heroux. Subsequently, Kemeny became chief of Alliance's Los Angeles office, Heroux, the Montreal office, with Roth and Lantos in Toron-

to. A new Paris office is about to open. (See separate story, page C12)

Another fast-rising company is Filmline Inc., of Montreal. Formed in 1984, Filmline has co-produced both movies and television with Robert Halmi, of New York, including a six-hour miniseries *Spearfield's Daughter*, shown on Global Television and released by Metromedia (now Twentieth Century Fox) in the U.S. This month Filmline began shooting an eight-part U.S. miniseries on the life and legacy of Henry Ford.

Its director, Allan Eastman, of Toronto, recently completed another six-part, \$5.8 million (U.S.) miniseries, *Race For The Bomb*, co-produced by Ronald I. Cohen, of Montreal, and Societe Philippe Dussart, of Paris, with principal financing by Astral Enterprises and TF1, of France, as well as from Telefilm, the CBC and RAI 2, of Italy.

### **French co-productions**

Such France-Canada co-productions, shot under a treaty that gives the production full French content in France and Canadian content in Canada, have increased significantly in recent years. Cohen says, "that as a general rule, projects of this size and scope are very difficult to get financed without some kind of co-production assistance. If you want maximum production values it's just real hard to do these in your own country—if it's not America."

But Cohen, producer of *Middle Aged Crazy*, admits that *Race For The Bomb*, shot in Yugoslavia last winter, had its problems. Most of them involved doing both a French and English version—with warring co-directors, Eastman and Jean-Francoise Delassus, of Paris.

While co-productions may have creative drawbacks, they also have benefits. Pat Ferns, president of Primedia Productions, in Toronto, says that "the kind of stuff that we have co-produced with Americans for HBO—if you looked at that product, it would be indistinguishable from the rest of HBO's output. But if you look at what we've co-produced with Britain, it looks distinctly different from American material."

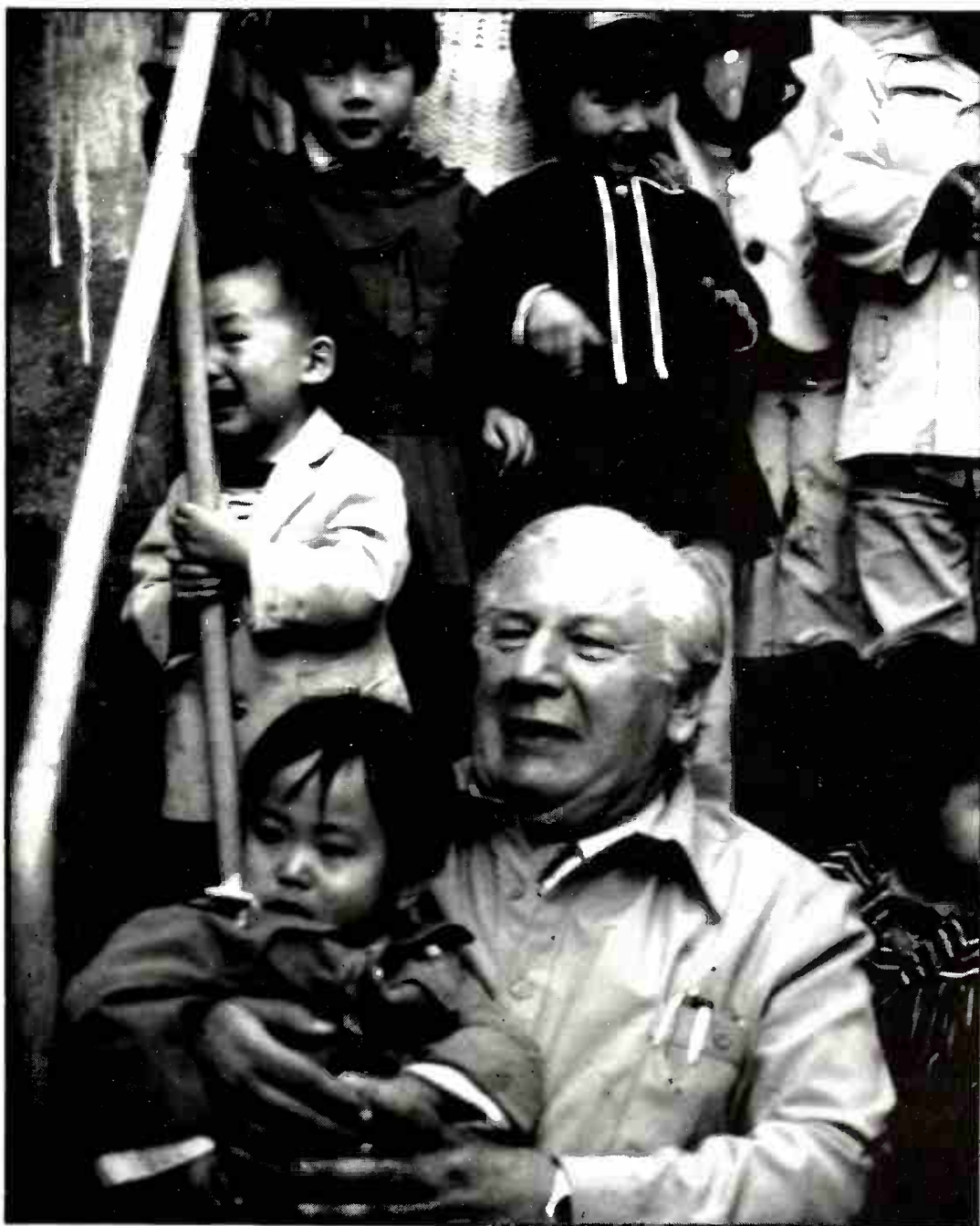
There is also an international look, as exemplified by Primedia's six-hour miniseries *Frontier*, a co-production with Telecip, France, HTV in Britain and Global Television, Astral Television and Telefilm Canada.

With U.S. and European partners now coming on stream, says Ferns, "the Canadian industry as a whole has really been booming."



Ismé Bennie  
International

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Another feature available from Primedia is *Heaven on Earth*, about the struggle of five young British orphans to make new lives for themselves in Canada during the time of the industrial revolution. Co-authored by novelist Margaret Atwood and Peter Pearson, it is a Primedia-Opix Films co-production, in association with the BBC Wales, CBS, Telefilm Canada and the Ontario Film Development Corporation.

Overall, the private sector, which now generates most of the creative action, with export sales of \$7.2 million (U.S.) in 1986, according to Telefilm, is up by more than a third from 1985. There is also evidence of new export sales from the opening of Canadian offices in the U.S. of such companies as Simcom International of Toronto. Among Simcom's offerings is *Lost!* a TV movie about a boat capsized off California in a storm, holding a fundamentalist heading for missionary work in Central America. It was shown last October on the CBC.

Nelvana, of Toronto, formed in 1972 by Patrick Loubert, Michael Hirsch and Clive Smith while still in their 20s, opened an office in Los Angeles in 1985. Creators of the *Care Bears* movies and *Ewoks* TV series, Nelvana now

claims a position as "one of the 10 largest animation companies in the world." Lately Nelvana has expanded from its animation base to such shows as the successful *Edison Twins* science/adventure series and sexy *20 Minute Workout*, syndicated throughout North America.

Bruce Raymond, one-time chief of the CBC television network and now head of his own firm, Raymond International, of Toronto, is a veteran exporter. Among his programming this year is *Verdict*, a courtroom drama series with host Jon Granik; and *50 Plus*, with Margie Castle as host, a series for "mature" viewers on health, housing, lifestyles and financing, featuring such intriguing episodes as: "Sex over 50—myth or manageable? What is normal, what is not?"

"The good news for syndicators," says Raymond, "is that there are now many stations in the United States—the independents and the various cable companies—that need product desperately. As a result, product that is produced in Canada has become attractive."

#### Barter potential

Raymond says that he is concentrating on the barter market, "where we get

calls over and over again for product, as I'm sure every other distributor does. This year we are taking a series called *Outdoor Encounters*, on hunting and fishing.

"We know that the stations are unlikely to buy it for cash, but we also know that for the first time there are enough stations that would be interested in barter—meaning that we would go to a Levi's, or a Mattel, or an airline, and get them to buy the spots in the program in advance from the producer.

"Then, with two-and-a-half minutes or so of our own commercials for which we would have been paid, the station would thus get the program for free. But it would have the other three or four minutes of commercials for itself."

Raymond has bartered successfully on such series as *Parenting* in Canada with Procter and Gamble. Although barter is not common in Canada, he says "it is almost dangerously common in the United States," with many shows falling below projected ratings, causing the stations to provide "make good" commercials for which they receive no revenue.

Several other Canadian distributors are looking for new export sales.

Atlantis Television International, of Toronto, represented by Ted Riley, Michael MacMilland and Peter Sussman: Atlantis is one of Canada's fastest-growing TV production companies with a big new studio complex opening in March.

Among its most ambitious new projects is a revival of the cancelled CBS series *Airwolf*, now being shot in Vancouver. It is a \$9.4 million (U.S.), series being distributed by MCA TV. Actor Barry Van Dyke takes over the superduper helicopter of the series, following a wipe out of the former stars Jan Michael Vincent and Ernest Borgnine. The new *Airwolf II* takes off on the USA cable network on January 23.

Also new from the Atlantis team is

#### "Heaven on Earth"

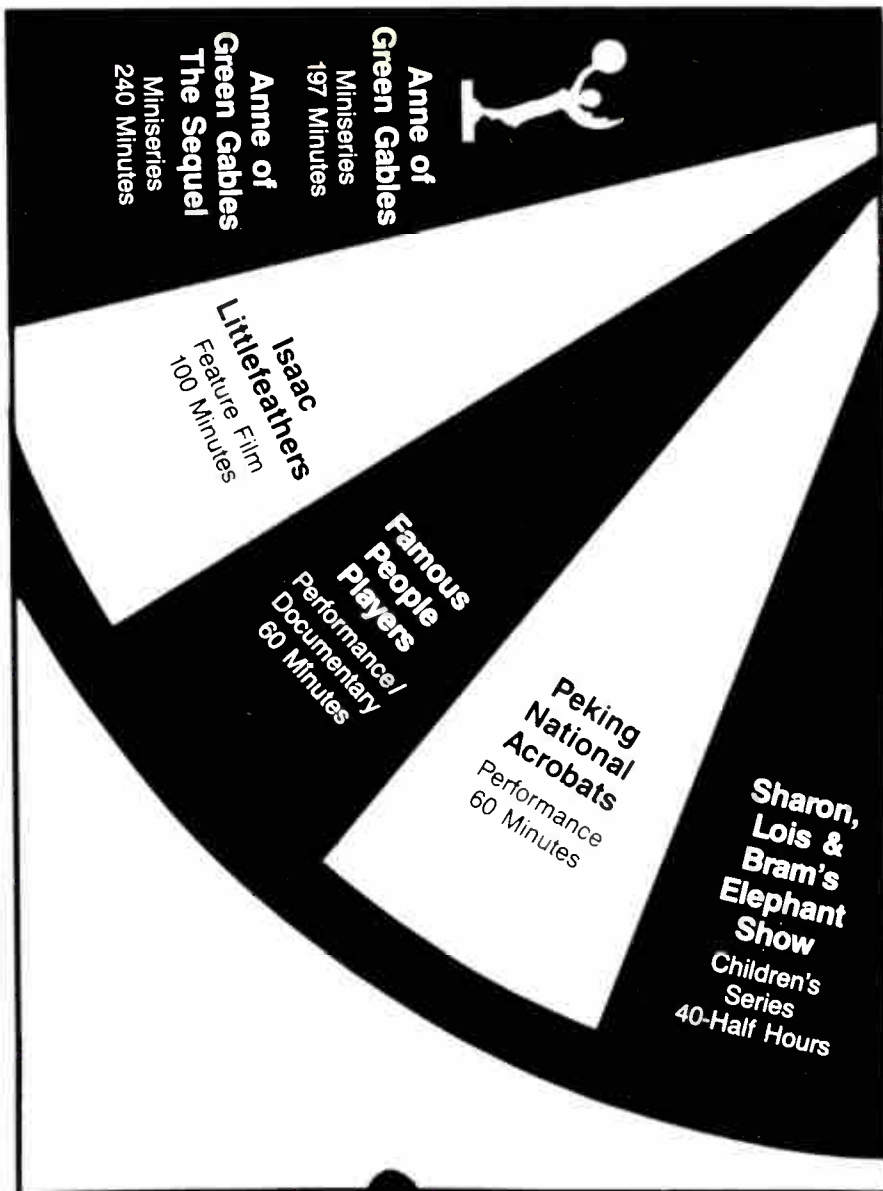


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*Vulcan E.F.T.S.*, the pilot for a new series about an elementary flight training school (hence the initials of the title) located at the small Ontario town of Vulcan in World War II. Among the inanimate stars of the series are Tiger Moth biplanes fondly remembered by old vets of the British Commonwealth Air Training Plan. Atlantis plans to shoot 24 episodes of the series this year and is looking for U.S. partners.

Another unusual Atlantis production is *True North*, a two-hour documentary filmed in Alaska, Canada, Greenland, Norway, Sweden and the Soviet Union. Noted author Farley Mowat is host.

Other Atlantis packages are: *Tales of the Mouse Hockey League*, a half-hour animated cartoon pilot emphasizing fair play in sports; *Airwaves*, a family drama; *The Ray Bradbury Theatre*, a science-fiction series from author Ray Bradbury; *Brothers by Choice*, a drama series about two sons, one of them adopted; *Northern Lights*, an anthology drama series; *Rainbow*, a children's series; and a one-hour music special reuniting singers Ian and Sylvia called *Four Strong Winds—Ian & Sylvia & Friends*.

Canamedia Production Ltd., of Toronto, is a producer/distributor of unusual TV dramas and documentaries. In 1980 Les Harris, president, gained wide attention for his documentary *Iran: The Inside Story*, about the rescue of American hostages by Canadian diplomats, which sold to 20 countries. A movie version, *The Canadian Caper*, sold to CBS, CTV and 24 countries. Another documentary, *444 Days to Freedom: What Really Happened in Iran*, sold to PBS, the BBC, Dutch and Israeli TV.

In 1985 Harris again won wide attention with his 90-minute rock video drama, *The King of Friday Night*, about a Nova Scotia band's rocky rise. It has since won seven awards, including a Gold Medal at the New York International Film and TV Festival.

Harris, who recently was producer of the *Adderly* series for CBS, also has *Chabot Solo*, three one-hour whimsical documentaries about the history of aviation, and *Festival of Authors*, a one-hour arts special that features 30 international authors.

Cinar Films Inc., founder-president Micheline Charest says the company had been in business since 1976, with headquarters in New York. Two years ago it relocated in Montreal.

Among new acquisitions, Cinar has a feature film called *Time of Their Lives*, based on the story of the Dionne quintuplets. Also high on its sales list is an animation series, *The Wonderful Wizard of Oz*, based on L. Frank Baum's



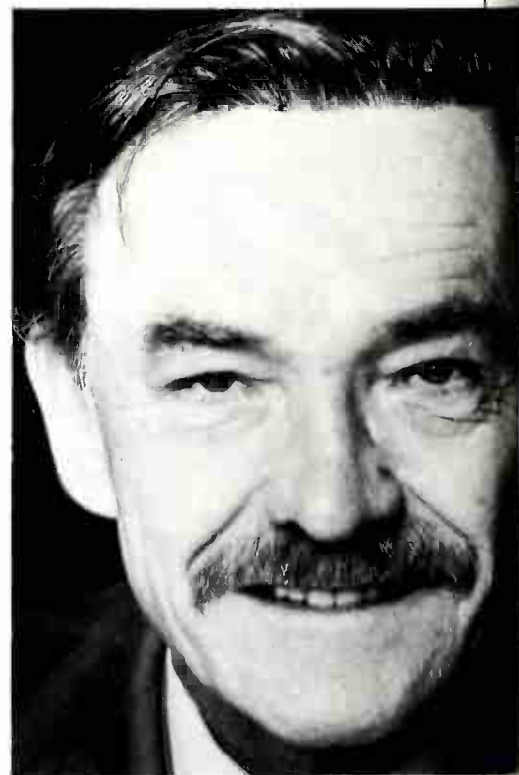
**"The Blue Line"**

literary classics. Other animation series are *Ovide*, about a duckbilled platypus of the same name; *The World of David the Gnome*; *The Smoggies* featuring characters from Smoggyland; and 150 10-minute cartoons, *The Adventures of Albert and Sidney*.

In addition, Cinar has a package of nine family film features of animation and such live TV drama as *Hockey Night*, *Backstreet Six*, *Clown White* and *Jon's Place*.

Cinevisa International Media Distributors was formed in 1983 with a broad catalog of programming, particularly music, entertainment specials and children's programs.

Cinevisa's current project is a new whodunit series, *Max Haines Crime Flashback*, based on international murders and mysteries from *Toronto Sun* crime columnist Max Haines, who also acts as series host. A pilot for the half-hour series has been well received and Murphy believes he has a long-running venture, noting that Haines



**"Verdict"**



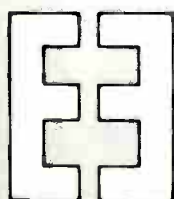


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## Unlikely plot hatches Alliance Entertainment

The RSL Entertainment-ICC partnership that resulted in Alliance Entertainment Corp. stems from Robert Lantos' chance reading of *Vengeance*, a book by Toronto author George Jones about an Israeli hit team set up by Golda Meir to track down and assassinate the PLO assassins of 11 Israeli athletes at the Munich Olympics.

Lantos read *Vengeance* on a flight to the Cannes Film Festival and, upon his arrival, was on a phone bidding for its film rights. That brought a response from CTV president Murray Chercover agreeing to be part of whatever action might result. The trouble was that other producers were bidding for *Vengeance*, including ICC's John Kemeny and Denis Heroux. What brought them into a corporate alliance with Lantos and RSL's Stephen Roth was a call from Telefilm administrative director Peter Pearson. He told Lantos, "You guys must do this because it *must* be done in Canada—you can't let this go to the Americans."

*Vengeance* went on the air last November as a four-part miniseries called *Sword of Gideon*. It proved to be both a critical hit on CTV and as a movie on HBO.

The miniseries also helped CTV impress the Canadian Radio-Television and Telecommunications Commission (CRTC) with the quality of its television production capability at the time of its license renewal hearing. CTV's Arthur Weinthal, vice-president of entertainment programming, says that companies like Alliance have altered the TV picture in Canada.

Alliance, he says, "increasingly is our biggest outside supplier. They are spreading far and wide and are doing a whole variety of things."

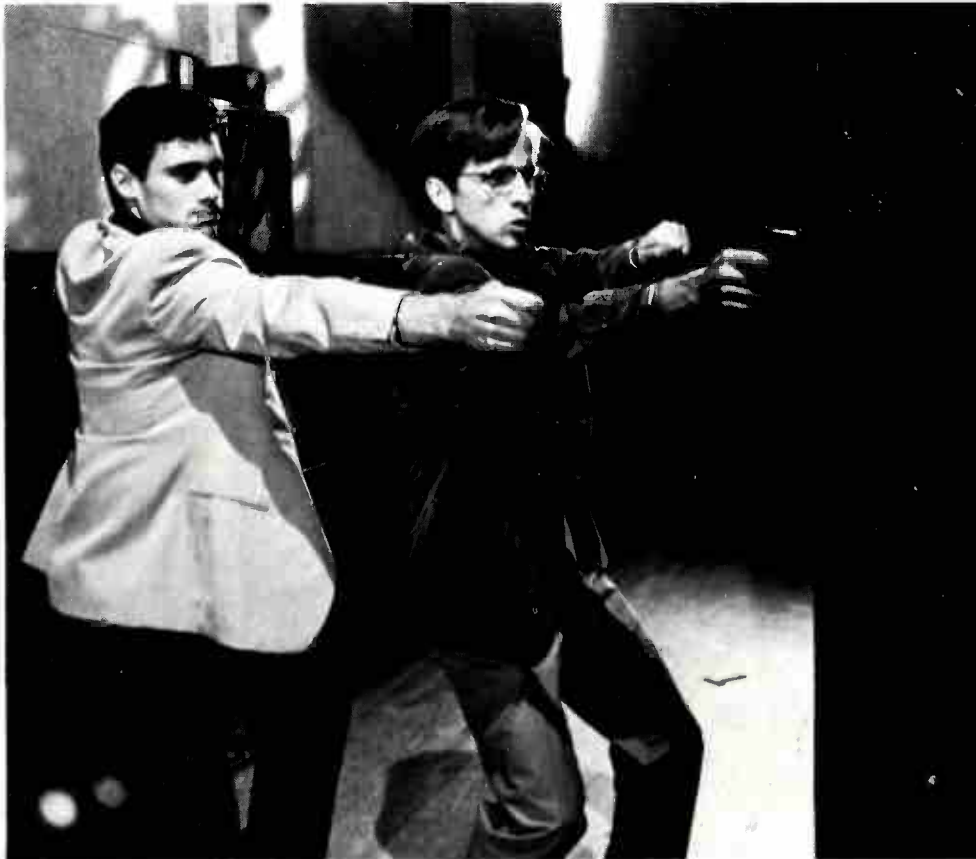
Among them are *Night Heat* and *Hot Shots* for CBS that qualify under CRTC regulations as Canadian content on CTV. The deal was made, says Weinthal, after "CBS despaired of trying to do original quality drama in late night for the money that was available in the American system. But then Alliance told them, 'Listen you guys, if you only have \$148,000 whatever to spend for one hour action/adventure series, we'll give you the program, and it's going to be a \$600,000-looking production, but we're going to be producing it in another country. Is that okay with you?'"

"They replied, 'If the quality is there, it's okay with us.'" So *Night Heat* and *Hot Shots* began production in Toronto. However, Weinthal does not term it 'runaway' production, rather a U.S.-Canadian partnership.

"The problem that American networks and all of us are facing," he says, "is that the advertising revenues are flattening out, and the production costs are rising dramatically. The only way you can solve that is with partners."

Weinthal says that 1986 "was the first year when the full effect of the Telefilm initiative got its way on to the air and the international marketplace. The [broadcast] fund has certainly done what it intended to do. It's stimulated great growth in the industry. Now it's growing geometrically." □

### "Sword of Gideon"



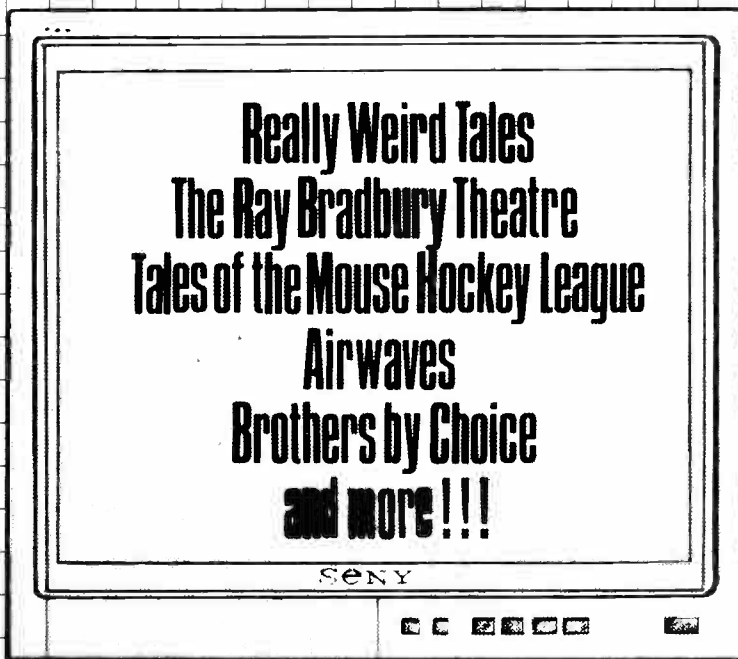


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### Children's programming

Crawleys International, of Ottawa is Canada's oldest production company, formed in 1939 with 3,000 films and 280 awards to its credit. In 1974, Crawleys was merged with the Ottawa animation company, Atkinson Film-Arts, with Crawleys International as distribution wing for its highly-acclaimed children's programming.

Among its animation specials that were among the top 10 best-selling children's videocassettes in 1985 were *The Care Bears in The Land Without Feelings* and *The Care Bears Battle The Freeze Machine*. Currently the company is producing 11 half hours of *The Raccoons*, a series developed from *The Raccoons on Ice* and *The Raccoons and Lost Star* and *The Christmas Raccoons*, the first non-Disney animation shown on the Disney Channel. Other Crawley-Atkinson hits are *The Tin Soldier*, *The Velveteen Rabbit*, *Rumpelstiltskin*, *The Bestest Present* and *Father Christmas*.

A new Atkinson half-hour animated rock-video special, *The Body Electric* is a science fantasy featuring the stereo music of Rush.

Filmoption Internationale Inc., of Montreal, was formed seven years ago. It offers a wide selection of programming—family dramas, children's, wildlife and cultural documentaries, and music concerts in jazz and blues.

Among the company's new programming is a one-hour *Eartha Kitt Concert Special*, shot in August in Quebec City in stereo and *Blue Line*, a 53-minute drama about an inspiring marathon runner, seen on HBO during the summer.

Filmoption is also offering its highly successful *Encore Jazz Series*, with such recent concerts as those of Miles Davis, Gary Burton and Makoto Ozone, as well as its 85-minute drama *Divine Sarah*, about Sarah Bernhardt. Included among its wildlife programming are *Natural Roots*, the half-hour *Whitecoat* and hour-long *Mingan Island*.

Lizanne Rouillard, international sales manager, says that while NATPE is an important market, "I must say that the U.S.A. is not my main market—not like Europe and the Far East."

G. Ross Tele-Distribution Inc., of Montreal is counting on a new hockey drama series, *He Shoots, He Scores*. Produced by Montreal's Claude Heroux and currently running on the CBC, its French-language version seen in

Quebec outdistanced its English version in Canada, primarily because of bothersome dubbing.

But that problem has been overcome, says Ross. "What I'm offering at NATPE," he says, "is what I call the American version—with better voices."

*He Shoots, He Scores* follows the career and loves of young National Hockey League star Pierre Lambert, with impressive on-ice sequences. Sales of the series have been brisk in Europe, and Ross thinks that "the U.S. market is going to be icing on the cake." He'll be looking for U.S. distributors at NATPE.

Films Transit, Inc., another distributor, includes among its offerings *The Morning Man*, a film about a young prison inmate who makes a spectacular breakout to freedom, convinced that he can prove his own rehabilitation. It is

from SDA Productions and 3 Themes, of Montreal, with the participation of Telefilm Canada, the Societe Generale du Cinema du Quebec and the CBC.

Ironstar Communications Inc., of Toronto was formed in 1981 by Derek McGillivray, who previously was marketing manager for TVOntario and Nielsen-Ferns International.

Among Ironstar's programs are two co-productions with Atlantis Films, *Brothers by Choice* and *Airwaves*; as well as *A Funny Thing Happened On the Way To The Symphony*, featuring Tim Conway, Kay Ballard and Skitch Henderson with the Edmonton Symphony; *Quintet: Visions of Five* (77 minutes), onstage and backstage at the Toronto International Festival; and *K.Y.T.E.S.: How We Dream Ourselves*, a documentary about street kid-turned-actors.

McGillivray is also offering *You*

### "In Session"



### "The King of Friday Night"





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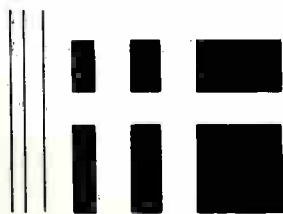
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"Airwolf"

Can't Do That On Television, which it sold to Nickelodeon and which became the pay-cable network's highest-rated children's show. He also says "I'm going to test the waters with an exercise show, called *Everyday Workout*. Then I have 120 hours of *Contact*, a show with former Olympic decathlon star Debbie Van Kiebelt as host."

Isme Bennie International Inc., of Toronto, has been in business since 1983. Isme Bennie, the founder, is one of Canada's leading distributors, a past-president of the Canadian Television Program Distributors Association, a founding member of newly-formed TV branch of the Academy of Canadian Cinema and a founding member of Toronto Women in Film.

Among some of her new acquisitions are *Peter Ustinov in China*, a recent two-hour documentary of the actor-writer that follows the six-part *Peter Ustinov's Russia*; *Philip Marlowe*; *Private Eye*; and *Degrassi Junior High*. *Degrassi Junior High* is a follow up to *Kids of Degrassi Street*, an international award-winning children's series on the lives of some typical street kids.

Bennie also has acquired a Neil Young concert special called *Neil Young—Rusted out Garage and Michel Damien—Live in Concert*, featur-

ing the star of *The Young and the Restless*; in addition there is a documentary, *Worlds Apart*, about the separation of Siamese twins.

Ralph C. Ellis Enterprises Ltd., of Toronto was founded in 1964 by its current chairman Ralph C. Ellis, who, through two associated companies, KEG Productions and Manitou Productions, produced some of Canada's finest nature and wildlife documentaries.

Among new programming from the company is a one-hour documentary, *The Man Who Loved Birds*, shot by John Bax around the world; and 13 new episodes of the popular *Profiles of Nature*, featuring the work of leading international wildlife cinematographers.

Also being exported are *October Stranger*, a half-hour drama about an Indian boy on a reservation who becomes a writer; *Arm of Gold*, a 48-minute documentary featuring Lee Cremo, a Micmac Indian who hopes to win the world fiddling championship in Nashville; *The Red Baron*, an hour documentary special using rare archival footage on World War I flying ace Baron von Richtofen; and *Cities*, a documentary series on great cities of the world with famous hosts as guides.

Cathy Ellis, director of marketing,



"Max Haines Crime Flashback"

says among the latest ventures for the new year is a series called *Baby Animals* and a daily wildlife quiz show, called *Wild Guess*.

Another wildlife film available is *Grizzlies of the Great Divide*, a half-hour feature that follows a mother bear and her three cubs through Alberta's Rocky Mountains. It was shot and produced by Albert Karvonen, who has his own small company in Sherwood Park, Alberta. He is a former high school principal.

Thomas Howe Associates Ltd., of Vancouver has co-produced with Via Le Monde a pilot for a new series, *Indian Legends of Western Canada* and is packing a documentary series, *North American Indian Portraits*, dealing with contemporary Indian concerns. He intends to add 13 U.S. programs to his Canadian Indian portraits.

His main export series is *Breakaway—Outdoors with Terry and the Tiger*, based on a pilot show with Terry David Mulligan and Dave (Tiger) Williams, who are hosts to such stars as John Candy, on a fishing trip and Bruce Jenner, mountain climbing.

Howe says he has a new deal with MCA to take over "worldwide distribution of a library of films of theirs called Universal Education Visual Arts. We



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**France-Canada coproductions, shot under a treaty that gives the production full French content in France and Canadian content in Canada, have increased significantly in recent years.**

have negotiated rights to revive all of the 300 titles."

Howe says he also has signed an agreement with Cannon International to distribute a Canadian feature film called *Storm*, by David Winning, a young Alberta filmmaker. It's an action/thriller about two young men who witness a crime in the forest. It won favorable reviews at the Montreal Film Festival.

Via Le Monde Inc., of Montreal, founded by Daniel Bertolino in 1967, has made its reputation with documentaries shot around the world.

Its major series *Legends of the World*, says Bertolino, "involved 30 different countries in co-production."

A collection of folk tales, available in both French and English, the series has already sold widely on the international market.

Via Le Monde's children's series include *Trap*, *Indian Legends of Canada*; *Friends of My Friends* and *Children of the World*.

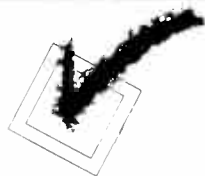
Visual Productions '80 Ltd., of Toronto is run by a high-energy father-and-daughter team that claim to have produced a record 30 movies and 1,500 episodes of light entertainment in their low-budget, high-volume production schedule. *Makin Trax* is a new music series, among many, that Visual will offer at NATPE. It features musicians and bands in live recording sessions.

The latest TV movie from Visual is *Last Chance*, about a hit man who tries to find peaceful anonymity in Australia until his only friend takes up the search. *Last Chance* joins other Visual titles as *Blood Runners*, *Shock Chamber*, *Blue Murder* and *Marked for Death*.

### Seeking tie-ups

These action/thrillers are designed for international markets and feature multinational performers. Among the new Visual TV movies are *Body Count*, about a serial killer, *Mark of the Beast*, an assassin pursuing two students who recorded one of his killings on video tape; *Virgin Paradise*, with Caribbean pirates abducting three vacationing women; *Night Trackers*, in which genetically-engineered animal freaks run amok, *Niagara Strip*, involving murder, mayhem and drug-smuggling at Niagara Falls; and *Race to Midnight*, in which a young man finds \$750,000 in a car wash from a crooked art deal.

Beverly Shenken, the daughter, says that in 1986 Visual "produced 10 movies and 52 episodes of news magazine series and 26 episodes of a documentary series. Last year was my strongest ever, so obviously I have great expectations that '87 will be even better."



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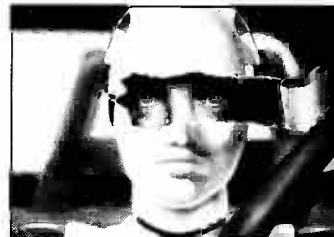
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À vingt ans, Pierre Lambert a déjà fait la synthèse de son talent et de sa passion. Le hockey mène sa vie. Cependant, la vie d'une jeune étoile est souvent remplie de joies et de peines, de gloire et de déceptions, d'amour et de malheurs. C'est ce que nous allons découvrir en suivant dans cette série les premières années de la vie "professionnelle" de ce jeune joueur de hockey.

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Starring  
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# HE SHOOTS HE SCORES

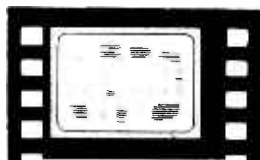
Scénario de    Written by  
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Réalisateur    Directed by  
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At the age of twenty, Pierre Lambert has already fulfilled both his passion and talent, leading him through a turbulent life dominated by hockey. Love, sorrow, glory and misadventure will all unfurl during this young star's first professional years.

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**"The Morning Man"**



**"Lost!"**

William F. Cooke Television Programs, of Toronto, is as interested in negotiating new production deals as it is in selling product internationally.

The lineup of programming includes *In Session*, a series on recording artists at work; *Bourbon Street Parades*, jazz and dixieland greats; *Nashville Swings*, country stars on stage; and *Pete's Place*, "off-the-wall humor" in a Vegas nightstrip.

Among Canadians beating the export drums, none is likely to overshadow Lawrence Carota, president of East In Motion Pictures, Inc., located at Hollywood and Vine, in the resort town of Shediac, New Brunswick. Among its projects is *Getting to Work*, a humorous drama series about the unemployed—a subject that Atlantic Cana-

*While the private sector in Canada continues on a roll, public broadcast has fallen on hard times. Government budget cuts brought a reduction in staff at CBC.*

da hitherto has found nothing to laugh about.

But unabashed optimist Carota says he's imported a couple of Canadian writers from Hollywood, Paul Wayne and Franelle Sylver, to tap a rich vein of humor that he believes he's found in Shediac by the sea.

"We know more about unemployment than any other place in North America," says Carota enthusiastically. "And we're going to make it work." He's also shooting a 90-minute pilot for a half-hour series called *The F.A.C.T. Team*, which features five teenagers who are whisked into the future to prevent disasters foreseen by an Indian shaman with clairvoyant visions.

And he's promoting *New Brunswick Jamboree*, a one-hour version of foot-stompin' stars of Atlantic Canada; and *Pharos—Lighthouses of the World*, with "aerial and underwater shots of lighthouses from ancient Alexandria to the Statue of Liberty."

If nothing else, Carota will help put Shediac on the map, where an impressive studio has been constructed. It's been a long time since Atlantic Canada sounded as upbeat as he makes it. But



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then, as he explains, "I'm originally from California."

### Public broadcasting troubles

While the private sector in Canada continues on a roll, public broadcasting has fallen on hard times. Government budget cuts brought reductions in production and staff at the CBC, along with a corresponding plunge in morale. In addition to these problems, a new computerized accounting system rushed into service at the CBC resulted in an horrendous goof. Canada's auditor-general reported to Parliament that \$57 million had simply disappeared in the CBS's streamlined bits and bytes. By year's end it still hadn't been found.

If that weren't enough, a citizen's group called Friends of Public Broadcasting, that hitherto had rushed to the defense of the embattled CBC president Pierre Juneau, 64, now suggests that he resign for the good of the country. Meanwhile, Juneau found some soul mates last month at an international congress in Montreal called Convergence II, on the impact of new TV and film technology. "Cultural sovereignty" throughout the western world is threatened by a flood of American films and TV, Juneau said, as other public broadcasters from afar dourly nodded in agreement.

The problem, Juneau suggested, is that Americans view the rest of the world as a "cultural market" to be ex-

### Telefilm's three funds

Telefilm Canada administers three separate investment funds from the federal government in Ottawa:

A new Feature-Film Fund, announced last July, providing \$21.5 million-a-year (U.S.) for five years, plus 10.8 million for three years to dub or sub-title films; a \$47 million-a-year Broadcast Fund, for television production; and a much smaller "regular" fund, that Telefilm inherited from the Canadian Film Development Corp. that the latter outgrew in 1982.

To qualify for loans or investments, a Canadian movie producer must first have a contract with a Canadian distributor, and a TV producer must have a broadcast agreement with a television station or network.

In 1986, Telefilm investments in private television production from the Broadcast Fund were (U.S.): drama, 14 English, 14 French—\$21 million in projects of \$72.3 million; variety, seven English, 21 French—\$2.9 million in projects of \$8 million; children's, seven English, five French—\$4 million in projects of \$13.7 million; documentaries, 15 English, 15 French—\$4.3 million in total of \$13 million; scripts and development—\$3.6 million in projects of \$8.7 million. Total investments—\$35.8 million in projects of \$115.7 million.

Further TV production investments of \$2.2 million (U.S.) in projects of \$9.4 million, much of it for program and script development, were made from Telefilm's regular fund.

In the few months that the Feature Fund was available, Telefilm invested \$10.5 million (U.S.) in movies with budgets totaling \$25 million. □

ploited for profit. This is a "sterile force" that overwhelms the broadcasting marketplace of other countries.

But John Eger, a former president of CBS Broadcast International, disputed this idea of a monolithic U.S. giant stomping out indigenous cultures elsewhere. "I don't believe that *Hawaii Five-O* or *The Dukes of Hazzard* are turning Bavarian children into California surfers," he told the conference. "I don't believe any culture can be undermined by *Leave It to Beaver*."

Jack Petrik, vice president of programming for Turner Broadcasting, suggested that "it's about time to bury the phrase, cultural imperialism."

Whatever internal problems the CBC has, they have not curbed the public broadcaster's sales wing, CBC Enterprises. Inta Janovskis, director of program sales, says that in the 1958 fiscal year, "our total gross foreign sales were \$5.7 million (Can) and in 1986 we

"Narcissus"





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were at that point by the end of November, with a projection at \$7.9 million by year's end. So I'm really happy at the way things have gone." Approximately 40 per cent of CBC sales were in the U.S.

Two special projects that CBC Enterprises is exporting are a new classical music series, *Glenn Gould Plays* and a docudrama series, *Moments in Time*. The Gould series, a co-production with Revcom, of Paris, features the late pianist in works never seen or heard before. "CBC Enterprises," says Janovskis, "has rights to the Glen Gould estate and out of that last year we released a two-hour Gould portrait. Most of this hasn't been seen. It was in Gould's library."

*Moments in Time* are dramas previously seen on the CBC in a series called *For The Record*. Actor Al Waxman (of *Cagney and Lacey*) is host. Enterprises is also offering two new movies, *The Last Season*, a story about a tough NHL hockey player who tries to keep his failing career going in Finland; and *Island Love Song*, a romantic story set in Cape Breton, Nova Scotia.

Janovskis says that other CBC Enterprises series, such as *Seeing Things*, *King of Kensington*, *Hanging In* and a

**A citizen's group called Friends of Public Broadcasting, which previously defended embattled CBC president Pierre Juneau, 64, now suggests that he resign, but Juneau has found some soul mates at an international congress.**

TV movie package, are being offered in the U.S. by representatives, Orbis, Acama Films and All-American.

The National Film Board of Canada, which like the CBC has endured budget cuts and task-force investigations, found its future looking brighter with the start of the new year. NFB chairman Francois Macerola was able to report to Parliament that "NFB films are preeminent" on the current Canadian film and TV scene, including *Anne Trister*, *Pouvoir Intime* and *The Decline of the American Empire*, as well as such TV documentaries as *Final Offer*, about the breakaway of a Canadian auto union from its American parent; the three-part *Defence of Canada*; and *Feeling Yes, Feeling No*, about child

sexual abuse.

On the international scene, 56 NFB films won 110 awards. For example, *Narcissus*, which recreates the greek myth Narcissus in multi-layered film shots of ballet dancers, won an award at New York's 1984 *Dance in Camera* Festival. Tom Bindon, director of the NFB's international marketing, says that "our export sales in the last year were \$1.7 million (U.S.), a substantial increase from the previous year and for the first time in the history of the Film Board enabled us to realize a net profit on our international operations." Bindon says of those export sales, 50 per cent were to the U.S., mostly to PBS and cable networks, an increase from previous years. □

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Mr. Riley



Mr. MacMillan

*Representatives:* Ted Riley, *p*; Michael MacMillan, *p*, *Atlantis Films Ltd.*; Peter Sussman, *exec prod*, *Atlantis Films Ltd.*

### Properties:



*The Ray Bradbury Theater*



*Airwaves*

**The Ray Bradbury Theater**—6 half-hour dramas from science-fiction master Ray Bradbury, starring Peter O'Toole, Jeff Goldblum, Nick Mancuso, William Shatner, James Coco and others.

**Airwaves**—26 half-hour comedy drama series about three generations living in one house. Co-produced with Ironstar Communications.

**Vulcan E.F.T.S.**—half-hour pilot for a comedy drama series about a war-time air base near the small Ontario town of Vulcan, where student pilots are trained for duty during WWII.

**The New North**—2-hour feature documentary hosted by Farley Mowat looking at the arctic regions of the world. A Norwolf/Cineworld co-production in association with the National Film Board of Canada.

**Brothers By Choice**—6 half hours or 1 95-minute feature about two brothers, one of whom is adopted, on an odyssey of self-discovery. Co-produced with Ironstar Communications.

**Four Strong Winds: Ian & Sylvia & Friends**—60-minute musical special, in stereo, commemorating the reunion of some of the great singer/composers of the folk era including Ian & Sylvia, Emmylou Harris, Judy Collins and others.

**Tales of the Mouse Hockey League**—animated 30-minute pilot, 5 half-hour episodes emphasizing fun and fair play in sports.

**Northern Lights**—26 half-hour stories on the universal themes of family and community life, human conflict and human relationships.

**Rainbow**—12 half-hour films for the family.

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Ms. Bennie

*Representative:* Isme Bennie, *p*.

### Properties:



*Peter Ustinov in China*



*Degrassi Junior High*

### New

**Peter Ustinov in China**—2 one-hour episodes which record the impressions of actor-writer Peter Ustinov during his first visit to China as goodwill ambassador for UNICEF.

**Degrassi Junior High**—13 half-hour episodes aimed at 10 to 15 year olds about what really goes on in the kid-adult world of junior high.

### Other Programming

**Welcome to the Parade**—83-minute feature about a young drug addict who tries to doublecross his pusher.

**Peter Ustinov's Russia**—6 hours with Peter Ustinov as he returns to the land of

## Isme Bennie International

*continued*

his ancestors.

**Free to Fly**—13 15-minute exercise shows for young audiences.

**OWL/TV**—20 half hours on nature, science and the environment for children.

**Battle of the Monster Trucks**—50 minutes with the biggest, meanest monster machines ever created in America's hottest new supersport.

**Monster Trucks: The Final Battle**—50-minute documentary.

**Kids of Degrassi Street**—26 half hours about the everyday lives of a group of children.

**Fishtales**—13 15 minutes with undersea creatures who become lively "characters" who play out dramatic adventures in their natural environment.

**Camp Caribou**—26 half hours as "counsellors" Tom and Mark offer pointers on outdoor living and lead children through a variety of activities.

**Kidazzle**—26 half-hour "how-to" magazine show with items on fixing toys, making magic, understanding film, etc.

**Neon: An Electric Memoir**—26 minutes of information and visual art recounting the history of neon and its development in art, architecture and commerce.

**Tina Turner at Devil's Lake Ranch**—one-hour concert from Western Canada.

**Singin' and Dancin'**—one-hour musical review starring old favorites and new hits.

**Trespass**—11 animated minutes about a young woman's obsession with her hair.

**Superchargers**—half-hour of exciting and unusual motorsports from the 1985 and 1986 seasons.

**Benson & Hedges International Fireworks Competition**—half-hour showing the elaborate preparations and spectacular displays of this highly unusual event.

**Improper Channels**—comedy feature about getting even starring Alan Arkin and Mariette Hartley.

## Canamedia Productions Limited

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*Mr. Harris*

*Representative: Les Harris.*

*Properties:*



*The King of Friday Night*

**The King of Friday Night**—88-minute rock 'n roll television movie about a 1960s rock band, shot in "Chromavision."

**444 Days to Freedom: What Really Happened in Iran**—100-minute documentary about the true story of the Iranian Hostage Crisis as told by the hostages themselves.

**Escape from Iran: The Canadian Caper**—96-minute television movie about the Canadian Caper escapade of the Iranian Hostage Crisis. Available for U.S. home video.

**Chabot Solo**—3 one-hour whimsical documentaries about the history of aviation as told by an octogenarian aviator who flies everything from a Bleriot to the Concorde.

**Festival of Authors**—one-hour arts special with thirty of the world's top writers.



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Ms. Janovskis



Ms. Longo

*Representatives:* Paul Cadieux, *gen mgr*; Inta Janovskis, *d, prog sls devel-op*; Cyd Longo, *mgr of sls, U.S.*; Frank Schatz, *sls exec, U.S. (NY)*.

*Properties:*



*Moments in Time*



*The Last Season*

**Moments in Time**—series of poignant dramas on issues that affect us all, including mid-life crisis, executive women, obsessive dieting, home birth and other topics.

**The Last Season**—the dramatic and ultimately tragic story of one man's struggle to reconcile his past with his future, starring Booth Savage, John Colicos and Johanna Raunio.

**The Fifth Estate**—26 half hours.

**A Journey Back**—54 minutes.

**Canada's Sweetheart: The Saga of Hal C. Banks**—115 minutes.

**Judge**—12 half hours.

**Home Fires**—13 hours.

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*Representatives:* Diane Laurier, Bernard Dagenais.

**Cinar Films Inc.**

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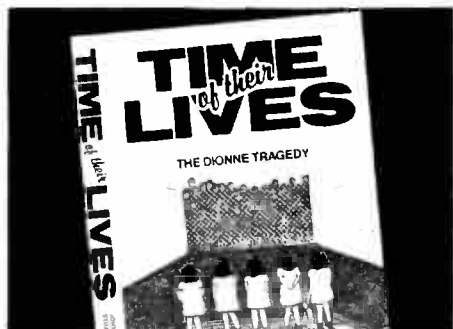
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*Properties:*



*The Wonderful Wizard of Oz*



*Time of Their Lives*

**The Wonderful Wizard of Oz**—52 animated half hours, 4 animated 90-minute features based on L. Frank Baum's classics.

**Time of Their Lives**—feature film about the Dionne Quintuplets.

## Cinar Films Inc.

continued



Ms. Charest



Mr. Weinberg

*Representatives:* Micheline Charest, *p*; Ronald A. Weinberg, *vp*; Elizabeth Klinck, *d of develop & prodn*; Pierre Michaud, *post-prodn sup*; Liz Joyce, *prodn coord*; Colette Fortin, *admin asst*.

**The World of David the Gnome**—26 animated half hours, 1 90-minute animated feature.

**The Adventures of Albert & Sidney**—150 10-minute cartoons.

**The Smoggies**—26 animated half hours about the colorful characters of Smoggyland.

**John the Fearless**—animated feature film in medieval settings based on the classic story.

**Ovide**—26 animated half hours about a duck-billed platypus.

**Hockey Night**—live-action television drama starring Megan Follows and Rick Morains.

**Moon Madness**—fully-animated theatrical feature.

**Peter and the Wolf and Other Tales**—live-action adventure tale featuring Ray Bolger.

**Baron Munchausen**—fully-animated theatrical feature.

**Space Quest for F-01: The Thalian Space Wars**—animated science fiction films.

**Backstreet Six**—live-action adventure story.

**Clown White**—one-hour live-action feature starring Saul Rubinek.

**Jen's Place**—one-hour family drama starring Megan Follows.

**Johnny the Giant-Killer**—animated feature.

## CineVisa International Media Distributors

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Mr. Murphy



Mr. Haughuan

*Representatives:* Michael Murphy,  
Bernie Haughian.

*Properties:*



*Max Haines Crime FLASHBACK*

**Max Haines Crime FLASHBACK**—26 half-hour series of true crime dramas hosted by crime columnist Max Haines.

**SCOUTS! The Rise of the World Scout Movement**—58 minutes on the origins of scouting set against the social and political background of the 20th Century, including original footage from the Baden Powell family archives.

**North American Indian Portraits**—13 24-minute examination of the North American Indian from many different viewpoints . . . historical, religious and political.

**Museum Without Walls**—9 54-minute series designed to display art in a dimension never attainable in walled museums . . . the motion picture medium.

**Connecting**—9 28-minute teen-oriented series dealing with topics such as suicide, dating, self-image, alcohol, sex, pregnancy and step families.

**Music Concerts**—4 60 minutes featuring Paul Horn, Powder Blues, Valdy and Shari Ulrich.

**Wild Goose Jack**—60-minute biography on the life of Jack Miner, the father of wild-life conservation.

**Vancouver-On the Move**—60-minute documentary special on the home of Expo '86 featuring historical and contemporary views of this city. English and French versions available.

**Zig Zag**—24 28-minute information and entertainment series for children.

**The Gift**—60-minute moving and gentle drama about an encounter between a young native orphan girl, a priest and a tramp.

**Knife Edge**—60-minute documentary examining the perilous balance-of-terror theory in relation to nuclear weapons.

**In the Shadow of the Mountains**—30-minute portrait of one man's quest for meaning by risking his life on one of the world's highest peaks.



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*continued*

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*Mr. Wilson*

*Representatives:* Bill Cooke, p; Cliff Wilson, vp, gen mgr; Alex McWilliams, Bill Cooke, Jr., sls.

**Starting Right Now**—28-minute humorous musical drama aimed at teenagers attempting to dissuade people from smoking.

**Wall to Wall**—28-minute documentary chronicling the progress of a group of Canadian prisoners who organized the "Humanist Group" to work with the mentally handicapped.

**City Survival**—28-minute light-hearted dramatic look at the problems a young adult encounters on her first move from the country to the city.

**Rise and Fall of Silver Islet**—28-minute documentary drama about a tiny, storm-battered rock that became the world's greatest and richest silver mine.

**Pnina Granier: Profile of an Artist**—28-minute look at the unique works of this popular international artist profiled through her various phases.

*Properties:*



*In Session*

**In Session**—26 half hours recorded in stereo offering behind-the-scenes looks at international recording stars performing together in a recording studio setting.

**Bourbon Street Parade**—78 half hours featuring the greatest names in dixieland, swing, jazz and blues.

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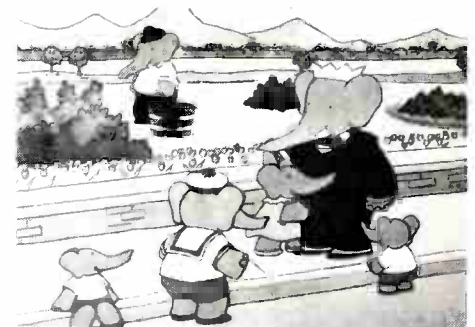
*Ms. Clayton*

*Representative:* Alison Clayton.

*Properties:*



*The Tin Soldier*



*Babar and Father Christmas*

**The Tin soldier**—animated half-hour based on Hans Christian Andersen's story of a one-legged tin soldier and the music box ballerina, narrated by Christopher Plummer.

**Babar and Father Christmas**—animated adaptation of the book by Jean de Brunhoff on the adventures of King Babar as he leaves the Elephants' country in search of Father Christmas

**The Bestest Present**—animated Christmas special based on Lynn Johnston's comic strip "For Better or for Worse."

**Rumpelstiltskin**—animated half-hour based on the story by the Brothers Grimm narrated by Christopher Plummer.

**The Body Electric**—animated action-adventure science fantasy featuring the music of Rush.

**The Velveteen Rabbit**—animated story of the little toy rabbit who yearns to be real, narrated by Christopher Plummer.

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Mr. Carota



Ms. Prowse

Representatives: Lawrence Carota,  
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### Properties:

**Getting to Work**—half-hour situation comedy about a downtown job placement center and the characters who work there.

**The F.A.C.T. Team**—half-hour series about five teenagers and an Indian Shaman who, with the use of a time machine, try to stop disasters in the future before they happen.

**Pharos—Lighthouses of the World**—2 one-hour documentaries on lighthouses around the world and their place in history.

**New Brunswick Jamboree**—one-hour country music special featuring musical talent from the Province of New Brunswick.

## Ralph C. Ellis Enterprises Ltd.

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Telex: 06-22435  
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Monte Carlo: Salon Grand Prix



Mr. Ellis



Ms. Ellis

Representatives: R. Stephen Ellis,  
Cathy Ellis.

### Properties:



*The Man Who Loved Birds*



*Profiles of Nature*

**The Man Who Loved Birds**—60-minute documentary of John Bax, wildlife photographer who has traveled from the Arctic to South America filming rare bird species.

**Profiles of Nature**—65 30 minutes featuring in-depth studies of individual wildlife species, available in stereo.

**Fabulous Festival**—13 30 minutes capturing the magic of the annual Vancouver Children's Festival, featuring music and variety acts.

**October Stranger**—26-minute story about a native youth living on a northern reservation and the English teacher who spurs him on to find romance and the realization of his dream to become a writer.

**Arm of Gold**—48-minute documentary of Lee Cremo, a Micmac Indian whose legendary skill with the fiddle is a reflection of his own heritage and that of the Scottish settlers.

**Cities**—13 60 minutes as the great cities of the world are brought to life by famous personalities who each have a special association with the city of their choice.

**The Red Baron**—60-minute documentary using rare footage to re-create the life of World War I flying ace, Baron Manfred von Richtofen.



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Ms. L. Rouillard Ms. M. Rouillard

Representative: Lizanne Rouillard, intl sls mgr; Maryse Rouillard, Suzanne Deutsch.

*Properties:*



*Eartha Kitt Concert Special*



*Blue Line*

**Eartha Kitt Concert Special**—60 minutes recorded live in stereo in Quebec City August, 1986, featuring Eartha Kitt singing her greatest hits including "All by Myself," "God Bless the Child," "Where is My Man."

**Blue Line**—53-minute stirring and moving drama about an aspiring marathon runner featuring the music of David Bowie, Luba and others.

**Floating Over Canada**—51-minute float plane odyssey and musical fantasy over Canada featuring Gordon Lightfoot, Murray McLaughlan, Buffy Ste-Marie and others.

**Michel Legrand Summer '86 Concert Special**—60 minutes recorded live in stereo in Montreal July, 1986.

**Antonio Carlos Jobim**—60-minute concert recorded live in stereo in Montreal July, 1986 as the composer of "Girl of Ipanema" sings his greatest hits.

**Trap**—13 26 minutes where teenagers have to use all their skills to avoid falling into incredible traps.

**The Ghost Ship**—animated 25 minutes narrated by Vincent Price telling the story of a small village in 19th century England suddenly facing the arrival of a ghost ship.

**Whitecoat**—28-minute study of the harp seal pup on the icefield.

**The Natural Art of Robert Bateman**—25 minutes with Canadian naturalist and wildlife painter Robert Bateman as he tells about his art and way of painting.

**Encore Jazz Series**—50 hours featuring Miles Davis, Gray Burton & Makoto Ozone, Cleo Laine, B. B. King and others. Available as series or individual programs.

**Natural Roots**—12 26 minutes.

**Mingan Island**—52 minutes.

**Zigzags**—6 25 minutes.

**Transistors**—12 25 minutes.

**Secret Railroad**—52 5 minutes or 13 26 minutes.

**Divine Sarah**—85 minutes.

**Films Transit Inc.**

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Canada H2Y 1C8  
514-844-3358  
Telex: 055-60074  
Monte Carlo: Salon Grand Prix



Mr. Rofekamp

Ms. Le Clef

Representatives: Jan Rofekamp, Catherine Le Clef.

*Properties:*



*The Morning Man*



*Henri*

**The Morning Man**—the true story about a convicted bank robber who escapes, and gives himself one year to prove that he is at heart an honest man.

**Henri**—a teenager runs the yearly cross country race in a desperate attempt to save his family from falling apart.

## Films Transit Inc.

continued

**The Journey—A Film for Peace**—presented by Peter Watkins.

**Equinox**—a psychological drama about a man haunted by his past, in search for vengeance.

**Samuel Lount**—an intense and human drama about Samuel Lount, a man who finds himself torn between pacifism and rebellion during the Canadian uprising of 1830.

**Anne Trister**—a film about the vacuum between the need to love and the sense of loss.

**A Question of Loving**—a question where there are no answers, full of nostalgia and regrets, hope and humor.

**Pouvoir Intime**—they planned the perfect robbery but encountered a deadly surprise.

**Nous Pres, Nous Loin**—52-minute documentary about four Caribbean islands divided by history but who share a common language, Creole.

**No Longer Silent**—52-minute documentary about women in India with special accent on the problem of marriage, the dowry and bride burning.

**Memories of an Everyday War**—58-minute documentary on Chile today, focusing on a priest, an actor, a former police officer, the widow of a human rights activist and a religious group seeking to end torture.

## Thomas Howe Associates Limited

1226 Homer Street  
Suite 1  
Vancouver, British Columbia  
Canada  
604-687-4215  
Telex: 04-508654  
Booth: 865



Mr. Howe

Representatives: Thomas Howe, Janine McCaw.

Properties:



*Breakaway-Outdoors with Terry and the Tiger*



*North American Indian Portraits*

**Breakaway—Outdoors with Terry and the Tiger**—13 30-minute “outdoor” sports series with a different guest star and adventure every week. Episodes include “Fishing with John Candy” and “Mountain Climbing with Bruce Jenner.”

**North American Indian Portraits**—13 30-minute examinations of the North American Indian from historical, religious and political aspects.

**Zig-Zag**—8 30 minutes hosted by Biff and Bart from their Club House.

**Connecting**—9 30 minutes with an audience of teenagers as they discuss such topics as suicide, dating, self-image, alcohol, sex, teen pregnancy, step families.

**Vancouver on the Move!**—60-minute documentary on the home of Expo '86. English and French versions available.

**Starting Right Now**—humorous musical drama aimed at teenagers attempting to dissuade people from smoking.

**City Survival**—30-minute light-hearted look at the problems encountered by a young woman's first move on her own from a rural to an urban environment.

**Rise and Fall of Silver Islet**—30-minute documentary drama about a tiny, storm battered rock that became the world's greatest and richest silver mine.

**Museum Without Walls**—9 54-minute films, each revealing an historic art experience made possible only through the artistry and flexibility of the motion picture medium.

**Wall to Wall**—30-minutes about a group of Canadian prisoners who work with the mentally handicapped.

**Pnina Granier: Profile of an Artist**—30-minute look at the unique works of the popular international artist profiled through her various phases.

**Chinese Cafes in Rural Saskatchewan**—30-minute look at the Chinese Cafe in Saskatchewan, from sweet and sour pork to fish and chips.

**Born Again Primitive**—60 minutes with Russell Means, former militant leader of the American Indian Movement.

**Glass F-EX**—5-minute computer-assisted video animation in a lyrical short program.

**Indian Legends of Canada**—15 30-minute series on the legends of the various Indian nations.



## Ironstar Communications Inc.

179 Indian Road  
Toronto, Ontario  
Canada M6R 2W2



Mr. McGillivray

Representative: Derek McGillivray.

### Properties:

**Airwaves**—13 30 minutes, 13 more in production. Contemporary drama comedy series about three generations of one family coping with life in the 80's.

**You Can't Do That on Television**—65 30-minute fast-paced children's comedy series, available in markets outside North America.

**Brothers by Choice**—6 30 minutes, 13 more in production. Contemporary drama comedy series about three generations of one family coping with life in the 80's.

**K.Y.T.E.S.: How We Dream Ourselves**—60-minute sensitive documentary about a theatrical group of street kids turned actors.

**Quintet: Visions of Five**—77-minute feature documentary which takes its cameras front and center, backstage and offstage at the Toronto International Festival.

**A Funny Thing Happened on the Way to the Symphony**—60 minutes of laughs and music with Tim Conway, Kay Ballard, Skiles and Henderson, Charlie Farquharson and the Edmonton Symphony Orchestra.

## Karvonen Films Ltd.

373 Wyecliff  
22560 Wye Road  
Sherwood Park, Alberta  
Canada T8A 4T6  
403-467-7167  
Booth: 865



Mr. Karvonen

Representative: Albert Karvonen, p.

### Properties:



Grizzlies of the Great Divide



High Arctic Close-Up

**Bighorns of Beauty Creek**—the strange society of a band of Bighorn Sheep of Beauty Creek.

**Grizzlies of the Great Divide**—filmed over a three-year period, this film offers an insight into the world of the Grizzly Bear of the Rocky Mountains' Great Divide.

**Wild Dogs of Jasper**—the story of the wolves and coyotes of Jasper National Park in the Canadian Rockies.

**Animals in Action**—six vignettes emphasizing animal behavior through picture and sound as it relates to courtship during breeding season and the defense of territory.

**High Arctic Close-Up**—an exploration of the life and environment found in the Canadian high arctic.

**Giants of the Forest**—the lives of the moose and wapiti which inhabit the American northwest.

**Hunters of the Sky**—a fascinating look at the owls and hawks of North America.

**The Double Life of the Whooping Crane**—from the protective surroundings of Canada to the industrialized winter nest in Texas, this film offers a look at the last wild flock of whooping cranes.

**Lure of the Rockies**—a look at the diversity of wildlife of the Rocky Mountains.

**Survivors of the Shortgrass**—a look at the remaining wildlife species of the American prairie.

**Filming the Fish Hawk**—a four-year film odyssey on the life cycle of a pair of northern osprey.

**Destroyers of Mountains**—a film about the giant glaciers at work against the majesty of the Rocky Mountains, and the wildlife that inhabits the area.

**Call of the Loon**—a chronicle of the life cycle of the common loon.

## National Film Board of Canada

1251 Avenue of the Americas  
16th Floor  
New York, NY 10020  
212-586-5131



Ms. Terrell

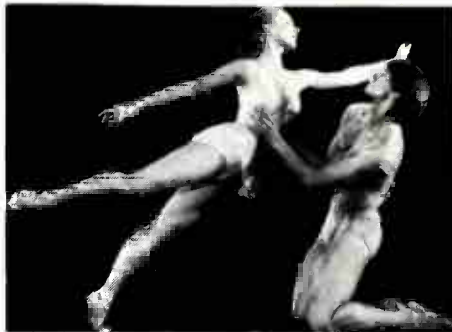


Mr. Rowe

*Representatives:* Rachel Cournoyer,  
*U.S. sls mgr:* Mary Jane Terrell, *public*  
*tv sls rep;* John Rowe, *cable sls rep.*

*Services:* Producer of documentaries,  
animation and dramatic films. Films  
available for licensing to agents,  
distributors, stations and networks.

### Properties:



*Narcissus*



*Dream of a Free Country*

**At the Wheel**—4 one-hour films on man and the automobile. "After the Crash," "On the Road," "Under the Influence," "The Road Ahead."

**Dark Lullabies**—feature documentary exploring the impact of the Holocaust on the post-war generation of Jews and Germans.

**Final Offer**—feature documentary about the labor negotiations between the UAW and General Motors.

**After the Axe**—executive termination and its aftermath.

**Who Wants Unions**—shows how companies can become union free.

*Women's Issues*

**Speaking Our Peace**—international women's peace initiatives.

**Best Time of My Life: Portrait of Women in Mid-Life**—women on aging, careers, family life and personal growth.

**D.E.S.: An Uncertain Legacy**—consequences of D.E.S. on the second generation.

**The Recovery Series**—4 programs on women's alcohol rehabilitation.

**Discussions in Bioethics**—8 open-ended programs about the consequences of advanced medical science.

**Elk Island**—an island park sanctuary.

**All About Bears**—bears in their habitat.

**Wild in the City**—urban wildlife.

**Where the Bay Becomes the Sea**—the richness, complexity and fragility of marine life.

**A Gift for Kate**—the relationship between a boy and his mother, a former mental patient.

**Running Scared**—jealousy destroys a man's relationship.

**One Step Away**—teenager accused of delinquency.

**Capital**—father and son learn the value of capital.

**The Umpire**—a 9 year old deals with parent's separation.

**Starbreaker**—space fantasy drama.

**Left Out**—a young girl misses her school trip because her father is out of work.

**The Hospital**—a young boy's frustration on not knowing why his mother is sick.

**The East Comes West**—coaches and athletes from the Soviet Union discuss differences in training.

**Almost Giants**—woman's gymnastics.

**Fighting Back**—portrait of a boxer.

**Atwood and Family**—Margaret Atwood discusses character motivation.

**First Stop, China**—ballet company on tour.

**Narcissus**—McLaren's ballet interpretation of the Greek myth.

**Musical Magic: Gilbert and Sullivan in Stratford**—behind-the-scenes view of three operettas.

*International*

**Speaking of Nairobi**—overview of issues at U.N. world conference for women.

**Dream of a Free Country: A Message from Nicaraguan Women**—a record of women's participation in the revolution.

**No Longer Silent**—technical and cultural exchange with Nicaraguan farmers.

**Last Days of Okak**—portrait of an epidemic that devastates an Eskimo village.

**The Arctic: Our Common Responsibility**—northern peoples voice common concerns.

**Animation**—half-hour and one-hour compilations to meet all needs.



## Raymond International

353 St. Clair Avenue East  
Toronto, Ontario  
Canada M4T 1P3  
416-485-3406  
Telex: 06-22339  
Booth: 865



Mr. B. Raymond    Mr. D. Raymond

*Representatives:* Bruce Raymond,  
Donovan Raymond.

### *Properties:*



*50 Plus*

**50 Plus**—half-hour series aimed at the mature audience hosted by Margie Castle. Among the topics covered are health, housing, financial strategies, fashion, life-style and recreation.

**Verdict**—24-part courtroom drama series hosted by Jon Granik, with programs based on general situation dealt with in the Canadian courts.

**Stone Cold Dead**—95 or 108 minutes starring Richard Crenna as a tough cop involved in a manhunt for a sniper who kills only prostitutes.

**Day By Day**—83-minute look at life's many cycles, with Francois, his friend Jean Claude and Jeanne, a woman who runs a flower shop.

**One Week in Summer**—one-hour with the Canadian Cultural Heritage Festival as they sing and dance amidst the beautiful scenery of Prince Edward Island.

**Outdoor Encounters**—13 half-hour encyclopedia of information on the Canadian wilderness.



*Verdict*

## Rhombus Media Inc.

14 Belmont Street  
Toronto, Ontario  
Canada M5R 1P8  
416-962-9131  
Telex: 06366 (CNCP EOSTOR) TO23:  
RHB962

*Representatives:* Niv Fichman, Larry  
Weinstein.

### *Properties:*

**Magnificat**—50-minute production of Bach's most joyous work as performed by Tafelmusik and the Tudor Singers, crosscut with a jazz version featuring Bobby McFerrin, Anne Mortifee and the New Swingle Singers.

**All That Bach**—50-minute celebration of the music of Bach as performed by Keith Jarrett, Christopher Hogwood and the Academy of Ancient Music and others.

**Making Overtures**—28 minutes about a small town orchestra and choir, their passion, their imaginative fund-raising efforts, and their will to survive.

**Music for Wilderness Lake**—30 minutes as 12 trombonists play meditative music to each other across a wilderness lake, at dawn and at dusk.

**You Call Me Coloured**—30 minutes with the members of the community arts group, Black Perspectives.

**A Sense of Music**—30 minutes on the new philosophies in music education that can lead to a life-long appreciation of making music.

**Opus I Number I**—21-minute musical documentary in Sonata form of a Beethoven piano trio performed by three young musicians.

**Opus Two**—60-minute sequel to Opus I Number I, taking place five years later as the three artists prepare and perform for a prestigious international competition.

**Cowboys Don't Cry**—30-minute portrait of an 88 year old pioneering cowboy living in the mountains of western Canada.

**Whalesong**—60-minute musical tribute to man's fascination with whales, filmed at the Vancouver Aquarium.

**Blue Snake**—Robert Desrosiers' futuristic ballet performed by the National Ballet of Canada.

## Visual Productions '80 Limited

101 Niagara Street  
Suite 1  
Toronto, Ontario  
Canada M5V 1C3  
416-868-1535  
Telex: 06-218079  
Booth: 865



Mr. Shenken



Ms. Shenken

Representatives: Lionel Shenken, Beverly Shenken.

### Properties:



### Making Trax

**Making Trax**—26 half-hour music series which takes a look at the art of the recording studio featuring musicians and bands in live recording sessions.

**Last Chance**—the story of a former hit man seeking peaceful anonymity in Australia when his world comes apart, starring Jane Seaborn, Robin Dene, Simon Wolfe and Michael Woods.

### The Tower

**Shock Chamber: A Trilogy of Terror**

**The Hijacking of Studio 4**

**Death in Hollywood**

**Marked for Death**

**Price of Vengeance**

**Survival 1990**

**Blue Murder**

**The Borrower**

**The Edge**

**Lady Bear**

**Deadly Pursuit**

**The Chronicle of 1812**

**The 50's Connection**—24 30 minutes.

**Street Set**—24 60 minutes.

**Glitter**—130 30 minutes.

**Just Jazz**—65 30 minutes.

**The Wayne Thomas Show**—52 60 minutes.

**Lively Specials**—26 30 minutes.

**Music til Midnight**—130 30 minutes.

**Travellin' Music**—39 30 minutes.

**Lively Country**—78 30 minutes.

**The Music Store**—26 30 minutes.

**Music Circle**—26 30 minutes.

**Sounds Good**—78 30 minutes.

**Backstage**—78 30 minutes.

**401 Music Store**—26 30 minutes.

**Now 31!**—television dramas including "Mark of the Beast," "Body Count," "Last Chance," "Night trackers," "Blood Runners," "Year of Fire," "Niagara Strip," "Virgin Paradise," "Dead Run," "The Mutagen," "Laughing Man," "Made for Love," "More than a Match," "My Brother's Keepers," "Race to Midnight," "Puppet Show," "Death in Hollywood," "Shock Chamber," "The Chronicle of 1812," "Fly with the Hawk," "Deadly Pursuit/Comando Games," "The Edge," "The Borrower/The Highroller," "Bounty Hunters," "Survival 1990," "Blue Murder," "Lady Bear," "The Tower," "Marked for Death," "Hijacking of Studio 4," "Price of Vengeance."

Printed in the USA





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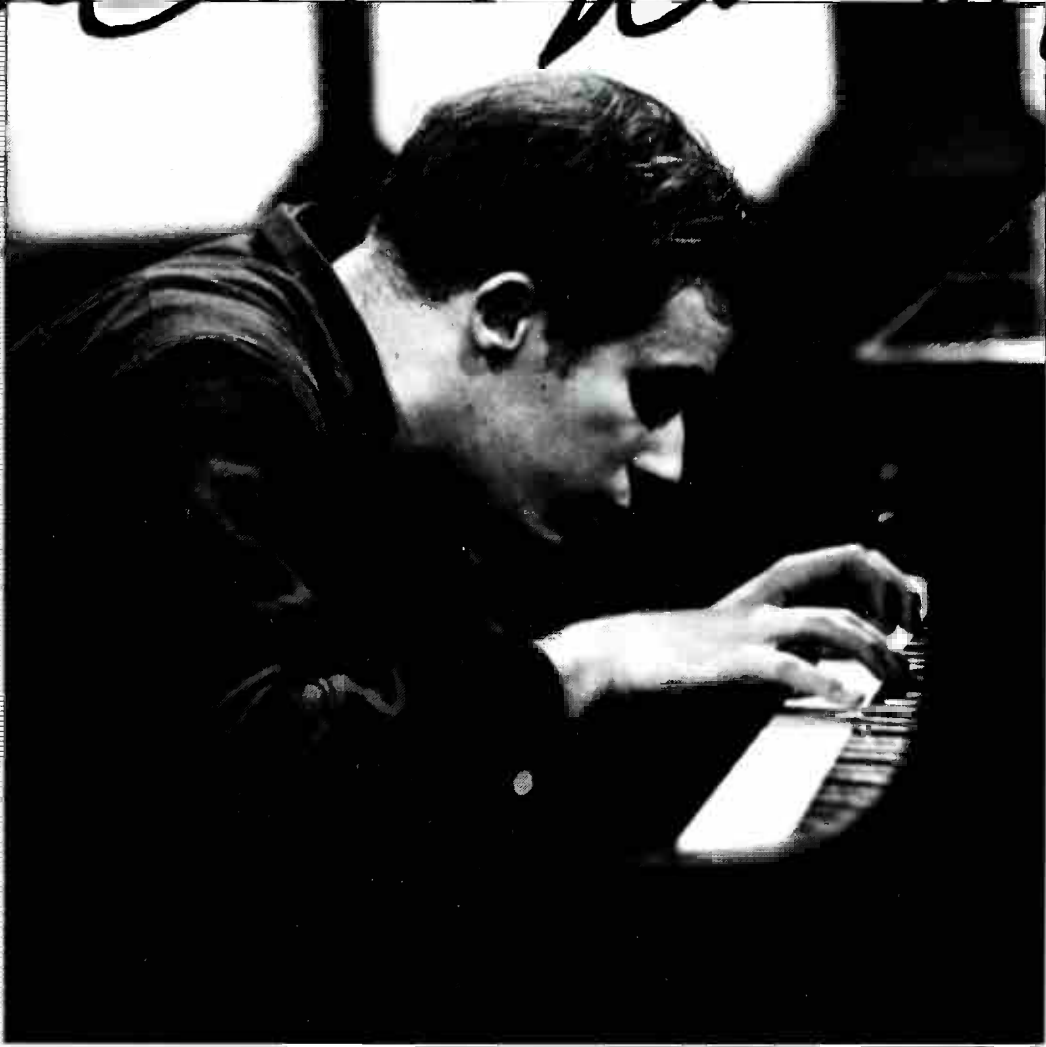
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# Viewpoints

## Leslie A. Wood



*Vice president, associate director of media information and analysis, Ted Bates Advertising/New York in a recent speech before the Advertising Research Foundation Media and Research Technologies Workshop in New York*

## Changed viewing patterns make current program ratings evaluation obsolete

The most direct impact of TV audience fragmentation is smaller ratings. In order to maintain the same statistical variance as large ratings, sample sizes must be increased. This is being accommodated by most of the television measurement services. The services plan to provide about 4-5,000 household samples vs. the current 1,700.

The other direct outcome is people meters. The diary is just not able to do the job when there are so many viewing options. This, too, is being addressed by most of the national measurement services.

There is no longer just one national option for an advertiser. There are several. We have network television, syndication and cable. However, today the quality of measurement varies widely across these three. They are not measured on a common basis. A cable network rating is very different than a network TV rating, and these differences are very difficult to factor into evaluations. We need a uniform, consistent measurement so that a gross rating point or cost-per-1,000 from one element can be compared on equal ground with another.

## New technology

It is time for this industry to move forward and properly measure VCR usage. Various services have talked about the capability of keeping track of playbacks to recorded tapes. Advertisers deserve a quality audience measure consistent with changes in the media. One of the major questions is how long we wait to get a final rating for a program. Are we willing to wait a year, a month or several days?

If we accept the Nielsen Diary Study, the majority of tapes are played back within three to five days. Even though television is purchased for its immediacy, I am sure we would be willing to have pocketpieces which would be different from the over-nights—with pocketpieces reflecting all playbacks made within three to five days. Or perhaps have the

timetable set on when the data is required to go into the pocketpiece.

It is time that this whole area be moved forward. Ted Bates has been questioning the value of VCR taping and how large a rebate our advertisers deserve for non-delivery of commercial audience.

Another area of great concern is the use of program audience vs commercial audience. The surrogate measure of average program audience no longer accurately reflects the audience to our commercials. The gap has continued to widen due to videocassette recorders and remotes.

Here is another "worst case scenario" just to give you an idea of the magnitude of this problem. Not long ago the World Series aired opposite the NFL football game. Enormous amounts of money were spent in the World Series for commercials. What happened? For every commercial, a drop in audience—sometimes on the order of five full rating points. At the beginning of the game, the minute by minute audience was considerably lower than the average.

Thus these commercials did not deliver the average, and in the second half, when the game was over-delivering, these commercials consistently dropped to the average program rating or below. In fact, on average the program delivered a 39 rating, while the commercial minutes delivered a 37 rating.

## New basis for buying

In light of this, doesn't it make more sense to evaluate and buy programs based on the commercial audience (37) instead of the program audience (39)? This is a "worst case," however. Programs vary in their commercial holding power, as do pods within a program. The use of commercial audience might provide the networks with the impetus to place commercials so that they deliver the largest audience possible.

A natural outgrowth of fragmentation, has been an abundance of data—data overflow. Thank goodness for PCs and [other] computers. If we had books, a truck would back up to the agency weekly and dump a truckload of paper. Computers save us from this overflow and provide precious analysis capabilities. The advances in this area must continue.

And with the computers will come a need for more, better quality researchers. I believe researchers will play a larger role in the advertising process, both at agencies and advertisers.

To recap the next steps, we are seeing larger samples and people meters from the national measurement services. Uniform measurement of network, syndication and cable is only a few steps away and certainly feasible in the near future. Action in the VCR measurement area will require more focus from advertisers and agencies. However, this too is possible in the near future.

The comfort of the status quo tends to impede change, even for a superior tool. This holds true for commercial audience measurement as well. However, Percy's measurement promises to take us into this area very soon. Enhancements in computing and analysis are sure to continue.

# Programming/Production

## Station reps report top picks for NATPE

Three first-run sitcoms, three comedy game shows and one "straight" game series, a talk-entertainment strip and two soft animation shows are the reps' best program picks going into the NATPE convention. Reps are expected to emphasize the strength of these programs in their presentations there. According to a TV/RADIO AGE survey of major rep programmers, the consensus is that, broken down into five programming categories, the likely winners to get on the tube and have strong potential, are, sitcoms—Lorimar-Telepictures' *Suddenly Sheriff*, MGM/UA's *We Got it Made*, and MCA TV's *Out of This World*, three of the five chosen by the NBC-owned stations for its access programming in the fall; game shows—*Win, Lose, or Draw*, from Buena Vista, 20th Century Fox's *Secrets and Rumors*, and *Truth or Consequences*, from Lorimar-Telepictures, both comedy-focused; plus *High Rollers*, from Orion, a traditional first-run strip.

In talk: *The Wil Shriner Show*, from Group W, followed by *Geraldo Live!*, from Tribune Entertainment, and *Slim Cooking*, from Syndicast Services, while in the shrink/talk genre, two, *Getting in Touch With Dr. David Viscott*, from Baruch TV, and Coca-Cola Telecommunications' *Good Advice With Dr. Joy Browne*, were the consensus choice of reps. In animation: Buena Vista's *Duck Tales* and Claster Television's *Jem*, now in strip form for the fall; home shopping: Lorimar-Telepictures' *Value Television* won over MCA-TV's *The Home Shopping Game Show*, although some reps were reluctant to pass judgment on *Game Show* because they had not seen a pilot. King Features' *Ask Dr. Ruth*, already on the air, also got good marks from most of the reps.

Predictions on the programs are based either on pilots or clips shown to reps pre-NATPE, stress the reps. Also, not all the reps interviewed wanted to speak for attribution.

The majority of reps are adopting a wait-and-see attitude toward *The Home Shopping Game Show*, with most saying they have seen only a brochure on the projected show. But John von Soosten, Katz Television Group's vice president, director of programming, says he likes VTV better than HSGS because, although it is a shopping service, the product on VTV is demonstrated in an informational way. Petry Television's Jack Fentress, vice president, director of programming,

has mixed feelings about VTV and is not certain that viewers who have cable and Home Shopping Network will watch the program.

Another rep says he had written off the show but that a VTV 15-minute clip has made him more receptive to the program. Harrington, Righter & Parsons, Dean McCarthy, vice president, director of program services, is probably the most bullish of the reps. He calls VTV great. It could be a major breakthrough. It's a well-done show and could do very well."

In the sitcom arena, *Suddenly Sheriff* won five of the seven major rep programmers as the top first-run weekly series in the genre, with the feeling among the reps that the present group collectively represents one of the better crops of sitcoms in some time. Two of the major reasons for *Sheriff* as their choice is that it is one of the NBC sta-



John von Soosten

tions' selections, and that the program is being introduced by a strong syndicator, who is able to get good clearances in good time periods. The same is true regarding the other two shows.

Regarding *Out of This World*, one rep notes that he liked the concept, and the story line seemed to be able to take different directions: "The little girl was very good." Von Soosten at Katz Television Group not only thinks that *Out of This World*, *Suddenly Sheriff* and *We Got It Made* will be launched for the coming fall, but mentions other weekly half-hours as well. These are *That's My Mama Now*, from Coca-Cola Telecommunications; D. L. Taffner's *Three Apartments*; *Together Again*, from Gaylord; and *We Got It Made* and *You Can't Take it With You*, from LBS Communications. Von Soosten notes that there may be others

that may go on the air, but these are given the best chance.

One rep thought highly of MCA TV's *Bustin' Loose*. Wanting to speak without attribution, the rep says that *Loose* was hard to evaluate because he only saw clips, adding the plots appear to be teen-oriented, "which isn't always a minus. The big plus is that it's one of the few ethnic-driven first-run sitcoms to be offered, and if stations are succeeding with *Good Times* and *What's Happening*, *Bustin' Loose* will fall into that mold."

*Three Apartments* also received a nod from the rep. "D. L. Taffner has a track record and is a factor in the marketplace, so I guess I have faith in him in this program as well. The concept of the show is not that far from what he has been doing." From HRP, McCarthy, picks as fourth sitcom choice *Groucho and Me*, half-hour cash-plus-barter show from ITF Entertainment. "It's a different kind of concept. The pilot was well-executed and I think it can be popular with viewers."

**DeLuise.** Multimedia Entertainment's *The Dom DeLuise Show*, a late sitcom entry, racked up a score with Petry Television's Fentress. "It's one of the potentially funniest shows I've seen in years. The way Multimedia presented the show was pure genius. They had DeLuise narrating a pilot, bringing guests in and doing little skits." On the other hand, Seltel's Janeen Bjork, vice president, director of programming, says her view of the presentation was that it consisted only of some one-liners, and that there wasn't any evidence in the demo tape to indicate what the series would actually contain.



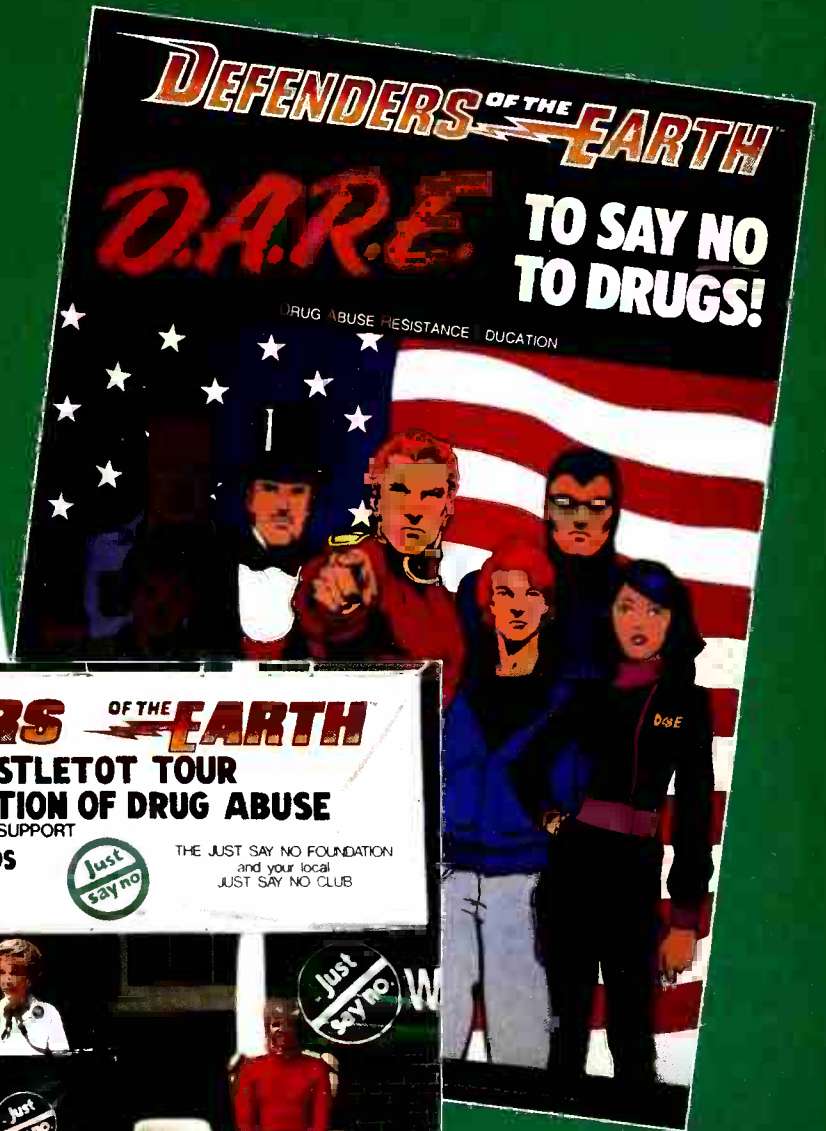
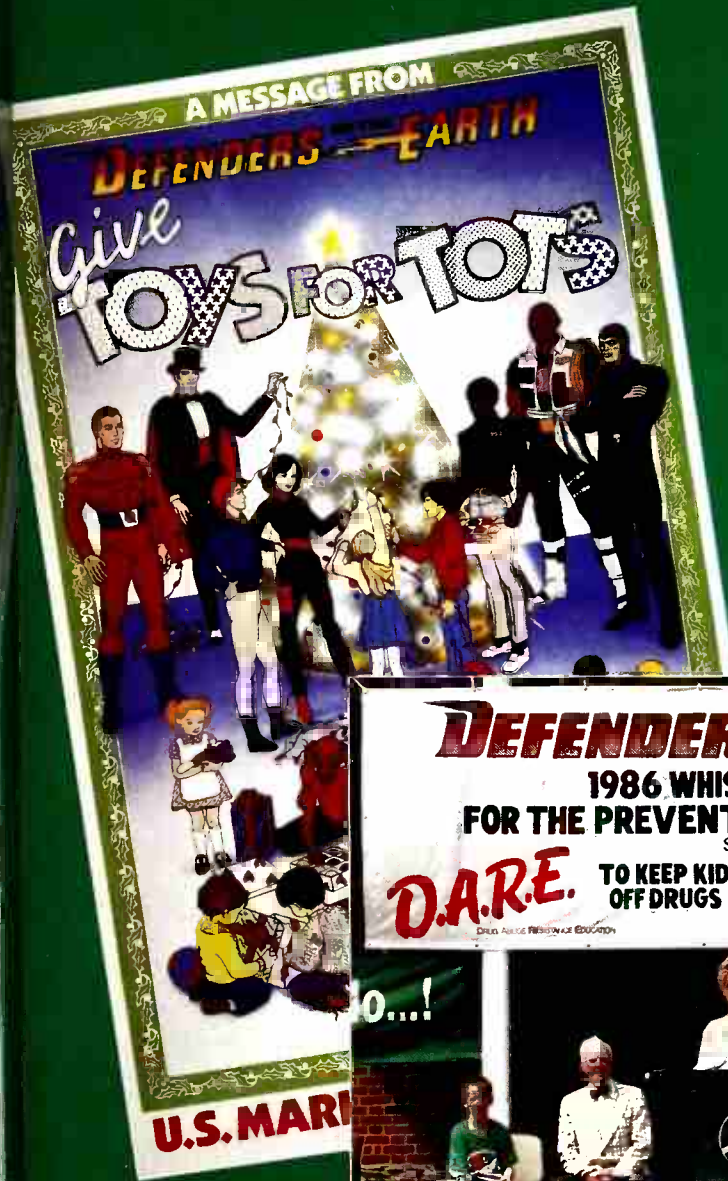
Dean McCarthy

*Marblehead Manor*, the Paramount Television sitcom entry, also acquired by NBC, got mixed reviews. Fentress at Petry sees the series as having potential. Another rep says he was disappointed in the pilot.

Von Soosten at Katz gives Lionheart Television's *Allo 'Allo* a chance. "It's hilarious and can get limited prime-



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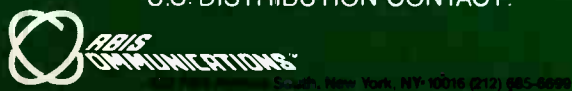
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TRANSFORMERS  
THUNDERCATS  
HE MAN  
SILVERHAWKS  
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TOM & JERRY  
FLINTSTONES

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HE MAN  
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SMURFS  
MY LITTLE PONY  
NEW JETSONS  
SCOOBY DOO  
HEATHCLIFF  
TOM & JERRY

#### BOSTON

##### DEFENDERS

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HE MAN  
GHOSTBUSTERS  
JAYCE & WARRIORS  
GALAXY RANGERS  
MY LITTLE PONY  
CENTURIONS  
MASK  
GOBOTS

#### WASHINGTON, D.C.

##### DEFENDERS

SHE RA  
TRANSFORMERS  
G.I. JOE  
HE MAN  
THUNDERCATS  
SMURFS  
GALAXY RANGERS  
MY LITTLE PONY  
MASK  
INSPECTOR GADGET

#### CLEVELAND

##### DEFENDERS

SHE RA  
HE MAN  
GHOSTBUSTERS  
MASK  
CENTURIONS  
BUGS BUNNY

#### HOUSTON

##### DEFENDERS

SHE RA  
G.I. JOE  
HE MAN  
SILVERHAWKS  
GALAXY RANGERS  
MY LITTLE PONY  
CENTURIONS  
INSPECTOR GADGET  
BUGS BUNNY  
PLASTIC MAN

#### ATLANTA

##### DEFENDERS

RAMBO  
SILVERHAWKS  
GALAXY RANGERS  
JAYCE & WARRIORS  
MY LITTLE PONY  
VOLTRON  
DENNIS THE MENACE  
CENTURIONS  
FAT ALBERT  
BUGS BUNNY

#### PITTSBURGH

##### DEFENDERS

SHE RA  
HE MAN  
GHOSTBUSTERS  
RAMBO  
GALAXY RANGERS  
GOBOTS  
JAYCE & WARRIORS  
CENTURIONS  
PINK PANTHER  
MASK

#### SEATTLE-TACOMA

##### DEFENDERS

SHE RA  
TRANSFORMERS  
THUNDERCATS  
G.I. JOE  
HE MAN  
GHOSTBUSTERS  
RAMBO  
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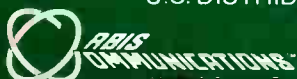
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## Programming/Production

(continued)

time use on indies. The problem, however, is that it's British, and Lionheart will not get the kind of clearances that an MCA or Paramount will get.

**Games.** In game shows, while *Win, Lose or Draw* was considered having potential by the reps, its strength is based on that it will get a large early fringe airing, rather than attacking *Wheel* in access. At HRP, McCarthy likes *Win, Lose or Draw*, but not as access. And basically, he feels similarly about *Secrets and Rumors*. McCarthy's first choice, however, is *Truth or Consequences* "as a viable alternative to *Wheel* and *Jeopardy!* It's a good comedy show."



Jack Fentress

Probably only one of the comedy shows will make it to air this fall, believes Seltel's Bjork, "but this type of show has the potential to play in different time periods. *Draw* has star value and will make it perhaps because of that, not because it has a game element." As for *High Rollers*, most of the reps feel it will be a fall access entry. "It tends to have the most appeal, although no-one will knock off the three top game shows, *Wheel*, *Jeopardy* and *Hollywood Squares*," notes von Soosten. *Squares* is one of the reasons why the reps feel *Rollers* will get to the tube in the fall. "Orion will be able to get sufficient station clearance, because it will be offering renewals of *Squares* at the same time," notes another rep.

**Talk.** Among the talk debuts, *Shriner* appears to be the top choice of reps hands down. Von Soosten at Katz says the series is the most likely of the genre to work. "Many stations will probably find him easy to take and he's the most middle-American, even though he conjures up thoughts of David Letterman, when he had his daytime show, in terms of style of humor." HRP's McCarthy calls *Shriner* the "most refreshing new personality that I've seen in a

long time. The show is a departure from the current crop of talk shows, in that it has entertainment, which is a commodity that a lot of people will want to see."

While Seltel's Bjork believes *Shriner* has potential, she doesn't see the program "taking off as did Oprah Winfrey in a single book. Oprah honed her program skill over a period of years before going national. Both *Shriner* and *Geraldo* (*Geraldo Live!*) are doing their first talk show. It will be a long haul, but if they make it, they will do well."

Petry's Fentress sees *Geraldo* as having vast potential in the early fringe or as a late fringe news lead-in program.

In talk/psychological series, two of the three that emerged as picks are radio shows, and the reps see their success on radio as possibly carrying over to TV, but in much more limited way. HRP's McCarthy sees *Getting in Touch with Dr. David Viscott* as the better of the lot. However, he feels the problem is that the show is an hour strip. "It should be a half-hour show, because my feeling is that it should go on affiliates and it's hard to get an hour on those stations. In the case of *Browne*, one rep says she tended to be very warm in the pilot.

Another show, *Strictly Confidential*, from Blair Entertainment, gets a vote from a rep because the program portrays actors as persons seeking help. "The other shrink programs have bleeding hearts, but *Strictly Confidential* is like watching *Divorce Court*. There is some drama, but you know that actors are supposed to be the people with problems."

But von Soosten at Katz is thumbs down on the psychological series as a genre in general. "We didn't like any of the programs, and we are calling it a trend that never happened. Everyone is saying that the advice shows will be the trend, but we are already seeing the genre dwindle, and the ones that are available, we don't like."

Another rep says his major problem with the genre is that he questions whether a viewer will want to listen to a "patient" who gets advice in a period of only seven minutes or so. "To me, that's kind of flippant and off the top of the head. The topic deserves more attention than that."

*Slim Cooking* won the majority of votes as having upside potential. Petry's Fentress calls *Cooking* a "nice-looking show. I like *Simmons* better than in his exercise show, and it's perfect for 9 or 9:30 in the morning."

Other talk shows mentioned by reps are *On the Move*, a Rita Moreno hosted show from Multimedia Entertainment also was projected as having a chance for fall. HRP's McCarthy says he's very

strong on the show, "and that "she will be an outstanding talk show personality. On the other hand, Petry's Fentress stamps a question mark on the show. "I don't know whether Rita Moreno is known 300 miles away from Broadway. Also, Multimedia already has *Sally Jessy Raphael* and *Donahue*, and I don't know whether the world needs another show like that."

**Animation.** In animation, *Jem*, which represents new episodes for the fall, gets high marks basically because it is doing well now and because it is considered a quality show in the soft vein, which most reps feel has a better opportunity to do well than the sci-fi or action/adventure strips. *Duck Tales* is the top animation choice, however, among reps collectively. "*Duck Tales* looks fantastic," says one rep. The animation was superb, with a true Disney look. I couldn't get engaged in the story lines, but I have faith in the studio."

Von Soosten at Katz is bullish on *Duck Tales* basically because it comes from Disney, and "I think television is crying out for the Disney product." Reps also like *Bravestarr*, from Group W, mostly because of the track record with Filmation.

**Programs.** As for first-run strips which do not fall into any of the five major programming categories, Group W's *Salem's Children*, gothic mysteries; *Comedy Court*, a spoof of court shows, from Bel-Air; and Coca-Cola's Telecommunications *Parole Board*, all coincidentally geared for late-night, topped the list of new programs of most of the syndicators as getting on the fall tube and having upside potential. McCarthy at HRP calls *Salem's Children* "a sleeper on the right station in the right time period. I consider it a potentially strong show at 4 p.m. coming out of network soaps or coming out of late-news on affiliates."



Janeen Bjork

One rep who didn't want to be quoted says he's advising his clients to "at least take a look at the program. *Children* is different in format, so it's



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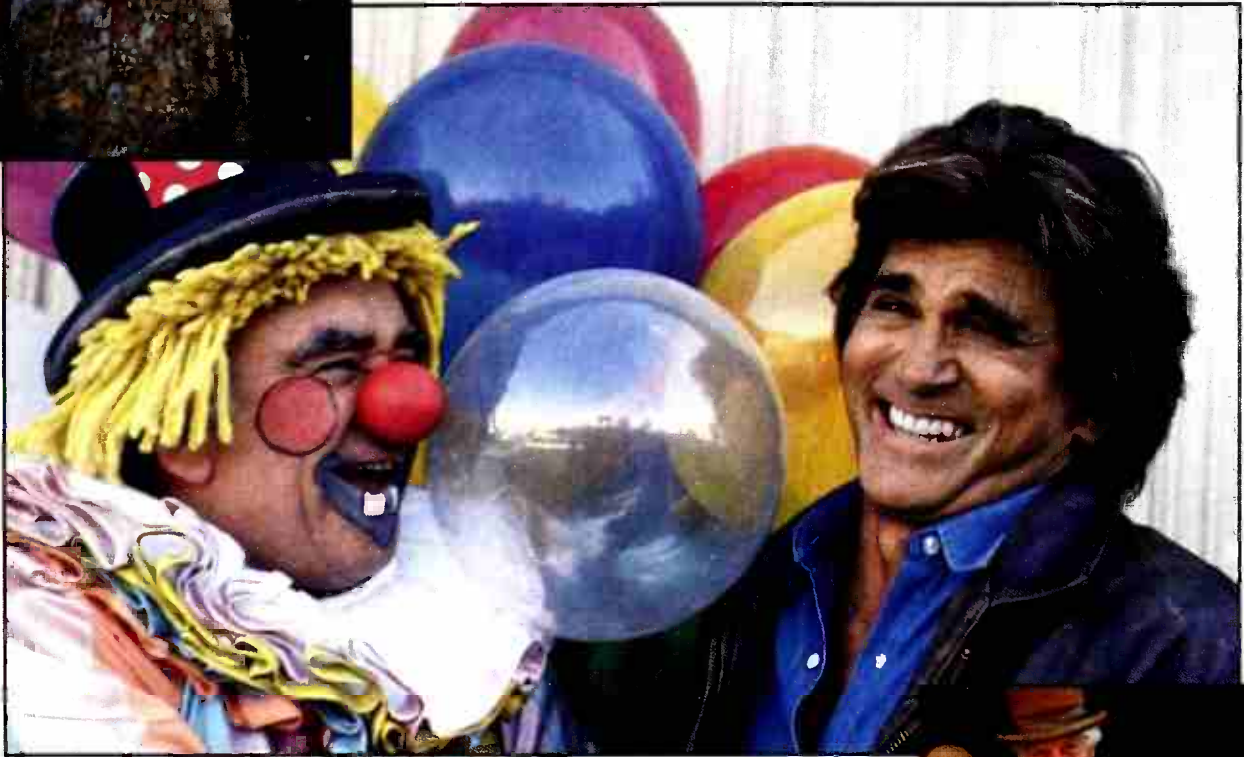


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## Programming/Production

(continued)

not going to fit into what a lot of stations air. For 4 p.m. coming out of soaps, it's fine. It's a little campy but if the syndicators go late-night with it, they will have to make it more campy, to make it have more male appeal. Stations will have to help in the promotional efforts that Group W will need for *Children* to be successful."

*Comedy Court*, says HRP's McCarthy, could be a good late-night show, but he has reservations on whether the pilot's quality can be sustained on a nightly basis. Fentress at Petry calls the series "a riot. It has Chuck Barris in a role that he fits." But one of the reps preferring anonymity says that while he's not adverse to *Court*, he's not suggesting to stations that it's another *Mary Hartman, Mary Hartman* in late fringe on indies.

As to *Parole Board*, Seltel's Bjork says the show is "intriguing. This show has a shot. I don't think it will be a hit, but if four court shows can work, why not five?"

Most of the reps are high on two weekly action/adventure remakes from MGM/UA, *Rat Patrol* and *Sea Hunt*, which they maintain can be used possibly a part of a checkerboard strip or as weekend fare. HRP's McCarthy sees both as very strong, enough for one or the other to be a primetime preemption on affiliates. McCarthy prefers *Sea Hunt* over *Rat Patrol* in that *Hunt* "was a very strong syndication show and has been strongly recast, and has tremendous potential."

Two Paramount hours, *Friday the 13th* and *Star Trek: The Next Generation*, are seen by Katz's von Soosten as both generating a lot of clearances because of the strength of the syndicator. However, he points out that *Friday* may have a problem in that audiences "may be disappointed because the TV show is not the same as the movie. *Star Trek*, on the other hand, will be more

like the movie and have a better chance than *13th*."

## ACT accepts entries

Action for Children's Television has begun accepting entries for its 1986-87 achievement in children's television awards. Submissions are open in three categories: broadcasting, cable and home video. Programs to be considered must be designed for and directed to children or young adolescents and be part of an ongoing series of at least five new parts first aired between January 1, 1986 and December 31, 1986.

## Top first-run sitcom is ranked 21

NATPE is awash in first-run sitcoms, and the first in the genre reached 21st place in Nielsen's just-released Cassandra syndicated program ratings for November. Removing non-regular programming, the top-ranked first-run sitcom was 16th, which is not bad at all. And *It's a Living* was the only returning first-run sitcom to improve, albeit slightly, on its numbers from the previous November.

*Small Wonder* had the honor of top-rated first-run sitcom. Its 6.2/13, however, was down from a 7.4/15 in November, 1985, when it finished in 13th place.

*Mama's Family* and *Throb* were the top-rated new first-run sitcoms this November, pulling a 4.6/10 and 4.6/9 respectively, for a tie in 38th position.

*What's Happening Now* received a 4.2/10, good for 47th place, and down from the previous November's 5.6/13 and 30th place. *The Ted Knight Show* landed in 48th place with a 4.1/9; its predecessor, *Too Close for Comfort*, had received a 6.9/14 and a 19th place finish a year earlier. (Stripped reruns of *Too Close*, meanwhile, placed 30th this November, with a 5.2/11.)

*It's a Living* jumped from 70th position to 54th over the course of a year, but its ratings average only crept from

A single children's special is not eligible for consideration. Broadcasters and cable programmers who enter should submit a sample 3/4-inch videocassette or radio tape of their program, photos and descriptive information. Each submission should be accompanied by a \$185 non-returnable entry fee and program entry form.

In home video, single programs and series are eligible. The same entry fee is required.

All materials should be sent no later than February 2 to Sue Edelman, ACT, 20 University Road, Cambridge, Mass. 02138. Award presentations will be held in the spring.

3.8/9 to 3.9/9.

*What a Country!* came in 56th with a 3.8/8, and *One Big Family* 75th with a 3.4/7.

*Check It Out* which premiered last April, finished at 251st, with a 1.7/6.

**At the top.** The two top syndicated series, *Wheel of Fortune* and *Jeopardy!*, not only maintained their commanding leads over all competitors, but both gained in strength over a year earlier—*Wheel* rising from an 18.5/32 to 19.3/33, and *Jeopardy!* from 11.2/24 to 12.3/26.

*Wheel* led in all adult demographic categories, while *Jeopardy!* came in second in all but men 25-54, where it placed seventh (its 4.9 rating among this group, however, was an improvement over the previous November's 3.9). *M\*A\*S\*H*, once again, was the runner-up show among men 25-54.

*PM Magazine*, down to only 45 stations from last year's 53, placed third in Cassandra. It rose from an 8.8/15 to 9.7/18.

*Oprah Winfrey* in eighth place, was the only new program to appear in the top 10. Its 7.7/31 rating placed it in a notch above rival *Donahue*, which averaged a 7.6/29. But *Donahue* was way above its mark of 6.2/28 a year earlier.

*Winfrey* and *Donahue* also placed first and second among all daytime strips.

*M\*A\*S\*H* was once again the top-rated off-net show and top-rated late-night show, but it fell from a 9.2/20 to 8.7/19, and from third to fifth ranking.

The top show among teenagers was *Facts of Life*, followed by *Diff'rent Strokes* and *Three's Company*. *Small Wonder* placed sixth among this age group.

The top kids' show was *Diff'rent Strokes*, followed by *Small Wonder* and *World of Disney*. *G.I. Joe*, with a 3/9, tied with *Thundercats*' 3/10 as top-rated cartoons. *GI Joe* and *Thunder-*

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## Programming/Production

(continued)

cats had both earned a 4/12 a year earlier. The rest of the top dozen animated shows were *Jem*, *Transformers*, *Fantastic World of Hanna-Barbera*, *Flintstones*, *Jetsons*, *He-Man*, *Scooby-Doo*, *Silverhawks*, *Inhumanoids* and *Tom & Jerry*. Several recent entries, including *Robotech*, *Voltron* and *Photon* finished below the 30th ranking.

In late-night, *Joan Rivers* finished 12th with a 4/9, and *David Brenner* in 39th place with a 2/11.

**By category.** Court shows took four of the top five rankings in the general drama category: *People's Court*, in sixth place overall with an 8.2/21, followed by *Divorce Court*, *Superior Court* and *Judge. Fame* finished in the fourth spot with a 4.1/9, down from the previous November's 6.3/13.

*Magnum P.I.*, with a 6.4/16, topped the detective drama category, far ahead of all competitors in both ratings and number of stations.

*The Greatest American Hero*, with only a 2.8/6 in its eight markets, was the highest-ranking adventure series. *The Wild World of Animals*, with a 4.6/14 in six markets, won the "true-to-life" honors (*Wild Kingdom* only got a 2.9/10 in its 153 markets).

*National Geographic*, tied for 10th position overall, with a 7.6/15 was the top documentary series.

## Syndication shorts

**ITC Entertainment** has acquired exclusive distribution rights in the U.S. and Canada to all new Kings Road Entertainment theatricals. The agreement includes these initial releases: *Rent-A-Cop*, *Home Front*, *Touch and Go*, *The Big Easy*, *I Was A Teenage Vampire* and *The Night Before*.

For the first time in almost two decades, the half-hour sitcom, *Car 54, Where Are You?*, will be available for syndication. **Republic Pictures** will license stations to run the complete package of 60 episodes on a multi-run basis, with immediate availability. *Car 54 Where Are You?* chronicles the misadventures of a pair of lovable but bumbling New York patrol cops.

The recently-formed **Water Sports Network** is introducing *Wave*, a half-hour, weekly syndicated series of 26 new programs, at NATPE. *Wave* uses a magazine format to tell human interest stories that revolve around water sports and activities such as windsurfing, water skiing, boating, sailing, scuba diving, racing and hydroplaning.

**Pro Sports Entertainment** is the exclusive North American syndicator of *Wave*.

Lionheart Television has scored its first sale of BBC originated half-hour sitcom 'Allo 'Allo, to Tribune Broadcasting Group. The episodes are targeted to the late right or access slot, and will be carried by all six Tribune stations: WPIX-TV New York, KTLA-TV Los Angeles, WGN-TV Chicago, WGNX-TV Atlanta, KWGN-TV Denver and WGNO-TV New Orleans. Produced and directed by David Croft, the series, set in a small cafe in occupied France in 1941, is available immediately on a cash-only basis. Also from Lionheart, its *Great Detectives*, a BBC action/adventure compilation series, has been sold to an additional 34 markets, including New York, Chicago and Houston.

**Joel Cohen Production & Distribution Inc.** has sold 28 half-hour episodes of *Outdoor Life*, an action series hosted by actor William Conrad, to Cintelba S.A. of Argentina. Cintelba will distribute the programs to all Central and South American TV outlets.

**SFM Entertainment** now offers a new weekly series, *Sports Pros . . . & Cons*. The half-hour show will feature sports personalities debating controversial issues before a live audience. It will be offered on a barter basis, 2½ minutes local, two minutes national.

A total of 80 TV stations have now bought *Lifequest*, the series of quarterly primetime, one-hour health specials being produced by Group W and Bristol-Myers and syndicated by Group W Productions. Among the stations are WNYW New York, KVVU-TV Las Vegas, KUSA-TV Denver, WXYZ Detroit, WTVJ Miami, and all five Group W stations.

**Orbis Communications** will syndicate *Force III*, the first live-action adventure strip produced for first-run syndication. Produced by F/M Entertainment, the half-hour program stars a stuntman, a martial arts expert and a rodeo champion as the Force III team, working on secret missions for the government. 65 episodes of the series will be available in September, 1987 on a cash basis.

**Crowley Broadcasting's Money/Pro News**, the full-time money and tax reporting service, has added 13 new stations, bringing the grand total of its markets to 70. The new TV stations include KYW-TV Philadelphia, WTTI(TV) Milwaukee, KVUE(TV) Austin, WXFL(TV) Tampa and WHBQ(TV) Memphis. The service is also carried in New York, Los Angeles, San Francisco, Miami, Boston and Atlanta.

The *Sally Jessy Raphael Show*, produced and syndicated by **Multimedia Entertainment**, has changed its station

and time period in San Francisco. It will now be seen on KRON-TV at noon—a switch from 6:30 a.m. on UHF indie KOFY-TV. The program has also added five markets, bringing its total number to 79. The additional five are WKRQ-TV Mobile; WCIV-TV Charleston, S.C.; WSTG-TV Albany, Ga.; WFYF-TV Waretown, N.Y., and WMGM-TV Atlantic City.

**D. L. Taffner's The Benny Hill Show** has been renewed by eight stations. They include WBSP-TV Gainesville, WGAL-TV Harrisburg, WVIT-TV Hartford and WMMT-TV Grand Rapids. The series is seen on 92 stations overall. Also from D. L. Taffner, *Three's A Crowd* has added 11 new stations to its line-up, bringing its total clearance to 62. The new additions include KDKA-TV Pittsburgh, KUSI-TV San Diego, and KOAT-TV Albuquerque. And Taffner's *Check It Out!* has been sold to 16 more stations, bringing its total clearance list to 25. Its new markets include Honolulu, Boston, Miami, Chicago, Philadelphia and St. Louis.

**JM Entertainment** has joined with Gruen Communications to co-produce an early fringe/access half-hour weekly program called *Flash Point*, to be distributed on a barter basis. To be launched at NATPE, the show will feature the trends and lifestyles of today's young adults.

**Program Syndication Services** is distributing *Tax Tips*, a new 30-second insert series produced by Sandra Carter Productions. The series is available on a cash basis for immediate broadcast, with unlimited runs for the one-year licensing period. The series includes 65 inserts with visuals and voiceover that explain the new tax provisions in simple-to-understand language. Major markets currently cleared for the series include KCOP(TV) Los Angeles, WPLG-TV Miami, and KARE-TV Minneapolis.

**Muller Media Inc.** has acquired North American TV distribution rights to *The New 3 Stooges* cartoon series. The series consists of 156 color animated cartoons, with live action wrap-arounds and is available immediately for cash. Also from Muller Media is the theatrical, *A Boy and His Dog*, a science-fiction thriller now available on a national basis, which will be included in the company's next syndicated movie package.

**LBS Communications**, in association with RKO Television/KHJ-TV, will syndicate the 22nd annual *Your Choice for the Film Awards* TV special. The two-hour pre-Academy Awards show will be telecast in a March 9-29 prime-time window on more than 100 stations. It has a barter split of 10 minutes network, 14 minutes local.



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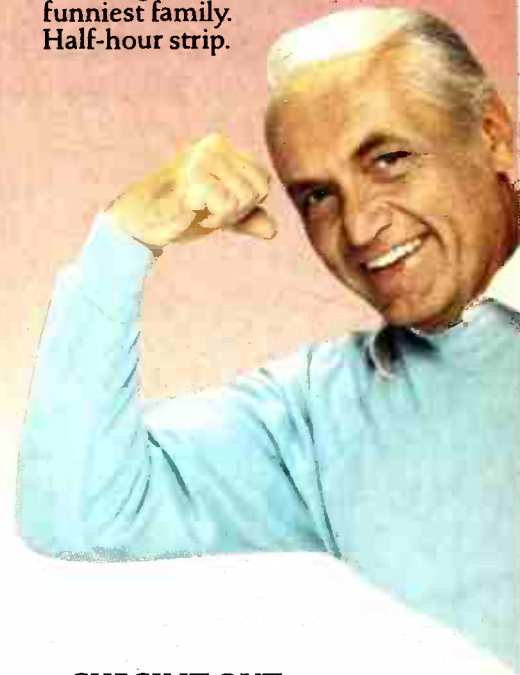
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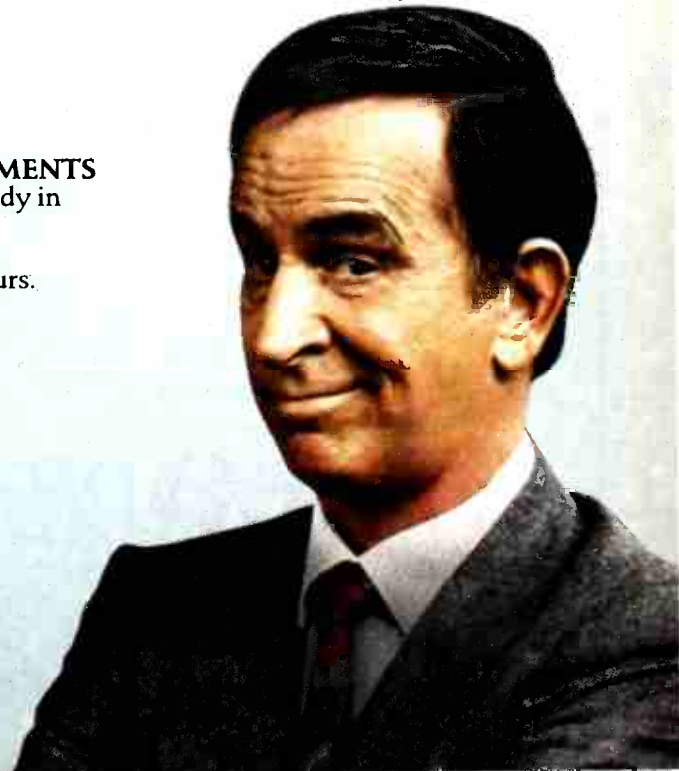
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## Programming/Production

(continued)

Now available for syndication from Promark is *Blueberry Hill*, an hour program featuring rock 'n roll star Pats Domino performing his hit songs. The show is available for barter, with a six minute local, six minute national split.

### Zooming in on people

Francis "Pat" Brady has been appointed president of Viacom Television

Group and senior vice president of the Viacom Broadcast Group. Brady had been vice president/general manager of Viacom's WYIT(TV) since 1982.

Leslie Hill has joined Central Independent Television as managing director. Previously he was joint managing director of HAT Group plc, an industrial services organization in Britain and abroad.

Michel Lecourt has been promoted to vice president at Warner Bros. Television Distribution. He was previously director, television, for French speaking territories.

Access Syndication has named William Frazee vice president of operations. Frazee was formerly with Compact Video Services. Prior to that, he served as manager of distribution at MGM/UA Entertainment.

Sunbow Productions has promoted Carol Wetzman to vice president. Wetzman was previously director of production and business affairs. Also at Sunbow, Jay Bacal now holds the title of senior vice president, creative. Prior to his promotion, Bacal was vice president, creative director for several of Sunbow's animated children's series. And Raul Soto joins the company as controller/financial manager. Soto previously served as controller for Learning Corporation/Highgate Pictures. At Sunbow Productions East, Roger Satter has been promoted to vice president/associate producer.

Victoria Quoss joins MGM/UA as Southwest division manager of the company's domestic television syndication division. Quoss was formerly an account executive with Worldvision Enterprises.

Harmony Gold has appointed Paul Wischmeyer vice president of domestic television. He was previously vice president of sales for Turner Program Services. Also joining the company is Mark Lieber, now Northeast regional sales manager and Cindy Stern, Southeast regional sales manager. Lieber comes to Harmony Gold from Metromedia Producers Corporation; Stern, from Satori Entertainment.

Blair Entertainment has named Brindell Elias its Midwest regional account executive. Prior to joining Blair, Elias was an account executive at WVEC-TV ABC affiliate in Norfolk, Va. Also at Blair, Norman Lesser has been promoted to vice president/Eastern sales manager of the company's barter syndication division.

Arthur O'Connor has been appointed to the new position of vice president, sales—Southeast region for Ten, The Entertainment Network. O'Connor was previously with Turner Broadcasting.

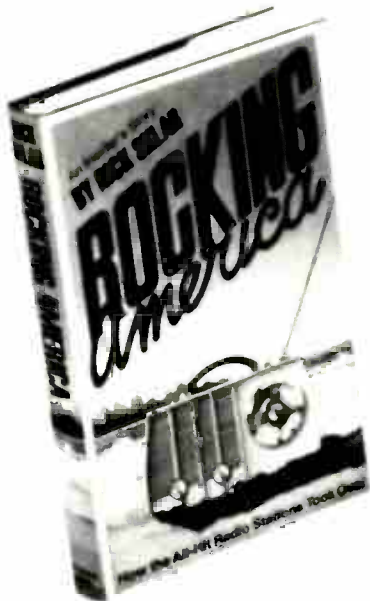
Peter Hamilton joins Select Media Communications as vice president corporate communications. He was previously manager, press relations, at Young & Rubicam USA. Also at Select Media, Andrew Eder was appointed to director, national sales. Eder's previous affiliation was as billing sales executive at CBN Cable Network.

Consolidated Productions has named Stephen Smallwood managing director of its U.K. production division. Smallwood, who has been with Consolidated since leaving London Weekend Television four years ago, has just finished a stint of producing jobs.

Kate Wilson joins D. L. Taffner Ltd.

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## Programming/Production

(continued)

as director, program development for D. L. Taffner UK/Ltd., the company's London office. Wilson comes to Taffner from the Callendar Co., where she served as head of business affairs.



Francis Pat Brady

**Hilary Estey** and **Rob Jennings** have been named research managers, **Lorimar-Telepictures Domestic Distribution Group**. Most recently, the two served as senior research analysts. **Steven Pearlman** also joins the division as a research analyst. Pearlman recently completed his master's degree in communications manager at UCLA's Anenberg School of Communications.

**Fox/Lorber Associates** has named **Rob Miller** account executive for broadcast syndication sales. Miller was previously employed by Capital Sports, Inc.

New promotions at **Orbis Communications** include **Frank Buquicchio's** ascent to the position of vice president, finance. Buquicchio has been with Orbis since July, 1985, when he left the accounting firm of Richard Eisner & Co. Also, **Fran Reiter** is promoted to vice president, station sales. She joined Orbis in October, 1985, after a stint as director of sales with MG/Perin. **Rae Schatz** has been named vice president, Midwest Media sales manager. She was previously vice president at MPC. With the company since it began, Schatz was previously vice president at MPC. Finally, **James Blueweiss** joins the company as station sales account executive. He comes to Orbis from R. H. Donnelley.

### Spanish game show

A Spanish-language syndicated game show is being jointly produced by Tri Vista Communications and Estrella Communications. The game show is called *La Pinata de los \$25,000*. Estrella, which owns Los Angeles Spanish-language station KVEA-TV, is syn-

dicating the show on a barter basis. Four stations have cleared the game show, and seven additional markets are reported close to firming the series. Brandon Sebastian Scott and Janet Reyes are hosts. The series will debut in 1987.

## CABLE

### AFI inks with A&E

The American Film Institute's Center for Advanced Film and Television Studies will supply student films and videos for premiere telecasts on Arts and Entertainment Network's *Short-stories* under a new five-year agreement. A&E will have a 90-day window before the programming can appear on any other cable services.

Meanwhile, A&E will celebrate its third anniversary February 7-8 with a weekend of special premiere and reprise programming, including the North American premiere of the BBC's *Tenko Reunion*. This 2½-hour film picks up the tale of former women POWs in Singapore five years after the conclusion of the acclaimed *Tenko* series.

"A&E Weekend" will also include: the BBC's *An Englishman Abroad*, starring Alan Bates; A&E's own production of *The Mozart Miracle*; *The Amish: Not to Be Modern*, an independently produced documentary; and *The Architecture of Frank Lloyd Wright*, a production of ABC Video Enterprises in association with the London Arts Council.

A week later, on February 14, A&E will premiere *Jimmy Cobb: So Nobody Else Can Hear*, a half-hour independent production on the jazz drummer with appearances by Bill Cosby, Gregory Hines and Freddie Hubbard.

### FNN revamps a.m.

Financial News Network's increased emphasis on international business coverage has spawned a new early morning lineup. Hedy Hovey, who remains as an anchor, is joined by Joseph Silbert, most recently with KCOP-TV Los Angeles.

*FNN World Business Report*, from 6-7 a.m., will include the network's live reports from the Bundesbank in Frankfurt and Money Market Services in London, as well as analysis from Australia, Hong Kong, New Zealand and Tokyo. *FNN World Business Update*, from 7-8 a.m., will have more emphasis on videotaped news and feature stories. Both programs will carry the

latest market and commodity news.

### Bass, race and rodeo

Unusual events take center stage on The Nashville Network's sports schedule during February.

*Lady Bass Classic*, airing February 1, marks the first national telecast of this female professional bass fishing tournament. The 30-minute show in October on Lake Chickamauga near Chattanooga, Tenn.

*The Great American Race 1986*, a 60-minute special on February 14, chronicles the annual 3,800-mile race of cars 50 years of age or older from Anaheim, Calif., to New York City. This year's event culminated at the Harbor-Festival during Liberty Week-end.

*The 2nd Annual World's Greatest-Timed Event Championship*, airing February 21, is a rodeo with a twist: participants compete in events outside their specialties. The 90-minute special was taped at the Lazy E. Arena in Guthrie, Okla.

### Reebok fits on ESPN

Reebok International Ltd. is the major sponsor of *Getting Fit With Denise Austin*, a new daytime half-hour strip on ESPN. Austin, a regular on NBC's *Today* and author of a new book, *Denise Austin's 1-Minute Exercises*, combines a 15-minute daily aerobics workout with celebrity interviews and other information segments.

Potomac Teleproductions is videotaping each week's shows at a different spa, resort of training facility around the world.

ESPN is running *Getting Fit* at 12:30 p.m. to form noontime exercise hour in conjunction with *Bodies in Motion*. It is also being repeated at 6 a.m.

Besides Reebok, Amway and Boyle-Midway's PAM Cooking Spray are also advertising on *Getting Fit*. Austin is national spokesperson for both Reebok and PAM.

### DIY does it on USA

*The Do-It-Yourself Show* has moved from PBS to the USA Network. And former underwriters have become commercial sponsors, including Dupont, U-Haul, Makita Tool, and Ingersoll-Rand air compressors. (The show, which premiered in 1984, will continue in reruns on some PBS stations through April.)

Produced by DIY Video Corp., the half-hour show tackles a different home improvement project each week.

USA runs *The Do-It-Yourself Show* Saturdays at 10 a.m.



# Commercials

## Group W gets in on ACT with PSAs

Teaching children and their parents how to use TV more wisely is the goal of the public service announcements developed by the Westinghouse Broadcasting Co. (Group W) and Action for Children's Television (ACT).

The ten 30-second spots—five directed to children and five to parents—highlight TV issues that concern families and suggest ways to handle them. For example, one child-directed spot asks, "Kids, do you ever worry that your parents may be watching too much television? Remember, as your parents grow older, they need exercise to stay healthy. They have to get off that couch once in a while! You can help your parents by sitting down with a TV schedule and picking out programs for the family to watch together."

The spots were based on *The TV-Smart Book for Kids*, written by ACT president Peggy Charren and publications director Carol Hulsizer (E. P. Dutton, \$6.95). ACT is a national non-profit organization working to encourage diversity in children's television and to eliminate commercial abuses directed to young people. The group is currently engaged in a year-long effort to promote TV awareness among children.

TV stars Lindsay Wagner and David Birney appear in the public service announcements, which feature specially commissioned drawings similar to those in *The TV-Smart Book*. Wagner and Birney offer insights about TV violence, misleading commercials and other typical sources of family friction centered around TV.

**Production.** The spots were written and produced by Arthur Greenwald of Group W's Pittsburgh station KDKA-TV and will be aired as part of the "For Kid's Sake" campaign by Group W's five stations (KYW-TV Philadelphia, KPIX San Francisco, WBZ-TV Boston, KDKA-TV Pittsburgh and WJZ-TV Baltimore) and more than 75 other stations. Group W's "For Kids' Sake" series, which aims to heighten public awareness of issues affecting young people today, marks the first time a TV station group has put into syndication a long-term national public service campaign.

"It's been very tough to get the TV industry to talk on screen about problems relating to children's television," notes ACT president Peggy Charren. "With these TV spots, Westinghouse Broadcasting is bringing the issues di-

rectly to the attention of parents and children. ACT thinks Group W deserves a pat on the back not only because our collaboration on this subject is a landmark event but because the excellent production values of the spots are sure to capture the public's interest."

## Fresno's finest

Major mention went to the California Raisin Advisory Board in a "hits and misses" list of the food industry's 1986 marketing exploits, compiled by The Lempert Co., Belleville, N.J. ad agency specializing in the food industry. The advertiser was commended not only for its creative TV campaign but also for its courage in running the commercials in the miniseries, *Fresno*, which poked fun at the raisin industry. The only entry on the "misses" list that was there on the basis of a TV campaign was McDonald's—for its McDLT commercial featuring *Wheel of Fortune's* Vanna White.

The Lempert Report, a newsletter distributed by the agency, said, in commending the raisin campaign, "The boring wrinkled fruit gets a pop overhaul courtesy of Marvin Gaye's tailor-made '60s classic, 'Heard It Through the Grapevine.' Suddenly, the world's rediscovering raisins. Great match of song and message (Credit 'clayanimation' for the eye-catching visuals).

"What we like about the California Raisin Advisory Board's campaign is that it doesn't take itself too seriously (honorable mention to Bartles & Jaymes). Any client that'd debut a raisin commercial on a TV miniseries poking fun at the California raisin business (CBS' *Fresno*) deserves an award. Probably the only commercial that ever stole the show from the feature."

**"McMiss."** As for McDLT, it appears on the "miss" list for the second year—last year for being a "stupid idea" in its own right—"though thankfully they've dropped the 'hot's hot, cool's cool' campaign." But Lempert isn't sure the recent commercial with Vanna White is any better.

The agency states, "The McDLT was on our miss list year due to its ridiculous packaging that took up the whole table. Even stupider was their slogan about the hot side and cool side (whatever happened to truth in advertising?). This year, the McDLT back-to-basics commercial is no better. Not funny. Not cute. Who's even paying at-

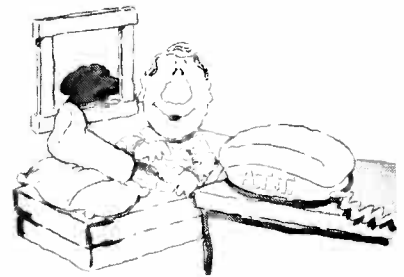
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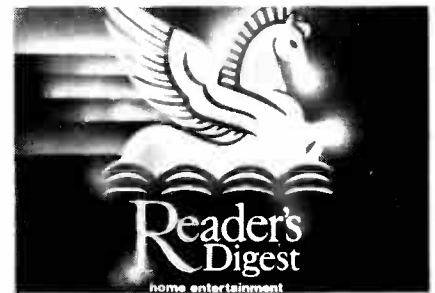
KCMP PRODUCTIONS, LTD., New York

A.T.&T. • The Wyatt Co.



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Reader's Digest



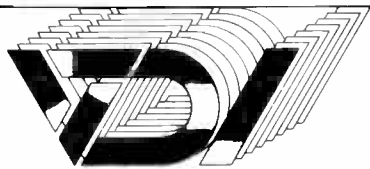
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## Commercials (continued)

tention to what they're talking about and, most of all, who even cares about McDLT? People are too busy dishing Vanna's dress. Dear McDonald's: Try again next year."

Unlike the McDLT, there are some entries on the "misses" list—based on the products themselves—that are less likely to make the list again next year with a questionable ad campaign—or to be around at all.

Among them are carbonated milk, Tab with calcium, Jolt Cola (with 100 per cent sugar and twice the caffeine), buffalo jerky, Nerds Cereal (with individual packs of different colored corn puffs in one box—allowing kids to mix them to taste) and Gummy Rats candy.

## HJ's phase two

"This is Howard Johnson?" is the hook for the second phase of a \$10 million advertising program promoting the renovation of the hotel/motel chain's nearly 500 units. The first phase of the campaign by Campbell-Ewald Co. began last June, using trick photography to state, "We're turning Howard Johnson upside down."

The new TV 30 opens with a view of a refurbished Howard Johnson Hotel. The announcers says, "Wait till you see the changes we're making at Howard Johnson." Seven vignettes feature var-

ious guests, including a bride and a groom, Swedish visitors and business executives enjoying the "new" Howard Johnson. The spot closes with the front desk clerk proudly answering the telephone, "This is Howard Johnson!"

The spot will run throughout the year on network sports programming and national morning shows, with print ads running in *USA Today* through the second quarter. Says Roland "Bud" Waters, the lodging chain's senior vice president of sales and marketing, "The message tells customers, 'Howard Johnson is a lot different than you think. You'll be surprised. Come see for yourself.'" The Campbell-Ewald creative team includes John Howe, producer; Vanessa Levin, copywriter; and Pam Dawson, art director.

## The shape of money

Creative money management took on a whole new meaning when Wyse Advertising, Cleveland, did a series of four 30s for TransOhio, the largest savings institution in Ohio. The agency had Origami figures made of real money and bonds by craftsmen from all over the world.

The figures were used in spots promoting CDs, checking accounts and home equity loans. The first flight of commercials runs through February 15 in Cleveland and Columbus, supported by a print campaign running simultaneously in local newspapers.



**Origami figures made of money and bonds are displayed by, l. to r., Dan Fauver and Paul Spencer, art director and copywriter at Wyse Advertising; George Andrews, v.p./advertising, TransOhio; Rosemary Breehl, v.p./account group supervisor, Wyse; and Phil Essig, exec. v.p./retail banking, TransOhio.**



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## Morley on the road

Actor Robert Morley continues to travel in his quest for the world's great chicken dishes in his third TV spot for Tyson Foods' 12 internationally-themed Tyson Chicken Entrees. Following the international theme, "Passport to Great Tastes," this spot places Morley's gourmet image in a traditional Japanese restaurant in Tokyo, where he is flanked by two geisha girls.

The spot, created by Noble & Associates, Springfield, Mo., shows Morley having difficulty seating himself upon a futon (Japanese pillow). He confesses to the audience, "You Americans are blessed with life's little comforts. My quest for the world's great chicken dishes requires a sense of balance and my British passport." This particular spot highlights "Chicken Oriental."

The commercial is airing in rotation with two earlier produced spots that show Morley dining in Paris and Rome, suggesting that Morley will have to travel the world over to find the 12 international chicken dishes that are available for Tyson. In addition to TV, the campaign includes radio, print, couponing, sales promotion and public relations support.

## Fast talk, fast cook

The rapid-fire style of comedian Gilbert Gottfried works for the fast action of microwave cooking in two new spots for ConAgra Frozen Foods' Banquet Microwave Hot Bites chicken nuggets. This is introductory spot TV advertising for a product that has been in regional distribution since early November.

Gottfried is a frequent spokesman for MTV and guest on NBC's *The David Letterman Show*. In one of the spots out of D'Arcy Masius Benton & Bowles, St. Louis, Gottfried is so impressed with how easy it is to make Hot Bites that he calls his mother to share his discovery. "Maybe tomorrow I'll fix ice cubes," he tells her. "Ice cubes have always been difficult for me, though."

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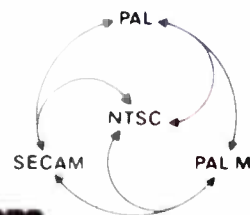
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## TV VIEWING

November sweep data show share dip in top 10 ADIs/243

## RETAIL REPORT

Alert broadcasters don't depend on the 'cold call'/245

## MEDIA PRO

Is there too much clutter on indies?/251

TELEVISION/RADIO AGE

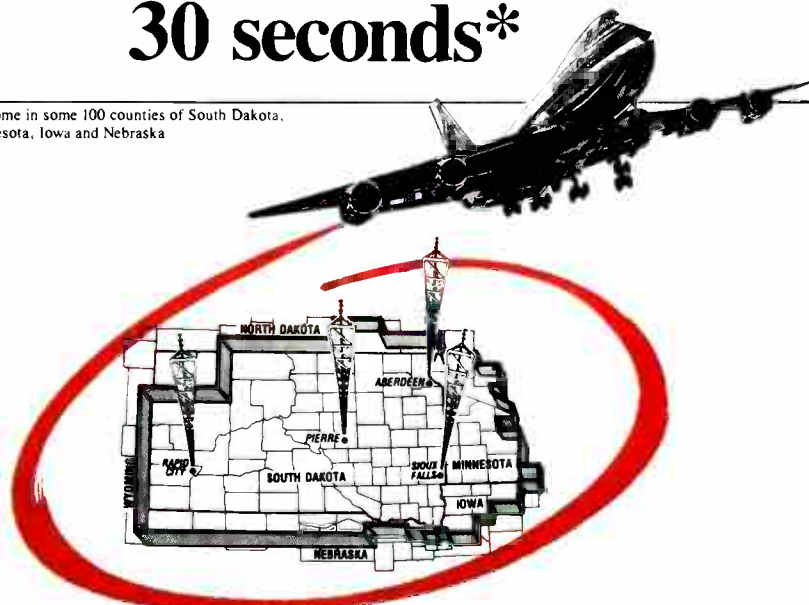
# Spot Report

January 19, 1987

At 450 mph, it would take an aircraft some 2 hours and 38 minutes to circle the KELO-land TV coverage area.

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\*Including every TV home in some 100 counties of South Dakota, Minnesota, Iowa and Nebraska



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Kelo-TV Sioux Falls, S.D. and satellites KDLO TV, KPLO TV plus Channel 15, Rapid City

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**Nielsen Media Research**

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# Spot Report

January 19, 1987

## November TV sweep data: dip in large ADI shares

The top 10 ADIs were down by an average of two share points in the total viewing yardsticks, according to preliminary figures from TV/RADIO AGE's analysis of November Arbitron sweep data. The average decline per market (unweighted) was from a share level of 87.3 in '85 to 85.3 this past November. All the decline was accounted for by affiliates; the average change per market among indies was a small rise (plus 0.3 share points). The biggest drop was in Boston where affiliates were down 6 points to a 57 share; in Dallas-Ft. Worth, there was a 4-point dip to 59. Despite the top 10's performance, indications are that the averages for the top 50 ADIs—core of the analysis—were not as bad, with the other 40 markets offsetting somewhat the top 10. (A complete analysis, a listing of shares in all 214 Arbitron markets and a roster of leading affiliates and independents will appear in the February 2 issue).

## To cut retailer confusion

Look for the "Retailer's Radio Guidebook" to come off the press sometime during first quarter, 1987. It's the product of cooperation between NYMRAD—the New York Market Radio Broadcasters Association—and NRMA, the National Retail Merchants Association, to learn from the competition's mistakes in order to solve one of the retailers' major problems with radio: It confuses them, they don't understand it and they don't have time to learn.

NYMRAD marketing director Shirley Baker told the association's January Sales/Management Seminar that, "It all started with newspapers" about three years ago when retailers, through the NRMA, "voiced extreme concern about newspapers' billing practices, page formats, and the accuracy of the research they were receiving about newspapers." Responding to the complaints, the Newspaper Advertising Bureau worked with the NRMA to correct these problems and set up a pilot project with Atlanta's newspapers as the guinea pig.

Baker reports that as this newspaper project was winding down, NYMRAD asked NRMA if it could help set up a similar project for radio to help cut confusion by standardizing the format in which radio research is presented to retailers. Initial goal is to persuade every radio station in the New York market to present all radio information in a uniform way.

Baker says that as soon as the Guidebook's draft,

almost two years in the making, has received final NRMA approval, copies will be provided to area stores and to all participating stations.

## Retailers as marketers

It is no longer enough for a retailer to stock the right merchandise. In today's business climate, retailers must be marketers, creating the right image and communicating that image to their potential customers. This point was hammered home by two different agency executives in speeches before the recent National Retail Merchants Association (NRMA) convention in New York.

Today's successful retailers, said Warren Kornblum, president of MMB/Kornblum International, have reached the conclusion that "change is essential, that they cannot depend on merchandising exclusively to compete. They realize they must become more professional, more specific; that they must market rather than simply put goods on a shelf."

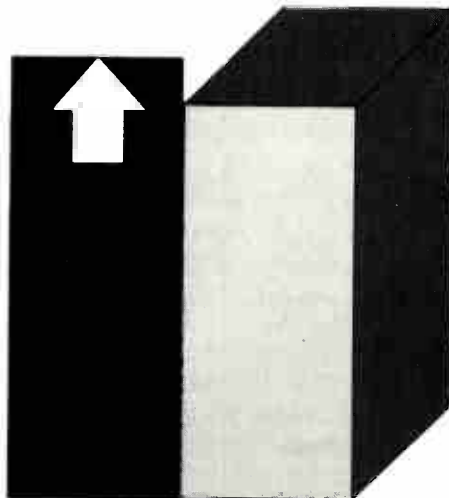
The strategy, he continued, "should be fairly basic. Identify a potential customer by demographics and lifestyle, and then create a store for them."

Joan Glynn, senior vice president, BBDO Merchants Group, emphasized the importance of image. "An image," she said, "is a vision, a heightening of the reality to which one aspires to. What creates that image? It is a marketing mix that contains many ingredients." One key ingredient, she added, is "creativity in advertising—whether the medium is newspaper, radio and television or other electronic media, or direct marketing, or a mix of all of these."

## November

Local business (millions)

+14.7%



1986: \$495.3

1985: \$431.8

Complete TV Business Barometer details p. 152

## Spot Report

### Campaigns

**All American Gourmet Co., RADIO**  
*DiIorio, Wergeles, Inc./New York*  
FROZEN FOOD is being advertised for 12 weeks that started in early January in a select but widespread list of radio markets from Florida to Oklahoma. Media team placed schedules to reach both men and women 25 and up.

**American Telephone & Telegraph Co., RADIO**

*N W Ayer/New York*  
RESIDENTIAL PHONE SERVICE is using four weeks of spot advertising that started in late December in numerous midwestern and eastern radio markets. Target audience is adults 25-54.

**Anheuser-Busch, TV**

*DDB Needham Worldwide/Chicago*  
VARIOUS BEERS are using five to nine weeks of spot appearances that started in late December in a long and nationwide list of larger television markets. Media lined up fringe, news and primetime showings to appeal to men 18 and up.

**Associated Milk Producers, Inc., RADIO**

*Crume & Associates/Irving, Texas*  
GOOD HEALTH is being featured for eight weeks that started in early January in a long lineup of sunbelt radio markets. Buyers worked to attract women 18-plus.

**Beatrice Meats, Inc., RADIO**

*Zechman & Associates Advertising/Chicago*  
ECKRICH PREPARED MEATS are being advertised for two to three weeks during January in a long lineup of midwestern, southeastern and eastern radio markets. Negotiators looked for avails to attract women 25 and up.

**Business People, Inc., RADIO**

*Fischbein Advertising, Inc./Minneapolis*  
PROFESSIONAL RECRUITING FAIRS are promoting attendance with two weeks of radio advertising that started in mid-January in a coast-to-coast list of markets. Media placed schedules to interest adults 25 to 49.

**Florida Department of Citrus, RADIO**

*Fry/Hammond/Barr/Orlando*  
FRESH FRUIT is being advertised for eight weeks that began in early January in a long and nationwide spread of radio markets. Buyers arranged for

schedules aimed at both men and women 25 and up.

**G. Heileman Brewing Co., RADIO**

*Robert L. Cohn, Inc./Chicago*  
COLT 45 is being featured for 10 weeks that started in late January in a long and coast-to-coast lineup of radio markets. Demographic preference is young men 18-34.

**Hershey Foods Corp., RADIO**

*DDB Needham Worldwide/New York*  
MR. GOODBAR is being offered for 13 weeks that began in late January in a long and nationwide list of radio markets. Negotiators worked to attract young adults.

**Mercedes-Benz of North America, RADIO**

*McCaffrey and McCall/New York*  
AUTOMOBILES are being sold for five weeks that started in late January in a select but nationwide spread of larger radio markets. Media set schedules to reach men 35 and up.

**Motel 6, RADIO**

*The Richards Group/Dallas*  
MOTEL CHAIN is using eight weeks of spot advertising that kicked off in early January in a coast-to-coast spread of larger sunbelt markets. Buyers worked to attract men 25 to 54.

**Ralston Purina, RADIO**

*Ted Bates Advertising/New York*  
CONTINENTAL BAKING PRODUCTS are set for 13 weeks of first quarter spot advertising that began in early January in a select list of major radio markets across the country. Media placed schedules to reach young men.

**Schering-Plough Corp., RADIO**

*Ogilvy & Mather/New York*  
DRIXORAL 12-HOUR DECONGESTANT is being prescribed for four weeks during February in a fair lineup of western radio markets. Negotiators arranged placement to reach both men and women 18 and up.

**Seagram Distillers Co., RADIO**

*Ogilvy & Mather/New York*  
WINE COOLER is being recommended for two weeks starting in mid-January in a select but nationwide spread of radio markets. Media team set its sights on adults 25-plus.

**Western Airlines, RADIO**

*Dailey & Associates/Los Angeles*  
AIR TRAVEL is being promoted for six weeks that started in early January in a good many western states air destinations. Buyers placed schedules to reach men 25 and up.

## Appointments

### Agencies



**Darlene Billia** has been elected a senior vice president at D'Arcy Masius Benton & Bowles in New York. She joined the agency in 1976 as an account research supervisor and is currently a group director of planning and research for the MARS/Kal-Kan and General Foods Louis Rich accounts.



**Audrey Hanley** has stepped up to assistant media planner at BBDO/Chicago. She reports to **Nancy Swiet**, vice president, associate media director at the agency.

### Spanish transfer

Reliance Capital Group, L.P. plans to transfer ownership of all four of its Spanish-language television stations to Telemundo Group, Inc., a newly created John Blair subsidiary, now that it has completed its acquisition of Spanish-language WNJU-TV New York, in a transaction valued at approximately \$70 million.

Meanwhile John Blair & Co., has completed the sale of its three English-language television stations. NBC affiliates KSBW(TV) Salinas-San Jose and KSBY(TV) Santa Barbara-San Luis Obispo, and independent KOKH(TV) Oklahoma City were sold to Gillett Broadcasting of California, Inc., for approximately \$89 million in cash.

Besides WNJU-TV New York, Blair holds a 36 per cent interest in Spanish-language television station KVEA-TV Los Angeles and owns Spanish-language WSCV-TV Miami and WKAQ-TV in Puerto Rico.





**Larry Grossberg** has been promoted to senior vice president/associate media director at J. Walter Thompson/New York. He joined the agency's media department in 1980 following posts with N W Ayer and with McCann-Erikson.

**Deborah L. Choy** has been elected a vice president of Fawcett McDermott Cavanagh, Inc., in Honolulu. She joined the agency as a media planner in early 1985 and is currently media director.



**Ron F. Winerman** has been promoted to director of media planning at Noble & Associates, Springfield, Mo. He joined the agency last March, following media posts with McCann-Erikson and with McCaffrey and McCall, and now advances from media supervisor.

**Janet Ebert** and **Sonia Bosshard** have been promoted at McDonald Davis & Associates in Milwaukee. Ebert steps up from media department supervisor to associate media director and Bosshard has been appointed a buyer. She had been an assistant media buyer.

**Mike Kurn** has been promoted to vice president of data processing at Saatchi & Saatchi Compton/New York. He came to the agency in 1978 as a computer programmer and now moves up from manager of systems and programming.

**Elaine M. Dyl** has been advanced to research analyst at The Ellis Singer Group in Buffalo, N.Y. She came to the agency in July 1984 and had been administrative assistant in the marketing services/research department.

## Retail Report

### The 'cold call' isn't enough

**This column, since its inception,** has reported on a number of sales success stories, in both television and radio, resulting from the realization by stations that broadcast sales can no longer be conducted in the traditional fashion, that retail business, particularly, needs to be approached differently than agency business, that the establishment of a retail sales development specialist or department is a vital ingredient in the long-range business future.

It appears, though, that those examples represent only the tip of the iceberg. TV/RADIO AGE published results of its annual survey of TV station executives in the January 5 issue (more results appear in this issue), and the answers to two of the questions posed are particularly disturbing.

In response to the query, "Do you have a fulltime retail development specialist or department?", only 24.9 per cent of general sales managers said, "yes."

A multiple choice question asked was, "What factors are most important in developing new retail business?" Some 33.3 per cent picked, "Cold calls by regular sales force." This was followed by 24.1 per cent who singled out vendor support and 13.9 per cent and 13.2 per cent who chose promotional tie-ins and market research, respectively.

**That the nature of broadcast selling** is undergoing change has never been more apparent—not only for the retail segment but for other areas as well. But retailers, especially, are *not* responding to the cold sales call. They *are* responding to what has popularly come to be called the "consultant" sell. They *are* responding to those broadcasters who are willing and eager to become marketing partners with them.

Those stations that have realized this have made the necessary long-term commitment, often utilizing the services of market research firms such as Marshall Marketing & Communications and Leigh Stowell & Co. and/or vendor support specialists such as Roland Eckstein, Tom Frick or Dick Noll.

Retailers, too, are recognizing the importance of developing a total marketing strategy. Where once most department store advertising executives carried the title, "vice president-sales promotion," today many of them have the words "marketing and/or "market research" in their titles.

This point was driven home recently by Ronald D. Foth, president of Ron Foth Retail, Inc., a Columbus, Ohio-based ad agency that does work for such department store clients as Younkers in Des Moines and Lazarus in Cincinnati.

In a speech before the National Retail Merchants Association (NRMA) Retail Advertising Seminar in Chicago, he explained why the change has taken place. "Years ago," he said, "advertising management was concerned for the most part with single location retail operations which communicated with the customers primarily through the newspapers. Marketing *then* was almost as pure and simple as opening your doors, offering good merchandise and service and reaching the masses through print. But as the years went by, things changed. . . Today, marketing is much more complex than creating newspaper ads to market a store to the public."

**As department stores** and other types of retailers recognize the importance of marketing and market research, they are going to need help in positioning themselves, in conducting research, in developing the proper media mix, in securing the most effective promotional tools and support, in projecting creatively the message that will most effectively achieve all these goals.

The alert broadcaster understands this and has already done something about it. The rest make up the 33.3 per cent who still rely most heavily on the "cold call."—**Sanford Josephson**



**Alice Bromley**, manager of the Information Center at DDB Needham Worldwide/New York, has been elected a vice president of the agency. She joined what was then Doyle Dane Bernbach in June 1985 following six years with what was then Needham Harper Worldwide, and before that she had been with the 4As.



**Gunnar B. Samson** is now a media supervisor at HCM/New York, assigned to the agency's Dannon business. He comes from Ally Gargano/MCA Advertising, Ltd., where he had been a planner on the Federal Express account. Before that he had worked for Benton & Bowles.

**Laurie Soderman** has been named an associate media director at Ammirati & Puris. She was formerly with Ted Bates Advertising, also New York.

**Patricia E. Palumbo** has returned to N W Ayer/New York as a senior media planner. She originally joined Ayer in 1983 and has most recently been a senior planner for Ammirati & Puris.

### Bova promoted at wvtt

Alfred T. Bova has been named vice president and general manager of wvtt(TV) Hartford-New Haven, succeeding Francis (Pat) Brady, who was recently named president of Viacom Television. (TV/RADIO AGE, December 29).

Bova, who had been vice president, sales and marketing for the Viacom NBC affiliate since 1984, joined the station in 1979 as an account executive. He has also been local sales manager and general sales manager.

**Barb Bregman** and **Nancy McConnell** have been promoted to associate media directors at Bozell, Jacobs, Kenyon & Eckhardt/Chicago. Both joined the agency three years ago and now report to Patrick McKeon, senior vice president/media director of the Chicago office.



**Kathleen Hoy McCabe** has joined HCM/New York as vice president, account supervisor. She moves in from similar responsibilities at McCaffrey and McCall. At HCM she'll oversee general account management and direct response for Peugeot Motors of America and the Orangina soft drink account.

**Steven J. Marlow** has been elected a senior vice president of D'Arcy, Masius, Benton & Bowles/New York, and named a group director for research and planning on the agency's Richardson-Vicks business.

**Peter Levitan** has been promoted to senior vice president and named head of the Minneapolis office of DFS Dorland, and management supervisor on the agency's Northwest Airlines account. Levitan joined the New York office of what was then Dancer Fitzgerald Sample in 1980 as an assistant account executive. Most recently he has supervised Sara Lee Corp.'s L'eggs account for the agency.

**Jennifer Johnson Clark** is now a vice president, account supervisor with Laurence, Charles, Free & Lawson. She comes to the agency from the account management staff of Korey Kay and Partners.

**Sandy Wyrick** has been promoted to senior media buyer at Shotwell & Partners, Inc., Charlotte, N.C. She joined the agency as a buyer in 1982, moving in from La Marick Beauty Systems where she had been director of advertising.

**Susan Weidenkopf** has been appointed a media estimator at Wyse Advertising in Cleveland. She had been with

the advertising department of the East Ohio Gas Co. and before that had been with the media department of Foote, Cone & Belding in New York.

## Media Services

**Julie Golden** and **Steve Johnson** have been elected vice presidents of Cash Plus, Inc., Minneapolis. Johnson is director of administrative operations and Golden is director of programming.

## Representatives



**Jeff Wakefield** has been promoted to senior vice president, marketing/research at Major Market Radio Sales. He moves up from vice president, marketing/research and also assumes additional corporate responsibilities.

**Kristina Karavitis** has been elected a divisional vice president of Katz Independent Television. She first joined Katz as a sales executive in New York and is currently manager of the Lancers and Sabers sales teams in Los Angeles.

**Peter Rosella** has been named manager of the St. Louis sales office of MMT Marketing Division. The former vice president/sales manager for KWGN-TV Denver moves in from a post as general sales manager at KRDO-TV Colorado Springs.

### Gardner joins Burnham

Frank Gardner, former vice president and general manager of KCBS-TV Los Angeles, has been named president and general manager of KBAK-TV Bakersfield. Prior to holding the top spot at KCBS-TV, Gardner was news director at WCBS-TV New York and, before that at WBBM-TV Chicago.

KBAK-TV is owned by Chicago-based Burnham Broadcasting Co., which also owns WLUK-TV Green Bay and KHON-TV Honolulu. The latter station has two satellites, KAH-TV Maui and KHAW-TV Hilo. KBAK-TV is an ABC affiliate.





**Ellen Heller** and **Lynn De Caterina** have been promoted to vice president/sales by McGavren Guild Radio. De Caterina is with the Atlanta sales office and Heller works out of New York. Both step up from account executive.



**Michael Kaufman** has been promoted to sales manager of the Green Team at Harrington, Righter & Parsons in Los Angeles. He has been an account executive in Los Angeles for the past three years.

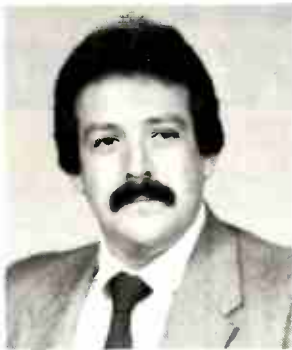
**Tim Herbert** has been appointed manager of the Houston sales office of Blair Television. He has been an account executive in Houston since 1984 when he graduated from the rep's sales training program. Before that he had sold national conference sponsorships for The Foundation for Student Communications, Inc.

**Christy Torgler** has been elected a vice president of Christal Radio. She joined Christal in 1979 as an account executive and is now manager of the rep's Detroit sales office.

**Annie Zoller** and **Jan Sibert** have been appointed account executives by Torbet Radio. Sibert joins the Los Angeles office from a post as senior buyer and radio planner with Grey Advertising. Zoller, who moves in from Select Radio, is assigned to the Chicago sales office.

**Linda Centkowski** has been promoted to research manager of Blair Television's ABC Green Team. She came to Blair as a research analyst from Katz in January 1985 and now steps up from senior research analyst.

## One Seller's Opinion



### Real communication requires understanding your audience

**Escalante**

**W**hen two people from the same family—brother and sister, father and son—are presented with the same message, they may react in many different ways, due to their different perceptions of the message. If this happens within one family, isn't it obvious to expect differing perceptions from those who come from different families—or different cultures? Have we not yet understood that our mass audiences are made up of many cultures, thus many perceptions?

There is no possibility of communicating with our audience without an in-depth understanding of that audience. And understanding how to reach Hispanics often goes deeper than a mere literal translation of English into Spanish. At a recent meeting in Miami, Dr. Fernando Gonzalez-Reigosa of Florida International University touched upon the subtleties of translation, noting, "How do you translate the word party into Spanish? One might think of the word 'fiesta'. However, an Anglo 'party' is associated more with a get-together, or a few people, drinks in hand, talking, with music in the background. A 'fiesta' to a Hispanic means hordes of people, lots of food and drink, loud music, loud voices and dancing."

How, then, do we choose between the two words? By understanding. Our audience must be reached with empathy: putting ourselves in the other's shoes. Those of us who can place ourselves in the mind set of our Hispanic listeners gain the greatest chance of maintaining a loyal audience, and satisfied advertisers.

**Our messages must be oriented** toward the perceptions of our audience. But only after we know what our audience is like will we be in a position to influence expectations and the convictions which precede the purchasing decision. Through the years, our station management has come to know this very obvious "secret." As a result, our stations do not just translate, they communicate.

Communication is nothing else but the giving and receiving of information. Commonly, however, we believe that what we say is crystal clear and should be understood by all who are listening. But can this be true if our listener grew up in Michoacan, Mexico, while the commercial producer was raised in Manhattan? The "facts" change from culture to culture.

It is the audience, the receptors, who truly create the communication; we at the stations just emit. Our audiences perceive, and perception is the product of experience. The cultural and social environment in which the radio listener grows up, lives, and works, is what determines the context, without which our spoken words lack meaning.

Communicate, just don't translate—or even worse, transliterate. By just translating or transliterating, we are defeating our purpose and wasting valuable ammunition. We are going through all this motion and making all this effort, but without gaining either the attention or understanding we want. Success in our business, Spanish radio, is not possible unless we can convince Hispanics that we know what we are talking about—primarily because we know what *they* are talking about.

Now, then, do we "party" or do we "fiesta?"—**Manuel A. Escalante**, director of marketing, Tichenor Media System, Inc.

# There could only be one winner.



*"This is the life. A Sunday afternoon, relaxing with a good book and surrounded by the ones I love."*

Thanks to you, our entrants, this first SRDS Cartoon Caption Contest has been a real hoot.

You flattered us with over a thousand entries. You entertained us with your imagination and your wit. And you informed us on the many non-ornithological uses of the stuffed owl.

Our winner's caption appears above. And Jamie Carlson of Lawler Ballard, Kalamazoo, Michigan will be spending a Pro Football Championship weekend in Pasadena in recognition of her achievement.

Our recognition of the 752 other champs who pressed her for the prize appears on the opposite page.

You're wise birds, one and owl.



# But, to us, you're all super.

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Judy Acciani  
Ed Achrem  
Keith Adams  
Jason Agnelly  
Herb Ahrend  
Judith Ainley  
A. C. Alfaro  
Jim Alimeva  
Russell F. Anderson  
Richard Armstrong  
Cheryl Ann Ashcraft  
Sam Ash  
Spiro Athanas  
Rene Atkinson  
Dick Attaway  
J. R. Atton  
Allen L. Baker  
Margaret  
Baker Salmon  
Michael  
Balcom-Vetillo  
David G. Ball  
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Didier Bardou  
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Don Barr  
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Paul Barrett  
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Broderick  
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Roger W. Brucker  
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**Swan Burrus**, manager of Katz Television's Charlotte sales office, has transferred to Atlanta as manager of the Katz Continental Television operation there. He replaces **Tom Barrett**, now manager of Katz Television's new Tampa office.

**Warren C. Himmelstoss** has joined Independent Television Sales as an account executive in New York. He moves in from Sawdon & Bess where he had been a broadcast supervisor.

**Kay Cee Tyler** has joined the Detroit office of Harrington, Righter & Parsons as an account executive. She had been an account executive with Eastman Radio, also Detroit.

**John Hufnagel** has been named an account executive at CBS Radio Representatives in Dallas. He was formerly an account executive for KTXQ Dallas-Fort Worth, and before that he was with the sales staff of KEGL Dallas-Fort Worth.

Stations



**Simon T** has been named president and general manager of KCBQ AM-FM San Diego, recently acquired by Eric/Chandler Communications from Infinity Broadcasting for \$12.2 million. Simon formerly held management posts at ABC's WLS AM-FM Chicago and KLOS(FM) Los Angeles.



**Stephen L. Robertson** has been promoted to executive vice president of the Radio Division of Summit Communications, Inc., Winston-Salem, N.C. He had been senior vice president, chief financial officer and trea-



## Media Professionals

### Warns of growing clutter on independent stations



**Gene Willhoft**

*Vice president,  
Associate media director  
Ally Gargano/MCA  
Advertising  
New York*

**G**ene Willhoft, an associate media director at Ally Gargano/MCA, recalls that between December 1979 and August 1980, the Association of Independent Television Stations "spent nearly \$400,000 for a Burke commercial recall study," comparing commercial recall scores for independent and network affiliated stations.

Willhoft notes that three day parts were analyzed, early evening, primetime and late evening, and that the results turned up a 19 per cent to 16 per cent independent recall edge in early evening, a 22 per cent to 24 per cent affiliate edge in primetime, and a 15 per cent to 12 per cent independent recall edge for

late evening. The results, he adds, "pleased independent station operators greatly and the findings were widely publicized throughout the industry. The INTV Burke Study, along with a 1983 INTV-commissioned Simmons study on product use by station type, became the backbone of independent television's march to respectability."

But today, says Willhoft, "I suspect that recall scores between independents and affiliates may no longer be as balanced as they were seven years ago. More specifically, I wonder if, in certain dayparts, independent commercial recall scores are now below those of affiliates." His questions, he notes, are "based on my observation that at least in the New York market, independent operators are cramming more and more advertising units into an hour. I detect what appears to be at least a four-to-five minute commercial break between many program segments, roughly twice the break duration on affiliates. The areas where I see this happening most often are during primetime movies and on weekend afternoons."

Willhoft also points out that, "It is a fact that recall scores decline as people are exposed to either more commercial messages, or more complex messages. The commercial density on independents in 1979 and '80 was nowhere near where it is now. Isn't it possible that today's independent recall scores, on those stations with extra heavy clutter, are lower than they were years ago, and are now inferior to those for affiliates? And if they are, how much lower?"

# In a word... Quality



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KMEQ-AM-FM, Phoenix KFVB, Los Angeles KJQY, San Diego

**Westinghouse Broadcasting**

surer. Summit owns and operates eight radio stations in North Carolina, Florida, Tennessee and Oklahoma.



**Howard Kennedy**, general manager of Lee Enterprises' WSAZ(TV) Charleston-Huntington, W. Va., will become general manager of KMTV-TV Omaha upon closing of the purchase of KMTV-TV by Lee from May Broadcasting. Kennedy joined Lee Enterprises in 1965 and was station manager of KOIN-TV Portland, Ore., before going to WSAZ-TV.

**Bill deTournillon Jr.** has been named vice president of Caprock Telecasting Inc., the parent company of KCBD-TV Lubbock, Texas. He came to the station in 1983 as sales manager and has

served as general manager since last June.

**L. Brent Miner** has been appointed general manager of KDXU/KZEZ(FM) St. George, Utah. He has also been elected president of the Utah Broadcasters Association for 1987.



**Jackson Dell Weaver** is the new station manager at KJR Seattle. He moves in from KZAR-TV Salt Lake City, where he had been president and owner.

**Chloe W. Brothers**, general manager of Empire State Radio Partners' WGY/WGFM(FM) Schenectady, has been elected a vice president. She has

served as both business manager and station manager of the two properties.

**Roger T. Larson**, general manager of DKM Broadcasting's KFOR Lincoln, Neb., has been elected a vice president and **Mary Catherine Sneed** has joined DKM as vice president of operations.

**Sandra Kennedy** has been promoted to director of research for the ABC Radio Networks, reporting to **William McClenaghan**, vice president, research services. Kennedy has been manager, research and media planning for ABC Radio Networks since 1980.

**Ron Snyder** has been named vice president, Western regional sales manager for WTBS(TV) Atlanta. He joined the station in 1982 and is based in Los Angeles.

**Charles D. Dunn** has been appointed national sales manager of Capital Cities/ABC's WPVI-TV Philadelphia. He transfers from New York where he had been an account executive with Capital Cities/ABC National Television Sales.

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 \* Source: 1986 Sales & Marketing Management Data Service, projected increase 1985-1990.  
 \*\* Arbitron Rating Co. 1986-87 Ethnic Population Book



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**Joe Vincent** has been appointed vice president, general manager of WCOA/WJLQ(FM) Pensacola, Fla. The stations were recently purchased by the Drubner Group from Summit Communications. Vincent moves in from WABB Mobile, where he had also been vice president, general manager.



**Ken Adkins** has been named general sales manager at Allbritton Communications' WCIV-TV Charleston, S.C. He had been local sales manager at WTVK-TV Knoxville.

**Michael A. Polatschek** has joined WQTV(TV) Boston as general sales manager. He moves in from WNOL-TV New Orleans, where he had also been general sales manager.

**John Burrows** has been named vice president, affiliate relations for the CBS Radio Network. He steps up from director of affiliate relations to succeed **Neil Knox**, who is retiring after 31 years with CBS Radio.

**Mark Sonderman** has been appointed general sales manager of WEYI-TV Flint-Saginaw, Mich. He was formerly with the sales forces of both Petry Television and Storer TV Sales in Chicago, and before that he had been an account executive with KOLD-TV Tucson, Ariz.

### Long term renewal

The Gannett Radio Division has renewed its agreement with Interep, the network division of Interep, to represent Gannett's 18 stations in 10 major markets through 1991. The markets are Los Angeles, Chicago, Detroit, Houston, Dallas-Fort Worth, St. Louis, Seattle, Kansas City, Tampa-St. Petersburg and San Diego.

Joseph L. Dorton, president of the Gannett Radio Division, says the agreement provides for exclusive representation of all Gannett Radio Division stations by the Interep group of companies.

## Buyer's Checklist

### New Representatives

**Christal Radio** is now national sales representative for KNFO(FM) Waco, Texas. The station is owned by KNFO Broadcasting Co. and presents a country music format with news, sports and farm information.

**Hillier, Newmark, Wechsler & Howard** has been named national sales representative for WCZE/WLOO(FM) Chicago and WZPL(FM) Indianapolis, WZPL airs contemporary hits, WCZE programs an adult contemporary Transstar 41 format, and WLOO features easy listening.

**Masla Radio** has been appointed national sales representative for KYCK Crookston, Minn.-Grand Forks, N.D. The format is contemporary country.

**Petry National Television** has been named national sales representative for WCYB-TV Tri-Cities. That's Bristol, Va. and Kingsport and Johnson City, Tenn. The station is an NBC affiliate owned by Appalachian Broadcasting Corp.

**Select Radio** is the new national sales representative for Beasley Broadcasting's WPOW(FM) Miami. The station broadcasts a personality oriented CHR format.

**Torbet Radio** has been selected as the national sales voice for KEGL (FM) Dallas-Fort Worth and for WDTX(FM) Detroit. WDTX offers an adult contemporary sound and KEGL plays contemporary hits.

### Transactions

**Fox Television Stations Inc.** has completed acquisition of WXNE-TV Boston from **The Christian Broadcasting Network, Inc.** Fox says this makes it "the only station group operating in seven of the top 10 U.S. markets." The other markets are New York, Los Angeles, Chicago, Dallas-Fort Worth, Houston and Washington, D.C.

**Eric/Chandler Communications** of San Diego has acquired KCBQ AM-FM San Diego from **Infinity Broadcasting** of New York for \$12.2 million, and has changed the stations' format from country music to "the greatest hits of

all time." Robert E. Geddes is chairman of Eric/Chandler, Ltd., parent company of Eric/Chandler Communications.

**CR Broadcasting, Inc.** is acquiring six radio stations from **Community Service Broadcasting, Inc.** for \$4,095,000. They are WKWK AM-FM Wheeling, W. Va.; WDXI/WRJX (FM) Jackson, Tenn.; WMCL McLeansboro, Ill. and WTAO (FM) Murphysboro-Carbonale, Ill. Americom Radio Brokers of Washington, D.C. handled the transaction. CR principals include Dennis S. Rooker and John Columbus. Community Service principals include Bill and Jim Glassman.

**Howard Broadcasting Corp.** has purchased WKAT Miami Beach from Hernstadt Broadcasting Corp. for \$2 million. In approving the sale the FCC also granted Howard a change of city of license to North Miami, where the buyer plans to relocate the studios and offices later this year. Howard is headed by Howard Premer, vice president and general manager of the station.

**Champion Broadcasting System of New York, Inc.** has purchased WOKB Winter Garden, Fla. from **Lesli Broadcasting** for \$850,000. Arnold Schorr is the principal shareholder of Lesli and Herbert S. Hoffman is the principal shareholder of Champion Broadcasting. Broker in the transaction is Norman Fischer & Associates of Austin, Texas.

### New York office

Washington-based communication consultant Frazier, Gross & Kadlec, Inc., is opening a New York office to be headed by John E. Kane as senior vice president and chief operating officer. Also joining the New York office is Norval D. Reece who becomes senior vice president for business development.

Both executives move in from Group W Cable. Reece had been vice president for corporate affairs and Kane had been a vice president involved in acquisitions, mergers and capital investments. Kane is a member of The Institute of Chartered Financial Analysts and the New York Society of Security Analysts. Reece, a former secretary of Commerce for the State of Pennsylvania, is on the board of directors for C-Span and the National Cable Television Political Action Committee.



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*Fred*

Fred Silverman  
President  
The Fred Silverman Company

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And everyone, from top management on down, knows it!  
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**PETRY**

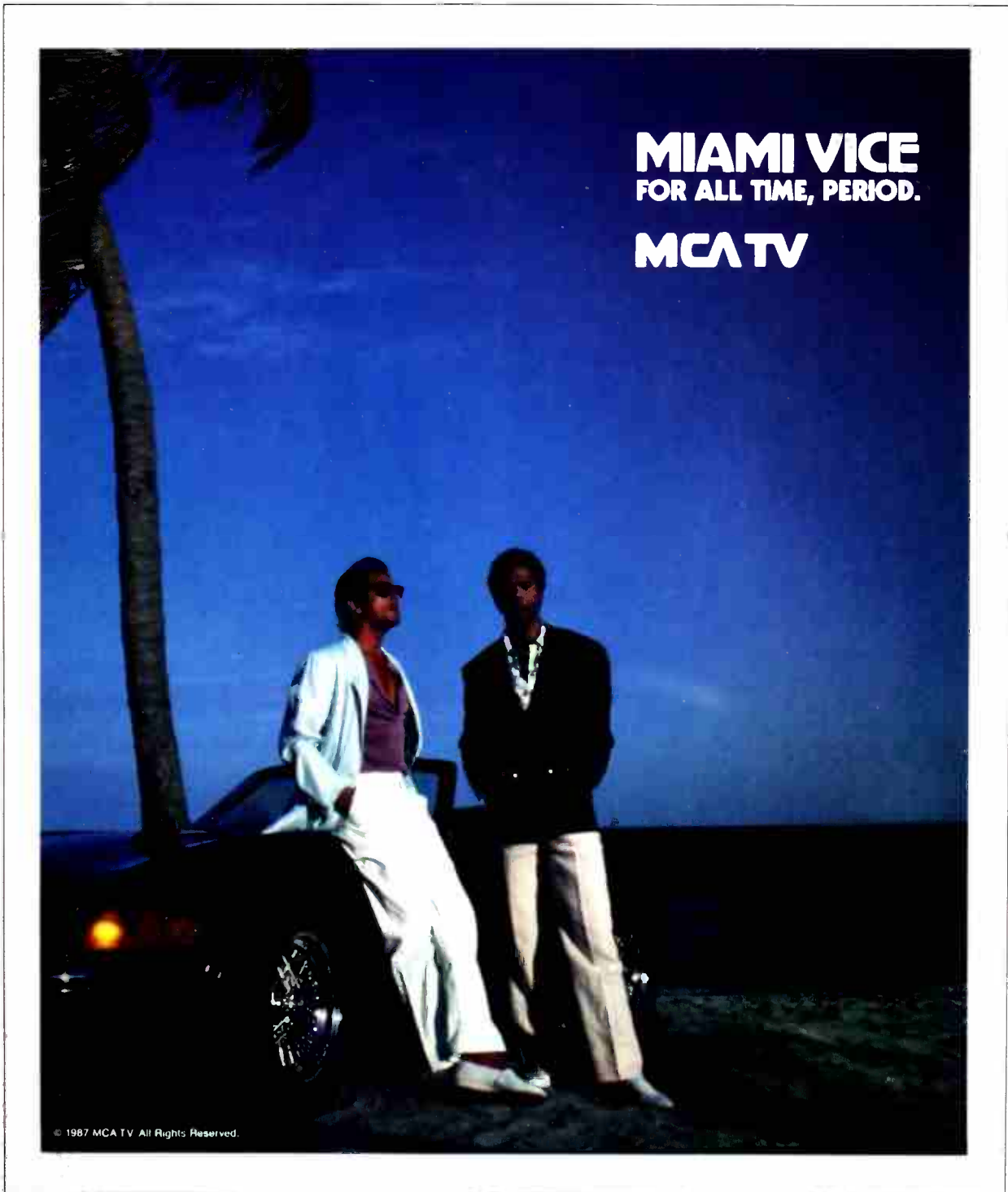
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Directory of TV Programmers,  
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# Television/Radio Age

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1987



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# NATPE returns to New Orleans as sitcoms, talk shows, kids' series dominate convention activity

**N**ATPE International convention attendees are returning to the scene of last year's showcase event under a significantly changed industry environment. In programming, situation comedies have taken over the mantle long-held by game shows as the leading attraction on the convention exhibit floor. Talk shows are being offered in volume; animated kids' product entries are on the rise; and some new players, especially home shopping, will get heavy interest as well. In addition, a few other developments, including *The Cosby Show*, instant strips and checker-boarding will contribute to a convention that will be anything but dull.

As for the agenda, rep firms and station groups will hold their meetings at various times on Wednesday, January 21, while a NATPE/Broadcast Educational Association educational seminar runs from 9 a.m.-4:30 p.m. and an international seminar takes place from 3-5 p.m. The latter session will be chaired by Larry Gershman, Hollywood, with panelists Brian Donegan, Devillier/Donegan Enterprises; Bob Jones, KYW-TV Philadelphia; David L. Simon, Fox Television Stations; Mel Smith, Tribune Broadcasting; and Don Taffner, D. L. Taffner/Ltd.

On the following morning, January 22, two meetings are planned previous to the general session/brunch at 11:15 a.m. The 9-10 a.m. session, "Block Booking/Block Buying," will be moderated by Richard Barovick, attorney, and will feature Bob and Ray in taped segments. On the panel are Joel Chaseman, Post-Newsweek Stations; Dick Colbert, Colbert Television Sales; Henry Gillespie, Turner Program Services; Harry First, New York University Law School; and Sy Yanoff, WNEV-TV Boston. "Washington Update," a governmental talk moderated by Michael Gardner, attorney, will be held from 10:05-11:05 a.m. After a welcome by David L. Simon, president of NATPE, the keynote address at the general session/brunch will be by Francis T. Vincent, Jr., The Coca-Cola Co.

**Panels.** Affiliates, independents, PBS and cable meetings, plus an international session, are the concurrent 8:30-9:30 a.m. fare that open the program agenda on Friday, January 23. ABC's moderator is Mike Seagly, WZZM-TV Grand Rapids. Panelists are Mickey Hooten, Hearst Broadcasting; Mark Mandala; and George Newi. For CBS, Kay Hall, WDBJ-TV Roanoke, is chairman, while the panelists are Herb Gross, Bob Horner, Tom Leahy, Tony Malara, Scott Michels, Neil Pilson and David Poltrack. Independents: Vicki Gregorian, WLVI-TV Miami, is moderator. Charles Edwards, Gaylor Broadcasting; Jamie Kellner, Fox Television Network; and Preston Padden, INTV, are the panelists.

The PBS moderator is John Felton, WPBT(TV) Miami. Panelists are Cindy Browne, KTCA-TV Minneapolis; Bob Davidson, Eastern Educational Network; Ron Devillier, Devillier/Donegan Enterprises; Dr. David J. Leroy, PMN TRAC, Tucson; Frank Miller,

Lionheart Television; and Art Singer, New Hampshire Public Television. Cable: Chuck Gingold, Lifetime Network, heads the panel, which consists of Paul Corbin, The Nashville Network; David Kenin, USA Network; Geraldine Laybourne, Nickelodeon; and Terry McGuirk, Super Station WTBS Atlanta. Gunnar Rugeheimer, London, moderates the international session, with Charles Denton, Central Independent Television, London; Francesco DeCresceno, Milan; Larry Gershman, Hollywood; and Arne Wessberg, Channel One, Helsinki, as panelists.

Two concurrent seminars are set for one hour beginning at 9:40 a.m.: One is "Absolutely the Last Annual George Back Barter Workshop," with, of course, George Back, All American, taking charge. Panelists are Dan Cosgrove, ASTA; Phil Howart, LBS Communications; Roger King, King World; Cassandra Reese, Kraft, Inc.; and John Rohrbeck, KNBC(TV) Los Angeles. The other is "Program Management Skills," presentation by Bill Brower, Brower Associates. The general session/brunch, from 10:45 a.m.-12:15 p.m., is called "Sitcoms and First-Run," and will be moderated by Barry Thurston, Coca-Cola Telecommunications. On the panel are Steve Bell, KTLA(TV) Los Angeles; Wes Harris, NBC-owned stations; David Salzman, Lorimar-Telepictures; and Don Taffner, D. L. Taffner/Ltd. Host is Deb McDermott, NATPE first vice president, WKRN-TV Nashville.

**Business.** January 24 is chock full of business and other things. From 10:15-11:15 a.m., three concurrent seminars are scheduled. "The Economic Revolution" will be moderated by Consuelo Mack, anchor, Buena Vista Television's *Today's Business*. On the panel will be Jeff Epstein, First Boston Corp.; Alex Gerster, Grey Advertising; Ken Gorman, Viacom International; and Paul Kagan, Paul Kagan Associates. The second seminar is "New Era in Regulations: How the Mid-Term Elections Affect Broadcasting," chaired by Dick Block, DBA Enterprises.

The third morning concurrent seminar is "View From the Fourth Estate." Moderator is Charles Rose, CBS Television. Panelists are Jon Banner, *View*; Michael Lambert, 20th Century Fox Television; Gary Lieberthal, Coca-Cola Telecommunications; David Persson, *Electronic Media*; Sol J. Paul, TELEVISION/RADIO AGE; Dick Robertson, Lorimar-Telepictures; Lucie Salhany, Paramount Television; Syd Silverman, *Variety*; and Don West, *Broadcasting*.

Three other concurrent seminars follow, from 11:20 a.m.-12:20 p.m.: Ken Rees, WCCO-TV Minneapolis, is in charge of "New Business Opportunities"; John von Soosten, Katz Television Group, does likewise with "The Meters, The People and Dr. Ruth"; while Jim Lutton, WFSB-TV Hartford, is moderator on "The First Year Is the Worst Year." On Sunday, January 25, a NATPE annual board meeting and elections are set, and in the afternoon, a meeting by distributors.

# Directory of TV Programmers, Distributors & Services

## ABC Distribution Co./ABC Pictures International

825 Seventh Avenue  
New York, NY 10019  
212-887-5000  
Telex: 234337  
FAX: 212-887-5319  
Booth: 440



Mr. Purvis

**Representatives** Archie Purvis, sr up, Marvinia Hunter, d, worldwide cassette/cable mktg; Armando Nunez, Jr., Bill Vitale, ds, tv sls.

### Properties:

#### Mini-Series

**Amerika**—14 to 16 hours. America in the 1990's, 10 years after the Soviet Union's occupation of the country.

**Out on a Limb**—Shirley MacLaine stars as herself in a story based on her best-selling book.

#### Series

**Moonlighting**—one-hour romantic comedy series starring Cybill Shepherd and Bruce Willis, in it's 3rd season.

#### Specials

**Annual Academy Awards**—90-minute international version.

#### Made-for-TV Films

**Acceptable Risks**—97 minutes on the horror of a toxic chemical cloud.

**Amazons**—97 minutes on the undercover war against men.

**Best Kept Secrets**—97 minutes as a cop's wife discovers a spy ring.

**A Bunny's Tale**—97 minutes as a young writer poses as a Playboy Bunny.

**Embassy**—97 minutes as an American family's Roman holiday becomes a nightmare.

**The Ernie Kovacs Story: Between the Laughter**—97 minutes of public comedy, private agony.

**The Hearst & Davies Affair**—97 minutes with a newspaper mogul and a Zeigfeld girl.

**Love Lives On**—97 minutes as a teenager chooses death to save her unborn child.

**Long Time Gone**—97 minutes. A private eye learns about love from his son.

**The Midnight Hour**—97 minutes with teenagers who unleash an ancient witch's curse.

**My Mother's Secret Life**—97 minutes as a call-girl mother learns love from her deserted daughter.

**Trip across**—97 minutes as a millionaire plays a deadly game.

#### Children

**All the Money in the World**—25 minutes. A young boy is granted his wish for all the money in the world.

**Arthur the Kid**—24 minutes. A 10 year old applies for a gang leader's position.

**The Bollo Caper**—15 minutes. A movie star wants Bollo the leopard's coat.

**First the Egg**—48 minutes as high school students are made parents to an egg.

**The Ghost of Thomas Kempe**—48 minutes. A boy refuses to be apprentice to a sorcerer's ghost.

**The Kingdom Chums**—48 minutes. Rainbow beams transform three kids into animated characters.

#### Sports

**ABC Wide World of Sports**—20 one-hour events; international edition.

**Atlanta 500**—4 hours of auto racing.

**Belmont Stakes**—one-hour of horse racing.

**College Basketball**

**College Football**

**Indianapolis "500"**—5 hours of auto racing.

**Kentucky Derby**—90 minutes of horse racing.

**Major League Baseball—World Series**—7 3/4-hour events.

**Major League Baseball—Regular Series**—9 3/4-hour events.

**Preakness Stakes**—one-hour of horse racing.

**Pro Bowlers Tours**—16 90-minute events.

**Super Bowl**—3 hours of football.

**The World Sportman**—64 various events.

## ABR Entertainment Company

32123 West Lindero Canyon Road  
Suite 206  
Westlake Village, CA 91361  
818-706-7727  
Booth: 875



Mr. Rosen

**Representatives:** Burt Rosen, chmn;

Ed Hawkins, exec vp, d of adm; Barbara Rosen, sr vp, chf financial off; Ted Baker, vp, eastern sls mgr; Len Fishback, vp, western sls mgr; Art Borda, vp, midwest sls mgr; Gene Wilkin, vp, research; Linda Sanders, d of prom, stat rela; Celinda V. O. Glickman, d of pub & adv; Judy Morrow, crty mgr; Kimberly Krebs, admin asst; Linda Tamout, d of admin; Stephen Simon, d of post-prdn/synd.

### Properties:

**Crosswits**—195 half-hour games show that turns words into laughs, prizes and excitement.

**Candid Kids**—weekly half hours based on Candid Camera format scheduled for early 1987 start date.

**Turning Point**—26 first-run half hours hosted by Larry Vanderveen featuring one-on-one interviews with top stars.

**Tim Conway's "Scue Me"**—22 first-run half hours.

**Can You Top This?**—26 half-hour comedy panel show.

**Yes, Virginia, There is a Santa Claus**—half-hour animated pre-Christmas children's special.

**Roller Derby Gold**—56 half hours.

**Raquel**—one-hour musical variety show starring Raquel Welch.

**The Ann Margaret Show—"From Hollywood with Love"**—one hour.

**The All Star Swing Festival**—one-hour jazz festival hosted by Doc Severinsson.

**The Darin Invasion**—one-hour musical special starring Bobby Darin.

**The Fifth Dimension**—one-hour musical special.

**The Lou Rawls Show**—one-hour musical special.

**The Sonny & Cher Nitty Gritty Comedy Hour**—one hour.

**Saga of Sonora**—one-hour starring Zero Mostel.

**Old Faithful**—one-hour starring Zero Mostel.

**Dr. Jekyll & Mr. Hyde**—one-hour musical special starring Kirk Douglas.

**Once Upon a Wheel**—one-hour auto special starring Paul Newman.

**The London Bridge Special**—one-hour starring Tom Jones.

**Rollin' on the River**—52 half hours starring Kenny Rogers and the First Edition.

**Half the George Kirby Comedy Hour**—26 half hours.

**The Barbara McNair Series**—30 hours.

**Story Theatre**—26 half-hour adaptations of famous fairy tales.

**Cross Country**—90 minutes starring Larry Gatlin.

**Lusty Land**—90-minute country and western special starring Tennessee Er-



nie Ford.

**Christmas Show**—90 minutes starring Mel Torme.

**Gospel Music I**—90 minutes of down-home gospel music starring Tennessee Ernie Ford.

**Gospel Music II**—90 minutes starring Tennessee Ernie Ford.

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## Acama Films

14724 Ventura Blvd.  
Suite 610  
Sherman Oakes, CA 91403  
818-981-4344

*Representatives:* James A. Sowards, William D. Morrison, *ptns*; John Cosgrove, *eastern sls rep.*

*Properties:*

*Features/Packages*

**Acama Star I**—22 powerful action dramas, in color.

**Acama Star II**—23 features in color, including thrillers, family titles.

**Acama Star III**—28 major motion pictures in color delivering high action, drama and excitement.

**Screamers**—13 color films of horror at its best.

**Martial Arts Theatre**—44 high action full-length kung-fu features. Also available in Spanish.

**Acama Film Classics**—235 titles, 72 in color.

**Paquette de Oro (Package of Gold)**—35 major motion pictures consisting of 25 American and 10 Mexican titles. In Spanish.

*Series/First Run*

**King of Kensington**—111 half-hour situation comedy starring Al Waxman as Larry King. In color.

**Bill Burrud's "Wonderful World of Travel"**—26 color hours filmed around the world.

**Bill Burrud's "World of Adventure"**—26 color half hours featuring unusual sports and exciting adventures.

**The Explorers**—13 color hours about an explorer and anthropologist exploring new and different cultures around the world.

*Series*

**Boxing**—50 color hours featuring light heavyweight to heavyweight matches from the Olympic Auditorium in Los Angeles. Also available in Spanish.

**Wrestling**—50 color hours featuring top ranked wrestlers from around the world competing at the Olympic Auditorium. Also available in Spanish.

**Body Buddies**—65 color half hours with Dr. Bernie Ernst and his wife Jeannie, in health, exercise and nutrition.

*Children's Series/First Run*

**The Houndcats and The Barkleys**—26

animated color half hours from DePatie-Freleng. Also available in Spanish.

**The Froozles**—130 color half hours with live action and puppets. Produced by RKO/KHJ-TV.

**New Zoo Revue**—130 color half hours with Doug Momary and Emily Pede, featuring Freddie the Frog, Charlie the Owl and Henrietta the Hippo.

*Concerts/Specials*

**Hank Williams, Jr. Special**—60 or 90 minutes starring Hank Williams, Jr., Waylon Jennings and the best in country music. In color.

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## Access Syndication

12345 Ventura Blvd.  
Suite N  
Studio City, CA 91604  
818-508-9407  
Data Link: 62916374  
Booth: 391



*Mr. Colbert*

*Representatives:* Ritch Colbert, *p*; Rick Jacobson, *exec vp*; Nancy Dixon, *vp, sls*; Ron Harrison, Steve Kirk, Julie Amon, Dana Quan, *aes*; Stel DeLeon, *d of ops*; Fran Harmon, *d of research*; Sandi Ezell, *d of prom & stat rels*; Jill Siegel-Zemming, Yolanda Mora, *ad-min.*

*Properties:*

**Honeymoon Hotel**—100 half hours starring Isabel Sanford as a divorced mother who inherits a small hotel in California. Cash and barter.

**DIC Animation Package**—"U.S. Space Force," 65 half hours; "Beverly Hill Teens," 65 half hours. Barter.

**Hollywood Close-Up**—39 half hours hosted by Steve Edwards that capture the magic and mystique of Hollywood. Barter.

**Heroes: Made in the U.S.A.**—26 half-hour information magazine show hosted by Craig T. Nelson. Barter.

**Lorne Greene's New Wilderness**—104 half hours about wildlife throughout the world, hosted by Lorne Greene. Barter.

**The Exciting World of Speed and Beauty**—26 half hours hosted by Dan Pastorini featuring exciting motorsports on land, at sea and in the air. Barter.

**"4 Play" Movie Package**—47 titles from "Crown Jewels I," "Reel Men," "Killer B's," "Hell on Reels." Cash.

**Crown Jewels I**—15 titles including "Americana," "Double Exposure," "Don't Answer the Phone," "Flesh-burn," "Galaxina." Cash.

**Reel Men**—10 titles including "African Safari," "Dangerous Charter," "Hostage," "Indiana Paint." Cash.

**Killer B's**—9 titles including "Blood of Dracula's Castle," "Blood Mania," "Creeping Terror," "Devil's Hand." Cash.

**Hell on Reels**—13 titles including "Carnival of Time," "Chain Gang Women," "Hell on Wheels," "Hellcats." Cash.

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## The Berle Adams Company

Suite 1500  
6255 Sunset Blvd.  
Suite 1500  
Los Angeles, CA 90028  
213-466-5556

*Representative:* Berle Adams.

*Properties:*

*For Foreign Syndication*

**Emmy Awards**

**Musical Variety Shows**—starring Dean Martin, Olivia Newton John, Liberace, George Burns, Mac Davis, Dolly Parton.

**Circus of the Stars**

**Neil Diamond "Hello Again"**

**Perry Como's Christmas in San Antonio**

**Celebrity Daredevils**

**TV Hall of Fame**

**Mussolini: The Untold Story**—mini-series.

**The Miracle Worker**

**Chuck Jones Animated Specials**

**Ted E. Bear series**

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## Advanswers Media/ Programming, Inc.

(Subsidiary of Gardner Advertising Company)

10 Broadway  
St. Louis, MO 63102  
314-444-2100

*Paul Schulman Company*  
(Network TV Subsidiary)

660 Madison Avenue  
New York, NY 10021  
212-753-0610

7060 Hollywood  
Suite 1216  
Los Angeles, CA 90028  
213-466-8536

*Representatives:* Don Stork, *p, St. Louis*; John Marlow, *sr vp, mktg d, St. Louis*; Rose Busalacki, *sr vp, synd d, St. Louis*; Paul Schulman, *p, The Paul Schulman Co., New York.*

*Properties:*

**Bill Dance Outdoors**—20 half hours with fisherman Bill Dance and his guests. Taped on location. First-run.

**Hesston Pro Rodeo**—2½-hour special of the National Finals Rodeo Competition live from Las Vegas, airing in U.S. and Canada.

**Patsy Awards**—half-hour special as top entertainers present the American Humane Society's annual awards to the Performing Animal Top Stars of the Year.

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**Advertiser Syndicated Television Association**

A.S.T.A.

c/o Dan Cosgrove  
Group W Productions  
888 Seventh Avenue  
New York, NY 10106  
212-307-3264  
Booth: 1408

*Representative:* Tim Duncan, *research consul.*

*Services:* A.S.T.A. is comprised of the following firms, which collectively represent over 90% of barter syndication revenues: All American TV, Blair Entertainment, Buena Vista TV, Camelot Entertainment, Group W, Independent TV Network, LBS, Lorimar-Telepictures, MGM/UA, Multimedia, Orbis Communications, Paramount, Syndicast, TPE, Tribune Entertainment, 20th Century Fox, Viacom. A.S.T.A. offers a taped 12-minute presentation on barter syndication's history, its future and the advantages which it offers stations and advertisers.

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**AGB Television Research, Inc.**

540 Madison Avenue  
22nd Floor  
New York, NY 10022  
212-319-8800  
FAX: 212-319-8109  
Booth: 275



*Dr. Philport*



*Ms. Cetera*

*Representatives:* Dr. Joseph Philport, *p*; Andrea Cetera, *d of synd serv*; Jeffrey Frankel, *d, AGB Research, PLC.*

*Services:* Television audience measure-

ment company that will be introducing its National PeopleMeter Television Ratings Service in September, 1987.

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**Airborne Express**

3101 Western Avenue  
Seattle, WA 98121  
206-285-4600  
Telex: 32-9543  
Booth: 1419

*Representatives:* Jerry Hempstead, Stacey Batchelor, Mike Messina.

*Services:* air freight carriers (domestic & international); package delivery service; freight forwarding.

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**Alberta Motion Picture Development Corporation**

Box 1740  
Canmore, Alberta  
Canada T0L 0M0  
403-678-2525  
Telex: 03824703  
Booth: 865



*Mr. MacPherson*

*Representative:* Lorne MacPherson, *p.*

*Services:* The Alberta Motion Picture Development Corp. loans seed money to producers developing projects in the Province of Alberta.

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**Alderton Entertainment**

118 East 91st Street  
Suite 1C  
New York, NY 10128  
212-722-0086

*Representative:* Ron Harvey, *p.*

*Services:* Alderton Entertainment offers high quality, public domain motion picture classics derived from original print material, as opposed to dupes, and then transferred using a state-of-the-art laser-optical process to insure superior broadcast masters.

*Properties:*

**A+ Package**—26 features, 14 in color including "Beneath the 12 Mile Reef," "Big Cat," "Big Trees," "Carnival Story," "Decameron Nights," "Divorce of Lady X" and more.

**Upgrade Package**—13 features, 3 in color, offered free to stations with purchase of A+ Package. Features include "Algiers," "Angel on My Shoulder," "Cyrano de Bergerac," "Fallen Idol," and others.

*Premiere Product*

**For God and Country**—newly discovered film never before seen on television starring Ronald Reagan.

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**All American Television**

304 East 45th Street  
New York, NY 10017  
212-818-1200  
Telex: 9103436968

7149 Beverly Blvd.  
Los Angeles, CA 90036-2580  
213-937-1250

Hagen-Menk Entertainment  
(A division of All American Television)  
304 East 45th Street  
New York, NY 10017  
212-818-1200  
Booth: 433

*Representatives:* George Back, *p*; Joseph E. Kovacs, *exec vp*; Conrad Roth, *sr vp*; Larry Feinstein, *vp, natl adv sls*; Joan Marcus, *vp, synd*; Avrom Heimowitz, *d of finance*; Wendy Clancy Zackon, *d, natl adv sls*; Lori Koch, Paul Most, Larry Schatz, *sls execs*; Richard Rottkov, *d, corporate communications*; Debbie Back, *d of ops*; Steve Blechman, *d of research*; Gail Spolan, *d, sls admin*; Genevieve Piturro, *mgr, prom & pub*; JoAnne Giacalone, *natl adv sls acct rep*; Nina Melby, *sls asst*; Helen Schansinger, *admin coord*; Carl Menk, *p, Hagen-Menk Entertainment*; Glen Hagen, *vp*; Karen Strange, *sls coord.*

*Properties:*

**America's Top 10**—weekly half hours in stereo.

**The NEWSFEED Network**—satellite-fed daily news service.

**The Entertainment Report**—satellite-fed entertainment news service.

**Beyond 2000**—weekly series, monthly specials, in stereo.

**The Boy King**—one-hour special.

**McDonald's Charity Christmas Parade**—2-hour special.

**World Music Video Awards**—2-hour special.

**American Video Awards**—2-hour special.

**The Chisolms**—6-hour mini-series.

**Seeing Things**—weekly hours.

**I-40 Paradise**—half-hour strip.

**Mad as Hell**—half-hour strip.

**Wailer Reunion Concert**—90 minutes.

**Fridays**—comedy series.



**Deja View**—2 one-hour specials.  
**An America's Top 10 Christmas**—one hour.  
**An America's Top Ten Book of Love**—one hour.  
**The Best of You**—half-hour daytime strip.  
**Portrait of a Legend**—39 half hours.  
**All American Bingo**—half-hour strip.  
**The Uncle Floyd Show**—19 hours, 64 half hours.

## Almi Television Productions

1585 Broadway  
 New York, NY 10036  
 212-315-8650

*Representatives:* Dan Harrison, *p*; Mary Voll, *sr ae*; Debbie von Ahrens, *ae*; Liz Gallo, *d sls serv*.

### *Properties:*

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Box 728  
 Port Washington, NY 10050

516-883-8486

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 Seattle, WA 98117  
 206-789-8273  
 Booth: 1225

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1111 S. Robertson Blvd.  
 Los Angeles, CA 90035  
 213-271-4132  
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**The Juggler**—30-minute drama for children.

**Billy Goat's Bluff**—30 minutes.

**Fatal Attraction**—90-minute feature starring Sally Kellerman and John

# Directory of TV Programmers, Distributors & Services

## ABC Distribution Co./ABC Pictures International

825 Seventh Avenue  
New York, NY 10019  
212-887-5000  
Telex: 234337  
FAX: 212-887-5319  
Booth: 440



Mr. Purvis

*Representatives:* Archie Purvis, *sr vp*; Marvinia Hunter, *d, worldwide cassette/cable mktg*; Armando Nunez, Jr., *Bill Vitale, ds, tv sls.*

### *Properties:*

#### *Mini-Series*

**Amerika**—14 to 16 hours. America in the 1990's, 10 years after the Soviet Union's occupation of the country.

**Out on a Limb**—Shirley MacLaine stars as herself in a story based on her best-selling book.

#### *Series*

**Moonlighting**—one-hour romantic comedy series starring Cybill Shepherd and Bruce Willis, in it's 3rd season.

#### *Specials*

**Annual Academy Awards**—90-minute international version.

#### *Made-for-TV Films*

**Acceptable Risks**—97 minutes on the horror of a toxic chemical cloud.

**Azmons**—97 minutes on the undercover war against men.

**Best Kept Secrets**—97 minutes as a cop's wife discovers a spy ring.

**A Bunny's Tale**—97 minutes as a young writer poses as a Playboy Bunny.

**Embassy**—97 minutes as an American family's Roman holiday becomes a nightmare.

**The Ernie Kovacs Story: Between the Laughter**—97 minutes of public comedy, private agony.

**The Hearst & Davies Affair**—97 minutes with a newspaper mogul and a Zeigfeld girl.

**Love Lives On**—97 minutes as a teenager chooses death to save her unborn child.

**Long Time Gone**—97 minutes. A private eye learns about love from his son.

**The Midnight Hour**—97 minutes with teenagers who unleash an ancient witch's curse.

**My Mother's Secret Life**—97 minutes as a call-girl mother learns love from her deserted daughter.

**Triplecross**—97 minutes as a millionaire plays a deadly game.

#### *Children*

**All the Money in the World**—25 minutes. A young boy is granted his wish for all the money in the world.

**Arthur the Kid**—24 minutes. A 10 year old applies for a gang leader's position.

**The Bollo Caper**—15 minutes. A movie star wants Bollo the leopard's coat.

**First the Egg**—48 minutes as high school students are made parents to an egg.

**The Ghost of Thomas Kempe**—48 minutes. A boy refuses to be apprentice to a sorcerer's ghost.

**The Kingdom Chums**—48 minutes. Rainbow beams transform three kids into animated characters.

#### *Sports*

**ABC Wide World of Sports**—20 one-hour events; international edition.

**Atlanta 500**—4 hours of auto racing.

**Belmont Stakes**—one-hour of horse racing.

#### **College Basketball**

#### **College Football**

**Indianapolis "500"**—5 hours of auto racing.

**Kentucky Derby**—90 minutes of horse racing.

**Major League Baseball—World Series**—7 3/2-hour events.

**Major League Baseball—Regular Series**—9 3/2-hour events.

**Preakness Stakes**—one-hour of horse racing.

**Pro Bowlers Tours**—16 90-minute events.

**Super Bowl**—3 hours of football.

**The World Sportman**—64 various events.

## ABR Entertainment Company

32123 West Lindero Canyon Road  
Suite 206  
Westlake Village, CA 91361  
818-706-7727  
Booth: 875



Mr. Rosen

*Representatives:* Burt Rosen, *chmn*;

Ed Hawkins, *exec up, d of sls*; Barbara Rosen, *sr up, chf financial off*; Ted Baker, *up, eastern sls mgr*; Lon Fishback, *up, western sls mgr*; Art Berla, *up, midwest sls mgr*; Gene Wilkin, *up, research*; Linda Sanders, *d of prom, stat rela*; Celinda V. O. Glickman, *d of pub & adv*; Judy Morrow, *actg mgr*; Kimberly Kreis, *admin asst*; Linda Tamsut, *d of admin*; Stephen Simon, *d of post-prodn/synd.*

### *Properties:*

**Crosswits**—195 half-hour game show that turns words into laughs, prizes and excitement.

**Candid Kids**—weekly half hours based on Candid Camera format scheduled for early 1987 start date.

**Turning Point**—26 first-run half hours hosted by Larry Vanderveen featuring one-on-one interviews with top stars.

**Tim Conway's "Scue Me"**—22 first-run half hours.

**Can You Top This?**—26 half-hour comedy panel show.

**Yes, Virginia, There is a Santa Claus**—half-hour animated pre-Christmas children's special.

**Roller Derby Gold**—56 half hours.

**Raquel**—one-hour musical variety show starring Raquel Welch.

**The Ann Margaret Show—"From Hollywood with Love"**—one hour.

**The All Star Swing Festival**—one-hour jazz festival hosted by Doc Severinson.

**The Darin Invasion**—one-hour musical special starring Bobby Darin.

**The Fifth Dimension**—one-hour musical special.

**The Lou Rawls Show**—one-hour musical special.

**The Sonny & Cher Nitty Gritty Comedy Hour**—one hour.

**Saga of Sonora**—one-hour starring Zero Mostel.

**Old Faithful**—one-hour starring Zero Mostel.

**Dr. Jekyll & Mr. Hyde**—one-hour musical special starring Kirk Douglas.

**Once Upon a Wheel**—one-hour auto special starring Paul Newman.

**The London Bridge Special**—one-hour starring Tom Jones.

**Rollin' on the River**—52 half hours starring Kenny Rogers and the First Edition.

**Half the George Kirby Comedy Hour**—26 half hours.

**The Barbara McNair Series**—30 hours. **Story Theatre**—26 half-hour adaptations of famous fairy tales.

**Cross Country**—90 minutes starring Larry Gatlin.

**Lusty Land**—90-minute country and western special starring Tennessee Er-



nie Ford.

**Christmas Show**—90 minutes starring Mel Torme.

**Gospel Music I**—90 minutes of down-home gospel music starring Tennessee Ernie Ford.

**Gospel Music II**—90 minutes starring Tennessee Ernie Ford.

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## Acama Films

14724 Ventura Blvd.  
Suite 610  
Sherman Oakes, CA 91403  
818-981-4344

*Representatives:* James A. Sowards, William D. Morrison, *ptns*; John Cosgrove, *eastern sls rep.*

*Properties:*

*Features/Packages*

**Acama Star I**—22 powerful action dramas, in color.

**Acama Star II**—23 features in color, including thrillers, family titles.

**Acama Star III**—28 major motion pictures in color delivering high action, drama and excitement.

**Screamers**—13 color films of horror at its best.

**Martial Arts Theatre**—44 high action full-length kung-fu features. Also available in Spanish.

**Acama Film Classics**—235 titles, 72 in color.

**Paquette de Oro (Package of Gold)**—35 major motion pictures consisting of 25 American and 10 Mexican titles. In Spanish.

*Series/First Run*

**King of Kensington**—111 half-hour situation comedy starring Al Waxman as Larry King. In color.

**Bill Burrud's "Wonderful World of Travel"**—26 color hours filmed around the world.

**Bill Burrud's "World of Adventure"**—26 color half hours featuring unusual sports and exciting adventures.

**The Explorers**—13 color hours about an explorer and anthropologist exploring new and different cultures around the world.

*Series*

**Boxing**—50 color hours featuring light heavyweight to heavyweight matches from the Olympic Auditorium in Los Angeles. Also available in Spanish.

**Wrestling**—50 color hours featuring top ranked wrestlers from around the world competing at the Olympic Auditorium. Also available in Spanish.

**Body Buddies**—65 color half hours with Dr. Bernie Ernst and his wife Jeannie, in health, exercise and nutrition.

*Children's Series/First Run*

**The Houndcats and The Barkleys**—26

animated color half hours from DePatie-Freleng. Also available in Spanish.

**The Froozles**—130 color half hours with live action and puppets. Produced by RKO/KHJ-TV.

**New Zoo Revue**—130 color half hours with Doug Momary and Emily Pede, featuring Freddie the Frog, Charlie the Owl and Henrietta the Hippo.

*Concerts/Specials*

**Hank Williams, Jr. Special**—60 or 90 minutes starring Hank Williams, Jr., Waylon Jennings and the best in country music. In color.

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## Access Syndication

12345 Ventura Blvd.  
Suite N  
Studio City, CA 91604  
818-508-9407  
Data Link: 62916374  
Booth: 391



*Mr. Colbert*

*Representatives:* Ritch Colbert, *p*; Rick Jacobson, *exec vp*; Nancy Dixon, *vp, sls*; Ron Harrison, Steve Kirk, Julie Amon, Dana Quan, *aes*; Stel DeLeon, *d of ops*; Fran Harmon, *d of research*; Sandi Ezell, *d of prom & stat rels*; Jill Siegel-Zemming, Yolanda Mora, *ad-min.*

*Properties:*

**Honeymoon Hotel**—100 half hours starring Isabel Sanford as a divorced mother who inherits a small hotel in California. Cash and barter.

**DIC Animation Package**—"U.S. Space Force," 65 half hours; "Beverly Hill Teens," 65 half hours. Barter.

**Hollywood Close-Up**—39 half hours hosted by Steve Edwards that capture the magic and mystique of Hollywood. Barter.

**Heroes: Made in the U.S.A.**—26 half-hour information magazine show hosted by Craig T. Nelson. Barter.

**Lorne Greene's New Wilderness**—104 half hours about wildlife throughout the world, hosted by Lorne Greene. Barter.

**The Exciting World of Speed and Beauty**—26 half hours hosted by Dan Pastorini featuring exciting motorsports on land, at sea and in the air. Barter.

**"4 Play" Movie Package**—47 titles from "Crown Jewels I," "Reel Men," "Killer B's," "Hell on Reels." Cash.

**Crown Jewels I**—15 titles including "Americana," "Double Exposure," "Don't Answer the Phone," "Flesh-burn," "Galaxina." Cash.

**Reel Men**—10 titles including "African Safari," "Dangerous Charter," "Hostage," "Indiana Paint." Cash.

**Killer B's**—9 titles including "Blood of Dracula's Castle," "Blood Mania," "Creeping Terror," "Devil's Hand." Cash.

**Hell on Reels**—13 titles including "Carnival of Time," "Chain Gang Women," "Hell on Wheels," "Hellcats." Cash.

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## The Berle Adams Company

Suite 1500  
6255 Sunset Blvd.  
Suite 1500  
Los Angeles, CA 90028  
213-466-5556

*Representative:* Berle Adams.

*Properties:*

*For Foreign Syndication*

**Emmy Awards**

**Musical Variety Shows**—starring Dean Martin, Olivia Newton John, Liberace, George Burns, Mac Davis, Dolly Parton.

**Circus of the Stars**

**Neil Diamond "Hello Again"**

**Perry Como's Christmas in San Antonio**

**Celebrity Daredevils**

**TV Hall of Fame**

**Mussolini: The Untold Story**—mini-series.

**The Miracle Worker**

**Chuck Jones Animated Specials**

**Ted E. Bear series**

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## Advanswers Media/ Programming, Inc.

(Subsidiary of Gardner Advertising Company)

10 Broadway  
St. Louis, MO 63102  
314-444-2100

*Paul Schulman Company*  
(Network TV Subsidiary)

660 Madison Avenue  
New York, NY 10021  
212-753-0610

7060 Hollywood  
Suite 1216  
Los Angeles, CA 90028  
213-466-8536

*Representatives:* Don Stork, *p, St. Louis*; John Marlow, *sr vp, mktg d, St. Louis*; Rose Busalacki, *sr vp, synd d, St. Louis*; Paul Schulman, *p, The Paul Schulman Co., New York.*

*Properties:*

**Bill Dance Outdoors**—20 half hours with fisherman Bill Dance and his guests. Taped on location. First-run.

**Hesston Pro Rodeo**—2½-hour special of the National Finals Rodeo Competition live from Las Vegas, airing in U.S. and Canada.

**Patsy Awards**—half-hour special as top entertainers present the American Humane Society's annual awards to the *Performing Animal Top Stars of the Year*.

**Advertiser Syndicated Television Association**

A.S.T.A.

c/o Dan Cosgrove  
Group W Productions  
888 Seventh Avenue  
New York, NY 10106  
212-307-3264  
Booth: 1408

*Representative:* Tim Duncan, *research consul.*

*Services:* A.S.T.A. is comprised of the following firms, which collectively represent over 90% of barter syndication revenues: All American TV, Blair Entertainment, Buena Vista TV, Camelot Entertainment, Group W, Independent TV Network, LBS, Lorimar-Telepictures, MGM/UA, Multimedia, Orbis Communications, Paramount, Syndicast, TPE, Tribune Entertainment, 20th Century Fox, Viacom. A.S.T.A. offers a taped 12-minute presentation on barter syndication's history, its future and the advantages which it offers stations and advertisers.

**AGB Television Research, Inc.**

540 Madison Avenue  
22nd Floor  
New York, NY 10022  
212-319-8800  
FAX: 212-319-8109  
Booth: 275



*Dr. Philport*



*Ms. Cetera*

*Representatives:* Dr. Joseph Philport, *p*; Andrea Cetera, *d of synd serv*; Jeffrey Frankel, *d, AGB Research, PLC.*

*Services:* Television audience measure-

ment company that will be introducing its National PeopleMeter Television Ratings Service in September, 1987.

**Airborne Express**

3101 Western Avenue  
Seattle, WA 98121  
206-285-4600  
Telex: 32-9543  
Booth: 1419

*Representatives:* Jerry Hempstead, Stacey Batchelor, Mike Messina.

*Services:* air freight carriers (domestic & international); package delivery service; freight forwarding.

**Alberta Motion Picture Development Corporation**

Box 1740  
Canmore, Alberta  
Canada T0L 0M0  
403-678-2525  
Telex: 03824703  
Booth: 865



*Mr. MacPherson*

*Representative:* Lorne MacPherson, *p.*

*Services:* The Alberta Motion Picture Development Corp. loans seed money to producers developing projects in the Province of Alberta.

**Alderton Entertainment**

118 East 91st Street  
Suite 1C  
New York, NY 10128  
212-722-0086

*Representative:* Ron Harvey, *p.*

*Services:* Alderton Entertainment offers high quality, public domain motion picture classics derived from original print material, as opposed to dupes, and then transferred using a state-of-the-art laser-optical process to insure superior broadcast masters.

*Properties:*

**A+ Package**—26 features, 14 in color including "Beneath the 12 Mile Reef," "Big Cat," "Big Trees," "Carnival Story," "Decameron Nights," "Divorce of Lady X" and more.

**Upgrade Package**—13 features, 3 in color, offered free to stations with purchase of A+ Package. Features include "Algiers," "Angel on My Shoulder," "Cyrano de Bergerac," "Fallen Idol," and others.

*Premiere Product*

**For God and Country**—newly discovered film never before seen on television starring Ronald Reagan.

**All American Television**

304 East 45th Street  
New York, NY 10017  
212-818-1200  
Telex: 9103436968

7149 Beverly Blvd.  
Los Angeles, CA 90036-2580  
213-937-1250

Hagen-Menk Entertainment  
(A division of All American Television)  
304 East 45th Street  
New York, NY 10017  
212-818-1200  
Booth: 433

*Representatives:* George Back, *p*; Joseph E. Kovacs, *exec vp*; Conrad Roth, *sr vp*; Larry Feinstein, *vp, natl adv sls*; Joan Marcus, *vp, synd*; Avrom Heimowitz, *d of finance*; Wendy Clancy Zackon, *d, natl adv sls*; Lori Koch, Paul Most, Larry Schatz, *sls execs*; Richard Rottkov, *d, corporate communications*; Debbie Back, *d of ops*; Steve Blechman, *d of research*; Gail Spolan, *d, sls admin*; Genevieve Piturro, *mgr, prom & pub*; JoAnne Giacalone, *natl adv sls acct rep*; Nina Melby, *sls asst*; Helen Schansinger, *admin coord*; Carl Menk, *p, Hagen-Menk Entertainment*; Glen Hagen, *vp*; Karen Strange, *sls coord.*

*Properties:*

**America's Top 10**—weekly half hours in stereo.  
**The NEWSFEED Network**—satellite-fed daily news service.  
**The Entertainment Report**—satellite-fed entertainment news service.  
**Beyond 2000**—weekly series, monthly specials, in stereo.  
**The Boy King**—one-hour special.  
**McDonald's Charity Christmas Parade**—2-hour special.  
**World Music Video Awards**—2-hour special.  
**American Video Awards**—2-hour special.  
**The Chisolms**—6-hour mini-series.  
**Seeing Things**—weekly hours.  
**I-40 Paradise**—half-hour strip.  
**Mad as Hell**—half-hour strip.  
**Wailer Reunion Concert**—90 minutes.  
**Fridays**—comedy series.



**Deja View**—2 one-hour specials.  
**An America's Top 10 Christmas**—one hour.  
**An America's Top Ten Book of Love**—one hour.  
**The Best of You**—half-hour daytime strip.  
**Portrait of a Legend**—39 half hours.  
**All American Bingo**—half-hour strip.  
**The Uncle Floyd Show**—19 hours, 64 half hours.

### Almi Television Productions

1585 Broadway  
 New York, NY 10036  
 212-315-8650

*Representatives:* Dan Harrison, *p*; Mary Voll, *sr ae*; Debbie von Ahrens, *ae*; Liz Gallo, *d sls serv*.

#### *Properties:*

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Box 728  
 Port Washington, NY 10050

516-883-8486

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 213-271-4132  
 Telex: 3722866 API LA



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**The Juggler**—30-minute drama for children.

**Billy Goat's Bluff**—30 minutes.

**Fatal Attraction**—90-minute feature starring Sally Kellerman and John

Huston.

**The Karloff Collection**—4 90-minute never released horror films starring Boris Karloff.

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### Anglia Television Limited

Anglia House  
Norwich NR1 3JG  
England  
0603 615151  
Telex: 97424  
Booth: 1465

*Representative:* Tim Buxton.

*Properties:*

**Distributed by International Television Enterprises Ltd.**  
**Inside Story**  
**Tales of the Unexpected**  
**World of Survival**

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### A.O.M. International, Inc.

41 East 42nd Street  
New York, NY 10017  
212-286-0695

90 Champs Elysees  
75008 Paris,  
France  
43-59-59-59  
Telex: 648504

*Representative:* Alexandra Leclere.

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### Arbitron Ratings Company

1350 Avenue of the Americas  
New York, NY 10019  
212-887-1300  
Booth: 1343

*Representatives:* Pete Megroz, *vp, sls & mktg, tv*; Jon Nottingham, *vp, tv stat sls*; Bill Shafer, *vp, western tv stat sls*; Doug McFarland, *div mgr, eastern tv stat sls*; Jim Mocariski, *div mgr, mid-western tv stat sls*; Dennis Spragg, *div mgr, southern tv stat sls*; Marge Meyer, *ae, eastern tv stat sls*; Eric Schindler, Doug Marks, Laura Solomon, *aes, midwestern tv stat sls*; Ginny Tierney, *ae, western tv stat sls*; Mark Stephan, *ae, southwestern tv stat sls*; Chris Werner, *ae, southeastern tv stat sls*; Lynn Hendy, *ae, tv network & rep sls*; Barbara McFarland, *mgr, tv special serv & support*; Alan Kraut, *mgr, meter & diary serv*; Bill Carleton, *mgr, client serv, eastern tv stat sls*; Ken Wollenberg, *vp, sls & mktg, adv/agency sls*; Anna Fountas, *vp, adv/agency tv sls*; Tom Murphy, *div mgr, eastern adv/agency tv sls*; Randy Briggs, *div mgr, western adv/agency tv sls*; Bob

Decker, Howard Rosenblum, *aes, eastern adv/agency tv sls*; Dan Casey, *ae, western adv/agency tv sls*.

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### Arlington Television Sales, Inc.

3350 Ocean Park Blvd.  
Suite 106  
Santa Monica, CA 90405  
213-450-6600  
FAX: 213-450-6193  
Booth: 1420

*Representatives:* Bob Oppenheim, Tom Hughes.

*Properties:*

**Breakfast in Beverly Hills**—comedy talk show starring Pat McCormick and guest stars.  
**Kung Fu Connection**—20-one hour Kung Fu costume adventure with live host giving comedy value to the show.  
**Plastic Man Comedy Adventure Show**—130 half hours of off-network cartoons hosted by Plastic Man.

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### The Kay Arnold Group

34 Kramer Drive  
Paramus, NJ 07652  
201-652-6037



*Ms. Arnold*

*Representatives:* Kay Arnold, *p*; William L. Cooper, *vp*.

*Properties:*

**Ebenezer Scrooge**—90-minute musical comedy adaptation.  
**World Outdoors**—14 half-hour series on camping, skiing, canoeing, fishing, hiking, backpacking, ice sports and travel photographed by Douglas Sinclair.  
**Last of the Great Explorers**—100 minutes. The life and adventures of explorer Lewis Cotlow, featuring personal footage and narration by Jose Ferrer.  
**Kay's Crazy Komics**—52 12-minute comedy shows.  
**My Road**—90-minute feature film.  
**The Man from Clover Grove**—90-minute feature film.  
**If They Die**—one-hour TV movie.  
**River of Salmon**—one hour.  
**The Laff-a-Bits**—132 5-minute comedy shorts with original music. All ac-

tion in pantomime.

**Three Drama Classics**—“The Black Pirate,” 79 minutes 16 seconds; “Blood and Sand,” 60 minutes 22 seconds; “The Great Train Robbery,” 8 minutes 5 seconds.

**Ms. Fixer Upper**—150 90-second “how to” inserts, featuring Kay Arnold.

**Brightly of the Grand Canyon**—feature, with Joseph Cotton, Dick Foran.

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### ARP Films, Inc.

342 Madison Avenue  
New York, NY 10173  
212-867-1700  
TWX: 710 581 4362  
Booth: 572



*Mr. Hill*

*Representatives:* Claude S. Hill, *p*; Anne B. Cody, *opers mgr*; Joanne Melton, *sls*.

*Properties:*

*Cartoons/Color*

**Spider-man**—52 animated half hours.  
**New Spider-Man**—26 animated half hours.  
**Spider-Woman**—16 animated half hours.  
**The New Fantastic Four**—13 animated half hours.  
**The Incredible Hulk**—13 animated half hours.  
**Captain America**—13 animated half hours.  
**Iron-Man**—13 animated half hours.  
**Sub-Mariner**—13 animated half hours.  
**The Mighty Thor**—13 animated half hours.  
**Rocket Robinhood**—52 animated half hours.  
**Star Blazers**—77 animated half hours.  
*Educational*  
**Max the 2,000 Year Old Mouse**—104 animated 5 minutes.  
*Series*  
**The Circus Show**—5 hours and 2 half hours of circus shows from Russia.  
**Strange Paradise**—195 half hours of a gothic soap opera with occult theme.  
*Documentaries*  
**Collection**—17 minutes. The behind-the-scenes look at the world of Parisian fashion.  
**Chef of the Stars**—15 minutes. Three-star chef Roger Verge offers us a look at his famous restaurant Moulin de Mougins.  
**Magicians of Murano**—21 minutes. A



look at the reknowned Murano craftsmen and their art of glass making.

**The Nose**—15 minutes. Filmed in the South of France, we explore the intricate and complicated process of creating a new perfume.

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### ASI Market Research, Inc.

7655 Sunset Blvd.  
Los Angeles, CA 90046  
213-876-6600  
Booth: 834

*Services:* Complete entertainment research and consulting services on all aspects of the motion picture and television industries. Services include: broadcast/cable/home video television program evaluations, marketing/sales research, concept testing, tracking, attitude and usage studies, advertising/promotion research, new product/technology research, strategy/planning research.

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### Associated Television International

650 North Bronson Street  
Hollywood, CA 90004  
213-871-1340  
Telex: 887532

*Representatives:* John Collins, *vp, mktg*; Mark Melville, *vp, develop.*

*Properties:*

**The Serendipity Singers Show**—half-hour syndicated music-travel series featuring the group on location around the world with guest stars and informative travel segments.

**Laura McKenzie's "Trav'l Tips"**—90-second to 2-minute spots available 52 weeks a year featuring influential travel reporter Laura McKenzie.

**Summer Sports Special**—one-hour syndicated special features segments from Cypress Gardens Hydraslide Championships, Hawaii Boogieboard Championships, San Diego Indoor Championships and more.

**Laura McKenzie's "Round Trip"**—26 half hours featuring domestic and international destinations with celebrity co-hosts.

**Sixth Annual Miss Legs Pageant**—one hour barter special available second quarter '87 features vote for the best pair of legs in America. Includes music by Jan & Dean, celebrity judges and hosts.

**Boomerang**—international magazine-travel show featuring seven kids as reporters who travel the world and share their discoveries.

**The Serendipity Singers London Christmas**—one-hour holiday special

shot entirely on location in Great Britain with guest stars Florence Henderson and magician Harry Blackstone, Jr.

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### ATA Trading Corp./Favorite TV

505 Eighth Avenue  
New York, NY 10018  
212-594-6460  
Telex: 429320 ATFILM



Mr. Lewis

*Representative:* Harold Lewis.

*Properties:*

**Family Feature Film Package**—90+ minutes; assorted genre of feature films.

**The Challenge**—104-minute documentary on Modern Art narrated and hosted by Orson Welles.

**Information on Health**—3 half hours of health information narrated by Angie Dickinson.

**Musical Specials Galore**—20 hours of current popular music programs plus hours of nostalgia.

**Champion and a Child**—12 half-hours as sports champions teach their sport to a young person.

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### Atlantic Video, Inc.

150 South Gordon Street  
Alexandria, VA 22304  
703-823-2800  
Booth: 1128

*Representatives:* Byron L. Cameron, Jo Ann Reilly, Gerard Ferri.

*Services:* Black Entertainment Television Network (production, post-production, satellite); The Discovery Channel (post-production). Various clients in all capacities of production, post-production, duplication, video-conferences, remote and film-to-tape transfer services.

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### Atlantis Television International Inc.

65 Heward Avenue  
Toronto, Ontario  
Canada M4M 2T5  
416-462-0016  
Telex: 06-218923

FAX: 462-0254  
Booth: 865



Mr. Riley



Mr. MacMillan

*Representatives:* Ted Riley, Michael MacMillan, Peter Sussman.

*Properties:*

**Brothers by Choice**—6 30 minutes and 95-minute feature version. Adventure drama about two brothers, one adopted, and the search for their identity.

**The Ray Bradbury Theater**—6 30-minute science-fiction episodes written and hosted by Rad Bradbury featuring Jeff Goldblum, James Coco, Peter O'Toole, William Shatner and others.

**Four Strong Winds: Ian & Sylvia & Friends**—60-minute musical special featuring Ian & Sylvia, Emmylou Harris, Judy Collins, Gordon Lightfoot and Linda Ronstadt, in stereo.

**Tales of the Mouse Hockey League**—30 animated minutes (pilot); 4 episodes to follow. The mice (good guys) and rats (bad guys) compete in a hockey game for the prized CheddarCup.

**Airwaves**—13 30 minutes of dramatic comedy. Produced by Atlantis Films Ltd. in association with the CBC in collaboration with British Columbia Television and TVOntario.

**Northern Lights**—26 30-minute stories emphasizing the simple truths of community and family life, human conflict and human relationships.

**Rainbow**—12 half-hour series of films for the family.

**The New North**—120 minutes with author Farley Mowat as he travels the Northlands of Alaska, Canada, Greenland, Scandanavia and the U.S.S.R.

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### Audience Research & Development

8700 Stemmons  
Suite 415  
Dallas, TX 75247-3767  
214-630-5097  
Booth: 1367



Mr. Sheehan

*Representative:* John Sheehan, *vp, client develop.*

*Services:* Research and consultation (integrated and a la carte) for program syndicators and local television stations. Specialize in audience research, program forecasting, talent audition and evaluation research, news, image/positioning, promotion, sales and trending research. Also provide talent placement and coaching, management-development seminars.

### **Audio Plus Video International Inc. (a Video Services Corporation Company)**

240 Pegasus Avenue  
Northvale, NJ 07647  
201-767-3800  
Telex: 130582

1438 North Gower Street  
Hollywood, CA 90028  
213-856-0152  
Telex: 67218

*Representatives:* Irvin Pannaman, *p*; Marty Irwin, *exec vp*; Andre Macaluso, *vp, gen mgr*; Kathryn A. DeMerit, *vp, sls & mktg*; Beth A. Simon, *eastern sls mgr*; Rick Dewald, *chf eng.*

*Services:* International video tape facility specializing in Digital Standards Conversion and Transcoding: D.I.C.E. and A.C.E. convertors, to and from PAL, SECAM and PAL-M, 2", 1", 3/4" Beta and VHS, 1" PAL B, 1" SECAM B and 1" NTSC B, PAL BVU, horizontal and vertical SECAM, BETACAM, PAL and NTSC, 8mm cassette, PAL and NTSC. Duplication: PAL, SECAM, NTSC, PAL-M from all mastering formats to 2", 1", 3/4", BETA, VHS, BETACAM, 8mm cassette in all broadcast standards. Film to Tape: Rank Cintel Telecine and Marconi Line-Array telecine transfer direct to PAL, SECAM, NTSC from 35mm and 16mm; positive and negative, optical and magnetic sound, sonic cleaning. Editing: 3/4" off-line with time base correction and image enhancement. Time Coding: SMPTE, EBU and VITC in all tape formats and broadcast standards. Supervised conversion. Screenings: all formats, all standards. 14-hour turnaround. International shipping, domestic distribution and library storage. Courier delivery services. Satellite distribution.

### **Robert Baron & Associates**

21 West 46th Street

New York, NY 10036  
212-302-1515

*Representatives:* Robert Baron, *exec prod*; John Whited, *d*; Jonathan Kaufman, *prodn mgr.*

*Properties:*

**Soap Opera Recap**  
**The Big Band Show**  
**No License Music Library**

### **Baruch Television Group**

2550 M Street, NW  
Suite 300  
Washington, DC 20037  
202-457-8116  
Booth: 269

*Representatives:* Edwin C. Baruch, *p*; Samuel F. Bean, *exec vp*; Benjamin B. Magliano, R. Michael Fabregas, Linda Bonnell, Gloria Kilburn.

*Properties:*

**Getting in Touch with Dr. David Viscott**—one-hour daily strip hosted by noted psychiatrist Dr. David Viscott. Available Fall, 1987.

**This Day in Hollywood**—one-minute daily inserts available for one year beginning February 1, 1987 to celebrate Hollywood's 100th birthday.

**A Very Special Arts Story**—one-hour special hosted by Cliff Robertson about entertainers and celebrities who reach out to touch the lives of handicapped people throughout the world.

**Everything You Ever Wanted to Know About Taxes-But Were Afraid to Ask**—half-hour program with a celebrity host, IRS agents and man-on-the-street interviews.

**NBA Players Association Summer Charity Classics**—one-hour sports entertainment special featuring NBA all stars and celebrity guests.

### **Bavaria Atelier GmbH**

Bavariafilmplatz 7  
D-8022 Geiseltasteig  
West Germany  
89/6499681  
Telex: 5 23 254



*Ms. Dermühl*

*Representative:* Rosemarie Dermühl, *hd, intl sls.*

*Properties:*

**Berlin Alexanderplatz**—13-episode television feature.

**I Only Want You to Love Me**—television feature.

**The Abduction from the Seraglio**—opera from Wolfgang Amadeus Mozart.

**On the Road**—41 approximately 50-minute trucker series.

**The Ladies from the Hot Dog Stand**—78 approximately 25-minute family series.

**The Investigator**—34 approximately 50-minute detective series.

**The Golden Years-The Bitter Years**—20 approximately 50-minute series set in Nazi Germany.

**A Square of Sky**—12 part film based on the autobiography by Janina David.

**Dung-Water and Gilly Flowers-No Place like Poenichen**—36 approximately 25-minute series based on the books by Christine Brückner.

**The Power of Emotion**—feature film by Alexander Kluge.

**Following the Führer**—documentary-feature by Erwin Leiser.

### **Behrens Productions**

51 S.W. 9th Street  
Miami, FL 33130  
305-371-6077  
Booth: 658



*Mr. Behrens*

*Mrs. Behrens*

*Representatives:* Bob Behrens, *p*; Betsy Behrens, *sec*; Bill Behrens, *vp, sls.*

*Properties:*

**Kidsworld**—130 half hours for scheduling Monday through Friday. News programs for children.

**Young Universe**—half hour weekly news program for young people, hosted by young people.

### **Bel-Air Program Sales/ Clarion Communications**

1200 West Broadway  
Hewlett, New York 11557  
516-569-6900  
Booth: 1025

*Representatives:* Brian Firestone, Bob Cohen, Rick Bompane, Buddy Brooks, Jack Firestone, Ginny Wood.

*Properties:*



*Series/First-Run*

**The New Newlywed Game**—half-hour strip.

**The All New Dating Game**—half-hour strip.

**Comedy Courtroom**—half-hour strip.

**Mr. Romance**—half-hour strip.

*Specials*

**The Richard Pryor Show**—5 one-hour shows.

*Game Shows*

**\$1.98 Beauty Show**—half-hour strip or one-per-week.

**The Gong Show**—half-hour strip.

**Treasure Hunt**—half-hour strip.

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**Isme Bennie International Inc.**

206 Richmond Street W.

Suite 405

Toronto, Ontario

Canada M5V 1W5

416-968-6116

Telex: 065-28207 ISMEBENNIE TOR

Booth: 865



Ms. Bennie

*Representative:* Ismé Bennie, p.

*Properties:*

**Degrassi Junior High**—13 half-hour dramas on what really happens behind the closed doors of a school and the lives of the students.

**Welcome to the Parade**—83-minute feature about a young drug addict who tries to doublecross his pusher.

**Peter Ustinov's Russia**—6 one hours as Peter Ustinov returns to the land of his ancestors.

**Free to Fly**—13 15 minute exercise shows for young audiences.

**Michael Damien Live in Concert**—one-hour special as the star of "The Young and the Restless" sings his hits. With guest star Mark Holmes of Blondie.

**Kids of Degrassi Street**—26 half hours for children.

**Fishtales**—13 15 minutes as undersea creatures become lively "characters" in their natural environment.

**Camp Cariboo**—26 half hours of camp fun with "counselors" Tom and Mark.

**Kidazzle**—26 half hours of an entertaining "how-to" magazine series for children.

**Neon-An Electric Memoir**—26 minutes of information and visual art recounting the history of neon and its development in art, architecture and com-

merce.

**Tina Turner at the Devil's Lake Ranch**—60-minute concert from Western Canada.

**Singin' and Dancin'**—60-minute musical revue starring old favorites and new hits.

**Trespass**—11 animated minutes of a young woman's obsession with hair.

**Benson & Hedges International Fireworks Competition**—half-hour look at the elaborate preparation and spectacular displays of this unusual event.

**Improper Channels**—comedy feature about getting even, starring Alan Arkin and Mariette Hartley.

**Walls**—90-minute explosive prison drama feature.

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**Biznet/U.S. Chamber of Commerce**

1615 H Street, N.W.

Washington, D.C. 20062

202-463-5834

Booth: 757

*Representatives:* Richard L. Leshner, p; Dr. Carl Grant, *grp vp, communications*; Robert L. Abrams, *vp, bdest*; Milton Mitler, *vp, pub liason*; Frank Allen Philpot, *synd mgr*; Andrea Kossek, *prom d*; Meryl Comer, *moderator, "It's Your Business."*

*Properties:*

**It's Your Business**—weekly half-hour public affairs debate on timely issues. Produced in Washington, D.C. by the U.S. Chamber of Commerce. Available on videotape and via satellite.

**BizNet's Ask Washington**—daily hour viewer call-in interviews with national newsmakers. Live via satellite from Washington, D.C.

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**Black Entertainment Television**

1232 31st Street, N.W.

Washington, DC 20007

202-337-5260

Booth: 171

*Representatives:* Debbie Lee, *gen counsel*; Jeff Lee, *vp, prodn*; Darryl Grayson, *special asst to p.*

*Services:* Black Entertainment Television is an advertiser-supported cable network involved in the production and distribution of quality Black oriented news and entertainment.

*Properties:*

**Bet News**—half-hour weekly comprehensive coverage of news from a Black perspective.

**This Week in Black Entertainment**—

half-hour of news and features focusing on the Black entertainment industry.

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**Blair Entertainment**

(a division of John Blair & Co.)

1290 Avenue of the Americas

New York, NY 10104

212-603-5990

TWX: 510-600-5011

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**RPR Productions**

(a division of Blair Entertainment)

511 Old Lancaster Pike

Berwyn, PA 19312

215-296-7834

Booth: 657



Mr. Coveny



Mr. Giarraputo

*Representatives:* Richard C. Coveny, p; Guy Mazzeo, *exec vp, bus affairs, acquisitions & intl sls*; Tim Harrington, *vp, finance & admin*; Linda Prozzeller, *bus mgr*; Leslie Lillien, *d, creat serv*; Kim Breda, *prom coord*; *Domestic Sales:* Len Giarraputo, *sr vp, gen sls mgr*; Al Lanken, Tony Fasola, *south-east reg sls mgrs*; Joe Mirabella, *north-east reg sls mgr*; Joe Weinflash, *mid-west reg sls mgr*; Brindell Elias, *mid-west ae*; Linda McMann, *western reg sls mgr*; Rob Roberson, *western ae*; Sam Fuller, *southwest reg sls mgr*; Ken Kagen, *vp, mktg/research*; Ann Foran, *research mgr*; Sherryl Servello, *traff coord*; *Advertiser Supported Sales:* Alan Berkowitz, *vp, med mktg*; Howard Levy, *vp, adv sls*; Norman Lesser, *vp*; Michael Weiser, *vp, d, stat clearance*; Marlene Rochman, *ae*; *RPR Productions:* Pete Retzlaff, p; Andy Rogin, Walter A. Rolph, *exec vps.*

*Properties:*

*First-Run*

**Strictly Confidential**—52 week strip series as Dr. Susan Forward counsels couples in crisis. Cash/barter.

**Strike it Rich**—52 week strip series hosted by Joe Garagiola. Cash/barter.

**Divorce Court**—52 week courtroom drama strip series featuring Judge William B. Keene. 4th year, cash/barter.

**Fan Club**—weekly electronic video show that lets fans come face to face with their favorite stars. Barter.

**Best of the Best**—weekly half-hour magazine show that celebrates the best in food, clothing, travel and more. Barter.

**On the Move**—daily half-hour first-run multifaceted approach to single subject show hosted by Rita Moreno. cash/barter.

*Comedy*

**SCTV Network**—156 half hours of comedy from the fictional town of Melonville featuring John Candy, Martin Short and Rick Moranis. Cash.

*Series*

**Death Valley Days**—130 half hours in color featuring classic non-stop action as each episode depicts a true story of the early days of the Wild West. Cash.

**The Cisco Kid**—156 half hours in color starring Duncan Renaldo and Leo Carrillo in this classic western series. Cash.

*Feature Films*

**Revenge Movie Package**—12 perfectly devious motion pictures. Cash.

**Passion Movie Package**—15 features that unleash the fury of man's most intense emotions. Cash.

*Sports*

**Road to the Super Bowl '88**—one-hour special to be broadcast prior to the Super Bowl. Barter.

**NFL Update '87**—one-hour special featuring game highlights of the previous season, previews of the upcoming season and interviews. Barter.

**Super Stars of the Super Bowl**—one-hour special highlighting the stars of past Super Bowls. Cash or Barter.

**Strange But True Football Stories**—one hour. Cash or barter.

**NFL All Time, All Pro Teams**—one hour. Cash or barter.

**Road to the Super Bowl Vignettes**—20 program inserts depicting the highlights of the NFL season leading up to the Super Bowl. Cash.

*Children*

**Lollipop Dragon**—2 animated half-hour holiday specials. Barter.

**Beachcombers**—130 half-hour anthology series in color focusing on wholesome social values and positive role models for all age groups. Cash.

**Keystone Komedies**—79 comedies of various lengths featuring top stars of the silent era. Cash.

*Telephone Interactive Programs*

**Sports Challenge**—interactive, prize winning quiz. Cash.

**Metrophone**—citywide services system designed to make a station the information center in the market. Cash.

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**Blair Television**

1290 Avenue of the Americas  
New York, NY 10104  
212-603-5000  
Booth: 1135

TV/Radio Age  
Booth No. 527



Mr. Levinton

*Representatives:* Harry B. Smart, *chmn/ceo*; Patrick J. Devlin, *p/coo ops*; James R. Kelly, *sr vp/d client serv*; William E. Breda, Jr., *sr vp/gen sls mgr*; Floyd J. Geline, *sr vp/d reg sls*; Kenneth P. Donnellon, *vp, mktg & communication*; John B. Poor, Jr., *sr vp/d support serv*; Mike Levinton, *vp/d prog*; Lloyd Komesar, *assoc prog d*; John Rohr, *vp/assoc prog d*; Charles Hitchins, *vp/mgr midwest reg (Chicago)*; Robert S. Billingsley, *vp/mgr western reg (LA)*; Steve Castellaw, *vp/mgr eastern reg*; Sidney C. Brown, *vp/mgr (Dallas)*; Timothy M. McAuliff, *div vp/ABC Teams*; David J. Herman, *div vp/CBS Teams*; William F. Murphy, *div vp/NBC Teams*; Murray L. Berkowitz, *div vp/Independent Teams*.

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**The Bloom Film Group**

1680 Vine Street  
Hollywood, CA 90028  
213-464-0030



Mr. Bloom

*Representatives:* David Bloom, *p*; Ida R. Bloom, *vp*; Bill Bloom, *vp*; Ray Myles, Claire Rawcliffe

*Properties:*

**Soul Hustler**—new American feature.  
**The Second Gun**—new American feature.

**A Time for Love**—new American feature.

**How Come Nobody's on Our Side?**—new American feature.

**Panama Red**—new American feature.  
**Miss Melody Jones**—new American feature.

**Moonchild**—new American feature.  
**The Prisoners**—new American feature.

**Hollywood 90028**—new American feature.

**Everyday**—new American feature.

**The Adulteress**—new American feature.

**The New Funny Company**—animated

half hours, 260 five minute episodes also available.

**Roger Ramjet & The American Eagles**—half hours, also 156 animated five minute episodes. Roger Ramjet with Gary Owen's voice is a hilarious super-hero.

**The Big World of Little Adam**—five-minute animated episodes. A look into the fantastic future, seen through the eyes of Little Adam and his big brother Wilbur.

**Four Winds to Adventure**—half hours. A true action, adventure, wildlife exploration series.

**It's a Small World**—half hours. A true, action, adventure, wildlife exploration series.

**Journey**—half hours. Real adventures by real people around the world.

**Greatest Fairy Tales**—Ten 10-minute classics. "Hansel and Gretel," "Jack and the Beanstalk," "Emporer's New Clothes," "Little Match Girl," "Thumbelina," "The Wild Swans," "The Wolf and the Seven Kids," "Ears of King Midas," "The North Wind and the Sun," "Aladdin's Lamp."

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**David Blumenthal Associates, Inc.**

30 East 37th Street  
New York, N.Y. 10016  
212-686-8550

*Representatives:* David Blumenthal, *p & west coast rep*; Paul Blumenthal, *sr prod & east coast rep*; Seth Greenberg, *prod*; Robin Kormos, *prodn mgr*; Phil Kearney, *d*; Natalie Ross, *assoc prod*.

*Properties:*

**Christmas in America**—15-30 second celebrity inserts highlighting Yuletide festivals and holiday customs in America.

**Keeping Fit**—21 30-second inserts featuring celebrity hosts who offer tips on exercise, diet and beauty subjects.

**Entertaining Ideas**—15 30-second inserts featuring top Hollywood celebrities at home with suggestions and tips for better entertaining.

**Founding Fathers**—52 30-second celebrity vignettes focusing on the men who were responsible for our country's freedom and government.

**Play Safe**—half-hour special stressing techniques for children to learn how to act in dangerous situations and how to avoid them. Celebrity participation.

**Animal Safari**—125 30-second inserts presenting unusual facts about the animal world.

**Animal Instinct**—26 new half-hour wildlife series relating human and animal behavior to each other.



## BMI

320 West 57th Street  
New York, NY 10019  
212-586-2000  
Telex: 12 7823  
FAX: 212-489-2368  
Booth: 1421

*Representatives:* Frances Preston, Larry Sweeney, Bob Warner, Marvin Berenson, Paul Bernard, John Alves, Len Hensel, Ollie Henry.

## Bonneville Media Communications

130 Social Hall Avenue  
Salt Lake City, UT 84111  
801-237-2620  
Booth: 838

*Services:* Producers and distributors of barter and public service programming, especially 30-minute Christmas and Easter specials. Also producer/distributor of weekly 30-minute program featuring the Mormon Tabernacle Choir. Selected programs available in Spanish, Portuguese, Italian, etc.

## Bonneville Satellite Corporation

19 W. South Temple  
Salt Lake City, Utah 84101  
801-534-8031

*Services:* Specializing in the transmission of syndicated programming, ad hoc networks, news, sports, and special live one-time-only events to the broadcast industry. Bonneville also provides private networking, teleconferencing, data communication, hardware, and consulting.

## Bozell, Jacobs, Kenyon & Eckhardt, Inc.

10250 Regency Circle  
Omaha, NE 68114  
402-397-8660  
Booth: 1108

*Representatives:* Hal Davis, *vp, ae*; Bob Aaron, *consul.*

### *Properties:*

**Mutual of Omaha's Wild Kingdom**—30 minutes, in record-breaking 25th year.

## Broadcast Information Bureau

100 Lafayette Drive  
Syosset, NY 11791  
516-496-3355

Telex: 6852011  
Booth: 444

*Representatives:* Avra Fliegelman, Robert Reed.

*Services:* Publishers of research books pertaining to everything available on film or tape for television.

## Broadcast Management Plus, Inc.

P.O. Box 5708  
Auburn, CA 95604  
916-823-9060  
Booth: 733

*Representatives:* Roger Cooper, David Ludwig III, Glenn Dekraker, Rob Smith, Brian Bradey, Richard Lamb.

*Services:* Micro-computer software applications for television stations and distributor/syndicators to perform analyses of Arbitron and Nielsen audience research for sales presentations and program buying and decision-making. Instant analysis and color graphic printouts.

## Broadcast Promotion & Marketing Executives (BPME)

402 East Orange Street  
Lancaster, PA 17602  
717-397-5727

744 North Curson Avenue  
Los Angeles, CA 90046  
213-651-4688  
Booth: 1264



*Ms. Horan*

*Representatives:* Judy Horan, *WOWT-TV, Omaha, p*; Joseph Logsdon, *WFTS-TV, Tampa-St. Petersburg, p-elect*; Alan Batten, *WSOC-TV, Charlotte, vp*; Linda Nix, *WDSU-TV, New Orleans, treas*; Patricia Evans, *admin d*; Lance Webster, *member serv d.*

## Buena Vista Television

The Walt Disney Company  
500 South Buena Vista Street  
Burbank, CA 91521  
818-840-1000

500 Park Avenue  
New York, NY 10022  
212-735-5444

205 North Michigan Avenue  
Suite 714  
Chicago, IL 60601  
312-819-2650

3100 Monticello  
#600  
Dallas, TX 75205  
214-841-3131  
Booth: 484

*Representatives:* Robert Jacquemin, *sr vp*; Peter Affe, *vp, eastern div (NY)*; Jamie Bennett, *vp, prog*; Jay Finkelman, *vp, mktg*; Larry Frankenbach, *vp, midwest div (Chicago)*; Rich Goldman, *vp, sls*; John Hunke, *vp, bus affairs*; Michael Mellon, *vp, research*; David Morris, *vp, western div*; Peter Newgard, *vp, southern div (Dallas)*; Rick North, *vp, adv sls*; Michael Tanner, *vp, creat serv*; Sal Sardo, *d of prom*; Kit Simon, *d, adv sls, midwest div*; Mary Kellogg, *d of prodn*; Lloyd Wendkos, *d of finance*; Ken Dubow, *d of sls, eastern div*; Bob King, *d of prog.*

### *Properties:*

**Ducktales**—65 animated half hours available Fall 1987.

**The Wonderful World of Disney**—178 episodes in color and b/w featuring a mix of live action, true life adventure, frontier adventure and animation.

**Siskel & Ebert & The Movies**—46 30 minutes featuring film reviewers Gene Siskel and Roger Ebert.

**Today's Business**—130 daily half hours, 26 one-hour wrap-up programs for the weekend that supply an intelligent compendium of business news and financial analysis.

**Disney Magic I**—25 color and b/w feature films from the Disney library.

## Cable Films

Country Club Station  
Kansas City, MO 64113  
913-362-2804  
913-362-8375

*Additional copies of the TV/Radio Age NATPE Directory  
at Booth No. 527*



Mr. Miller

Representative: Herbert Miller, p.

Properties:

**Cable Classics**—250 motion pictures from the 1930's and 1940's, classic and vintage. Aside from 16mm prints, CF distributes all features on 1" videotape, 3/4" U-Matic formats and PAL/SECAM overseas. Clients include STV, LPTV, MDS, SMATV, PBS and Commercial TV.

**Farewell to Arms**—starring Gary Cooper & Helen Hayes.

**Meet John Doe**—starring Gary Cooper & Barbara Stanwyck.

**It's a Wonderful Life**—starring James Stewart, Lionel Barrymore.

**This Is the Army**—starring Ronald Reagan, George Murphy.

**Santa Fe Trail**—starring Ronald Reagan, Errol Flynn.

**Our Town**—starring William Holden, Martha Scott, Thomas Mitchell.

**Cyrano de Bergerac**—starring Jose Ferrer.

**Private Life of Henry VIII**—starring Charles Laughton.

**The Little Princess**—starring Shirley Temple, Ceasar Romero.

**A Star is Born**—starring Janet Gaynor, Frederick March, Adolph Menjou.

**Of Human Bondage**—starring Bette Davis, Leslie Howard.

**Little Lord Fauntleroy**—starring Mickey Rooney, Freddie Bartholomew.

**Birth of a Nation**—starring Lillian Gish, Donald Crisp, Mae Marsh.

**Sidewalks of London**—starring Charles Laughton, Vivien Leigh, Rex Harrison.

**Pepe LeMoko**—starring Jean Gabin.

**The General**—starring Buster Keaton.

**As You Like It**—starring Laurence Olivier.

**His Girl Friday**—starring Cary Grant, Rosalind Russell.

**Inspector General**—starring Danny Kaye, Elsa Lanchester, Walter Slezak.

**The Man Who Knew Too Much**—starring Peter Lorre.

**Gulliver's Travels**—1939, animated feature.

**Tarzan the Fearless**—starring Buster Crabbe, Jacqueline Wells.

**Phantom of the Opera**—starring Lon Chaney, Sr.

**Night of the Living Dead**

**Hunchback of Notre Dame**—1923, starring Lon Chaney.

**The Outlaw**—starring Jane Russell,

Walter Houston.

**Seven Samuri**—with Toshiro Mifune.

**Camelot Entertainment Sales**

1700 Broadway  
New York, NY 10019  
212-315-4747  
Telex: 968253  
Booth: 1157



Mr. Levy

Representatives: Rick Levy, p; Steve Hirsch, vp, d of s/s; Ron Johnson, vp, d midwest sls; Dick Moran, Dan Gasby, acs; Marsha Diamond, d of research; Regina Crayhon, natl adv coord.

Properties:

**Wheel of Fortune**—39 weeks, first-run, 13 weeks repeat.

**Jeopardy**—39 weeks first-run, 13 weeks repeat.

**Little Rascals Christmas Special**—half hour.

**Oprah Winfrey Show**—46 weeks first-run, 6 weeks repeat.

**Women of the World**—7 one-hour first-run specials.

**Rock 'n Roll Evening News**—39 weeks, 13 re-edited weeks.

**Nightlife**—39 weeks first-run, 13 weeks repeat.

**True Confessions**—39 weeks first-run, 13 weeks repeat.

**Canadian Distributors**

Atlantis Television International  
Isme Bennie International  
Canamedia Productions  
CBC Enterprises  
Charles Chaplin Enterprises  
Cimadis  
Cinar Films  
CineVisa International Media Distributors  
William F. Cooke Television Programs  
Crawleys International  
East in Motion Pictures  
Ralph C. Ellis Enterprises  
Filmoption Internationale  
Films Transit  
Thomas Howe Associates  
Ironstar Communications  
Karvonen Films  
National Film Board of Canada  
Nelvana Entertainment  
Raymond International

Rhombus Media  
G. Ross Tele-Distribution  
Simcon International  
Sullivan Films  
Via le Monde  
Visual Productions '80

**Canamedia Productions, Ltd.**

511 King Street West  
Suite 301  
Toronto, Ontario  
Canada M5V 1K4  
416-591-6612  
Telex: 06-22080  
Booth: 865



Mr. Harris



Mr. Johnson

Representatives: Leslie Harris, p; Andrew Johnson, project mgr.

Properties:

**The King of Friday Night**—rock video drama about a 60's rock 'n roll band.

**444 Days to Freedom**—90-minute documentary which tells the story of the Iranian hostage crisis from the viewpoint of the hostages themselves.

**Pioneers**—documentary about people over 100 years of age.

**Carden & Cherry**

1220 McGavock Street  
Nashville, TN 37203  
615-255-6694

Representative: Beverlie Brewer.

Properties:

**Ernest 'n Vern**—promotion campaign for news, programming or station ID.

**Chuck & Bobby**—promotion campaign for news, programming or station ID.

**George Carlson and Associates**

113 Battery Street  
Seattle, WA 98121  
206-441-1466

Representative: George Carlson.

Sample copies of  
TV/Radio Age  
International Newsletter  
at Booth No. 527





Mr. Carlson

*Properties:*

**The Traveler/Northwest Traveler**—184 half-hour true-life travel-adventures featuring journeys to all countries and island groups of the world.

**Cash Plus, Inc.**

22 South Ninth Street  
Suite 2200  
Minneapolis, MN 55402  
612-347-6900

*Representatives:* Dale Applequist, *p & ceo*; Chuck Percival, *chmn*; Julie Golden, *prog opers d.*

*Properties:*

**Music, Variety and All-Family Specials**—for trade and barter.

**Castle Hill Television**

1414 Avenue of the Americas  
New York, NY 10019  
212-888-0080  
Telex: 423568 CASHILL  
Booth: 327

*Representatives:* Julian Schlossberg, *p*, *Castle Hill Productions*; Murray Oken, *sr vp, sls & mktg*; Mel Maron, *vp, sls*; Barbara Karmel, *sr ae*; Milly Sherman, *d, sls serv*; Ruth Robbins, *d, adv & mktg.*

*Properties:*

**Regal Gold**—20 theatrical features starring Charles Bronson, Robert Duvall, Molly Ringwald, Edward Woodward and Woody Allen.

**Made in Hollywood, USA**—27 classic features including John Wayne in "Stagecoach," Alfred Hitchcock's "Foreign Correspondent," and the Marx Brothers in "A Night in Casablanca."

**Fright Night**—16 horror features including Andy Warhol's "Frankenstein" and "Dracula," and "Peeping Tom."

**Muscles, Monsters & Myths**—7 Herculean classics featuring Steve Reeves and Jayne Mansfield.

**The Best of Steve Allen**—2 one-hour specials highlighting the best of Steve Allen's Sunday night comedy shows featuring Don Knotts, Tom Poston, Louis Nye and special guests.

**CBC Enterprises/LES Enterprises Radio Canada**

Box 500  
Station A  
Toronto, Ontario  
Canada M5W 1E6  
416-975-3509

245 Park Avenue  
New York, NY 10167  
212-949-1500



Ms. Janovskis



Ms. Longo

*Representatives:* Paul Cadieux, *gen mgr*; Inta Janovskis, *d, prog sls devel-op*; Cyd Longo, *mgr of sls, U.S.*; Frank Schatz, *sls exec, U.S. (New York).*

*Properties:*

*Series*

**Moments in Time**—26 hours.

**The Fifth Estate**—26 half hours.

*Documentaries*

**A Journey Back**—54 minutes.

**Canada's Sweetheart: The Saga of Hal C. Banks**—115 minutes.

*Drama*

**Judge**—12 half hours.

**Home Fires**—13 hours.

**C. B. Distribution**

141 El Camino  
Suite 110  
Beverly Hills, CA 90212  
213-275-6114  
Booth: 957

*Representatives:* Bob Wright, *exec d*; JoAnne Leighton, *vp, sls*; Linda Bross, *stat rels.*

*Properties:*

**Carol Burnett and Friends**—175 30-minute episodes with comedy sketches.

**CBS Broadcast International**

51 West 52nd Street  
New York, NY 10019  
212-975-8585  
Telex: 662101 CBINY

6 Albermarle Street  
London W1X 3HF  
England  
493-1256  
Telex: 266415 COLINT

45 Charles Street East  
Toronto, Ontario  
Canada M4Y 1S2  
416-926-8115  
Telex: 22006

Mitsuwa Building  
7-2 Ginza 6-chome  
Tokyo 104, Japan  
573-0551  
Telex: 24204  
Booth: 257

*Representatives:* Maria Komodikis, *d, intl sls*; Gregg Cooke, *mgr, intl sls*; Michelle Reiner, *intl sls exec.*

*Properties:*

**CBS Network Movies/TWO**—2-hour movies including "Return of Sherlock Holmes," "One Police Plaza," "That Secret Sunday," "Shattered Dreams."

**CBS Network Movies/ONE**—10 2 hours including "North Beach and Rawhide," "Picking Up the Pieces," "Chase," "Vital Signs," "One Terrific Guy."

**Snoopy Come Home/A Boy Named Charlie Brown**—285-minute animated specials featuring Charles Schulz's Peanuts characters.

**Sisters in the Name of Love**—one-hour variety special starring Patti LaBelle, Dionne Warwick and Gladys Knight.

**Harry Belafonte, Don't Stop the Carnival**—one-hour musical special.

**Schoolbreak Specials**—4 one-hour programs featuring stories that deal with issues from religion, to peer pressure, to drug abuse.

**A Little Like Magic**—half-hour special about a theatrical company of handicapped young adults.

**Christmas Every Day**—animated half-hour for the 1987 season about a young girl and her fairy-godmother.

**Easter Parade**—one-hour Easter special with celebrity hosts along New York's Fifth Avenue.

**West 57th**—one-hour news magazine featuring reports and interviews geared to a younger audience.

**American Cup Gymnastics**—annual event featuring the top gymnasts in competition.

**World Figureskating Championships**—pre-Olympic event available in some territories.

**Celebrity Service International Inc.**

1780 Broadway  
3rd Floor  
New York, NY 10019  
212-245-1460  
Booth: 1161

*Representatives:* Vicki Bagley, *p*; Mara

Sherwood, *d, mktg & prom.*

*Services:* Clearinghouse of information and databank on celebrities and well-known personalities.

## Central Independent Television

35/38 Portman Square  
London W1A 2HZ  
England  
01-486-6688  
Telex: 24337  
Booth: 1465



Mr. Jones

*Representatives:* Philip Jones, *d, intl sls & mktg*; Robert Phillis, *mng d*; Andy Allen, *d of progs.*

### *Properties:*

**Heart of the High Country**—6 60-minute mini-series following the fortunes of a young English girl who emigrates to New Zealand in the 1870's.

**Kennedy**—7 one-hour episodes dramatizing the momentous presidential years and depicts the loves, lives, triumphs and tragedies of this controversial family.

**The Last Place on Earth**—7 60-minute re-creation of the 1911 race between two explorers, Robert Falcon Scott and Roald Amundsen.

**Auf Wiedersehen Pet**—2 60-minute adventures of a group of British construction workers seeking their fortunes in Germany.

**Boon**—13 60 minutes starring Michael Elphick as an ex-fireman who finds himself in difficult situations due to a newspaper ad.

**Charlie**—4 60-minute thriller written by Nigel Williams and starring David Warner as detective Charlie Alexander.

**Connie**—13 60 minutes starring Stephanie Beacham in this saga about the cut-throat world of business, intrigue and personal relationships in the rag trade.

**Kings**—13 60-minute contemporary Australian drama series which follows the lives of an unforgettable family.

**Birth of a Nation**—90 minutes on the conflict between the old authoritarian ways of school teaching and the more progressive methods.

**Coming Through**—90 minutes starring Kenneth Branagh and Helen Mirren as

D. H. Lawrence and Frieda Weekly.

**The Disappearance of Azaria Chamberlain**—120-minute tv movie about the Australian mystery of the baby who vanished at Ayers Rock and the controversy of the mother's trial.

**Finnegan Begin Again**—120 minutes starring Mary Tyler-Moore, Robert Preston and Sam Waterson.

**Flying into the Wind**—90-minute look at a family whose parents break the law by refusing to send their children to school.

**The Great Gold Swindle**—110-minute true story of the Mickleberg brothers who swindled the Perth mint of gold valued at more than one billion dollars.

**Made in Britain**—90 minutes about a rebellious and aggressive 15 year old who turns to crime after seeing no future for himself.

**Meantime**—120-minute film based on improvisation.

**Murder in Space**—110-minute murder mystery set in space styled in the grand tradition of Agatha Christie's multiple suspect challenge.

**Rhino**—90 minutes about a 15 year old girl who persistently plays truant from school.

**Robbery**—120-minute Australian tv movie about a group of ex-army officers who plan a daring raid to steal millions of dollars from bookmakers.

**Walter**—90-minute tv film starring Ian McKellen as a mentally handicapped man facing a hostile world.

**Walter and June**—90-minute sequel to "Walter" starring Ian McKellen and Sarah Miles.

**Automania**—13 30 minutes offering an irreverent view of man's relationship with his car.

**Cuba**—6 30-minute documentary series of life in Cuba today.

**The Decade of Destruction**—4 60-minute documentary series about the gradual destruction of the Amazonian rain forests of Brazil.

**The Four Horsemen**—2 60 minutes on the 100 or so major wars that have taken place in the so-called 40 years of peace since WWII.

**Sports Explained**—6 30-minute series of "how to" programs in which famous sportsmen explain their sports.

**Emu's World**—26 30 minute starring Ron Hull and Emu in this fantasy series for children.

**Luna**—12 30-minute children's series set in the next century.

**Murphy's Mob**—54 30-minute children's drama series about the adventures of a junior football supporters club.

**Frontier**—3 60-minute trilogy tracing origins and exploitation of cocaine.

**Starting Out**—8 30-minute series of filmed dramas about personal relationships and topical issues relevant to to-

day's youth like racial prejudice, sex, employment and drug taking.

**Tales from Fat Tulp**—26 10 minutes for pre-school children.

**Terry and the Gunrunners**—6 30-minutes of adventure for children about a skate-boarding boy hero and an arch-villan.

**Astronauts**—13 30 minutes of comedy about the exploits of 3 space travelers, two men and one woman, and a dog.

**Girls on Top**—13 30-minute situation comedy starring Tracey Ullman about four girls from very different backgrounds who share an apartment.

**Mog**—13 30-minute comedy series about a kind hearted burglar who hides out from the police in a mental institution.

**Roll Over Beethoven**—13 30 minutes about a pop singer who falls for his piano teacher.

**Strangers Abroad**—6 52-minute documentary series about six anthropologists who go to live among the people who so intrigue them.

**The Mysteries of Peru**—2 52 minutes at the history of the people of Peru.

**Mengele**—52-minute documentary examining the life of Mengele through the eyes of people who knew him as a student, an SS officer and a fugitive in South America.

**The Secret Country**—John Pilger traces the history of the first Australians, the Aborigines.

**Spitting Image**—43 26-minute wicked, funny and irreverent puppet series featuring the world's most famous people.

## Chamber of Commerce of the U.S.

see Biznet/U.S. Chamber of Commerce  
Booth: 757

## Channel One, Ltd.

Production Plaza  
Sewickley, PA 15143  
412-771-4700  
Telex: 710-668-3879  
Booth: 541

*Representatives:* George A. Sperry, Jr., *p & ceo, Channel One Ltd./TPC Communications, Inc.*; Marge Sherwood, *d, synd & satellite sls*; April Hodgson, *satellite coord*; Bill Eckenrode, *dist mgr.*

*Services:* Video duplication and distribution service on all tape formats; satellite space segment, uplink, film transfer, audio editing, standards conversion, studios, videoconferencing, editing, tape storage, film cleaning.



## Charles Chaplin Enterprises Inc.

318 Hillhurst Blvd.  
Toronto, Ontario  
Canada M6B 1N2  
416-781-0131

*Representative:* Charles Chaplin.

*Services:* Charles Chaplin Enterprises is a distributor of diversified products worldwide including theatrical, television, home video and cable. Many titles available.

## Children's Television Workshop

One Lincoln Plaza  
New York, NY 10023  
212-595-3456



*Mr. Champtaloup*

*Representatives:* David Champtaloup, *vp*, Int'l Television Group; Dr. Lu Horne, *vp & exec prod*, Int'l Tel. Group; Adrienne Benton, *d of mktg*; Thomas Keuneke, *d, bus affairs*.

### *Properties:*

*Children's Programming*

**Sesame Street**—130 one-hour episodes.

**The Electric Company**—52 half-hour episodes.

**3-2-1 Contact**—40 half-hour episodes.

**Big Bird in China**—90-minute U.S. network primetime special.

**Please Don't Eat The Pictures**—60-minute special.

**Christmas Eve on Sesame St.**—60-minute special.

**Square One TV**—75 half hours.

## The Christophers

12 East 48th St.  
New York, NY 10017  
212-759-4050  
Booth: 1010



*Rev. Catoir*

*Representatives:* Mary Jane Hopkins, *natl mktg mgr*; Rev. John Catoir, *d*.

### *Properties:*

**Christopher Closeup**—200 half-hour current episodes. A look at the people who are shaping tomorrow's world—today. Hosted by Rev. John Catoir.

**The Christophers Story Laboratory**—2 specials aimed at children between 5 and 8 years of age—a Christmas TV special, and "There's Nobody Like You," a self-esteem special.

## Cimadis

825 Sherbrooke Street East  
Montreal, Quebec  
Canada H2L 1K6  
514-521-2680  
Telex: 055-61586  
Booth: 865

*Representatives:* Diane Laurier, Bernard Dagenais.

## Cinar Films Inc.

1160 Alexandre de Seve  
Suite 1  
Montreal, Quebec  
Canada H2L 2T8  
514-521-2045  
FAX: 514-521-1452

101 Duncan Mill Road  
Suite 102  
Don Mills, Ontario  
Canada M3B 1Z3  
416-443-9200

41 East 42nd Street  
6th Floor  
New York, NY 10017  
212-286-0695  
Booth: 865



*Ms. Charest*



*Mr. Weinberg*

*Representatives:* Micheline Charest, *p*; Ronald A. Weinberg, *vp*; Elizabeth Klinck, *d of develop & prodn*; Pierre Michaud, *post-prodn sup*; Liz Joyce, *prodn coord*; Colette Fortin, *admin asst*.

### *Properties:*

*International (in production)*

**Ovide**—26 animated half hours featuring Ovide, an duckbilled platypus. A Cinegroupe-Kid Cartoon production.

**The Wonderful Wizard of Oz**—52 ani-

mated half hours, 4 90-minute features based on L. Frank Baum's literary classics.

**The World of David the Gnome**—26 animated half hours, 1 90-minute feature.

**The Adventures of Albert and Sidney**—150 animated 10 minutes.

**The Smoggies**—26 animated half hours of the adventures of the colorful characters of Smoggyland. A Cinar-Initial Group coproduction.

**Time of Their Lives**—feature film that removes the hype and gloss surrounding the story of the Dionne Quintuplets.

**John the Fearless**—animated feature with medieval settings based on the classic story.

*Family Feature Film Package*

**Hockey Night**—live-action television drama starring Megan Follows and Rick Moranis.

**Moon Madness**—animated theatrical feature.

**Peter and the Wolf and Other Tales**—live action adventure tale featuring Ray Bolger.

**Baron Munchausen**—fully animated theatrical feature.

**Space Quest for F-01: The Thalian Space Wars**—animated science fiction films.

**Backstreet Six**—live-action adventure story.

**Clown White**—one-hour live action feature starring Saul Rubinek.

**Jen's Place**—one-hour family drama starring Megan Follows.

**Johnny the Giant Killer**—animated feature by acclaimed animator Jean Image.

## Cinema Preview Channel

23801 Calabasas Road  
Suite 2050  
Calabasas, CA 91302  
818-703-7465  
Booth: 1326

*Representatives:* Robert Wexler, *owner*; Sheila Fernandez, *mktg mgr*.

### *Properties:*

**CineAttractions**—52 30-minute entertainment programs featuring previews of upcoming theatrical releases and box office countdowns.

## Cinema Releasing Corporation

120 El Camino Drive  
Suite 110  
Beverly Hills, CA 90212  
213-859-1223  
Telex: 194728



Mr. Goodman

*Representatives:* Stephen Goodman, p; Connie Lazar Martel, admin asst; Ricki Ames, d of mktg.

*Properties:*

**Run Like a Thief**—91 minutes starring Fernando Rey and Keenan Wynn.

**Seven Against the Sun**—115 minutes starring Brian O'Shaughnessy, Elizabeth Meyer and Gert Ven Den Bergh.

**Betta Betta**—90 minutes starring Adam Johnson, Stacy Abrams and Kathleen Johnson.

**Billie Blue**—86 minutes starring Nancy Blue, John Dennis and Michael Plamondon.

**Cain's Cutthroats**—87 minutes starring John Carradine, Scott Brady and Robert Dix.

**Nude Aerobics**—60-minute special.

**The Man from Clover Grove**—60 minutes starring Paul Winchell, Rose Marie and Richard Deacon.

**Hard Times**—30-minute documentary drama narrated by George Kennedy.

**What Happened to Lori Jean Lloyd**—30-minute documentary drama narrated by Marsha Mason.

**Combat in the Classroom**—30-minute documentary drama narrated by Ed Asner.

**Down and Out in America**—60-minute documentary drama narrated by Lee Grant.

**When Women Kill**—60-minute documentary drama narrated by Lee Grant.

**Hollywood and the Stars**—85 minutes with Mickey Rooney, Clark Gable and John Wayne.

**Yellowstone National Park**—75 minutes narrated by Telly Savalas.

**Yosemite—A Landscape of Wonders**—75 minutes narrated by Telly Savalas.

**Pearl Attack USS Arizona Memorial**—60 minutes narrated by Telly Savalas.

**Grand Canyon, A Journey into Discovery**—80 minutes narrated by Telly Savalas.

**San Diego**—75 minutes narrated by Telly Savalas.

**Las Vegas, Hoover Dam**—60 minutes narrated by Telly Savalas.

**Los Angeles, Hollywood, Beverly Hills**—75 minutes narrated by Telly Savalas.

**San Francisco**—75 minutes narrated by Telly Savalas.

**Sequoia—Kings Canyon**—60 minutes narrated by Telly Savalas.

**Mesa Verde, The Anasaza Story**—75 minutes narrated by Telly Savalas.

**Daisy Chain**—95 minutes with Anita Ekberg, Catherine Deneuve, Curt Jurgens and Gert Froebe.

**Dr. Coppelius**—90 minutes with Walter Slezak, Claudia Corday and Eileen Elliott.

**The Con Artists**—90 minutes with Anthony Quinn, Corinne Clery, Capucine and Adriano Celentano.

**This Man Can't Die**—89 minutes 55 seconds with Guy Madison, Lucienne Bridou, Rik Battaglia and Steve Merich.

**Little Cannon**—89 minutes with Vittorio De Sica and Helene Remy.

**All the Loving Couples**—80 minutes with Scott Graham, Lynn Cartwright and Gloria Manon.

**The Executioner**—84 minutes with Dominic Micelli and Vic Caesar.

**What Sex Am I?**—narrated by Lee Grant.

**Jesus Trip**—84 minutes with Tippy Walker, Robert Porter and Diana Avarson.

**Starcrossed Roads**—90 minutes with Erik Estrada, Ray Danton, Marty Allen and Sherry Miles.

**Dracula Sucks**—91 minutes with Jamie Gillis, Serena, John Leslie and Annette Haven.

**The Devil and Leroy Basset**—85 minutes with Cody Bearpaw, John Goff and "Buck" Flower.

**The Killer Likes Candy**—90 minutes with Kerwin Matthews, Marilu Tolu and Ann Smyrner.

**Up! The Establishment**—80 minutes with Mario Adorf, Gila Vaughn and Chris Nagel.

**Joyride to Nowhere**—86 minutes with Leslie Ackerman and Sandy Serrano.

**Brother, Cry for Me**—95 minutes with Larry Pennell, Steve Drexel and Leslie Parrish.

**Great White Death**—88 minutes with Glenn Ford.

**Nightmare in Blood**—90 minutes with Jerry Walter, Don Caldwell and Yvonne Young.

**Master Incredible**—84 minutes with Jhoon Rhee, Angela Mao and Carter Huang.

**Wild Wheels**—81 minutes with Casey Kasem, Dovie Beams, Robert Dix and Terry Stafford.

**Rip Off**—85 minutes with Michael Benet, James Masters and Barbara Bourbon.

**Boarding House**—90 minutes with Hank Adly, Kalassu and Alexander Ray.

**The Fearmaker**—90 minutes with Katy Jurado and Paul Picerni.

TV/Radio Age  
Booth No. 527

### Cinema Shares International Television, Ltd.

450 Park Avenue  
New York, NY 10022  
212-421-3161

408 South Sixth Street  
Philadelphia, PA 19147  
215-922-6179

4764 Park Granada  
Calabasas, CA 91302  
818-992-0581

J.E.R. Pictures  
165 West 46th Street  
New York, NY 10036  
212-921-4290  
Booth: 434

*Representatives:* Beverly Partridge, p; Pola Harris-Moore, vp; John H. Giordano, treas; Deborah Dave, exec d; Regina Dziuba Popp, compt; Delanie Abney, d, prog sucs; Dick Ostrander, eastern div sls mgr; Marvin Gray, Rita Balsam, Jerry Balsam, foreign sls, J.E.R. Pictures.

*Properties:*

**First Run Features for 1987**—including "Bloody Birthday," "Anna to the Infinite Power," "The Oracle," "The Brass Ring."

**Shock Around the Clock 1-8**—45 horror, sci-fi, suspense and terror features, including "Scorpion with Two Tails," "The Prowler," "Mad House," "Slithis," "The Keeper," "The Hazing," "The Puma Man," "Shriek of the Mutilated," "Godzilla vs the Cosmic Monster," "Godzilla vs Megalon," "Godzilla on Monster Island," etc.

**Adventure in Action 1-6**—35 action adventure features including "Rage," "Rush," "Greed," "Mad Dog Morgan," "Crime Boss," "Journey into Fear."

**Adventure in Love**—4 dramatic action features, including "Just Jessie," "My Champion."

**Family Favorites**—9 all family features including "Where the Red Fern Grows," "Against a Crooked Sky," "Seven Alone."

**Adventure in Action Goes West 1-3**—8 western adventure features including "The Gunfighter," "The Price of Death," "The Kid and the Killers."

**Kung Fu Justice**—8 martial arts features, including "Bruce Lee: The Man/The Myth," "Killing Machine."

**Adventure in Action Goes to the High Seas**—5 action features including "Dawn of the Pirates."

### CineVisa International Media Distributors

2 College Street  
Suite 108



Toronto, Ontario  
Canada M5G 1K3  
416-927-1724  
Telex: 06-986766  
Booth: 865



Mr. Murphy



Mr. Haughian

*Representatives:* Michael Murphy, Bernie Haughian.

*Properties:*

**Max Haines Crime FLASHBACK**—26 half-hour series of true crime dramas hosted by crime columnist Max Haines.

**SCOUTS! The Rise of the World Scout Movement**—58 minutes on the origins of scouting set against the social and political background of the 20th Century, including original footage from the Baden Powell family archives.

**North American Indian Portraits**—13 24-minute examination of the North American Indian from many different viewpoints . . . historical, religious and political.

**Museum Without Walls**—9 54-minute series designed to display art in a dimension never attainable in walled museums . . . the motion picture medium.

**Connecting**—9 28-minute teen-oriented series dealing with topics such as suicide, dating, self-image, alcohol, sex, pregnancy and step families.

**Music Concerts**—4 60 minutes featuring Paul Horn, Powder Blues, Valdy and Shari Ulrich.

**Wild Goose Jack**—60-minute biography on the life of Jack Miner, the father of wild-life conservation.

**Vancouver—On the Move**—60-minute documentary special on the home of Expo '86 featuring historical and contemporary views of this city. English and French versions available.

**Zig Zag**—24 28-minute information and entertainment series for children.

**The Gift**—60-minute moving and gentle drama about an encounter between a young native orphan girl, a priest and a tramp.

**Knife Edge**—60-minute documentary examining the perilous balance-of-terror theory in relation to nuclear weapons.

**In the Shadow of the Mountains**—30-minute portrait of one man's quest for meaning by risking his life on one of the world's highest peaks.

**Starting Right Now**—28-minute humorous musical drama aimed at teenagers attempting to dissuade people

from smoking.

**Wall to Wall**—28-minute documentary chronicling the progress of a group of Canadian prisoners who organized the "Humanist Group" to work with the mentally handicapped.

**City Survival**—28-minute light-hearted dramatic look at the problems a young adult encounters on her first move from the country to the city.

**Rise and Fall of Silver Islet**—28-minute documentary drama about a tiny, storm-battered rock that became the world's greatest and richest silver mine.

**Pnina Granier: Profile of an Artist**—28-minute look at the unique works of this popular international artist profiled through her various phases.

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### Cluster Television Productions

9630 Deereco Road  
Timonium, MD 21093  
301-561-5500  
Booth: 279



Mr. Cluster

*Representatives:* John Cluster, *p*; Sally Cluster Bell, *exec vp*; Janice Carter, *sr vp*; Terri Akman, *d of prog*; John Russell, *ae, d adv & prom*; Peggy Powell, *ae*.

*Properties:*

**My Little Pony and Friends**—65 animated half hours, first-run. Fall of '86. Barter.

**G.I. Joe**—95 animated half hours. Barter.

**The Transformers**—95 animated half hours. Cash plus/barter.

**Super Saturday/Super Sunday**—15 animated episodes for weekly airing. Barter.

**Romper Room and Friends**—100 half hours. Cash.

**Glo Friends Christmas Special**—animated half hours. Barter.

**Jem**—26 animated half hours; 75 episodes (strip series) for Fall 1987. Barter.

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### Coca-Cola Telecommunications

Domestic Distribution  
Columbia Plaza  
Burbank, CA 91505  
818-954-6000

711 Fifth Avenue  
5th Floor  
New York, NY 10022  
212-751-4400

303 East Ohio Street  
Suite 2702  
Chicago, IL 60611  
312-329-1650

5730 Glen Ridge Drive NE  
Atlanta, GA 30328  
404-256-3007

5949 Sherry Lane  
Suite 1460  
Dallas, TX 75225  
214-696-5211

Screen Gems  
Columbia Plaza  
Burbank, CA 91505  
818-954-6000

Screen Gems  
711 Fifth Avenue  
5th Floor  
New York, NY 10022  
212-751-4400

Route 4  
Box 4727  
Quitman, TX 75783  
214-967-3373  
Booth: 371



Mr. King

*Representatives:* Herman Rush, *chmn & ceo*; Robert A. King, *p, tv synd*; Anthony J. Lynn, *p, cable, pay tv & home video*; Michael Grossman, *exec vp*; Richard A. Rosen, *vp, first-run synd & pay-cable develop*; Joseph Abrams, *d, first-run synd & pay-cable develop*; Alan Bennett, *sr vp, special projects*; Tom Tardio, *vp, strategic planning & ops*; Lance Taylor, *vp, creat affairs*; Mitch Oscar, *vp, natl sls*; Philip Press, *vp first-run sls & mktg*; June Burakoff-Smith, *vp, adv, pub & prom*; Mitchell Sallit, *vp sls, western reg*; New York: Robert Peyton, *sr vp, sls*; John T. Carson, Milton Strasser, *aes*; Joseph V. Silha, *vp, midwest reg (Chicago)*; Timothy R. Overmyer, *vp, southeast reg (Atlanta)*; Steve Hackett, *vp, southwest reg (Dallas)*; Screen Gems Division: Thomas W. Holland, *vp*; Donna Barrie, *sls exec*; Charles Lore, *sls exec (NY)*; Jack Ellison, *sls exec (Quitman)*.

*Properties:*

*First-Run Syndication*

- Parole Board**—130 half hours.
  - Match Game**—130 half hours.
  - The Real Ghostbusters**—65 half hours.
  - Card Sharks**—195 half hours.
  - Dinosaucers**—65 half hours.
  - Good Advice**—half-hour strip.
  - Karate Kid**—half-hour strip.
  - That's My Mama Now**—26 half hours.
  - Punky Brewster**—44 half hours.
  - What's Happening Now!!**—44 half hours.
  - Merv Griffin at the Coconut Grove**—26 hours.
  - Tim Conway Show**—26 half hours.
- Screen Gems Product*
- The Wonderful World of Oz**—52 half hours.
  - Carson's Anniversary Specials**—5 2 hours.
  - Spotlight**—mini-series.
  - Naked City**—99 hours.
  - Life & Legend of Wyatt Earp**—226 half hours.
  - Temperature Rising**—46 half hours.
  - The Magic Show**—95 half hours.
  - Three Stooges Theater**
  - Screen Gems**—horror and science fiction.
  - Western Legends**
  - Legendary Ladies**

**Coe Film Associates, Inc.**

65 East 96th Street  
New York, NY 10128  
212-831-5355  
Booth: 907



Ms. Coe

*Representatives:* Bernice Coe, p; Mignon Levey, sls d.

*Properties:*

- The Shorts Collection**—2,000+ titles for use in family viewing hours, magazine formats, pre and post-specials' time slots.
- The Children's Package**—4,000+ titles covering extensive subjects, multi-age level appeal.
- Children's Specials**—26 half hours including "I Can," "Journey Together," "My Lady of Milk and Wafers," "Pick Up Your Feet: The Double-Dutch Show," 10 hours including "Little Friend," "Tatters," etc.
- Family Specials**—hours including "Incredible Book Escape," "Misunderstood Monsters," "Tale of the Four Wishes," "The Wrong-Way Kid,"

- "Once Upon a Midnight Dreary," "The Haunting of Harrington House," "Animal Talk," "The Zertigo Diamond Cap," "Have You Ever Been Ashamed of Your Parents," "Dinky Hocker Show," etc.
- Sports Specials**—50+ programs including gymnastics, martial arts, running, sailing, etc.
- Educational**—50+ series covering all curriculum areas.
- Children's Series*
- Powerhouse**—13 episodes.
- Wonder Why**—27 episodes.
- How It's Made**—20 episodes.
- Paddington Bear**—56 episodes.
- Bunny with the Checkered Ears**—26 episodes.
- Henry's Cat**—35 episodes.
- Simon in the Land of Chalk Drawings**—26 episodes.
- The Red and the Blue**—39 episodes.
- Hattytown Tales**—26 episodes.
- When You Grow Up**—15 episodes.
- Aubrey**—39 episodes.
- Roobarb**—30 episodes.
- Gran**—13 episodes.
- Gublin Legends**—26 episodes.
- Children's Features*
- The Eyes of the Amaryllis**
- Six Bears and a Clown**
- The Little Mermaid**
- Tuck Everlasting**
- Performing Arts Specials*
- Galway Plays Mancini**
- Randy Newman**
- Les Ballets Trockadero de Monte Carlo**
- Helen Gelzer Show**
- Series*
- It Figures**—230 episodes.

**Joel Cohen Productions & Distribution Inc.**

11500 Olympic Blvd.  
Suite 418  
Los Angeles, CA 90064  
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Booth: 910



Mr. Cohen

*Representatives:* Joel Cohen, p; Joan Cohen, vp.

Additional copies of  
**TV/Radio Age**  
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*New Properties:*

- Your Choice for the Film Awards**—90-minute special in its 22nd year as the public selects their movie favorites.
- The Beach Boys 25th Anniversary Waikiki Style**—60-minute special with guests Ray Charles, Glen Campbell, Jeffrey Osborn and Joe Piscopo.
- 1986 Skate America**—5 hours featuring top figure skaters from around the world.
- Summer Sports Special**—one-hour featuring the hottest new sports of the 80's.
- Other Programming*
- Ricky Nelson/Fats Domino Live at Universal Amphitheatre**—90-minute concert special.
- The Serendipity Singers Show**—26 new half-hour music variety shows.
- The Serendipity Singer's Christmas Show**—one-hour special from London.
- Outdoor Life**—28 half-hour hunting and fishing shows hosted by William Conrad.
- Boomerang**—63 half-hour children's magazine shows shot on location around the world.
- Hollywood Theatre of Magic, Magic**—26 half hours featuring some of the best international magicians during their most famous feats of magic.
- Laura Branigan Concert**—one-hour special.

**Colbert Television Sales**

1888 Century Park East  
Suite 1106  
Los Angeles, California 90067  
213-277-7751  
Telex: 910-490-1973



Mr. D. Colbert

*Representatives:* Dick Colbert, p; Meri Brantley-Hillier, vp, admin; Annie Ross, sls admin.

*Properties:*

- The Joker's Wild**—half-hour game strip hosted by Bill Cullen, first-run.
- Tic Tac Dough**—half-hour game strip hosted by Jim Caldwell, first-run.
- Juvenile Jury**—half-hour children's strip with guest stars hosted by Nipsey Russell.
- The Rifleman**—168 half hours.

**TV/Radio Age**  
Booth No. 527



## Colex Enterprises

875 Third Avenue  
New York, NY 10022  
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Suite 1200  
Chicago, IL 60611  
312-943-0707

9220 Sunset Blvd.  
Suite 101-A  
Los Angeles, CA 90069  
213-859-1055  
Booth: 333

*Representatives:* Jack Allen, *sr vp, natl sls mgr*; John Mansfield, *sr vp, western reg*; John Barrett, *vp, midwest reg*; Cindy Wilson, *d of mktg communications*; Stuart Doriss, *d of sls, north-east reg*; Mary Ann Spitaletta, *d of creat serv*; Bethany Gorfine, Gary Perchick, *aes, stat sls*.

### *Properties:*

(also available through LBS Communication)

**The New Gidget**—44 first-run half hours starring Caryn Richman as Gidget, a career woman of the 80's and Dean Butler as Jeff. Produced by Columbia Pictures Television.

**The New Monkees**—44 half hours as the tradition continues with a perfect blend of music videos and zany antics with four "new" Monkees, produced by Columbia Pictures Television.

**Colex Premiere Movie—Dennis the Menace: The Movie**—2-hour all family movie based on Hank Ketchum's troublemaking character, from Columbia Pictures Television.

**Colex Premiere Movie—Three Wishes for Jamie**—2 hours filmed on location in Ireland starring Jack Warden. Produced by Columbia Pictures Television.

**Colex Premiere Movie—The Christmas That Almost Wasn't**—2-hour holiday feature as Santa Claus reveals the true meaning of Christmas, from Columbia Pictures Television.

**Colex Premiere Movie—Miracle of the Heart: A BoysTown Story**—2-hour modern adaptation of the classic movie starring Art Carney and Casey Siemaszko, from Columbia Pictures Television.

**Colex Premiere Movie—The Canterville Ghost**—2-hour adaptation of the classic tale starring Sir John Gielgud, Alyssa Milano, Andrea Marcovicci and Ted Wass, from Columbia Pictures Television.

**Colex Premiere Movie—Gidget's Summer Reunion**—2-hours starring Caryn Richman as Gidget, Dean Butler as Moondoggie, Mary Frann, Ben Murphy and William Schallert, from Co-

lumbia Pictures Television.

**Colex Premiere Movie—It Came Upon a Midnight Clear**—2-hour Christmas special starring Mickey Rooney as a retired New York City police detective who makes a special promise to his grandson, from Columbia Pictures Television.

**Heartstoppers I**—powerful package of major motion pictures featuring top-name talent in high-energy, action-packed films.

**Care Bear and Friends at the Movies**—package of animated and live-action films for the family featuring "The Care Bears Movie," "The Care Bear Movie II."

**Hope Diamonds**—11 of Bob Hope's movie gems including "Road to Rio," "The Lemon Drop Kid," "The Seven Little Foys" and "Road to Bali."

**Hardcastle & McCormick**—67 hours from Stephen J. Cannell Productions starring Brian Keith as a retired judge and Daniel Hugh-Kelly as a reformed thief.

**Ghost Story/Circle of Fear**—22 hours of truly strange and bizarre tales featuring guests including Angie Dickenson, Tyne Daly, Jason Robards, Patty Duke and others. A Joel Rogosin production.

**Family**—85 hours of family drama starring Sada Thompson, James Broderick, Meredith Baxter-Birney, Gary Frank, Kristy McNichol and Quinn Cummings, from Columbia Pictures Television.

**Father Murphy**—35-hour touching and heartwarming series set in the old west starring Merlin Olsen and Moses Gunn, from Columbia Pictures Television.

**Gidget**—32 half hours with America's popular teenager starring Sally Field, from Columbia Pictures Television.

**The Monkees**—58 half-hour zany music comedy series starring Davy Jones, Peter Tork, Mickey Dolenz and Mike Nesmith.

**The Burns & Allen Show**—239 b/w half hours of classic comedy starring George Burns and Gracie Allen.

**Dennis the Menace**—146 b/w half hours starring Jay North, Herbert Anderson and Gloria Henry.

**Route 66**—52 b/w hours highlighting the adventures of two friends who travel the famed route, starring Martin Milner and George Maharis.

**Father Knows Best**—191 b/w half hours starring Robert Young, Jane Wyatt, Billy Gray, Elinor Donahue and Lauren Chapin.

**The Donna Reed Show**—175 b/w half hours of household comedy starring Donna Reed, Carl Betz, Paul Petersen and Shelley Fabares.

**Hazel**—154 half hours, b/w and color, starring Shirley Booth as the maid who

keeps the Baxter household smiling.

**Hawk**—17 hours of action and adventure starring Burt Reynolds.

**Joe Forrester**—22 hours starring Lloyd Bridges as a street cop on a tough beat. Filmed on location in New York City.

**Eischied**—13 hours starring Joe Don Baker as one of New York's more unconventional detectives.

**Wild Bill Hickok**—113 half hours, b/w and color, starring Guy Madison as the legendary Wild Bill and Andy Devine as his sidekick.

**Jungle Jim**—26 b/w half hours starring Johnny Weissmuller.

## Columbia/Embassy Television

1901 Avenue of the Stars  
Suite 1600  
Los Angeles, CA 90067  
213-553-3600  
Booth: 446



Mr. Lieberthal



Mr. Thurston

*Representatives:* Gary Lieberthal, *chmn & ceo*; Barry Thurston, *p, synd.*

### *Properties:*

*Series/Off-Network*

**Archie Bunker's Place**—97 half hours.

**Diff'rent Strokes**—189 half hours.

**The Facts of Life**—181 half hours.

**Good Times**—133 half hours.

**The Jeffersons**—253 half hours.

**Maude**—141 half hours.

**One Day at a Time**—209 half hours.

**Sanford & Son**—136 half hours.

**Silver Spoons**—116 half hours.

**Square Pegs**—20 half hours.

**Barney Miller**—170 half hours.

**Benson**—134 half hours.

**Carson's Comedy Classics**—130 half hours.

**Carter Country**—44 half hours.

**Charlie's Angels**—115 hours.

**Fantasy Island**—130 hours, 220 half hours.

**Hart to Hart**—112 hours.

**Police Story**—105 hours.

**Police Woman**—91 hours.

**Ripley's Believe It or Not**—79 hours, 120 half hours.

**Riptide**—58 hours.

**Soap**—92 half hours.

**Starsky & Hutch**—92 hours.

**S.W.A.T.**—37 hours.

**The Three Stooges**—190 half hours.

**T. J. Hooker**—71 hours.

*Features/Packages*

**Embassy Night at the Movies Contin-**

**ues**—including “Road Games,” “Swamp Thing,” “Losin’ It” and more.

**Embassy III**—includes “Deadly Force,” “Eddie and the Cruisers,” “Edwin,” “Eleanor: First Lady of the World,” “The Exterminator,” “Gandhi,” “Get Crazy,” “Grace Kelly,” “Heartsounds,” “Hog Wild,” “An Invasion of Privacy” and more.

**Embassy II**—includes “The Black Marble,” “Blade Runner,” “Carnal Knowledge,” “Circle of Iron,” “Dirty Tricks,” “The Howling,” “Escape from New York,” “An Eye For an Eye,” “The Haunting of Julia” and more.

**Entertainer of the Year**—includes “The Baltimore Bullet,” “Born Again,” “Chicken Chronicles,” “A Different Story,” “The Fog,” “Jock Petersen,” “The Lion in Winter” and more.

**200+ Features**—including “C.C. and Company,” “The Conjugal Bed,” “Darling,” “Day of the Dolphin,” “Don’t Drink the Water” and more.

**TV 20**—20 made-for-television movies including “Brian’s Song,” “Elvis and the Beauty Queen,” “More than Friends,” “Women at West Point.”

**Volume IV**—includes “California Suite,” “China Syndrome,” “Kramer vs. Kramer,” “Midnight Express” and more.

**Volume V**—26 titles including “The Big Chill,” “Close Encounters of the Third Kind,” “Educating Rita,” “Stripes.”

**Volume VI**—includes “Against All Odds,” “Blue Thunder,” “Jagged Edge,” “Ghostbusters,” “The Karate Kid,” “Starman.”

**Columbia Gems**—200+ features including “Bridge on the River Kwai,” “The Caine Mutiny,” “On the Waterfront,” “Oliver.”

## Columbia Pictures International Television

711 Fifth Avenue  
New York, NY 10022  
212-751-4400  
Telex: 1-2063 COLPICT NYK A

Columbia Plaza North  
Burbank, CA 91505  
818-954-5530  
Telex: 160725 CPTV

Screen Gems Columbia Pictures of Brazil, Inc.  
Rua Santa Isabel 160-7 Andar  
01221 Sao Paulo, Brazil  
220-5200

Columbia Pictures Television  
365 Bloor Street  
Suite 1602  
Toronto, Ontario  
Canada M4W 3L4  
416-962-5490

Columbia Pictures Television International  
Darwin 68  
Office 301  
Mexico City, Mexico 5, D.F.  
5-2540899  
Westin Canal Place  
Suite 2026

*Representatives:* Michael Grindon, *d, intl sls*; Susan West, *assoc d, client servs (LA)*; Helios Alvarez *up & gen rep, Latin America & Brazil*; Octavio DaSilva, *Brazil sls mgr*; Nelson Duarte, *Latin America opers mgr*; John Migicovsky, *up, Canada*; Alvaro Mutis, *Latin America & Mexico sls rep.*

*Properties:*

**Lime Street**—9 hours.

**The Last Precinct**—8 hours.

**Ripley’s Believe It or Not!**—81 hours; 1 half hour.

**Stir Crazy**—13 hours.

*Features/Packages*

**Alice in Wonderland**—4 hours.

**Badge of the Assassin**—2-hour television movie.

**I Dream of Jeannie—15 Years Later**—2-hour television movie.

**A Miracle of the Heart—A Boystown Story**—2-hour television movie.

**The Other Lover**—2-hour television movie.

**Out of the Darkness**—2-hour television movie.

*Embassy Product  
New*

**Facts of Life Goes Down Under**—2-hour television movie.

**Firefighter**—2-hour television movie.

**Guilty of Innocence**—2-hour television movie.

**Heartsounds**—3-hour television movie.

**Invasion of Privacy**—2-hour television movie.

**Married ... With Children**—13 half hours.

**Sweet Surrender**—6 half hours.

*Series*

**Diff’rent Strokes**—185 half hours.

**The Facts of Life**—181 half hours.

**The Jeffersons**—253 half hours.

**Maude**—141 half hours.

*Properties:*

*New*

**Dads**—6 half hours.

**Designing Women**—22 half hours.

**Houston Knights**—1 2-hour television movie; 7 one-hour episodes.

**Late Bloomer**—6 half hours.

**The New Mike Hammer**—22 hours.

**The Real Ghostbusters**—13 half hours.

**Starman**—22 hours.

**What’s Happening Now!!**—44 half hours.

**TV’s Bloopers & Practical Jokes**—62 hours.

**The Canterville Ghost**—2-hour television movie.

**Crazy Like A Fox—The Movie**—2-hour television movie.

**Intimate Encounters**—2-hour television movie.

**Kate’s Secret**—2-hour television movie.

**Stranded**—2-hour television movie.

**There Must Be a Pony**—2-hour television movie.

**Three Wishes for Jamie**—2-hour television movie.

**Stingray**—21 hours; 1 2-hour television movie.

*Series*

**Benson**—158 half hours.

**Crazy Like a Fox**—35 hours.

**Hell Town**—14 hours; 2 2-hour television movies.

**One Day at a Time**—209 half hours.

**Silver Spoons**—116 half hours.

**“227”**—44 half hours.

**Who’s the Boss**—72 half hours.

## Consolidated Productions

9000 Sunset Blvd.  
Suite 1020  
Los Angeles, CA 90069  
213-275-5719  
FAX: 213-275-5786

*Representative:* Sally Busby, *hd of sls.*

## Contel-Con Hartsock & Co.

1100 Glendon Avenue  
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Los Angeles, CA 90024  
213-208-6091  
Booth: 820

*Representatives:* Con Hartsock, *owner*; Hank Profenius, *southeastern div mgr*; Joyce Killingsworth, *opers mgr.*

*Properties:*

**Jerry Lewis Movies**—1” tape. “The Bellboy,” b/w; “The Errand Boy,” b/w; “Cinderfella,” color; “The Patsy,” color.

**The Jerry Lewis Show**—52 comedy-variety hours from 1967–69. First off-net on 1” tape.

**Elvira’s Movie Macabre Theatre**—a movie series of 26 two-hour programs in color on tape with “Elvira, Mistress of the Dark.”

**Elvira Group II**—13 2-hour episodes, new in the Elvira’s Movie Macabre se-

TV/Radio Age  
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ries.

**Ninja Follies**—22 half-hour episodes in color on tape. A hilarious spoof of kung-fu movies.

### Conus Communications

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Minneapolis, MN 55414  
612-645-4645  
Telex: 989-092-easylink 62932354

*Representatives:* Charles H. Dutcher, II, *vp, gen mgr*; Anita Klever, *vp, d of news serv.*

*Services:* Conus News Service: complete satellite news gathering system of station equipped with portable and fixed uplinks, breaking news, pooled events, satellite communications (IFB, PL, E-MAIL). Conus News Exchange: daily story service of major stories fed 4:15 (ET) and updated at 10 pm.

### William F. Cooke Television Programs

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Suite 700  
Toronto, Ontario  
Canada M4Y 2A7  
416-967-6141  
Telex: 065-28017  
Booth: 865



Mr. Wilson

*Representatives:* William F. Cooke, *p*; Clifford H. Wilson, *vp & gen mgr.*

*Properties:*

**In Session**—26 half-hour music/variety series available in stereo or mono.  
**Bourbon Street Parade**—78 half-hour jazz and dixieland series.  
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**Pete's Place**—52 half-hour comedy series.

### CoProducers Corporation

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North Miami, FL 33161  
305-891-1181  
Telex: 128285 WHOMFOR NYK

*Representatives:* John F. Rickert, *p*; Il-diko M. Rickert, *vp*; Maurice Krowitz, *sls mgr.*



Mr. Rickert

*Properties:*

**Theatrical Features**—26 titles.  
**Off Network Special**—1.

### Coral Pictures Corporation

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305-661-8922  
Telex: 441132 CORAL

Carrera 16 Num. 93-A-21  
Apartado Aereo 91188  
Bogota 8. Columbia  
571-218-9063

P.O. Box 3245  
102 10-Athens, Greece  
01-63-00-887

Via Salaria 53  
Rome, Italy  
396-855-218

Diprom, S.A.  
Uruguay 469. Piso 4°  
Buenos Aires, Argentina  
541-367-5640  
Booth: 1257



Mr. Shapiro

*Representatives:* Sy Shapiro, *ceo, exec vp*; Lee Jackoway, *gen sls mgr*; Manolo Vidal, *d, Latin American sls*; Senen Loche, *compt*; Ken Campbell, *d, special projects*; Juan Jorge Jaeckel, *rep, Bogota*; Leon V. Jacoel, *rep, Athens*; Giovanna Kiferle, *rep, Rome*; Alfredo Odorisio, *rep, Buenos Aires.*

*Properties:*  
*Mini-Series*

**Quo Vadis?**—6 hours starring Klaus Maria Brandauer, Christina Raines, Max Von Sydow and Francis Quinn. Available in English and Spanish.  
**Echoes of the Heart**—6 hours or 2-hour feature version. A soldier's tender memories of a pre-war childhood. Available in English and Spanish.

**Be Good If You Can**—3 hours about an earthly priest, an orphanage and an ill-fated love affair. Available in English and Spanish.

**Mother Again**—Virna Lisi stars in the drama of a mother who loses everything to win the battle of her daughter's drug addiction.

**The Boss**—3 hours of passion, intrigue, vengeance... organized crime, a family affair.

*Series*

**Your Show of Shows**—65 half hours with Sid Caesar, Imogene Coca, Carl Reiner and Howard Morris.

**My Little Margie**—126 half hours.

**Rocky Jones, Space Ranger**—39 half hours.

*Features/Packages*

**Coral Platinum I**—13-15 solid theatricals. Titles to be announced.

**Coral Western I**—13-15 action adventures. Titles to be announced.

**Coral Adults Only Horror Theatre I**—13-15 spine chillers. Titles to be announced.

**Coral Science Fantasy I**—13-15 space and science thrillers. Titles to be announced.

**Coral Martial Epics I**—13-15 action films with Jackie Chan and many other masters.

**Over 300 other titles available**

*Documentary Drama*

**Leonardo Da Vinci**—8 hours.

*Documentaries*

**Mysteries of the Ancient World**—3 hours.

**Men of Destiny**—130 3½ minutes.

**Musical Telescriptions**—1100 3½ minutes.

**Milestones of the Century**—385 3½ minutes.

**James Dean, First American Teenager**—90 minutes.

**Hey Abbott!**—78 minutes.

**Red Skeleton's Funny Faces I & II**—60 minutes.

*Animated Series*

**Man and His World**—11 half-hour scientific cartoon series for all ages. Available in English and Spanish.

**Pimpa**—13 hours for preschoolers. Available in English and Spanish.

**Captain Future**—52 half hours.

**Captain Nemo**—15½ half hours.

**Clutch Cargo**—52 half hours; 260 5 minutes.

**Angel**—50 half hours.

**King Arthur**—52 half hours.

**Robot Festival**—130 half hours available in Spanish only.

**Don Quixote in the Tales of La Mancha**—23 half hours.

**Fables of the Green Forest**—52 half hours.

**Space Angel**—52 half hours.

**Animators**—60 titles.

**Little Lulu**—26 half hours.

**Spunky and Tadpole**—15 half hours;

150 3/2 minutes.

**Candy Candy**—65 half hours.

*Animated Features*

**The Man from Button Willow**—90 minutes.

**Les Miserables**—70 minutes.

**Young King Arthur**—95 minutes.

**Hans Christian Andersen's A Magic Adventure**—72 minutes.

*Animated Holiday Specials*

**Silent Night**—30 minutes.

**Hooray for the Three Wisemen**—one hour, available in English and Spanish.

*Entertainment/Variety Specials*

**Five Special Presentations**

## Cori Films International

2049 Century Park East

Los Angeles, CA 90067

213-557-0173

Telex: 825 388

FAX: 213-551-4974

19 Albemarle Street

Mayfair, London W1

England

(01) 493-7920

Telex: 299968 CORMAM

FAX: 493-8088



Ms. Hoy

*Representative:* Marie Hoy, p.

*Properties:*

**Feature Film Package**—6 films.

**Jack Holborn**—6-hour mini-series.

**Silas**—6-hour mini-series.

**Genghis Khan**—4-hour mini-series.

**Dinah Saur Show & Oscar**—52 15-minute puppet animation.

**The Woozies**—26 10-minute puppet animation.

**Wonderful Tales from Around the World**—96 animated half hours.

**Jeanie with the Light Brown Hair**—13 animated half hours.

**Little Nell (by Dickens)**—26 animated half hours.

**Wildrose Julie**—13 animated half hours.

**Isabel of Paris**—13 animated half hours.

**Nuggets**—26 half hours for kids.

**Fatty & George**—10 half hours for kids.

**Stony Plain**—13 half-hour Canadian westerns.

**Amazing Creatures of the Sea**—26 half hours.

**Films on Wildlife**—26 half-hour docu-

mentaries from the World Wildlife Fund.

## Crawleys International

19 Fairmont Avenue

Ottawa, Ontario

Canada K1Y 1X4

613-728-3513

Telex: 053-4370

Booth: 865



Ms. Clayton

*Representative:* Alison Clayton.

*Properties:*

**The Tin Soldier**—animated half-hour based on Hans Christian Andersen's story of a one-legged tin soldier and a music box ballerina, narrated by Christopher Plummer.

**Babar and Father Christmas**—animated adaptation of the book by Jean de Brunhoff on the adventures of King Babar as he leaves the Elephants' country in search for Father Christmas.

**The Bestest Present**—animated Christmas special based on Lynn Johnston's comic strip "For Better or For Worse."

**Rumpelstiltskin**—animated half-hour based on the story by the Brothers Grimm narrated by Christopher Plummer.

**The Body Electric**—animated action-adventure science fantasy featuring the music of Rush.

**The Velveteen Rabbit**—animated story of the little toy rabbit who yearns to be real, narrated by Christopher Plummer.

## Creative International Activities, Ltd.

372 Central Park West

Suite 17W

New York, NY 10025

212-663-8944

Telex: 423409 ITT-UI



Mr. Lehmann

*Representative:* Klaus J. Lehmann, p.

*Properties:*

*Series/Mini-Series*

**TV Readers Digest**—65 half hours hosted and narrated by Hugh Reilly, featuring dramatizations of articles and stories from Readers Digest with top Hollywood stars.

**Mr. & Mrs. North**—67 half hours starring Barbara Britton and Richard Denning in this comedy/mystery series.

**Man from Interpol**—39 half hours starring Richard Wyler as a special agent of Scotland Yard's Interpol division.

**Saber of Scotland Yard**—130 half hours starring Donald Grey as private investigator Mark Saber.

**Adventures of the Falcon**—39 half hours starring Charles McGraw as undercover agent Mike Waring, *The Falcon*.

**The White Hunter**—39 half hours with Rhodes Reason in the true adventures of Africa's last "white hunter." Filmed in Africa.

**Pathfinders**—13-hour dramatic series featuring the exploits of the Air Force during WWII.

**Peter Gunn**—114 half hours of the classic "private eye" series starring Craig Stevens, Lola Albright and Herschel Bernardi. Music by Henry Mancini.

**Biography**—65 half hours narrated by Mike Wallace, focusing on the men and women who shaped the 20th century.

**Mr. Lucky**—34 half hours starring John Vivyan.

**Yancy Derringer**—34 half hours starring Jock Mahoney.

**Star Performance**—156 half hours starring Dick Powell, Charles Boyer, David Niven and Ida Lupino.

**Colonel March of Scotland Yard**—26 half hours starring Boris Karloff as a gentlemen detective in London.

*Specials/Documentaries*

**Images of Ireland**—one-hour gambol through the Land of Leprechauns, from ballads to blarney.

**J.F.K.**—one hour. Cliff Robertson narrates this superb and timely special.

**Marilyn Monroe**—half hour. Mike Wallace hosts this look at the life and career, the loneliness and tragedy of Marilyn Monroe.

**Legends of the Screen**—one hour. Nancy Collins narrates a "then" and "now" look at Hollywood, with film clips/live interviews with Ginger Rogers, Dorothy Lamour, Myrna Loy and Rhonda Fleming.

**Women in Rock and Roll**—one hour. Joan Jett, Grace Slick and Nancy Wilson join other top women performers in interviews with Nancy Collins.

**The Masculine Mystique**—one hour. Nancy Collins takes a look at the new breed of male sex symbols. Interviews with Dudley Moore, Tom Selleck and



others.

**Heavenly Bodies**—one hour. Phyllis Diller hosts this look at Hollywood's beautiful people with Paul Anka, Zsa Zsa Gabor, Britt Eklund and others.

**An Evening at the Improv**—52 hours of comedy and music.

**Grand Prix All Star Show**—26 half hours. Young athletes compete against celebrity guests in a variety of sports and stunts.

*Children*

**Spectreman**—63 live-action half hours.

*Shorts*

**Almanac**—337 3½ minutes. Momentous events in contemporary history, one for each day of the year, with extras for "special" days.

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## Jim Crockett Promotions

"JCP Wrestling Booth"

421 Briarbend Drive  
Charlotte, NC 28209

704-525-8530

Telex: 98-9620

Booth: 166

*Representatives:* David Crockett, Rob Garner.

*Properties:*

**World Wide Wrestling**—52 first-run 60 minutes presented each week from a different arena. Barter.

**NWA Pro Wrestling**—52 first-run 60 minutes presented each week from a different arena with all the NWA stars.

**NWA All Star Wrestling**—52 first-run 60 minutes presented each week from a different arena with all the NWA stars.

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## Crown International Pictures, Inc.

8701 Wilshire Blvd.  
Beverly Hills, CA 90211

213-657-6700

Telex: 140709 CROWN INTL

*Representative:* Scott E. Schwimer, *vp, bus affairs.*

*Properties:*

*Domestic Distribution through Access Entertainment Group.*

**Crown Jewels I**—15 first-run theatrical releases never before seen on free television.

**Crown Classics**—feature package.

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## Crystal Pictures, Inc.

1560 Broadway  
New York, NY 10036

212-757-5130

Telex: 620852

Booth 1270



*Mr. Tager*

*Representatives:* Joshua Tager, *p*; Sidney Tager, *sls mgr*; Jeanne Wechsler, *tu sls.*

*Properties:*

**Buck Rogers**—12 18 to 20-minute episodes, with Buster Crabbe and Constance Moore. (1939)

**Buck Roger-Destination Saturn**—90-minute feature, edited from serial. (1939)

**The Fighting Sullivans**—100 minutes, with Thomas Mitchell and Anne Baxter. (1944)

**The Moon and Sixpence**—89 minutes, with George Sanders and Herbert Marshall. (1942)

**So Ends Our Night**—117 minutes, with Frederic March and Margaret Sullivan. (1941)

**Charlie's Big Romance**—72 minutes, with Charlie Chaplin and Marie Dressler. (1914)

**Betty Boop Scandals**—72-minute Max Fleischer cartoon compilation (1937)

**Wide Open Faces**—65 minutes, with Joe E. Brown. (1939)

**When's Your Birthday**—70 minutes, with Joe E. Brown. (1937)

**Ridin' on Air**—70 minutes, with Joe E. Brown. (1937)

**Flirting with Fate**—69 minutes, with Joe E. Brown. (1938)

**The Southerner**—91 minutes, with Zachary Scott and Betty Field. (1946)

**Tabu**—78 minutes. (1931)

**Tamango**—98 minutes, with Dorothy Dandridge and Curt Jurgens. (1958)

**Rage of the Buccaneers**—89 minutes, with Ricardo Montalban and Vincent Price. (1964)

**The Most Dangerous Game**—66 minutes, with Joel McCrea and Fay Wray. (1932)

**The Prowler**—92 minutes, with Van Heflin and Evelyn Keyes. (U.S. and Western Hemisphere only)

**Melba**—113 minutes, with Patrice Munsel and Robert Morley. (U.S. and Western Hemisphere only)

**When I Grow Up**—90 minutes, with Bobby Driscoll and Robert Preston. (U.S. and Western Hemisphere only)

**Earrings of Madame de**—105 minutes, with Charles Boyer and Danielle Darrieux. Dubbed.

**Dr. Schweitzer Jungle Doctor**—91 minutes, with Pierre Fresnay and Jeanne Moreau. Dubbed.

**I Love You Rosa**—84 minutes, with Michael Bat-Adam. Subtitled.

**The Red and the Black**—134 minutes,

with Gerard Phillippe and Danielle Darrieux. Subtitled.

**Elene et les Hommes**—100 minutes, with Ingrid Bergman and Jean Marais. In French.

**Fernandel the Dressmaker**—84 minutes, with Fernandel and Suzy Delair. Subtitled.

**Manon**—191 minutes, with Cecil Aubrey and Michel Auclair. Subtitled.

**Last Ten Days**—108 minutes, with Oskar Werner and Albin Skoda. Subtitled.

**Girl with a Suitcase**—108 minutes, with Claudia Cardinale. Subtitled.

**Psychossissimo**—88 minutes, with Ugo Tognazzi and Raimondo Vianello. Subtitled.

**Too Bad She's Bad**—95 minutes, with Sophia Loren and Vittorio de Sica. Subtitled.

**My Name is Ivan**—94 minutes, with Kolya Burlaiev.

**Summer to Remember**—80 minutes, with Borya Barkhatov and Sergei Bondarchuk. Subtitled.

**Loving Couples**—113 minutes, with Harriet Andersson and Gunnel Lundblom. Subtitled.

**To Love**—90 minutes, with Harriet Andersson, Zbigniew Cybulski. Subtitled.

**Buster Crabbe Western Theatre**—26 half hours of b/w westerns, edited from original features. Included are "The Drifter" (1944); "Mysterious Riders" (1942); "Thundering Gunslinger" (1940); "Fuzzie Settles Down" (1946); "Return of the Rangers" (1943); "Wild Horse Rustlers" (1943); "Blazing Frontier" (1941); "Border Buckaroos" (1943).

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## CST Entertainment

4553 Glencoe Avenue  
Suite 100

Marina Del Rey, CA 90292

213-822-6567

Booth: 761

*Representatives:* Colin A. Chisholm, III, *p & ceo*; Joseph Adelman, *sr vp, bus affairs*; Linda Palmor, *compt*; Richard Harper, *intl sls rep*; Francis Gyermek, *d of mktg.*

*Properties:*

*Features/Packages*

**The Classics**—28 truly classic motion pictures.

**The Promotables**—15 action/adventure titles.

**Unreleased Features**—58 titles.

*Mini-Series*

**American Caesar**—5 hours.

**Vietnam: The Ten Thousand Day War**—13 hours.

*Series/First-Run*

**The Abbott and Costello Show**—52

half hours.

*Specials*

**The Wizard of Oz**—78 animated minutes.

*Animation*

**Speed Racer**—52 half hours.

**Felix the Cat**—260 color cartoons or 52 half hours.

**The Mighty Hercules**—130 color cartoons or 32 half hours.

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**The Curran-Victor Co./  
Daniel Wilson Productions,  
Inc.**

1100 Larkspur Landing Circle  
Suite 315  
Larkspur, CA 94939  
415-461-8550  
Booth: 271

*Representatives:* Herb Victor, Don Curran, Daniel Wilson.

*Properties:*

**Hemingway**—6-hour mini-series starring Stacy Keach, produced by Daniel Wilson Productions, Inc. World Premiere April, 1988. Cash/Barter.

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**Dan Curtis Distribution  
Corp.**

9911 West Pico Blvd.  
Los Angeles, CA 90035  
213-557-6951

Fox/Lorber Associates, Inc.  
(Domestic Representatives)  
432 Park Avenue South  
New York, NY 10016  
212-686-6777  
Telex: 425 730 FOXLOR

*Representative:* Lucie F. Mazmanian, *up, opens.*

*Properties:*

**The Curtis Signature Collection**—12 off-network movies.

**Dracula**—with Jack Palance, Simon Ward and Nigel Davenport.

**The Strange Case of Dr. Jekyll & Mr. Hyde**—with Jack Palance, Leon Genn and Oscar Homolka.

**Frankenstein**—with Robert Foxworth and Susan Strasberg.

**The Turn of the Screw**—with Lynn Redgrave.

**The Picture of Dorian Gray**—with Nigel Davenport, Fionnuala Flanagan and Shane Briant.

**Dead of Night**—with Joan Hackett, Patrick McNee and Horst Bucholz.

**Come Die with Me**—with Eileen Brennan and George Maharis.

**Shadow of Fear**—with Claude Akins, Jason Evers and Tom Selleck.

**Nightmare at 43 Hillcrest**—with Mariette Hartley and James Hutton.

**The Invasion of Carol Enders**—with Meredith Baxter and Christopher Connelly.

**When Every Day was the 4th of July**—with Dean Jones, Geoffrey Lewis, Harris Yulin and Louise Sorel.

**The Long Days of Summer**—with Dean Jones, Joan Hackett and Donald Moffat.

**I Think I'm Having a Baby**—one-hour special about adolescents' first encounter with sex and its consequences.

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**DAP TV Associates**

837 North Westknoll Drive  
Suite 303  
Los Angeles, CA 90069  
213-855-0941

*Representative:* Don Azars, *prod, d.*

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**Darino Films/The Library of  
Special Visual Effects**

222 Park Avenue South  
New York, NY 10003  
212-228-4024  
Telex: 494.0255 DARINO UI  
Booth: 291

*Representatives:* Ed Darino, *creat d;* Peter Gosselaar, *European rep;* Juan Jose Mendy, *rep, Spain.*

*Properties:*

**The Golden Reel**—special visual effects for production and broadcasting.

**The Broadcast Package**—latest '86 version of broadcast on-air network-look effects.

**The Custom Package**—custom tailored broadcast image enhancement elements.

**The High Tech**—85 state-of-the-art animation and computer graphics.

**Basic Library**—84 world-wide popular best-seller production library.

**Sports Effects/Generics**—all sport oriented special effects covering all events, championships, competitions and sport categories.

**Daters/Generics**—available in English, Spanish, Portugese, French and Turkish. Can be custom tailored to client's needs/language.

**The Corporate Package**—visuals oriented to corporate needs; all subjects.

**The Religious Package**—visuals oriented to religious subjects; worldwide.

**The Night Tapes/Dance Time**—hot wild effects for top night shows, dancing clubs, etc.

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**TV/Radio Age**  
Booth No. 527

**De Laurentiis Entertainment**

8670 Wilshire Blvd.  
Beverly Hills, CA 90211  
213-854-7912  
Telex: 6831835 DEGI  
FAX: 213-854-7035



*Mr. Rich*

*Representative:* Paul Rich, *exec vp, tv div.*

*Properties:*

*Series*

**Aloha Classic**—one-hour special highlighting the world's greatest wind-surfers in a Hawaiian setting. Produced by Bennett Productions, Inc.

**Hollywood Close Up**—39 episodes featuring Hollywood's top movies and stars.

**Honeymoon Hotel**—100 half hours starring Isabel Sanford as the manager of a family-owned dilapidated hotel.

*Theatrical Films*

**King Kong Lives**—sequel to the 1976 film starring Linda Hamilton and Brian Kerwin.

**Tai-Pan**—epic film version of James Clavell's novel about the opening of China to western trade starring Bryan Brown. Filmed on location in Hong Kong, Macau and The People's Republic of China.

**Crimes of the Heart**—comedy about three sisters and their reunion in their Mississippi hometown, starring Diane Keaton, Jessica Lange and Sissy Spacek.

**Blue Velvet**—a returning college student uncovers the underside of life in his small home town, starring Kyle McLachlan.

**Bedroom Window**—a young man's affair with his boss's wife lands him in the middle of a Hitchcock-style murder mystery, starring Steve Guttenberg.

**Manhunter**—an unnerving high-tech detective story about the search for a psychopath.

**Trick or Treat**—rock and roll horror film about the social reject of a small town high school.

**The Sicilian**—based on Mario Puzo's novel starring Christopher Lambert, Terence Stamp and John Turturro.

*New Theatricals*

**Adult Education**—suspenseful action comedy about a 27 year-old who poses as a high school student to hide out from the mob.

**Thick as Thieves**—fed up with crime



and injustice, two average "Joes" masquerade as cops and create havoc.

**Million Dollar Mystery**—crazy characters searching for a hidden fortune create adventure and laughs along the way.

**Rampage**—adaptation of the William Wood novel.

**Date with an Angel**—an angel with a broken wing drops into the swimming pool of a suburban backyard and into the arms of an unsuspecting teenage boy.

**From the Hip**—sophisticated social comedy starring Judd Nelson as a new lawyer with a flair for courtroom theatrics.

**300+ Other Films**—including "King Kong," "Raw Deal," "Maximum Overdrive," "The Graduate," "Onion Field," "Serpico," "Three Days of the Condor."

### Devillier Donegan Enterprises

1608 New Hampshire Avenue N.W.  
Washington, DC 20009  
202-232-8200  
Telex: 248724 DDEI UR



Mr. Devillier



Mr. Donegan

*Representatives:* Ron Devillier, *p*; Brian Donegan, *exec vp*; Susan Stone, *d, intl sls*.

#### *Properties:*

**Storybook Classics**—8 30-minute illustrated stories narrated by stars including "The Velveteen Rabbit," with Meryl Streep; "The Elephant's Child," with Jack Nicholson; "The Steadfast Tin Soldier," with Jeremy Irons.

**What If It's Raining?**—3 one-hour trilogy exploring the complications of a middle class marital breakdown.

**Mr. Pye**—4 one-hour modern fantasy about the confusion of good and evil, starring Derek Jacobi.

**Irish R.M.**—18 52 minutes of Irish wit, charm and guile pitted against forces of British justice, starring Peter Bowles.

**Who Dares, Wins**—20 30 minutes of incisive, satirical clowning in this sketch comedy show.

**Profiles of Nature**—65 30 minutes of beautifully photographed studies of nature's wildlife for family audiences.

**Monty Python's Flying Circus**—45 30 minutes.

**Everly Brothers Reunion**—60 minutes

from the Royal Albert Hall in London.

**Paradise Camp**—60 minutes as witnesses recount the Nazi's macabre showpiece for the world: a Czechoslovakian concentration camp—the so-called "model Jewish community."

**Hollywood Legends**—5 60-minute profiles of the greatest stars of our time including "Marilyn Monroe: Beyond the Legend," "Steve McQueen: Man of the Edge," "Grace Kelly: A Princess, A Star," "Ingrid," "Hitchcock."

**Brown Sugar: Eighty Years of America's Black Female Superstars**—4 60-minutes featuring the awesome talent of black female entertainers hosted by Billy Dee Williams.

### Devlin Productions

150 West 55th Street  
New York, NY 10019  
212-582-5572

*Representative:* Sandra Devlin.

*Services:* Equipped tv studio, location production service and equipment; announce booth, graphics cam and stand, electronic graphics, computer graphics, motion graphics, computer animation.  $\frac{3}{4}$ " off-line editing suite. 1",  $\frac{3}{4}$ ", Beta-cam on-line editing suite, film-to-tape transfer, color correction, auto, dialog replacement, dual audio dubbing, multi-track audio mixing, videotape duplication, audio/video synchronizing, sound effects, audio layback, digital video effects, motion control photography/video, audio processing, time code encoding. Special services also available.

### Jerry Dexter Program Syndication

139 South Beverly Drive  
Beverly Hills, CA 90212  
213-278-9510  
Telex: 298991 HA INTL

AML Limited  
6 Goodwin's Court  
St. Martin's Lane  
London WC2N 4LL  
England  
(01) 836-0576  
Telex: 267-664

Rosnay International  
45, rue du Rocher  
75008 Paris, France  
(1) 45-22-19-90  
Telex: 281 207F

Max Dutch Australia Pty. Ltd.  
63 Bower Street  
Manly, N.S.W. 2095,  
Australia  
(02) 977-1482

Telex: AA75897 Telmed

Tohokushinsha Film Co., Ltd.  
17-7 Akasaka 4-chome  
Minatoku  
Tokyo, Japan  
582-0211  
Telex: J26117 Vanfil

Intel Company Ltd.  
4/2 Sukhumvit Soi 1  
Sukhumvit Road  
Bangkok 10110, Thailand  
252-4782  
Telex: 87974

Transworld Television Corp.  
c/o Filmarketeers Ltd.  
81 Piccadilly  
London W1V 9HB  
England  
(01) 499-7419  
Telex: 299565

Ray Myles Associates  
P.O. Box 606  
Beverly Hills, CA 90213  
213-654-8690

Caribbean Programme Services Ltd.  
1/2 John Prince's Street  
London W1M 9HD  
England  
(01) 491-4997  
Telex: 299509



Mr. Dexter

*Representatives:* Jerry Dexter, *p*; Anthony Morris, June Morrow, *reps, London*; Jacqueline de Rosnay, *rep, Paris*; Max Dutch, *rep, Manly*; Banjiro Uemera, Tetsu Uemera, *reps, Tokyo*; Eric Conrad, *rep, Bangkok*; Issam Hammaoul, Sam Shoor, *Middle East reps, Transworld Television Corp., London*; Ray Myles, *rep, African territories, (Beverly Hills)*; Richard Blayney, Jenny Savill, *reps, Caribbean (London)*.

*Properties:*  
*Series*

**Superstar Profile**—24 half hours with the world's current leading superstars. Produced by FR3 French Television, hosted by Catherine Laporte. Available in Spanish.

**The Wolfman Jack Show**—26 half hours featuring top name guest stars. Produced by CBC Television. Available in Spanish.  
*Specials*

**The Willie Nelson Special**—one hour featuring Willie Nelson and guest Ray Charles, with famed guitarist Jackie King.

**At the Limit/Paul Newman, Championship Race Driver**—half hour covering Newman's efforts on the U.S. racing circuit. (Foreign sales only).

**The Captain & Tennille Songbook**—one hour with Ella Fitzgerald and B. B. King. Available in Spanish.

**The Captain & Tennille in Hawaii**—one hour with Kenny Rogers, David Soul and Don Knotts.

**The Captain & Tennille in New Orleans**—one hour with Hal Linden, Fats Domino, John Byner and Olympia Brass Band.

**Johnny Mathis in Concert in Germany**—one hour. Produced by ZDF Network, Germany. (Foreign sales only).

**Johnny Cash Ridin' the Rails**—one hour history of American railroading in story and songs.

#### *Features/Packages*

**Major Martial Arts Features**—30 first-run premium quality Kung-Fu features, in color, available for the first time in syndication.

## **DFS/Dorland Program Exchange**

405 Lexington Avenue  
New York, NY 10174  
212-661-0800  
TWX: 710-581-2829 DFS NY  
Booth: 1014

*Representatives:* Allen Banks, *p*; Jack Irving, *sr vp*; Chris Hallowell, *vp, client rels/prog*; Susan Radden, *vp, stat rels*; Beth Feldman, *vp, assoc d*; Tim Strohsahl, Diane Casse, Holly Hanlon, Esther Pashkin, *assoc ds*; Barbara Donoghue, *opers sup*.

#### *Properties:*

##### *Children's Programming*

**Dennis the Menace**—65 animated half hours from DIC, featuring mischievous Dennis, his dog Ruff and everyone in the Mitchell's neighborhood.

**Woody Woodpecker and Friends**—360 cartoons available January, 1988. A Walter Lantz production.

**Scooby Doo**—155 half hour canine detective stories.

**The Flintstones**—166 half-hour stone-age domestic comedy. A Hanna-Barbera production.

**Bullwinkle**—98 half hours of excitement for kids and sophisticated humor for adults produced by Jay Ward.

**Rocky and His Friends**—156 15 minutes of subtle and intelligent approach to children's humor produced by Jay Ward.

**Bill Cosby's Picture Pages**—430 approximately 5-minute segments hosted by Bill Cosby.

**Underdog**—62 half hours or 120 15 minutes. A hilarious anti-hero take-off on Superman featuring the voice of Wally Cox.

**Uncle Waldo's Cartoon Show**—52 half hours in an out of trouble with Hoppity Hooper and his pals.

**Tennessee Tuxedo and His Tales**—140 half hours of the misadventures of two escapees from the zoo saved by Professor Whoopie.

**Dudley Do-Right and Friends**—38 half hours. Good motives overcome a mountie's ineptitude as he foils villainous Snidely Whiplash.

**Young Samson**—20 half hours as a teenager and his dog with magical powers fight evil forces seeking to enslave the world.

**Space Kidettes**—20 half-hour adventures of four space-age youngsters in their space-capsule club house.

**Sealab 2020**—16 half-hour adventures of an undersea community in the year 2020.

**Inch High Private Eye**—13 half hours with the world's tiniest detective and a cowardly St. Bernard.

**Wheelie and the Chopper Bunch**—13 half hours with personified motor vehicles whose hero is a souped-up VW Beetle.

**Roman Holidays**—13 half hours following a middle-class family in Rome in 25 A.D. with problems similar to those of today.

**Devlin**—16 half hours as an orphaned family turns to motorcycle stunting in state fairs with an emphasis on bravery and safety.

**Valley of the Dinosaurs**—16 half hours with an American family accidentally thrown back into the dinosaur age.

**King Leonardo**—38 half hours with kind hearted King Leonardo and his pal Odie Cologne.

**That Teen Show**—26 half hours with teen hosts Carolyn McEwen, Tim Slough and Haywood Nelson as they explore social issues with typical teenagers from coast to coast.

#### *Series/Off Network*

**Bewitched**—180 half hours starring Elizabeth Montgomery, Dick York and Agnes Moorehead.

**I Dream of Jeannie**—109 half hours with Barbara Eden and Larry Hagman.

**Abbott & Costello**—52 half hours starring television's most famous comedy team.

**The Partridge Family**—96 half hours starring Shirley Jones, David Cassidy and Susan Dey.

#### *Sports*

**The Greats of the Game**—33 half hours hosted by Tim McCarver focusing on specific aspects of baseball.

## **Dionne, Inc.**

2700 Neilson Way  
Suite 1721  
Santa Monica, CA 90405  
213-392-7109

*Representative:* Charles Spira.

#### *Properties:*

**To Rome with Love**—half-hour situation comedy series starring John Forsythe as a widower with three daughters and Walter Brennan as his father-in-law.

**The Smith Family**—police drama series starring Henry Fonda, Janet Blair and Ronny Howard.

## **R. T. Donnelly Enterprises**

21588 Rambla Vista Drive  
Malibu, CA 90265  
213-456-5611

*Representatives:* R. T. Donnelly, Serena Rittmayer.

#### *Properties:*

**Women of the World**—13 hours, plus 2-hour special featuring prominent women in drama, sports, fashion, science.

**Tony Randall**—44 half-hour sitcoms produced by MTM.

**Phyllis**—48 half-hour sitcoms produced by MTM.

**Good Life**—65 half hours, information, variety, sports and health, starring John Newcomb.

**3 Stooges Cartoons**—156 7 minutes or 52 half-hour cartoons featuring live 3 Stooges and animation.

## **Larry Dorn Associates, Inc.**

5550 Wilshire Blvd.  
Los Angeles, CA 90036  
213-935-6266

*Representatives:* Larry Dorn, Lucy Kohn, Linda Dorn, *film lib consult*.

#### *Properties:*

International stock footage library for TV, advertising and documentary producers. The most comprehensive world backgrounds stock footage film/video library including TWA airline footage, time lapse subjects, plus sail boarding, surfing, and waves. Over 40,000 subjects available. Offices in London, Paris and Milan to service the discriminating producer.

## **DynoComm Sports**

27285 Las Ramblas  
Suite 130  
Mission Viejo, CA 92691



714-582-1834  
Booth: 1171

*Representative:* Paul Jenner, *vp, synd.*

*Properties:*

**The O-P Pro Surfing Championship**—originating from Huntington Beach, California.

**The International Sailboard Championship**—one-hour special shot at Diamond Head Beach in Hawaii featuring top professionals from 16 countries, hosted by Bart Conner.

**The Hawaiian International Billfish Tournament**—big game fishing from Kona featuring 85 teams from all over the world.

**The World JetSki Finals**—from Lake Havasu, Arizona with the finest riders from around the globe.

**The Pro Skateboard Championships**—half-hour special from Huntington Beach, California.

### East in Motion Pictures, Inc.

c/o Lawrence Carota  
Hollywood Blvd.  
P.O. Box 1600  
Shediac, New Brunswick  
Canada E0A 3G0  
506-532-9772  
Booth: 865



Mr. Carota



Ms. Prowse

*Representatives:* Lawrence Carota, Joan Prowse.

*Properties:*

**Getting to Work**—half-hour situation comedy about a downtown job placement center and the characters who work there.

**The F.A.C.T. Team**—half-hour series about five teenagers and an Indian Shaman who, with the use of a time machine, try to stop disasters in the future before they happen.

**Pharos—Lighthouses of the World**—2 one-hour documentaries on lighthouses around the world and their place in history.

**New Brunswick Jamboree**—one-hour country music special featuring musical talent from the Province of New Brunswick

TV/Radio Age  
Booth No. 527

### Eastman Kodak Company

Motion Picture and Audiovisual Products Division  
343 State Street  
Rochester, NY 14650  
716-724-2904

1133 Avenue of the Americas  
New York, NY 10036  
212-930-8000

6700 Santa Monica Blvd.  
Hollywood, CA 90038  
213-464-6131

1901 West 22nd Street  
Oak Brook, IL 60522-9004  
312-218-5174



Mr. Koch

*Representatives:* William A. Koch, *vp & gen mgr*; Leonard F. Coleman, *vp, mktg*; Richard Schafer, *d, mktg develop-materials*; Jim Parker, *d, mktg develop-planning*; W. Hunter Low, Jr., *d, special projects*; Edward T. Howell, *d, adv & prom*; Robert S. Woolman, *reg mgr (NYC)*; John D. McDonough, *reg mgr (Hollywood)*.

### Ebony/Jet Showcase

820 South Michigan Avenue  
Chicago, IL 60605  
312-322-9369  
Booth: 1443



Ms. Johnson-Rice

*Representatives:* Linda Johnson Rice, *exec prod*; Beverly Price, *prod*; Ozzie Bruno, *d, sls & mktg*; Pamela Hargrave, *ae*.

*Properties:*

**Ebony/Jet Showcase**—weekly half-hour series produced by Johnson Publishing Co.

**The American Black Achievement Awards**—annual television special produced by Johnson Publishing Co.

### Editel New York

222 East 44th Street  
New York, NY 10017  
212-867-4600

*Representatives:* Dan Rosen, *p*; Joan Weade, *exec vp, gen mgr*; Rita Sitnick, *vp, ed serv*; Marcia Greenfield, *d of client serv*; Shelly Riss, Ron Soodalter, Linda Glovitz, Ilene Style, *sls*; Alfie Schloss, *opticals/graphics consul.*

*Services:* Complete post-production facility. 5 on-line and 3 off-line editing suites. CMX 3400 A. Montage editing available. Optical capabilities include ADO, Mirage, Quantel Paintbox, Quantel Harry, Abekas, 3-D Computer Animation. Film-to-Tape transfer: 3 Rank Cintel, Flying Spot Scanners, XYZoom, Ultimatte, PIN Registration. Sound mixing, re-recording and narration: Solid State Logic Console, Studer 24 Track.

### Ralph C. Ellis Enterprises Ltd.

1231 Yonge Street  
Toronto, Ontario  
Canada M4T 2T8  
416-924-2186  
Telex: 06-22435 ENTERPRISE TOR  
Booth: 865



Mr. Ellis



Ms. Ellis

*Representatives:* R. Stephen Ellis, *p*; Cathy Ellis, *d of mktg*.

*Properties:*

**Arm of Gold**—60-minute portrait of a native Canadian Indian whose artistry with the fiddle is a legacy of the Scottish settlers who shared the land with his ancestors.

**Canwest Theatre**—4 individual programs of various lengths presenting classic Canadian short stories.

**Double Play**—95-minute television movie based on the famous Lizzie Borden murder mystery.

**Fabulous Festival**—13 30 minutes as the magic of the Vancouver Children's festival is captured for adults and children alike.

**Frank Mills' Rocky Mountain Christmas**—60 minutes with pianist Frank Mills and guest Toni Tenille, Shari Lewis, Carol Baker and others.

**Frank Mills' Harvest Moon**—60-minute Thanksgiving treat with guests

Rita Coolidge, The Spoons and John Schneider.

**Profiles of Nature**—65 30-minute studies of individual wildlife species. Optional stereo sound available.

**The Man Who Loved Birds**—60-minutes with wildlife photographer John Bax.

**Toronto Trilogy**—3 30 minutes. "Neighbors," "Streetwise," "Golden Promise."

## Embassy Communications

see: Columbia/Embassy Television

## Enoki Film, USA

4970 Odessa Avenue

Encino, CA 91436

818-907-6503

Telex: 988883 ENOFILM UD

FAX: 818-907-6506

Booth: 1457

*Representatives:* Yoshi Enoki, *vp*;  
Sammy Shinkai, *sls exec.*

### *Properties:*

#### *Animated Series*

**Galaxy Angels: Kate and Julie**—24 half-hour action-packed adventures with two lady investigators.

**Button Nose**—26 half-hour fairy tales about an imaginary strawberry planet.

**Little Pollon**—46 half-hour comedy about the gods and goddesses of Mt. Olympus.

**Oh, Family!**—52 half-hour comedy drama about a family who adopts an orphaned boy.

**Star Fleet**—24 half-hour animated puppet series.

**Fairy Tale Theater: Hans Christian Andersen**—52 half hours featuring the tales of Hans Christian Andersen.

**Bely and Lilibit**—26 half hours about lovable Lilliputians living in the woods.

**Chuck the Beaver**—99 half-hour adventure drama about a beaver and his friends.

**Galvion**—22 half-hour science-fiction adventure with hi-tech commandos.

**Flash Riders**—32 half hours about motorcycle daredevils.

**Wonder-Six**—43 half hours of science-fiction adventure.

**Cosmo-Ranger**—39 half hours as young patriots defend the galaxy from evil forces.

**Don Dracula**—90-minute comedy of Count Dracula.

## ESPY-TV

110 East 23rd Street

New York, NY 10010

212-674-1312

Booth: 1406

*Representatives:* William Hohausser, John Burke, Sarah Hahn, Rapid T. Rabbit and friends.

*Services:* ESPY-TV is an independent production house involved in the development of television programming, home videos and distribution. Maintains pre- and post-production facilities as well as providing editing, tape duplication and transfer to outside clients.

### *Properties:*

#### *Music/Variety*

**The Guitar Show**—26 half hours of music and interviews. Guests include Les Paul, Jimmy Page, Rick Derringer, Larry Coryell.

#### *Sports*

**Martial Art Forms**—26 half-hour action packed look at martial art forms from around the world featuring exercise, health tips and displays of strength and agility.

**Master Workout**—26 half-hour workout and how to shows with star hosts and famous martial arts masters.

#### *Children*

**Rapid T. Rabbit**—26 half-hour puppet show with singing, story telling, humor, current events, computers and games.

#### *Magazine/Talk*

**Down to Earth Travel**—26 half hours following off-beat international travel author John Wilcox as he travels around the world visiting unusual places giving budget tips.

#### *Program Inserts*

**Master's Minutes**—50 60- or 30-second versions with windows featuring martial arts masters.

**Rapid T. Rabbit Tips for Kids**—50 60- or 30-second versions with windows as puppet character gives "how-to" tips to children.

#### *Specials*

**Martial Arts Mania**—2 one-hour programs featuring martial arts events from famous sports arenas.

## Essence Television Productions, Inc.

1500 Broadway

New York, NY 10036

212-730-4260

Booth: 1235



Mr. Smith



Mr. Davis

*Representatives:* Clarence O. Smith, Gene A. Davis, Raymond Horn, Susan L. Taylor, Linda Howard, Terrie Williams, Edward Lewis.

### *Properties:*

**ESSENCE**—26 half hours, weekly magazine, information programs.

**ESSENCE Moments**—28 60 seconds of Black history pieces with celebrity narrators.

**ESSENCE Specials**—30-minute musical tributes to Black entertainers.

## Euramco International, Inc.

P.O. Box 5434

Beverly Hills, CA 90210

213-273-5977

Telex: 704514 ROMANO GP UD



Mr. Romano

*Representatives:* Renato Romano, *p*;  
Alice Campbell Romano, *vp*; William Poe, *sls.*

### *Properties:*

**The Fourth Wise Man**—biblical drama starring Martin Sheen, Alan Arkin and Eileen Brennan. A court physician in ancient Persia begins a quest to find the Messiah.

**Tennessee Stallion**—Audrey and Judy Landers in an action packed story which exemplifies the triumph of the human spirit.

**Double Murder**—mystery starring Marcello Mastroiani, Ursula Andress and Peter Ustinov.

**Fight for Life**—a human drama about a childless couple and their unscrupulous friend.

**I Go Pogo**—animated film starring Pogo Possum and featuring the voices of Jonathan Winters, Vincent Price, Ruth Buzzi and Stan Freberg.

**The Devil's Gift**—horror movie starring Bob Mendelson and Vicki Saputo.

**The Witching**—terrifying story starring Orson Welles and Michael Ontkean.

**Wild Beasts**—a young veterinarian tries to discover the cause of a ferocious beast attack on a European city.

**Summer Winds**—excitement and romance at a beautiful resort starring Peter Cosso and Laura Naszinski.

**Attack at Dawn**—gripping story about two brothers set against the Sino-Soviet-Japanese conflict of 1937-39.

**Deadly Habit**—a frightening tale of a nun bent on the punishment of men



starring Joe Dallesandro, Lou Castel and Anita Ekberg.

**Bloodlust**—Werner Pocath stars in the tale of a man who becomes obsessed with blood.

**Rush**—only one man can free the people from the tyrants who rule them after nuclear disaster: Rush. Available in Japan only.

**Jungle Raiders**—high adventure in a tropical jungle starring Lee Van Cleef, Christopher Connelly and Marina Costa. Available in Spanish U.S.A. and Mexico only.

**Throne of Fire**—action adventure set in a barbarian world. Available in Spanish U.S.A. and Mexico only.

**Sea Hawks**—6 one-hour shows set on the island of Lampedusa, off the coast of Sicily.

**Life, Passion, Resurrection of Jesus**—15 half hours depicting the life of Jesus Christ. Available in English, French, Spanish and Portuguese.

**Mysteries of the Sea**—6 one-hour episodes showing the achievement of different men from all over the world.

**Marvels of the Deep**—13 half hours dealing with the world's oceans and seas.

**Journey into Yesterday**—the true adventures of Malcolm Douglas, explorer of Australia.

**Dinosaurs**—3 half hours about the fascinating world of dinosaurs.

**Mad Doctors**—half-hour hosted by Ed Begley, Jr. featuring a look back at the creepy Mad Doctor movies.

**It's in the Closet, It's Under the Bed**—half-hour narrated by Edward Mulhare exploring the supernatural creatures from classic films since 1903.

**U-Boats: The Wolfpack**—half-hour narrated by Edward Mulhare about the German submarine force known during WWII as Wolfpack.

**The Mythic Hitler**—half-hour narrated by Edward Mulhare about the life and rise to power of Adolph Hitler.

**B-17: The Flying Fortress**—documentary narrated by Edward Mulhare about the airplane which helped turn the tide against Nazi Germany.

**Hollywood Rebels**—entertaining series of documentaries featuring rare film clips and interviews about James Dean, Marlon Brando, Montgomery Clift and Marilyn Monroe.

**Meet Your Animal Friends**—23 segments narrated by Lynn Redgrave for infants and small children.

**Here We Go**—one-hour video show for children narrated by Lynn Redgrave.

**Zone II**—starring Robert Mitchum.

**Amazon Run**—directed by Sidney Hayes.

**Mickey**—directed and written by Paula Ustinov starring Anthony Hopkins.

**TV/Radio Age**  
Booth No. 527

## Excel Telemedia International Corporation

745 Fifth Avenue  
New York, NY 10151-0077  
212-371-7333  
Booth: 749



Mr. Israel

*Representatives:* Ken Israel, *p*; Allen G. Hart, Joan Israel, *ups*; Peter Strand, *midwest sls*; Bill Seymour, *midcentral sls*; Tom Thuman, *midsouth sls*; Alan R. Hackell Organization, *barter sls*; Carmela Tutino, *Feline Films, Canadian sls*.

### *Properties:*

**Terrorvision**—52 half hours or 26 hours of tales of the macabre.

**Pathfinders**—13 hours. Action adventure series based on the true wartime exploits of a special bomber squadron. First-run.

**Feature Film Packages I, II, III & IV**—includes "Amateur Night" (new), "Chanel Solitaire," "I'm Going to Be Famous," "The Blockhouse," "Nightmare," "Universal Soldier," "The Legend of Frenchie King," "A Woman for All Men," "Ransom," "Hostages," "Sketches of a Strangler," "Dirty Knight's Work," "The Triple Echo," "Carry On Emmanuelle," "Girl/Boy," "The Amazing Mr. Blunden," "Cody," "Bonnie's Kids," "Psychotronic Man," "Knocking at Heaven's Door," "Knight of the Seagulls," "Edge of Fury," "The Gypsy," "Too Hot to Handle," "Angry Joe Bass," "Battle of the Eagles," "Chance-Trail of the Apaches," "Duncan's World," "Perilous Journey," "The Ragpicker," "Skeleton Key," "Violent Protection," "Last Feelings."

**Music Specials**—5 hours. Kenny Ball and His Jazz Men; Barry Mason, the Songwriter; New Seekers in Concert; Guys 'n' Dolls in Concert; Lifespan-Paice, Ashton, Lord-A Rock Biography.

**Rollermania**—60 or 90 minutes. Portrait of top roller skaters plus the pop music of top stars.

**Follow that Rainbow**—90 minutes. A musical drama of a child's search for her father. Christmas drama.

**Truth About Communism**—Rare footage of the birth of international communism through Vietnam. Narrated by Ronald Reagan.

### *The Jarvis Collection*

**The Louvre**—incredible history of the Louvre set against the panorama of the history of France as told through its treasures. Hosted by Charles Boyer.

**Scotland Yard**—A rare inside view of the extraordinary British police force. Host David Niven introduces a fascinating look into the annals of British crime.

**The Kremlin**—A detailed look at the Kremlin from its earliest beginnings to the present.

**Forbidden City**—An exclusive tour of the city of Peking and the Imperial Palace by the first western film crew allowed in China.

**The Incas Remembered**—A look at the early beginnings of this civilization to its sudden and mysterious demise at the hands of the Spanish Conquistadors.

## Faith For Today

1100 Rancho Conejo Blvd.  
Newbury Park, CA 91320  
805-499-4929

*Representative:* Gerald P. Hardy.

### *Properties:*

**Christian Lifestyle Magazine**—weekly show focusing on lifestyle trends.

**The Harvest**—one-hour family special. Grandpa uses a vacation to mend a broken family.

**Mountain Tops**—half-hour documentary. A young paraplegic climbs a 13,000 foot peak in the High Sierras.

## Family Entertainment

6464 Sunset Blvd.  
Suite 820  
Los Angeles, CA 90028  
213-467-1721  
Booth: 967

*Representatives:* Michael Thompson, Bob Greenstein, James Warner, Barry Kibrick.

### *Properties:*

**The Richard Simmons Show**

**One on One**

**Snickers Theatre**

**Stars Table**

**Mix and Match**

**Mirror Image**

**Business Television Network**

**Movies for All Seasons**

**Music Box**

Sample copies of  
TV/Radio Age  
International Newsletter  
at Booth No. 527

## FBC Productions, Inc.

(FBC/"the public service television network")

136 East 57th Street  
New York, NY 10022  
212-838-6268

*Representative:* Craig A. Braun, *p.*

### *Properties:*

**Whispering Hope: Unmasking the Mystery of Alzheimer's**—one-hour documentary (one time only).

**Doing Justice: Teenagers in Lock-Up**—half-hour documentary (one time only).

## Filmlife/Fortress Film Depository

Filmlife Building  
Moonachie, NJ 07074  
201-440-8500  
Booth: 816



*Mr. Bernard*

*Representatives:* Marvin A. Bernard, *p & ceo*; John Natali, *chmn of the bd*; Milton Miller, *vice chmn*; Sheila N. Bernard, *exec vp.*

*Services:* Rejuvenate, protect and preserve features and syndicated shows. Remove scratches, abrasions and other physical damages bringing film screening quality back to virtually new film/broadcast in super condition. Serving television and Hollywood for almost 40 years.

## Filmoption Internationale Inc.

4060 rue Ste-Catherine, West  
#315  
Montreal, Quebec  
Canada H3Z 2Z3  
514-931-6180  
Telex: 055 60680 Verseau Mtl.  
Booth: 865



*Ms. M. Rouillard Ms. L. Rouillard*

*Representatives:* Maryse Rouillard, *p, gen mgr*; Lizanne Rouillard, *intl sls mgr.*

### *Properties:*

#### *Entertainment*

**Floating Over Canada**—51-minute float plane odyssey featuring the music of Gordon Lightfoot, Murray McLaughlan, Buffy Ste-Marie and others.

**Eartha Kitt Special**—60-minute concert recorded live in Quebec City, August 1986. Stereo.

**Michel Legrand Summer '86 Concert Special**—60-minute concert filmed live in Montreal July, 1986. Recorded in stereo.

**Antonio Carlos Jobim**—60-minute concert filmed live in Montreal July, 1986. Recorded in stereo.

#### *Drama*

**The Blue Line**—53-minute stirring and moving drama about an aspiring marathon runner, featuring rock clips from David Bowie, Luba and others.

#### *Youth*

**Trap**—13 26-minute adventure and suspense series where teenagers have to use all their skills to avoid falling into incredible traps.

**The Ghost Ship**—animated 25-minute special narrated by Vincent Price telling the story of a small village in 19th century England facing the arrival of a ghost ship.

#### *Documentaries*

**Whitecoat**—28-minute study of the harp seal pup on the icefield, from birth until migration.

**The Natural Art of Robert Bateman**—25 minutes with Canadian naturalist and wildlife painter Robert Bateman.

#### *Other Properties*

**The Company of Adventurers**—52-minute history of the only company that became a nation, Canada.

**Miles Davis in Concert**—60-minute concert recorded live in stereo sound at the Montreal International Jazz Festival, July 1985.

**Tony Bennett Sings Jazz Classics**—60-minute concert recorded live in stereo at the Montreal International Jazz Festival July 1985.

**Dream Jazz Festival**—90-minute special hosted by Oscar Peterson featuring Ray Charles, Sarah Vaughan, Tony Bennett, Miles Davis and others.

**Los Lobos**—60-minute concert recorded live in stereo in Montreal, 1985.

**George Thorogood**—60-minute concert recorded live in stereo in Montreal, 1985.

**Strange Advance**—60-minute concert recorded live in stereo in Montreal, 1985.

**Catherine Lara**—60-minute concert recorded live in stereo in Montreal, 1985.

**Gary Burton Makoto Ozone**—60-minute concert recorded live in stereo at the Montreal International Jazz Festival, July 1985.

**Jeunesses Musicales Special**—52-minute concert of the best young musicians from 36 countries.

## Films for the Humanities, Inc.

P.O. Box 2053  
743 Alexander Road  
Princeton, NJ 08543  
609-452-1128  
Telex: 4945174 FFHCO



*Mr. Mantell*



*Mrs. Mantell*

*Representatives:* Harold Mantell, *p*; Marianne Mantell, *exec vp.*

*Services:* Distributes the programs of leading broadcast organizations and independent producers to non-broadcast markets in the English-speaking world. Performs off-air licensing, distributes in video and film formats. Program areas include public affairs, science, sports, children's interest, cultural and performing arts and educational subjects.

## Films Transit Inc.

402 Notre Dame Street East  
Montreal, Quebec  
Canada H2Y 1C8  
514-844-3358  
Telex: 055-60074



*Mr. Rofekamp*



*Ms. Le Clef*

*Representatives:* Jan Rofekamp, Catherine Le Clef.

### *Properties:*

**The Journey—A Film for Peace**—presented by Peter Watkins.

**The Morning Man**—the true story about a convicted bank robber who escapes, and gives himself one year to prove that he is at heart an honest man.

**Henri**—a teenager runs the yearly cross



country race in a desperate attempt to save his family from falling apart.

**Equinox**—a psychological drama about a man haunted by his past, in search for vengeance.

**Samuel Lount**—an intense and human drama about Samuel Lount, a man who finds himself torn between pacifism and rebellion during the Canadian uprising of 1830.

**Anne Trister**—a film about the vacuum between the need to love and the sense of loss.

**A Question of Loving**—a question where there are no answers, full of nostalgia and regrets, hope and humor.

**Pouvoir Intime**—they planned the perfect robbery but encountered a deadly surprise.

**Nous Pres, Nous Loin**—52-minute documentary about four Caribbean islands divided by history but who share a common language, Creole.

**No Longer Silent**—52-minute documentary about women in India with special accent on the problem of marriage, the dowry and bridge burning.

**Memories of an Everyday War**—58-minute documentary on Chile today, focusing on a priest, an actor, a former police officer, the widow of a human rights activist and a religious group seeking to end torture.

### Imero Fiorentino Associates

44 West 63rd Street  
New York, NY 10023  
212-246-0600

7060 Hollywood Blvd.  
Hollywood, CA 90028  
213-467-4020

*Representatives:* Imero Fiorentino, *p*; Anthony Salerno, *sr vp, prodn*; Linda Hobkirk, *exec vp*; Rosemary Kalikow, *vp, project develop*; Nancy Koester, *d of mktg (LA)*; Carl Gibson, *sr vp (LA)*; Camilla Dunn, *d of opers (LA)*.

### First National Telecommunications, Inc.

645 Madison Avenue  
New York, NY 10022  
212-836-4560  
Booth: 1325

*Representatives:* Andrew L. Spitzer, *p*; Louis S. Israel, *vp, sls*; Marlene H. Meyers, *opers mgr*; Toni F. Travers, *sls rep*.

*Services:* A newly formed division of First National Entertainment Corp. of Fort Lauderdale, Florida and Beverly Hills, California. Involved in the distribution of movies and other properties

for the television market. It is also involved in first-run programming ventures for the 1987 season.

*Properties:*

*Features/Packages*

**Applause I**—"The Lost Honor of Kathryn Beck," starring Marlo Thomas and Kris Kristofferson; "Confessions of a Married Man," with Robert Conrad, Jennifer Warren and Mary Crosby; "Shadow of Death," with Tony Curtis, Vera Miles and Keir Dullea; "Remembrance of Love," starring Pam Dawber and Kirk Douglas.

**Applause II**—"Private Sessions," with Mike Farrell, Maureen Stapleton and Kelly McGillis; "Seduced," with Gregory Harrison, Cybill Shepherd and Jose Ferrer; "The Execution," with Loretta Swit, Valerie Harper and Rip Torn; "Arthur the King," with Dyan Cannon, Candice Bergen and Malcolm McDowell.

*Specials*

**Prime Time Specials**—4 one-hour programs, one per quarter. Major music interviews from a personal, private point of view.

### Fishing the West

5484 S.E. International Way  
Milwaukee, OR 97222  
1-800-223-4662  
Booth: 824



*Mr. Schoenborn*

*Representatives:* Larry Schoenborn, *exec prod*; Charles Goodloe, *mktg d*; Wes Moore, Lana Coon, *natl sls*.

*Properties:*

**Fishing the West**—half-hour fishing show that spans America using regional guides with an emphasis on wildlife and the environment.

### Four Star International, Inc.

2813 West Alameda Avenue  
Burbank, CA 91505  
818-842-9016  
Booth: 1214

Sample copies of  
TV/Radio Age  
International Newsletter  
at Booth No. 527



*Mr. Markim*



*Mr. Neece*

*Representatives:* Alfred Markim, *chmn & ceo*; Robert F. Neece, *vp, dom sls*; Bill Rhodes, *eastern div mgr*; Keith Lewis, *midwest div mgr*; Tom O'Leary, *western div mgr*; Scott Lanken, *southern div mgr*.

*Properties:*

*Features*

**Star Two**—15 first-run star-studded color features for prime and weekend use.

**Star One**—15 action-oriented first-run color titles.

**Main Events I & II**—27 color features with promotable stars.

**No Restrictions and Good Vibrations**—27 youth-oriented color films.

**Rainbow Outdoor Adventures**—41 family nature films in color.

**Galaxy I & II and Odyssey**—43 science fiction thrillers in color.

**A Christmas Carol**—classic film starring Alistair Sim.

*Series*

**Wanted: Dead or Alive**—94 half hours new in color starring Steve McQueen.

**The Big Valley**—112 color hours.

**The Achievers**—13 half-hour documentary specials.

*Golden Age Series*

**Dick Powell Theatre**—60 hours.

**Zane Grey Theatre**—145 half hours.

**Burke's Law**—49 hours.

**The Westerners**—80 half hours.

### Fox/Lorber Associates, Inc.

432 Park Avenue South  
Suite 705  
New York, NY 10016  
212-686-6777  
Telex: 425730 Foxlor  
Booth: 471



*Mr. Lorber*



*Mr. Fox*

*Representatives:* Richard Lorber, *p*; David M. Fox, *ceo*; Jack Brandon, *sls mgr*; Doug Yates, *sr sls consul*; Olivia King Canter, *d of intl sls*; Susan Margolin, *d of opers*; Rena Ronson, *traff mgr*; Michael Spielberg, *d, cable/home video sls*.

*Properties:*

*Domestic Programming*

*Features/Packages*

**Curtis Signature Collection**—12 made-for-television features produced by Dan Curtis including "Dracula," "Dr. Jekyll and Mr. Hyde," "The Turn of the Screw," "Long Days of Summer." Cash.

**Grundy Premiere Films**—12 made-for-television action adventures including "Bellamy: Massage Girl Murders," "Death Train," "Demolition," "Night Nurse." Also available as Grundy Action Six Pack, with 6 features. Cash.

**Trailblazers**—45 westerns from the 40's starring Tex Ritter, Buster Crabbe, "Gabby" Hayes, Eddie Dean, Lash La Rue and others. Cash.

**Young Duke**—15 early John Wayne westerns. Cash.

*Documentaries*

**King . . . Montgomery to Memphis**—2-hour feature documentary presented by the Dr. Martin Luther King, Jr. Foundation and introduced by Harry Belafonte. Cash.

**Legacy of a Dream**—30 minutes from the Dr. Martin Luther King, Jr. Foundation, narrated by James Earl Jones. Cash.

*Specials*

**Broadway Video Specials**—5 off-network comedy/music specials produced by Lorne Michaels and featuring Bill Murray, Jane Curtin, John Belushi, Dan Akroyd, The Beach Boys and Paul Simon. Cash.

**Country**—4 music specials featuring George Jones, Glen Campbell and Tanya Tucker, Crystal Gayle and others. Cash.

*Series/First-Run*

**Dynaman**—26 half hours of high-tech Japanese action/adventure mixed with the sound of today's rock & roll. Cash plus barter.

**Great Performers**—30 hours of comedy and music, first-run for broadcast offering once-a-week showcase of entertainers such as Mel Brooks, Rich Little, Bette Midler and others. Cash.

**Assaulted Nuts**—13 half hours of outrageous comedy, biting wit and funny sketches. Cash.

**Extra! Extra!**—26 hours brought to broadcast tv for the first time including Dick Cavett's "Time Was," Merlin Olsen's "Champions of America Sports" and others. Cash.

*Series*

**The Harold Lloyd Library**—26 newly edited programs showcasing the funniest scenes from Lloyd's work. 8 feature films including "Safety Last," "The Freshman" and "Speedy." One off-network special hosted by Dick Van Dyke.

*International Distribution*

**The Africans**—6 one-hour episodes produced by Time-Life Television.

**The Great Pleasure Hunt**—4 hours

hosted by Murray Sayles as he explores the world for the most extravagant of indulgences.

**A Third Testament**—6 hours from Time-Life about different men in search of God: Saint Augustine, Blaise Pascal, William Blake, Soren Kierkegaard, Leo Tolstoy and Dietrich Bonhoeffer.

**Wild, Wild World of Animals**—65 half hours from Time-Life Television looking at the life and death of animals in the wild.

**Wilderness Alive**—4 hours from Time-Life Television filmed on location throughout the world.

**The World We Live In**—26 half hours from Time-Life Television on the mysteries and inner workings of everyday phenomena in the natural world.

**World War II: G.I. Diary**—25 half hours from Time-Life Television.

**Romance Theatre**—17 made-for-television movies hosted by Louis Jordan including "Escape to Love," "Love at the Top," "Bayou Romance" and others.

*Music Specials*

**Australia Now**—70 minutes of Australian rock and roll with Men at Work, Little River Band and others.

**Glen Campbell**—60-minute concert with Glen Campbell at the Royal Festival Hall in London.

**Sheena Easton**—60 minutes with Sheena Easton and guests Al Jarreau and Kenny Rogers.

**Crystal Gayle**—56-minute one-woman concert. Video only.

**Johnny Mathis**—60-minute Silver Anniversary concert. Video only.

**Frankie Valli**—60 minutes. Video only.

**Dionne Warwick**—60-minute concept taped live. Video only.

**Inspiration: Vienna**—4 one-hour programs recorded in stereo hosted by Anthony Quayle featuring the music of Mozart, Schubert, Beethoven and Brahms.

**Folk City 25th Anniversary Show**—90 minutes with Arlo Guthrie, Richie Havens, Joan Baez, Peter Yarrow, Roger McQuinn and others.

**Randy Newman at the Odeon**—57 minutes featuring Randy Newman, Linda Ronstadt and Ry Cooder.

**Rock and Roll: The Early Days**—60 minutes with Patrick Montgomery and Pamela Page exploring the birth of rock and roll through rare interviews and film clips.

**British Rock: The First Wave**—59 minutes featuring footage of The Beatles, The Rolling Stones, Herman's Hermits, The Kinks, Gerry and the Pacemakers and others.

**TV/Radio Age**  
Booth No. 527

**Fremantle International, Inc.**

660 Madison Avenue  
New York, NY 10021  
212-421-4530

Talbot Television Ltd.  
21-22 Poland Street  
London W1V 3DD,  
England  
437-2673

Fremantle International Prod. Pty.  
Ltd.

21 Chandos Street  
Suite 4  
St. Leonards, NSW 2065,  
Australia  
908-2600

Fremantle of Canada, Ltd.  
101 Duncan Mill Road  
Suite 102  
Don Mills, Ontario  
Canada M3B 1Z3  
416-789-4090  
Booth: 357



Mr. Talbot

*Representatives:* Paul Talbot, *p*; Julie Zulueta-Corbo, *vp*, home video/d of Latin American sls; Josh Braun, *chf* of intl opers; Ellen Windemuth, *d* of acquisitions; Tony Gruner, *ceo*, London; Russ Becker, *ceo*, Australia; Jim Willis, *Canada*.

*Properties:*

*International/Distribution*

*Features/TV Movies*

**Manhunt for Claude Dallas**—2 hours.

**Stillwatch**—2 hours.

**On Fire**—2 hours.

**A Fight for Jenny**—2 hours.

**Hungry Hearts**—2 hours.

**Can You Feel Me Dancing?**—2 hours.

**Vanishing Act**—2 hours.

**The Last Days of Frank & Jesse James**—2 hours.

**Cat on a Hot Tin Roof**—3 hours.

**Burning Rage**—2 hours.

**Reckless Disregard**—2 hours.

**The Baron**—2 hours.

**City Killer**—2 hours.

**Half Slave, Half Free**—2 hours.

**Special People**—2 hours.

**The Cradle Will Fall**—2 hours.

**Loving**—2 hours.

**The Kid from Nowhere**—2 hours.

**The Fugitive Samurai**—2 hours.

*Documentaries/Specials*

**An All Star Celebration Honoring Mar-**



**Kentucky Derby Preview**—one-hour OTO special featuring on-site behind-the-scenes features and reports previewing the upcoming "Run for the Roses."

**Giro D'Italia**—one-hour OTO special highlighting this prestigious 22-day cycling race across Italy.

**Road to Calgary**—13 half hours and 2 one-hour OTO specials for ABC affiliates previewing the 1988 Winter Olympics in Calgary, Canada.

**Road to Seoul**—18 half hours and 2 one-hour OTO specials for NBC affiliates previewing the 1988 Summer Olympics in Seoul, Korea.

## Gilson International

9200 Sunset Blvd.  
Suite 1005  
Los Angeles, CA 90069  
213-274-1228  
Telex: 698535 GILSON LSA



Mr. Page

*Representatives:* Ken Page, *p*; Anne Stewart Page, *vp, intl sls.*

### *Properties:*

#### *Series*

**Betty White Show**—half hours.

**Doc**—half hours.

**Duck Factory**—half hours.

**Hill Street Blues**—hours.

**Last Resort**—half hours.

**Mary**—13 half hours.

**Newhart**—half hours.

**Paris**—hours.

**Phyllis**—half hours.

**Remington Steele**—hours.

**St. Elsewhere**—hours.

**Tony Randall Show**—half hours.

**We've Got Each Other**—half-hours.

**White Shadow**—hours.

**WKRP in Cincinnati**—half hours.

**Mary Tyler Moore Variety Hour**—hours.

*Features/Made for TV*

**Movies of the Week**—8 2 hours.

*Mini-Series*

**Critical List**—4-hour mini-series.

**Fresno**—6-hour mini-series.

*Specials*

**Carlton your Doorman**—animated half hour.

## GJM Associates, Inc.

279 East Liberty Plaza

Ann Arbor, MI 48104  
313-663-1615

*Representatives:* George J. Marketos, *p*; Nancy L. Peterman, *sls rep.*

*Services:* Duplication. Tape and satellite distribution services for syndicated programming. Standards conversions and film to tape transfers.

## Glenray Communications

1530 East Elizabeth Street  
Pasadena, CA 91104  
818-797-5462  
Telex: 3719726

*Representatives:* C. Ray Carlson, *p*; Joy Carlson, *pr.*

### *Properties:*

*All-Family*

**Treasures of the Snow**—2 hours.

**Tanglewood Secret**—90 minutes.

**Humpty**—animated half hour.

**Timecube**—half-hour puppet series.

**Circus Antiquus**—26 half hours.

## Glen-Warren Productions Ltd.

Box 9 Station "O"  
Toronto, Ontario  
Canada M4A 2M9  
416-291-7571

551 Fifth Avenue  
Suite 414  
New York, NY 10017  
212-883-0090

*Representatives:* E. J. Delaney, *p*; A. P. Chapman, *vp, mng d*; R. L. Kuretsky, *exec d, New York.*

## GLL TV Enterprises, Inc.

17 Sinclair Martin Drive  
Roslyn, NY 11576  
212-751-5970

*Representative:* Gunther L. Less, *p.*

### *Properties:*

**Journey to Adventure**—300 half hours, hosted by Gunther Less. Provides fascinating close-up of people... living, working, playing.

## Global Video

744 West Church Street  
Orlando, FL 32805  
305-423-8299

3097 Presidential Drive

Suite C  
Atlanta, GA 30340  
1-800-235-9732

*Representatives:* Frank John Knies, *d, client serv*; Patricia Murphy, Sally Bryan, James Hathaway, *sls*; Don Singer, *rep, Atlanta.*

*Services:* Standards conversions (NTSC, PAL, PAL-M, SECAM); video tape duplications and Rank Cintel film-to-tape transfers. Services available at Orlando and Atlanta facilities. Quantity duplication is also available.

## Global Video Productions

1954 Cotner Avenue  
Los Angeles, CA 90025  
213-473-2289  
Telex: 757073 KSCI UD

*Representatives:* Thomas Headley, *p*; Paula S. Tuchman, *d of synd.*

*Services:* Independent producing syndication company involved in the development, production and distribution of Spanish television programming.

### *Properties:*

**Linea Abierta: Señorita Corazon**—daily half-hour Spanish interactive talk show on modern living. Barter.

**Linea Abierta: Consulta Psicologica**—daily half-hour Spanish interactive talk show on psychology. Barter.

**Linea Abierta: Clinica Medica**—daily half-hour Spanish interactive talk show on medicine. Barter.

**Linea Abierta: Contacto Legal**—daily half-hour Spanish interactive talk show on law. Barter

**Linea Abierta: Encuentro Astrologico**—daily half-hour Spanish interactive talk show on astrology. Barter.

**Linea Abierta: Interaccion Deportiva**—daily half-hour Spanish interactive talk show on sports. Barter.

*Variety/Music*

**En Vivo**—daily hour, daily half-hour bilingual (Spanish/English) rock magazine.

*Specials*

**Humberto Luna**—4 hours or 10 half hours of exciting travelogues and variety shows.

*Other*

**Mucho Gusto**—daily half-hour cooking show, in Spanish.

## Globe Trotter Network

5, rue d'artois  
Paris 75008, France  
42743493  
Telex: 642504F

*Representatives:* Stephane Dykman, p; Francois Deyris, sls mgr.

*Services:* 3D computer generated pictures designed and produced in in-house facilities. Available for station ID's, program openings, advertising, sales, special effects, etc.

*Properties:*

**How the Things Work**—52 animated 25-minute educational series explaining the beginnings of medicine, photography, computers and more.

**Splash**—150 animated 5 minutes about the funny little frog Splash and his friends.

**Tic Tac**—200 animated 5 minutes for preschoolers.

**Ornitoto**—100 animated 10-second ID's featuring a transforming little duck.

*Documentaries & Music*

**From Rio to Bombay**—60 minutes.

**Made in Space**—90-minute history of spatial conquest.

**Don Cherry—Summertime**—60 minutes with the famous trumpeter.

**Jazz Live from Paris**—8 52 minutes with Stephane Grapello and friends.

**Cultural Life in a Cambodian Camp**—60 minutes.

*European Rights Only*

**Voltron**—125 25 minutes.

**Saber Rider**—65 25 minutes.

## Globo TV Network—Brazil

Rua Lopes Quintas, 303  
Rio de Janeiro, Brazil  
(21) 294 7732

909 Third Avenue  
21st Floor  
New York, NY 10022  
212-754-0407  
Telex: 423583  
Booth: 468



Mr. Borgerth

*Representatives:* Luiz E. Borgerth, d, foreign affairs; Roberto Filippelli, d, foreign sls; Marina Galliez, sls d; Robert Campbell, intl admin mgr.

*Properties:*

*Series (dubbed into Spanish)*

**Final Feliz**—132 38 minutes.

**Nina Moca**—168 38 minutes.

**Cambalache**—174 38 minutes.

**Cuerpo a Cuerpo**—179 40 minutes.

**Champagne**—167 40 minutes.

**Brillante**—155 40 minutes.

**Loco Amor**—168 40 minutes.

**Ellas por Ellas**—173 40 minutes.

**Baila Amigo**—163 40 minutes.

*Series (dubbed into English)*

**The Slave Isaura**—30 30 minutes.

*Mini-Series (dubbed into Spanish)*

**Tenda de los Milagros**—12 52 minutes.

**El Marido Ejemplar**—9 52 minutes.

**Compania Ilimitada**—13 30 minutes.

**Bandido Corazon (Mafia)**—6 50 minutes.

*Mini-Series (dubbed in Spanish & English)*

**Anarchists Thank God**—9 50 minutes.

**Time and the Wind**—10 50 minutes.

*Drama/Arts*

**Romeu y Julieta**—50 minute special dubbed into Spanish.

*Music/Variety*

**Roberto Carlos**—4 one-hour shows.

**Voice of Brazil**—5 one-hour shows with the best in Brazilian popular music.

**Sergio Mendes**—one-hour special.

## Samuel Goldwyn Company

10203 Santa Monica Blvd.  
Los Angeles, CA 90067  
213-552-2255  
Telex: 677348 GOLDSAM LSA  
Booth: 346



Mr. Masters

*Representatives:* Samuel Goldwyn, Jr., p; Meyer Gottlieb, exec vp; Mike Byrd, sr vp, opers; Jack Masters, vp, natl tv sls; Gary Marenzi, vp, tv prog & ancillary sls; Terry Palmer, d, northeast tv sls; Steve Barbour, d, southeast tv sls; Jolene Victor, tv sls rep.

*Properties:*

**Explosives III**—15 action/adventure theatricals.

**Explosives II**—17 action/adventure theatricals.

**Robin Hood Theatre**—13 all new family adventure features.

**November Gold**—20 first-run television premieres.

**Samuel Goldwyn's Treasure Chest**—16 family features.

**Goldwyn Gold II**—21 motion picture classics.

**Goldwyn Gold**—21 motion picture classics.

**Explosives!**—15 action features.

**Power Pack**—9 features; action, romance and comedy.

**Terrorpix**—10 terror-filled features.

## Marvin Goodman Associates Inc.

40 East 62nd Street  
New York, NY 10021  
212-688-3344  
Telex: 237874 MGA UR



Mr. Goodman

*Representatives:* Marvin Goodman, p; Michele Haye, sls rep, Paris; Jose Augustin, sls rep, Madrid; Ian Watt, sls rep, Sydney; Diane Jones, sls rep, Rome; Lawrence Fein, sls rep, Toronto; B. Uemura, sls rep, Tokyo.

*Properties:*

*International Rights Only*

**Peter, Paul & Mary 25th Anniversary Special**—90-minute in-concert performance by the legendary group.

**Follies in Concert**—90 minutes. Sondheim's landmark musical recorded on film during the making of the album featuring Carol Burnett, Lee Remick and others. A BBC, WNET co-production.

**Concerto at Work**—one hour. Peter Serkin and Peter Lieberman collaborate with Seiji Ozawa.

**The Challenge of The Caucasus**—one hour. Russian and American teenagers join in mountain climbing adventure.

**Burt Lancaster Presents: Sherrill Milnes & Friends**—one-hour featuring light operatic renditions by Placido Domingo, Mirella Freni, Jon Spang and others.

**Behind-the-Scenes: The Movie Makers**—30-minute documentary on the people who work behind the camera in special effects and other areas.

**The Heart of Rock N Roll**—one-hour concert with Huey Lewis and The News.

**Elvis: The Echo Will Never Die**—one-hour Presley retrospective.

**The Pee Wee Herman Show**—one-hour forerunner of his great adventure.

**Neil Young—Solo Trans**—one-hour concert.

**Nena: Europatour 84**—one-hour rock video.

**About Tap**—half-hour special on jazz tap dancing with Gregory Hines and others.

**Moment of Crisis**—half-hour documentary recalling the events and emo-



tions of JFK's assassination.

**2AM Paradise Cafe**—one-hour concert with Barry Manilow, Gerry Mulligan, Sarah Vaughn and Mel Torme.

**Acts of Violence**—one hour from American Undercover series.

**Life and Death in the Emergency Room**—one hour from America Undercover series.

**Murder, No Apparent Motive**—one hour from America Undercover series.

**Heart Light City**—180 hours. Videos teamed with romantically themed mood.

**Video Profiles**—37 half hours from the Night Flight series.

**Journey to Adventure**—50 half hours of travel/adventure.

**Cartoon Specials**—half hours, "Puff the Magic Dragon;" "Strawberry Shortcake;" "Dorothy in the Land of Oz;" "Peter and the Magic Egg."

**Luciano Pavarotti—Live from Las Vegas**—75 minutes.

**He Makes Me Feel Like Dancin'**—one hour.

**Take Off to Night Flight**—48 hours of special themed videos from ATI Video.

**I Feel a Song Comin' On**—90 minutes with Anthony Newley.

**The World's Greatest Illusions**—one hour with Mark Wilson.

**World into Image**—6 one-hour specials.

**Barry at Blenheim**—90 minutes. A BBC Production.

**Diana Ross in Concert at Caesar's Palace**—90 minutes.

**Doug Henning's World of Magic Specials**—8 hours.

**Siegfried and Roy: Superstars of Magic**—2 hours.

**Earth Wind and Fire in Concert**—one hour.

**The Grateful Dead in Concert**—90 minutes.

**Camelot**—2½ hours starring Richard Harris.

**Eubie!**—90 minutes performed by original Broadway cast.

**Cleo Laine and James Galway—Harmony in Music**—one hour. A BBC Production.

**Wild America**—50 half hours, (hour versions available). Hosted by Marty Stouffer, America's wildlife expert.

**The Magic of Mark Wilson**—24 half hours.

**Middletown**—8 hours. A look at contemporary American life.

**Time Was**—6 hours hosted by Dick Cavett.

**Those Fabulous Clowns**—(HBO) one hour.

**Chaplin: The Little Tramp**—one hour narrated by Joel Grey.

**P. T. Barnum and His Human Oddities**—one hour.

**Ringling Brother Barnum & Bailey Circus Specials**—13 hours.

**Say Amen, Somebody**—90 minutes about life as a Gospel singer.

## Mark Goodson Productions

375 Park Avenue  
New York, NY 10152  
212-751-0600

Representative: Jerry Chester.

Properties:

**The Price is Right**  
**Concentration**  
**Card Sharks**  
**Match Game**

## Gould Entertainment Corp.

101 West 57th Street  
New York, NY 10019  
212-586-5760



Mr. Gould

Representative: Michael J. Gould, p.

Properties:

**Presidential Moments**—65 one-minute inserts in development for 1988.

**In Defense of Freedom**—5 hours. A history of the U.S. armed services, narrated by Ken Howard.

**The Presidents**—in development for 1988.

**Two's Company**—29 half hours. Produced by London Weekend Television Int'l.

**Friday**—3 or 4-hour version of Robinson Crusoe starring Michael York.

**The First Ladies**—6 hours, in development.

**The American Documents**—13 hours produced by Post-Newsweek.

**A Man Named Lombardi**—one-hour narrated by George C. Scott.

## Granada Television International

36 Golden Square  
London W1R 4AH  
England  
(01) 734 8080  
Telex: 27937

1221 Avenue of the Americas  
Suite 3468  
New York, NY 10020

212-869-8480  
Telex: 62454 UW  
Booth: 734



Mr. Heads



Ms. Maw

Representatives: Barrie Heads, mng d;  
Leila Maw, US mgr; Wendy Stebbings,  
sr sls exec; Alison Brantley, sls exec.

Properties:

*Mini-Series (in color)*

**First Among Equals**—10 60 minutes.

**Flood Tide**—6 60 minutes.

**Lost Empires**—1 120 minutes, 7 60 minutes.

*Drama Series (in color)*

**Bulman**—13 60 minutes.

**Chessgame**—3 120 minutes.

**The Return of Sherlock Holmes**—7 60 minutes.

**Time for Murder**—6 60 minutes.

*Features/Packages (in color)*

**The Death of the Heart**—104 minutes.

**December Flower**—60 minutes.

**The Ebony Tower**—90 minutes.

**King Lear**—160 minutes.

**The Last Seance**—60 minutes.

**The Magic Toyshop**—120 minutes.

**A Wreath of Roses**—120 minutes.

*Documentaries (in color)*

**Afrikaaners and Apartheid**—4 60 minutes.

**Disappearing World: The Basques, Oceania**

**The Great Plant Collections**—10 30 minutes.

**Radical Islam**—3 60 minutes.

**Robert Millar—The High Life**—60 minutes.

**Ten Days in May**—60 minutes.

**Twenty Eight Up**—62 or 75 minutes.

**World in Action Specials**—60 minutes.

*Variety/Music (in color)*

**Britten-Pears School**—3 60 minutes.

**Making It**—90 minutes.

**Man and Music**—4 60 minutes.

**Rock Around the Dock**—120 minutes.

**Rock Around the Rock**—120 minutes.

**Sergeant Pepper**—120 minutes.

**The Way They Were**—79 minutes.

*Entertainment*

**Busman's Holiday**—30 minutes.

**The Comedians**—30 minutes.

*Children (in color)*

**The Return of the Antelope**—13 30 minutes.

**The Return of the Antelope Christmas Special**—60 minutes.

**Young Sherlock**—9 30 minutes.

*Educational*

**Gardener's Calendar**

**History in Action**—10 20 minutes.

**The Micro at Work**—10 15 minutes.  
**Place and People**—5 20 minutes.

## Sherry Grant Enterprises

17915 Ventura Blvd.  
Encino, CA 91316  
213-705-2535  
Booth: 442



Ms. Grant

*Representatives:* Sherry Grant, p; Bill Moriarity, Rose Colasanti, reps.

### *Properties:*

**Quality of Life**—130 30-second spots with top stars and experts offering practical tips and advice to viewers.

**We the People**—24 30-second features with 5-second opening and 5-second closing sponsor I.D.

**21 Days of America**—21 30-second programs including 5-second sponsor I.D.

**Holiday Sales Boosters**—7 30-second animated features with 5-second sponsor I.D.

**Something You AUTO know**—20 30-second features on auto safety and maintenance.

## Gray-Schwartz Enterprises, Inc.

(Teleflex Division)  
4764 Park Granada  
Suite 207  
Calabasas, CA 91302  
818-702-9888

*Representative:* Marv Gray, p & treas.

### *Properties:*

**Treasure Unlimited**—13 color half hours.

**Greatest Headlines of the Century**—260 episodes.

**Sportfolio**—260 episodes.

**Funny World**—130 episodes.

**Quicky Quiz**—260 episodes.

**America's Sweetheart (The Mary Pickford Story)**—90-minute special.

**Paramount Newsreels**—(1940-1957)  
104 episodes for each year of release.

**Bogart**—one-hour special.

**Hollywood: The Selznick Years**—one-hour special.

**Cinema Shares International TV Feature Film Library**—west and central

markets only.

**Wally's Workshop**—120 half hours.

**Make Room for Daddy**—161 half hours.

## Sherman Grinberg Film Libraries, Inc.

1040 North McCadden Place  
Hollywood, CA 90038  
213-464-7491

630 Ninth Avenue  
New York, NY 10036  
212-765-5170

*Representative:* Linda Grinberg, vp, Hollywood.

*Services:* Newsreel and stock film footage library, consisting of ABC Network News, Pathe & Paramount News, MGM, Twentieth Century Fox, BBC Wildstock Library, U.S., Canada, etc.

### *Properties:*

**The Eyes and Ears of the World**—covering a period from June '40 through June '57, 104 issues per year about 8½ minutes each. Also available as stock footage.

**Life and Death**—6 half hours dealing with major catastrophies.

**Bogart**—one hour.

**Selznick**—one hour.

**Greatest Headlines of the Century**—260 3½-minute synopsis of major events of the 20th Century.

## Groskopf Consultants

6601 Ocean Front Walk  
Playa del Rey, CA 90293  
213-822-6114  
Royal Sonesta Hotel



Mr. Groskopf

*Representative:* Aubrey "Bud" Groskopf.

*Services:* Consultants in all areas of television and video production and distribution. Clients include Republic Pictures Corporation.

Sample copies of  
TV/Radio Age  
International Newsletter  
at Booth No. 527

## Group W Productions

One Lakeside Plaza  
3801 Barham Blvd.  
Los Angeles, CA 90068  
213-850-3800

888 Seventh Avenue  
New York, NY 10106  
212-307-3670

625 North Michigan Avenue  
Chicago, IL 60611  
312-454-6975

4644 Eleanor Drive  
Carpenteria, CA 93013  
805-684-6232

2000 Old Spanish Trail  
# 101  
Slidell, LA 70458  
504-649-6161/504-649-7304  
Booth: 835



Mr. Vane



Mr. Tannehill

*Representatives:* Edwin T. Vane, p & ceo; George E. Resing, Jr., sr vp; R. Kevin Tannehill, vp, sls & mktg; Tony Dwyer, vp, dom sls mgr; Salvatore Cue, vp, compt; Christine Foster, vp, prog develop; Owen Simon, vp, creat serv; Carol Strond, vp, research; Gerard T. Farrell, vp, sls research; Frederick Kuperberg, vp, bus affairs; David Jacquemin, western reg sls mgr; Donald P. Spagnolia, d of visual communications; Mary F. Fisher, d of prom med; New York: Daniel Cosgrove, vp, med sls; Peter Gimber, eastern reg sls mgr; Glen Burnside, New York med sls mgr; Stephen Parker, eastern div mgr; Chicago: Thomas R. Will, central reg sls mgr; Richard Shae, central div sls mgr; Brock Kruzic, Chris Lancey, aes, central reg; Patricia Brown, midwest mgr, med sls; Carpenteria: Jack Foley, southwest div sls mgr; Slidell: Jack Swindell, southern div sls mgr; Hour Magazine, 5746 Sunset Blvd., Hollywood, CA 90028, 213-856-1050; Martin Berman, exec prod; Steve Clements, prod; Paul Nichols, creat serv mgr; PM magazine, 825 Battery St., San Francisco, CA 94111, 415-362-6220; Bob George, vp, exec prod; Matt Chan, natl prod; Richard Newton, creat serv; TVSC (Television Videotape Satellite Communications), 310 Parkway View Dr., Pittsburgh, PA 15205, 412-928-4700; Michael Hudson, vp & gen mgr; Jack Mauck, vp, sls; Dick Dreyfuss, Herman Mosely, sls reps; Jim Tuver-



son, Jr., *western sls rep*; Kenneth Blaustein, *sls rep*; Filimation, 18107 Sherman Way, Reseda, CA 91335, 818-345-7414; Lou Scheimer, *p & ceo*; Alice Donenfeld, *exec vp*; Paul Baccus, Pat Ryan, *aes*; John Grusd, *art d*; International Sales Representative: Horizon International Television, 11811 West Olympic Blvd., Los Angeles, CA 90064, 213-312-0600; Stan Golden, *p*.

**Properties:**

**Continuing Series**

**PM Magazine**—five days a week for half-hour formats. Programming cooperative for prime-time scheduling, mixing local hosts and features with segments provided by PM's San Francisco office from member stations and national crews.

**Hour Magazine**—Five days a week, 60 minutes. Daytime magazine featuring information presented by host Gary Collins.

**He-Man and the Masters of the Universe**—130 half hours for daily striping. Children's animated adventure series produced by Filimation.

**She-Ra: Princess of Power**—93 half hours. Children's animate series from Filimation based on adventures of He-Man's twin sister.

**Fat Albert and the Cosby Kids**—90 half hours. Bill Cosby's childhood adventures in a Filimation animated series that combines entertainment and pro-social content.

**Ghostbusters**—65 half hours. Filimation's animated series with two humans and a gorilla tracking down ghosts and spirits.

**New Series**

**BraveStarr**—65 animated half hours from Filimation. September, 1987.

**The Wil Shriner Show**—daily one-hour talk and entertainment show. September, 1987.

**Salem's Children**—daily half-hour gothic series in a contemporary setting. September, 1987.

**LifeQuest**—one-hour health specials, one per quarter, to be aired March, June, August, December.

**Together Again**—weekly situation comedy about former high school sweethearts who meet, after unsuccessful marriages to others, and marry. Available September, 1987.

**Group W TV Sales**

90 Park Avenue  
New York, NY 10016  
212-883-6149  
Booth: 1307

**Representatives:** Ed Goldman, *p*; Joel Segall, *sr vp*, *gen sls mgr*; Jefferey Osborne, *vp*, *mktg*; Chico Kurzawski, *vp*, *midwestern sls mgr*; Alan Buckman,

*up*, *western sls mgr*; Deb Zeyen, *mgr*, *prog sls*; Michael Auerbach, Bob Gore, Emilia Giammarella, Jill Tarlov, *aes*.

**Properties:**

**For Kids' Sake**—year-long station image campaign designed for sponsor sales.

**OTO Documentaries and Specials**—designed for prime time viewing.

**Reg Grundy Productions, Inc.**

9911 West Pico Blvd.  
Suite 520  
Los Angeles, CA 90035  
213-557-3555  
Telex: 194823  
Fax: 213-277-1687

McManus & Co.  
International Reps. Ltd.  
425 East 63rd Street  
New York, NY 10021  
212-888-7456  
Telex: 220425 McMAN  
Fax: 212-644-0328

Fox/Lorder Associates  
(Syndicators, USA)  
432 Park Avenue South  
Suite 705  
New York, NY 10016  
212-686-6777  
Telex: 425730 FOXLOR



Mr. Grundy

**Representatives:** Reg Grundy, *chmn*, *p*; Bob Crystal, *up*, *prodn*, *USA*.

**Properties:**

**Sale of the Century**—5th season, NBC.

**Scrabble**—3rd season, NBC

**Matchmates**

**Hot Streak**

**Keynotes**—pilot, CBS.

**Late Night Lotto**—syndication.

**Alfred Haber, Inc.**

321 Commercial Avenue  
Palisades Park, NJ 07650  
201-224-8000  
Telex: 642816

**Representatives:** Alfred Haber, *p*; Robert Zimmerman, *exec vp*.

**Services:** Distributor of made-for-tele-

vision and feature films for pay television, home video and free television in the international marketplace.

**Properties:**

**House that Half Jack Built**—one-hour special.

**Steeler and the Pittsburgh Kid**—one-hour special.

**2-Hour Features**

**Act of Passion**

**Arthur the King**

**Ordeal of Bill Carney**

**Seduced**

**Remembrance of Love**

**The Execution**

**Private Sessions**

**I Married Wyatt Earp**

**Confessions of a Married Man**

**Legs**

**Samson and Delilah**

**The Imposter**

**Wife for Hire**

**A Different Affair**

**Dead Wrong**

**Avenging**

**Gold Runner**

**Sour Dough**

**Billions for Boris**

**Snowballing**

**Soggy Bottom**

**New Girl**

**Getting It On**

**Hit and Run**

**One Dark Night**

**The Buddy Holly Story**

**Mini-Series**

**The Hamptons**—5 hours.

**Larry Harmon Pictures Corp.**

650 North Bronson Avenue  
Hollywood, CA 90004  
213-463-2331  
Booth: 547

**Harmony Gold**

8831 Sunset Blvd.  
Los Angeles, CA 90069  
213-652-8720  
Telex: 194131  
FAX: 213-854-3480  
Booth: 1125



Mr. Lloyd

**Representatives:** Frank Agrama, *p*, *ceo*; Jehan "Gigi" Agrama, *exec vp*, *coo*; Robert Lloyd, *p*, *dom tv*; Paul Wischmeyer, *vp*, *dom tv*; David LaFollette, *p*, *intl*; John Rocknowski, *p*, *mktg*; Kristie

Smith, *vp*; Norman Siderow, *vp, devel-op*; Susan Christison, *vp, intl licensing*; Olga Chacon, *vp, financial cont*; Carla Hammerstein, *sls mgr*; Kathy Zeisel, *vp, western div sls*; Mark Lieber, *northeast reg sls mgr*; Cindy Stern, *southeast reg sls mgr*; Christine Palinkas, *d, research*; Alan Letz, *d, home video*; Sheila Morris, *d, pub*; Richard Firth, *d, creat serv*.

*Properties:*

*Mini-Series*

**Shaka Zulu**—10 hours.

*Two-Part Features*

**William the Conqueror**—4 hours.

**Count of Monte Cristo**—4 hours.

**Sandokan**—4 hours.

**Pinocchio**—4 hours.

**Shout! The Story of Johnny O'Keefe**—4 hours.

*Series/First-Run*

**Vidiots**—first-run strip.

**Going Back Home**—first-run strip.

*Series/Off Network*

**Eye on Hollywood**—65 half hours.

*Features/Packages*

**Harmony Golden I**—5 features.

**Harmony Golden II**

**Bonzai Theater**—19 martial arts features.

*Animated*

**Robotech**—85 half-hour serialized space adventure.

**Captain Harlock and the Queen of a Thousand Years**—65 half-hour serialized adventure.

**Raggedy Ann & Andy: The Pumpkin Who Couldn't Smile**—25 minute Halloween special.

**Raggedy Ann & Andy: The Great Santa Claus Caper**—25 minute Christmas special.

**Raggedy Ann & Andy: A Musical Adventure**—86-minute special.

**Family Animation Showcase**—various titles and lengths including "Age of Dinosaurs," "Run for Life," "Frankenstein," "Pinocchio," "Little Train," "Undersea Encounter," "World Famous Fairy Tales."

**The Brave Frog**

**The Brave Frog's Greatest Adventure**

**Time Patrol**

**Pandora's World**

**The Sentinels**

**Winderia**

*Animals/Nature*

**Animals of the Sun**—52 half hours.

**Harrington, Righter & Parsons, Inc.**

805 Third Avenue  
New York, NY 10022  
212-418-3100  
Booth: 127

*Representatives:* John J. Walters, *p*; Peter F. Ryan, *exec vp*; Dean McCarthy, *vp, prog serv*; Jonathan B. Murray, *asst d, prog serv*.

**Hit Video USA**

1000 Louisiana Street  
Suite 3500  
Houston, TX 77002  
713-650-0055  
Booth: 1278

*Representatives:* Dean Thomas, Mike Opelka, Scott Assyia, Connie Wodlinger.

*Services:* 24 hour contemporary hit music videos hosted live by 14 v.j.'s; toll-free request lines let viewers request their favorite videos and participate in daily on-air giveaways. Satellite delivered on Satcom 4, Transponder 18. Available 24 hours for day or late night, fringe or weekends.

*Properties:*

**Countdown USA**—top 25 videos of the week from the Hit Video USA national play list.

**Women in Rock**—weekly 2-hour program highlighting the careers of the "Women in Rock."

**Hit Video's Music Review**—weekly update and review of the latest video releases.

**London Times Video**—weekly one-hour focusing on British artists old and new.

**Hollywood Pacific Studios**

6290 Sunset Blvd.  
Suite 900  
Hollywood, CA 90028  
213-463-8118



*Ms. McDonald*

*Representatives:* Paul S. Webb, *p*; Esther McDonald, *vp, synd*.

*Properties:*

**Alive!**—130 half-hour health and nutrition shows in color hosted by Susan Stafford and featuring celebrity guests.

**Fit for Life**—130 half-hour exercise and aerobics shows in color hosted by Pamela Carter and guest celebrities.

**You can Do It!**—26 half-hour "how to" series, in color.

**Musical Reunion**—8 one-hour nostalgia music specials, in color.

**TV/Radio Age**  
Booth No. 527

**Horizon International Television**

11811 West Olympic Blvd.  
West Los Angeles, CA 90064  
213-312-0600  
Telex: 182-476 ALP LSA  
Booth: 835



*Mr. Golden*

*Representative:* Stan Golden, *p*.

*Properties:*

*Half-Hour Series*

**America's Top Ten**—42 episodes hosted by Casey Kasem with a countdown of the weekly Top 10 hits and biggest stars in music today.

**Call it Macaroni**—24 episodes taking school children to fascinating places for thrilling adventures and experiences with intriguing people.

**Photoplay**—104 new episodes with 25 stars from motion pictures and television relating intimate stories of their lives.

**PM Magazine**—hundreds of segments on a variety of subjects including sports, travel, etc.

**Portraits of a Legend**—39 episodes taking a look at some of the most talented and colorful artists from the music industry.

**True Confessions**—130 new episodes with host Bill Bixby looking at provocative, engrossing real-life stories with romance, passion and adventure.

*One-Hour Series*

**The Coral Jungle**—24 episodes with host Leonard Nimoy guiding viewers through adventures exploring the colorful life beneath the Great Barrier Reef.

**Hour Magazine**—225 episodes with host Gary Collins interviewing guests and celebrities on a wide array of topics.

**We're Movin'**—24 episodes hosted by Scott Baio and Willie Aames spotlighting real stories for and about young people.

*3-Hour Movies*

**John and Yoko: A Love Story**—the extraordinary relationship of the most outspoken Beatle and the artist who changed his life.

*2-Hour Movies*

**Lost in London**—a young boy has the adventure of a lifetime when he runs away from his divorced parents in a strange city.



**Mafia Princess**—Tony Curtis and Susan Lucci star in the dramatic account of the stormy relationship between a father and daughter, set against an underworld background.

**Adam: His Song Continues**—the true story of John and Reve Walsh's courageous fight for child protection laws after their son was kidnapped and murdered.

**George McKenna Story**—principal George McKenna turns his drug ridden inner city high school into a college prep institution, giving the students their first taste of hope.

#### Feature Films

**The Amsterdam Affair**—a young novelist attempts to clear himself of the murder charges of his ex-girlfriend.

**Baxter**—the story of a boy with a speech defect whose parents divorce.

**Eagle in a Cage**—the imprisoned Napoleon as never seen before.

**The Man Outside**—when an important Russian defector is offered for "sale", a recently dismissed CIA agent finds himself caught in a web.

**Outback**—a city-bred school teacher struggles against raw humanity in the primitive Australian outback.

**The Ravine**—a young German soldier makes the tragic mistake of falling in love with the woman he is sent to capture.

**Squeeze a Flower**—when a greedy business partner threatens his little monastery, gentle Brother George flees to Australia with the secret formula for their special liquor.

**The Violent Enemy**—a group of IRA men plot to destroy a British factory with nearly disastrous results.

**Why Would Anyone Want to Kill a Nice Girl Like You?**—a beautiful girl is terrorized by attempts on her life.

**The Limbo Line**—a British secret agent seeks to discover how the Russians are smuggling defectors back to Russia.

#### 90-Minute Specials

**Little Johnny Jones**—the 1980's revival of the classic musical by George M. Cohan.

**Murder Among Friends**—the madcap machinations of a beautiful, rich woman, her egocentric actor husband and his double-talking agent.

Sample copies of  
TV/Radio Age  
International Newsletter  
at Booth No. 527

## Raymond Horn Syndications

325 West 45th Street  
New York, NY 10036  
212-315-4208  
Booth: 1328



Mr. Horn



Ms. Horn

*Representatives:* Raymond A. Horn, *p*;  
Gloria Horn, *vp*; Chuck Wicker, *vp, sls*.

#### Properties:

**Essence: The TV Magazine**—weekly half-hour produced at WNBC New York hosted by Susan Taylor and guest co-hosts. Guests include Lena Horne, Ella Fitzgerald, Sammy Davis, Jr. and others. Barter.

**A Tribute to Eddie Robinson**—one-hour starring outstanding athletes whose lives have been affected by the winningest coach in college football. Available first quarter of 1987 for two runs. Barter.

**Essence Superstar Specials**—half-hour featuring retrospectives and interviews with great Black performers. Barter, available summer, 1987.

**Essence Black Minutes**—28 90-second programs designed for Black History Month. Contemporary talent pays tribute to those who blazed the trails in various fields of achievement. Barter, available February, 1988.

**Story of a People: Where are We Now?**—4 half hours hosted by Robert Gaullienne for Martin Luther King's Birthday and Black History Month. Produced by Syndicate—It Productions. Barter.

**American's Black Forum**—52 half-hour news and public affairs programs hosted by Julian Bond. Barter.

**Escape to Paradise**—half-hour series on travel to exotic places with segments on luxury and economy travel. Available for third quarter of 1987. Barter.

**Nutrition World**—90-second spots designed for news and talk shows hosted by nutritionist Barbara Dixon covering diets, nutritional mental gymnastics and other topics. Cash or barter.

**Dance Connection**—one-hour dance show similar to "Soul Train" hosted by Moon Man Bacote. Barter.

**Talented Teens**—one-hour contest for teenagers from the Apollo Theater in New York hosted by Hal Jackson. Barter.

**Boxing**—one-hour tape delays plus special live events from Atlantic City featuring top professional boxers. Cash and barter.

**Pressbox**—half hours as the nation's outstanding sports journalists discuss controversial aspects of sports. Produced by Wallach-Seizer Productions. Barter.

## Thomas Howe Associates Limited

1226 Homer Street  
Suite 1  
Vancouver, British Columbia  
Canada  
604-687-4215  
Telex: 04-508654  
Booth: 865



Mr. Howe

*Representatives:* Thomas Howe, Janine McCaw.

#### Properties:

**Breakaway-Outdoors with Terry and the Tiger**—13 30-minute "outdoor" sports series with a different guest star and adventure every week. Episodes include "Fishing with John Candy" and "Mountain Climbing with Bruce Jenner."

**North American Indian Portraits**—13 30-minute examinations of the North American Indian from historical, religious and political aspects.

**Zig-Zag**—8 30 minutes hosted by Biff and Bar from their Club House.

**Connecting**—9 30 minutes with an audience of teenagers as they discuss such topics as suicide, dating, self-image, alcohol, sex, teen pregnancy, step families.

**Vancouver on the Move!**—60-minute documentary on the home of Expo '86. English and French versions available.

**Starting Right Now**—humorous musical drama aimed at teenagers attempting to dissuade people from smoking.

**City Survival**—30-minute light-hearted look at the problem encountered by a young woman's first move on her own from a rural to an urban environment.

**Rise and Fall of Silver Islet**—30-minute documentary drama about a tiny, storm battered rock that became the world's greatest and richest silver mine.

**Museum Without Walls**—9 54-minute films, each revealing an historic art experience made possible only through the artistry and flexibility of the motion picture medium.

**Wall to Wall**—30 minutes about a

group of Canadian prisoners who work with the mentally handicapped.

**Pnina Granirer: Profile of an Artist**—30-minute look at the unique works of the popular international artist profiled through her various phases.

**Chinese Cafes in Rural Saskatchewan**—30-minute look at the Chinese Cafe in Saskatchewan, from sweet and sour pork to fish and chips.

**Born Again Primitive**—60 minutes with Russell Means, former militant leader of the American Indian Movement.

**Glass F-EX**—5-minute computer-assisted video animation in a lyrical short program.

**Indian Legends of Canada**—15 30-minute series on the legends of the various Indian nations.

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### HTV Ltd.

99 Baker Street  
London W1M 2AJ,  
England  
01-486-0662  
Telex: 264357  
FAX: 01-935-6724



Mr. Dromgoole

*Representatives:* Patrick Dromgoole, *asst gen mgr*; Vincent Nelson, *legal affairs*.

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### IDC Services, Inc.

2600 West Olive Avenue  
Burbank, CA 91505  
818-569-5100  
Booth: 834

*Services:* IDC Services, Inc., serves the business and information processing requirements of the advertising and entertainment industries. Services include talent production payroll and residual payments, production crew payroll, music scoring and session payments, extras casting and payroll and co-op advertising audits.

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### I.D.D.H.

"Le Fay"  
Maurecourt 78780,  
France  
39.74.40.01  
Telex: 697 261  
Booth: 966

*Representatives:* Bruno Ren Huchez, *chmn*; Caroline Guicheux, *sls d*; Florence Andry, *pr, sls asst*.

#### *Properties:*

*Animated Series for Children*

**Clementine**—39 26 minutes.

**Moi Renart**—26 26 minutes.

**Blue Child**—52 26 minutes.

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### Image Transform

A Compact Video, Inc. Company  
4142 Lankershim Blvd.  
N. Hollywood, CA 91602  
818-985-7566

*Representatives:* Dick Lebre, *p*; Dinny Clark, *sls mgr*.

*Services:* Full 16 and 35 mm film laboratory, telecine, standards conversions, and a tape-to-film process.

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### Images Presentations Corporation

366 North Broadway  
Jericho, New York 11753  
516-935-2801

*Representative:* Robert Braverman, *p*.

#### *Properties:*

**A Bad Case of Shakespeare**—one-hour special or half-hour and 18-minute versions starring Sir John Gielgud, Christopher Plummer and Diana Rigg in a light-hearted, entertaining approach to the man, his works and times.

**The Black Cat**—half-hour special based on Edgar Allan Poe's short story starring Basil Rathbone.

**The Pony Express Classic**—America's greatest horsemen race Pony-Express style from Missouri to California.

**Miss Empire State Pageant**—available 2nd quarter '87.

**All-American High School Big-Band Jazz Festival**—available 3rd quarter '87.

**Snowboy's Last Christmas**—new family entertainment special available 4th quarter '87.

**The Promise of Space**—one-hour special with Arthur C. Clarke on how space activities help solve problems on earth. Filmed around the world.

**Tennis the Nasty Way**—4 15 minutes, can be combined, featuring Ilie Nastase giving instructional points.

**This Year Jerusalem**—documentary feature on Israel.

**Series of Children's Feature Films and other Feature Films**

**Police Dog**—half hours or feature film format.

### IMC Marketing Group, Ltd.

485 Madison Avenue  
New York, NY 10022  
212-832-1880

IMC West/Marketing Group, Ltd.  
9911 West Pico Blvd.  
Los Angeles, CA 90035  
213-201-0013  
Booth: 844

*Representatives:* Barbara Olsen, *p*; Mark DiPippa, *corporate vp*; Alan Wolsky, *d*; Amy Dixon, *sr acct d, Los Angeles*.

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### Independent Network Inc.

11150 West Olympic Blvd.  
Los Angeles, CA 90064  
213-479-6755  
Booth: 1075



Mr. Holender

*Representatives:* Irv Holender, *p*; Irving D. Ross, *d, U.S. sls*; Mel Giniger, *p, intl div*; Sy Samuels, *vp, special projects*.

#### *Properties:*

**Glow-Gorgeous of Ladies of Wrestling**—26 hours of female wrestling and entertainment.

**Movie Madness I**—16 exciting action, horror and exploitation movies.

**Ninja/King Fu Theatre**—14 action-filled, exciting, fast-moving fetures.

**Delta Heat**—26 hours in preparation, action-filled police series filmed in New Orleans.

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### Information & Analysis, Inc.

81 North Broadway  
Hicksville, NY 11801  
516-822-7878

*Representatives:* Peter Roslow, *vp, gen mgr*; Harvey Morrow, *vp, mktg*; Robert Hoffman, Jr., *consul*; Valerie White, Patty Chalmers, *res assocs*.

*Services:* Full service custom market research for broadcasters, cable television, and the new electronic media. Developed *Off-Network Syndicated Programming Survey and Analysis*, to predict syndicated program success in individual markets; *News Track*, a monthly trendable analysis of the criti-



cal variables that impact local news; *Personality Evaluation Reports*, to measure the appeal of news talent. Provides a diverse array of research services, including on-air and cablecast program pilot testing and program concept research, TV audience measurement, and much more.

## INN-The Independent Network News

11 WPIX Plaza  
New York, NY 10017  
212-210-2589  
Booth: 157

*Representatives:* John R. Corporon, *p*; Dennis K. Gillespie, Jr., *d, stat sls & mktg*; Barbara L. Mortimer, *d, affil rels*; Bill Littauer, *exec prod, INN*; Christine Gebhardt, *mng d, exec prod, INDX News Service*; Edward Fischer, *bus mgr*; Marly Russell, *opers d*; Bob Murch, *vp, eng*; Gerald Mulderrig, Sr., *vp, sls*; John McGowan, *vp, prog sls*; Paul Bissonette, *vp, creat serv*; Jane Perlman, *vp, research*; Deborah McLaughlin, *gen mgr, tv—The Christian Science Monitor Reports*; Ann Clark, *tv synd mgr, The Christian Science Monitor Reports*.

### Properties:

**INN-The Nighttime Edition**—daily half-hour complete primetime news for independent stations anchored by Morton Dean featuring breaking news, profiles, interviews. Satellite fed, available on barter basis.

**USA Tonight Primetime Newsbriefs**—2 30-second network briefs formatted for local sponsorship fed as a bonus to NIGHTTIME EDITION stations.

**INDX News Service**—daily satellite-fed news service featuring complete national and international news coverage beginning at 4:30 pm e.s.t. Updates included. Available on cash basis.

**The Christian Science Monitor Reports Occasional News Specials**

## Instar Corporation

2770 La Cuesta Drive  
Los Angeles, CA 90046  
213-850-5000  
Telex: 493 0333 INSTAR

*Representative:* Nathan Sassover, *p*.

### Properties:

**The Adventures of Dynamo Duck**—65 half-hour children's live action series featuring the escapades of Dynamo Duck and his animal friends.

**The Joint is Jumpin'**—130 half hours as celebrities from the 30's, 40's and 50's perform in the original music videos

from that era.

### Feature Films

**Fatal Attraction**—88 minutes starring Sally Kellerman and John Huston in this drama of self-destructive passions.

**Spring Symphony**—103 minutes starring Nastassja Kinski as the focus of composer Robert Schumann's consuming passion.

**Diary of Forbidden Dreams**—96 minutes starring Marcello Mastroianni in a modern Alice-in-Wonderland tale.

**Edith's Diary**—108 minutes starring Angela Winkler as an over-stressed woman who seeks refuge from reality in the world she creates in her diary.

**Cult of the Dead**—90 minutes starring Boris Karloff as he exorcises the demons who hold an island captive.

**The Torture Zone**—90 minutes starring Boris Karloff as he transgresses the laws of humanity in the interest of science.

**Dance of Death**—90 minutes starring Boris Karloff as the patriarch of a cursed family who schemes to eliminate his heirs.

**Alien Terror**—90 minutes starring Boris Karloff as a scientist whose scientific discovery is sought by the military and an alien life form.

## Institute of Outdoor Advertising

342 Madison Avenue  
New York, NY 10173  
213-986-5920

*Representative:* Neal J. Radding, *vp*.

*Services:* The marketing, promotional and research arm of the standardized outdoor advertising industry.

## Interama Inc.

301 West 53rd Street  
Suite 19E  
New York, NY 10019  
212-977-4830  
Telex: 424638 INT



*Ms. Jouve*

*Representative:* Nicole Jouve.

### Properties:

*Animation*

**Mordillo**—153 spots for a total of 95 minutes. Available USA and English Canada only.

**Just So Stories**—10 10 minutes based on Kipling's stories.

**The Line**—52 2½ minutes.

**Magic Carousel**—120 5 minutes by S. Danot.

**Silas Marner**—28 minutes based on the story by George Eliott.

**Best Friends**—10 5 minutes.

**Gag Machine**—100 1 minute

**Filmlaugh**s—1 to 3-minute sports for a total of 72 minutes.

### Children's Shows

**The Night of the Elephants**—11 minutes.

**Woodplum**—90 minutes.

### Documentaries

**Rate it X**—95 minutes.

**Raoni**—85 minutes.

**The Claw and the Tooth**—98 minutes.

**Simone de Beauvoir**—110 minutes.

**Sartre par lui-meme**—190 minutes.

**I am Anna Magnani**—105 minutes.

### Features/Packages

**Classic Films Packages by Jean Renoir**—"French Cancan," "Elena and Her Men," "Crime of Mr. Lange," "Toni," "La Marseillaise," "Nana," "Lower Depths," "Picnic on the Grass," "Testament of Dr. Cordelier," "The Elusive Corporal," "Little Theatre."

**Claude Chabrol Features**—"The Horse of Pride," "Le Beau Serge."

**Carlos Saura Features**—"Cria Cuervos," "Elisa Vida Mia."

**Ahmed El Maanoui Features**—"Alyam, Alyam," "Trances."

**Le Crabe Tambour**—by Pierre Schien-dorffer.

**Thrillers**—"Le Doulos," by Melville; "The Raven," by Clouzot; "Lucie sur-Seine," by Jean-Louis Bertuccelli.

**Prix de Beaute**—starring Louise Brooks.

### Music and Ballet

**Le Spectre de la Danse**—Dominique Delouche

**Lovers of Teruel**—feature and ballet with Ludmilla Tcherina.

**Trances**—with Nass El Ghiwane.

### Shorts

**Dreams of the Wild Horses**

**Occurrence at Owl Creek Bridge**

**Un Chien Andalou**

**Wildlife, Sports, Adventure**

Additional copies of

**TV/Radio Age**

NATPE Issue at

Booth No. 527

## Intercontinental Televideo, Inc.

29 West 38th Street  
New York, NY 10018  
212-719-0202  
Telex: 425262 ICV



Mr. Citron

*Representatives:* Gerald Citron, *p*;  
Robin Reeves, *sls*.

*Services:* PAL/SECAM/NTSC/PAL-M Broadcast Standards Conversions via QUANTEL SILK converter. 1" PAL, SECAM, NTSC Type C; 1" PAL Type B and SECAM Type B; also all cassette formats. 1" duplication in PAL/SECAM/NTSC. Library and shipping services.

## International Entertainment Group

B-173, Paramount Studios  
5555 Melrose Avenue  
Hollywood, CA 90038-3197  
213-468-5497  
Telex: 4720581 PARAMOUNT LSA



Mr. Ross

*Representative:* Brian K. Ross, *p*.

*Properties:*

**Decathlon Challenge 1987 Version**—2 hours. Top American baseball players compete to determine "the best." 1986 version also available.

**Doctor in the House**—2-hour home video medical encyclopedia.

## International Lutheran Laymen's League

2185 Hampton Avenue  
St. Louis, MO 63139  
314-647-4900  
Telex: 590083  
Booth: 534



Ms. Meyer

*Representatives:* Janet R. Meyer, *mgr*, *media mktg & prom*; Linda Hirschbuehler, *mktg asst*, *series prog*; Nancy Nickolotsky, *mktg asst*, *specials prog*.

*Religious Series*

**This is the Life**—30 minutes.

**Esta es la Vida**—30 minutes.

*Children*

**Christmas Is**—30 animated minutes, in English or Spanish.

**The City That Forgot About Christmas**—30 animated minutes, in English or Spanish.

**The Stableboy's Christmas**—30 minutes, in English or Spanish.

**Easter Is**—30 animated minutes, in English or Spanish.

**Freedom Is**—30 animated minutes for the 4th of July.

*Specials*

**Three Days**—30 minutes for Easter.

**Yeshua**—5 hour historical documentary of uncommon authenticity and dramatic power.

**Yeshua and the First Christmas**—30 minutes, in English or Spanish.

**Miles to Go**—60 minute documentary dealing with epilepsy.

*Inserts*

**Tension Point**—10 14 minutes.

## International Media Associates

31 West 21st Street  
New York, NY 10010  
212-645-2323  
Telex: 4971495 IMANYC

*Representatives:* David T. Menair, *mng d*; Nina C. Berry, *vp*; Elaine Char-nov, *sls exec*.

*Properties:*

*International*

**National Geographic Explorer**—39 half-hour documentary series.

**Secrets of the Titanic**—52-minute documentary.

**Quest for the Atocha**—56-minute documentary.

**Irving Johnson: High Seas Adventurer**—50-minute documentary.

**The Sky's the Limit**—52-minute documentary.

**Chateau Production Specials**—8 50-minute documentaries.

**Seavisions**—5 half hour documentaries.

**Iceland Breakthrough**—50-minute documentary.

**Jihad**—52-minute documentary.

**African Hunters**—56-minute documentary.

**Most Endangered Species: George Adamson**—58-minute documentary.

**Most Endangered Species: Denton Cooley**—58-minute documentary.

**A Look at Liv**—67-minute documentary.

**Merton: A Film Biography of Thomas Merton**—57-minute documentary.

**The Fourth Stage**—40-minute documentary.

**Mystery of Laguna Baja**—50-minute documentary.

**To the Ends of the Earth**—103-minute documentary feature.

## International Television Enterprises Ltd.

27 Upper Brook Street  
London W1Y 1PD  
England  
(01) 491 1441  
Telex: 25353  
FAX: (01) 483-2598  
Booth: 1465



Mr. Buxton

*Representatives:* Tim Buxton, Frank X. Miller.

*Properties:*

**Distributors of the full catalogues of Yorkshire Television and Anglia Television, plus various independent producers.**

## International Video Exchange

34 East 23rd Street  
New York, NY 10010  
212-674-5550  
Telex: 291354 IVE UR

28/30 rue Mederic  
75017 Paris, France  
(1) 267 1516



Mr. Karcy



*Representatives:* Bob Karcy, p; Jack Arel, vp, Paris.

*Properties:*

**The Moulin Rouge**—one-hour exciting liv spectacle from Paris.

**The Making of "Dallas"**—behind-the-scenes look at this megahit with all the superstars.

**Ad Lib**—46 half-hour jazz performances hosted by Phil Moore. In stereo.

**Rocky Road**—65 half-hour rock and roll performances by new talent and superstars. In stereo.

**Rock Around the World**—31 hours of full length concerts by Culture Club, Joe Jackson, The Police, The Pretenders and others.

**Vintage Jazz Concerts**—7 hours with Louis Armstrong, Django Reinhardt, Count Basie, Duke Ellington and others.

**French Stars in Concert**—5 hours with Yves Montand, Charles Aznavour, Maurice Chevalier, Jacques Brel and Edith Piaf.

**Pop & Rock: Musical Memories**—13 hours in b/w and in color with Paul Anka, The Beach Boys, The Kinks, Led Zeppelin, The Beatles, and many others.

**Country Nostalgia**—6 hours, in b/w and in color, with historic country western performances.

**How Come and Why?**—13 half hours for children. Instructional programming on varied subjects.

**Where There's a Will**—26 half hours for syndication, first-run. A look at real people who have achieved success over insurmountable odds.

**Space**—20 half hours, featuring Dr. Al Hibbs as the on-screen host, with many of the nation's top scientists.

**Thirst for Adventure**—104 half hours (50 half hours available in Spanish). Travel to exotic places around the world to share exciting adventures and thrilling discoveries.

### Ironstar Communications Inc.

179 Indian Road  
Toronto, Ontario  
Canada, M6R 2W2  
416-536-7222  
Telex: 06-984731  
Booth: 865



Mr. McGillivray

*Representative:* Derek McGillivray.

*Properties:*

**You Can't Do That on Television**—65 30-minute fast-paced children's comedy series, available in markets outside North America.

**Brothers by Choice**—6 30-minutes, 1 95-minute youth-oriented action adventure feature filmed in Canada's beautiful British Columbia.

**Airwaves**—13 30 minutes, 13 more in production. Contemporary drama comedy series about three generations of one family coping with life in the 80's.

**K.Y.T.E.S.: How We Dream Ourselves**—60-minute sensitive documentary about a theatrical group of street kids turned actors.

**Quintet: Visions of Five**—77-minute feature documentary which takes its cameras front and center, backstage and offstage at the Toronto International Festival.

**A Funny Thing Happened on the Way to the Symphony**—60 minutes of laughs and music with Tim Conway, Kay Ballard, Skiles and Henderson, Charlie Farquharson and the Edmonton Symphony Orchestra.

### Italtoons Corporation

32 West 40th Street  
New York, NY 10018  
212-730-0280  
Telex: 882902  
Booth: 1459



Ms. Nicodemi

*Representative:* Giuliana Nicodemi, p.

*Properties:*

**Birth of a Picture**—15 2 minutes.

**Lilliput**—13 6 minutes.

**Mariolino**—26 5 minutes.

**Mr. Hiccup**—26 3 minutes.

**Mr. Rossi Looks for Happiness**—4 20 minutes.

**Mr. Rossi Shorts**—7 11 minutes.

**Mr. Rossi's Dreams**—4 20 minutes.

**Mr. Rossi's Vacations**—4 20 minutes.

**Noldo**—6 5 minutes.

**Stripy**—13 6 minutes.

**Chinese Animation**—6 15-minutes.

**Italian Features Package**—6 animated color features.

**Mr. Rossi's Sports**—11 3 minutes.

**Huckleberry Finn and His Friends**—8 90 minutes.

**Last Race**—90 minutes.

**Puppies and Kittens**—2 26 minutes.

**Allegro non Troppo Special**—52 minutes.

**Blue Monday**—25-minute Gershwin opera.

**Eight Pieces of Ballet**—30 minutes.

**An Italian in Algiers**—10 minutes.

**Leo Lionni Children's Films**—5 6 minutes.

**Katia Ricciarelli**—49 minutes.

**The Magic Flute**—52 minutes.

**Pulcinella**—10 minutes.

**Tosca's Kiss**—87 minutes.

**Trouble in Tahiti**—44 minutes.

**Los Villancicos**—99 minutes.

**Wagner and Venice**—43 minutes.

**Live Action and Animated Shorts**—35 10 minutes.

**Biotopes**—13 13 minutes.

**Magic Cartoons**—6 2 minutes.

**Sandwich**—13 6 minutes.

### ITC Entertainment, Inc.

115 East 57th Street  
New York, NY 10022  
212-371-6660  
Telex: 62678  
Booth: 463



Mr. Kananack

*Representatives:* Arthur Kananack, p; Elliott Abrams, sr exec vp; Edward Gilbert, vp, legal & bus affairs; Domestic Distribution: James Stern, exec vp & gen sls mgr; Charlie Keys, vp, western div mgr; John Herrin, vp, southern div sls; Reid Davis, sls mgr, midwestern div sls; Donald Toye, sls mgr, eastern div sls; International Distribution: James Marrinan, exec vp & gen sls mgr; Armando Nunez, exec vp, foreign sls; Doralea Rosenberg, gen mgr, Canada; Creative Services: Murray Horowitz, exec vp, adv/pr.

*Properties:*

*Features/Packages*

**Entertainment Volume Six**—16 color features including "Amos," "Malice in Wonderland," "Not My Kid," "Deadly Encounter."

**Entertainment Volume Five**—16 color features including "All of Me," "Halloween," "Policewoman Centerfold," "The Evil That Men Do."

**Entertainment Volume Four**—16 color features including "On Golden Pond," "The Great Muppet Caper," "The Legend of the Lone Ranger," "The Last Unicorn."

**Entertainment Volume Three**—16 col-

or features including "The Muppet Movie," "The Mirror Crack'd," "The Jazz Singer," "All Quiet on the Western Front."

**Entertainment Volume Two**—16 color features including "The Boys from Brazil," "Capricorn One," "The Big Sleep," "Les Miserables."

**Entertainment Volume One**—14 color features including "The Return of the Pink Panther," "Cassandra Crossing," "The Eagle Has Landed," "Voyage of the Damned."

**Cinema 12**—12 action-adventure features including "Madame Sin," "Hawk the Slayer," "Man Friday," "Mister Jerico."

**Super Space Theatre**—13 color features featuring lavish and exciting special effects.

**Hammer House of Horror**—6 spine-tingling color double features produced by Hammer Films.

**The Thrillers**—43 off-network made-for-television movies.

*Series*

**Calhoun**—24 half hours about a supercop's battle against crime in New York, starring Bruce Fairbairn.

**Thunderbirds: 2086**—24 animated first-run half hours of space adventure for the family.

**Space Age Odyssey**—40 hours of "Space: 1999," starring Martin Landau and Barbara Bain and 23 hours of "UFO," starring Ed Bishop.

**The Prisoner**—17 off-network color hours starring Patrick McGoochan.

**Secret Agent**—45 hours of classic spy adventures starring Patrick McGoochan.

**The Saint/Return of the Saint**—136 hours starring Roger Moore, 114 hours starring Ian Ogilvy.

**The Muppet Show**—120 color half hours starring Jim Henson's Muppets and featuring 120 top entertainers as guest hosts.

**Edward the King**—13 color hours tracing the life of Edward VII from 1841-1910.

**When Havoc Struck**—12 half hours of major disasters around the world hosted by Glenn Ford.

**Let's Rock**—24 first-run color hours featuring top rock'n'roll entertainers.

**Let Them Live**—19 first-run half-hours wildlife nature series.

**The Protectors**—52 color half hours of action adventure starring Robert Vaughn, Nyree Dawn Porter and Tony Anholt.

**Department S**—28 color hours of action adventure starring Peter Wyngarde, Joe Fabiani and Rosemary Nichols.

**The Persuaders**—22 color hours of action adventure starring Tony Curtis and Roger Moore.

**The Adventurer**—26 color hours of ac-

tion adventure starring Gene Barry and Barry Morse.

**The Baron**—26 color hours of action adventure starring Steve Forrest.

**Man in a Suitcase**—28 color hours of action adventure starring Richard Bradford.

**Fury**—114 half hours of family adventure starring Peter Graves.

*Mini-Series*

**Tycoon: The Story of a Woman**—5 2-hour episodes about a young, beautiful contemporary woman and her passionate pursuit of power and wealth.

*International Distribution*

**Features/Packages**—including "Twice in a Lifetime," "Unnatural Causes," "Oceans of Fire," "Claudia," "Kent State" and others.

*Mini-Series*

**Poor Little Rich Girl**—5 hours starring Farrah Fawcett based on the biography of Barbara Hutton.

**At Mother's Request**—4 hours starring Stefanie Powers.

**Robbery Under Arms**—6 hours of action starring Sam Neill.

*Series*

**Lovejoy**—10 hours.

**The Slavs**—10 half hours.

**Winners Down Under**—8 hours.

**Foundation (Tycoon)**—26 hours.

**Nature Watch**—13 half hours.

**The Shillingbury Tales**—6 hours.

**Sapphire and Steel**—34 half hours.

**Thunderbirds: 2086**—24 half hours.

**Let Them Live**—6 half hours.

*Specials*

**Symphony on Ice**—one hour.

**Romeo and Juliet with Nureyev**—2½ hours.

**Giselle**—1½ hours.

## ITF/Gaylord Production Co.

2 Greenwich Plaza  
4th Floor  
Greenwich, CT 06830  
203-661-6777  
Booth: 913

*Representatives:* Thomas M. Battista, p; Janet K. Brown, Elissa Dorfsman, ups, sls; Gary Wendt, d, sls.

*Properties:*

*New Product*

**Late Night Lotto**—520 half-hour game show strip where the tv and telephone mean instant cash to viewers. Cash/Barter.

**Temporarily Yours**—24 half hours starring Lyle Alzado as an unemployed man hired by three kids to be their father. Also starring Ray "Boom Boom" Mancini. Cash/Barter.

**Groucho and Me**—24 half hours starring Louis J. Stadlen as Groucho, an angel who returns to earth. Also star-

ring Timothy Patrick Murphy and Terry Davis. Cash/Barter.

*General Product*

**Dancin' to the Hits**—30 half-hour music and dance show hosted by Lorenzo Lamas. Barter.

## Brian Jackson Films Limited

Hampden Gurney Studios  
Hampden Gurney St.  
London W1H 5AL  
England  
(01) 402 6255  
Telex: 896559 GECOMSG

Brian Jackson Films Inc.  
8055 W. Manchester Avenue  
Suite 405  
Playa Del Rey, CA 90293  
213-301-3326

*Representative:* Brian Jackson, chmn.

*Properties:*

**Rachel**—30 animated minutes.

**Little Duck Blue Feather**—30 animated minutes.

**American Wrestling**—hours.

**Merry Musketeers**—80 minutes.

**Hopelessly Lost (Adventures of Huck-leberry Finn)**

**Robinson Crusoe**—87 minutes.

**Treasure Island**—75 minutes.

**Legend of the Golden Prince**—110 minutes.

**The Little Mermaid**—75 minutes.

**Argonauts**—20 animated minutes.

**Prometheus**—30 animated minutes.

**Labyrinth**—30 animated minutes.

**A Story of Tutankhamun**—56-minute 35mm film.

**Island in the Snow**—85-minute 35mm color film.

**The Princess and the Pea**—90-minute 35mm film.

**The Princess and Seven Brothers (Autumn Bells)**—76-minute 35mm color film.

**Arrows of Robin Hood**—80-minute 35mm color film.

**Chopiniana**—30-minute 35mm ballet.

**La Fille Mal Gardee**—two-hour SECAM 625 ballet.

**Duet of the Young**—40-minute 35mm ballet.

**Classical Pas de Deux**—50-minute 35mm ballet.

**The Old Tango**—one-hour 35mm ballet.

**Dyorak's Slavonic Dances Op. 47 & 72**—one-hour 30-minutes, 35mm folk dancing.

**Faust and Margaret**—one-hour 43-minute 35mm opera.

**La Boheme**—one-hour 46-minute VTR opera.

**Boris Godunov**—three-hour SECAM opera.

**Dvorak's Symphony from the New**



**World**—52-minute 35mm music.

**J. S. Bach—Six Brandenburg Concertos**—one-hour 45-minutes, VTR music.

**Mozart for Prague**—39-minute VTR music.

**Music at the Castles and Chateaux**—series of 12, about 35 minutes each, music.

**The Story of Perseus**—20-minute 35mm color (English dialogue) cartoon.

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### Janus Films Company

888 Seventh Avenue  
New York, NY 10106  
212-753-7100

*Representative:* Jonathan B. Turell, *mng d.*

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### J.E.D. Productions Corp.

140 East 56th Street  
Suite 11E  
New York, NY 10022  
212-826-1221

*Representative:* Jackson E. Dube, *p.*

*Properties:*

**Children's Package**—18 CBS Children's Film Festival and England's Children's Film Foundation.

**Documentary Feature Films**—various.  
**RKO Short Library**—600 one- and two-reelers including Edgar Kennedy, Leon Errol, Laugh Classics, Flicker Flashbacks, etc.

**Cable Teleplays of Broadway Shows**—“Are You Now or Have You Ever Been . . .,” “Eubie,” “The Drunkard.”

**Movies of the Week**—“See China and Die.”

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### Jefferson Pilot Data Systems

501 Archdale Drive  
Charlotte, NC 28218  
204-529-3901  
Booth: 809

*Representatives:* John McDonald, Dan Phillippi, Jim Butts.

*Services:* JDS offers a complete broadcast management system for tv sales, traffic, general accounting and program inventory and film amortization.

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### JEF Films, Inc.

Film House  
143 Hickory Hill Circle  
Osterville, MA 02655  
617-428-7198



*Mr. Aikman*

*Representatives:* Jeffrey H. Aikman, *p*; Elsie Aikman, *vp*, Donald Aikman, *sec/treas.*

*Properties:*

**Swinging U.K.**—60 minutes of musical memorabilia including The Hollies, Lulu, The Tremeloes, Swinging Blue Jeans and others.

**The Cool Mikado**—120-minute comedy adaptation of The Mikado.

**Who Do You Think You Are?**—60-minute experiment in self-analysis on the personality and its effect on those around you.

**3000+ Rare and Unique Film Classics**

**Harold's Christmas**—one-hour live action special with comedy and music suitable for all age groups.

**Movie Mania**—26 half-hour vintage movie classics as you've never heard them before—with completely new redubbed soundtrack. First-run.

**Charlie Weaver & His Mt. Idy Friends**—13 half hours with Cliff Arquette and the Mt. Idy gang.

**JEF Comedy Classics**—130 half-hour hand picked selection of the funniest moments ever captured on film beautifully restored and with all new soundtracks. First-run.

**The Magic Lantern**—26 half hours. Vintage viewing at its best, with rare clips and episodes dating back to 1893. First-run.

**Brook Corner**—65 animated half hours. Gentlemen Harry Hedgehog, Burrows and Squiggly constantly run afoul of their four arch enemies, the Dastards. First-run.

**Charlie Chaplin's Comedy Capers**—65 half hours featuring the best of the Little Tramp including “By the Sea,” “The Bond,” “Police” and “The Masquerader.” First-run.

**Kiddy Kartoon Korner**—65 half hours of animated masterpieces. First-run.

**Off the Wall**—13 features. Some of the corniest movies ever produced. First-run.

**Silents are Golden**—13 titles. Some of the finest silent movies ever, completely restored, including “Metropolis,” “The Wizard of Oz” (1924); “Tartuffe the Hypocrite” and others. First-run.

**Oozoo**—90 minutes or 3 half hours. Visits to the finest zoos in the world.

**Funboard Connections**—60 minutes. Sailboard action from Cornwall, the Canary Islands and Hawaii. First-run.

**Portrait of a Great Lady**—60 minutes.

Historic footage of the Queen Mother (Queen Elizabeth) and the royal family narrated by David Niven. First-run.

**The Living Past**—90-minute historical films shot between 1896 and 1907 offering a look at the world the way it was. First-run.

**Here Comes Charlie**—60 minutes. Charlie Barnet and his orchestra offering favorites of the swing era. First-run.

**The Story of Stories**—3 half hours. A trio of religious dramatizations, ideal for the Christmas season. “Lazarus,” “The Good Samaritan” and “The Birth of the Christ Child.” First-run, available as a series or individually.

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### The Jewish Museum— National Jewish Archive of Broadcasting

1109 Fifth Avenue  
New York, NY 10128  
212-860-1886

*Representative:* Fay C. Schreiber, *d of archive.*

*Properties:* A collection of over 2,200 radio and television programs relating to Jewish culture and history; 500,000 feet of outtakes from “Heritage: Civilization and the Jews.”

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### JME—JM Entertainment, Inc.

133 East 58th Street  
New York, NY 10022  
212-319-9152  
Booth: 775

*Representatives:* Jerry Molfese, *p*; Brian Molfese, *sr vp*; Lydia DeTorres, *vp, d of ops*; Mari Kimura, *sls exec.*

*Properties:*

*Series/First Run*

**Kids are People Too**—weekly half-hour series hosted by Michael Young featuring top celebrities and much more.

**Mega Rock**—monthly one-hour series featuring two top gold and platinum recording stars recorded live on-stage using 24 track analog and digital CD stereo.

**Flash-Point**—first-run half hours for young people anchored by David Gruen featuring today's trends, fashions and lifestyles.

**Pete's Place**—weekly half-hour of entertainment hosted by Pete Barbutti and featuring guests such as Cybil Shepherd, Howie Mandel and others.

**In Session**—weekly first-run half hours featuring top song writers and recording artists in jam sessions and

highlighting the stories behind their music.

**Bourbon Street Parade**—weekly half-hour featuring the best of Dixieland, Swing, Jazz and the Blues hosted by Peter Appleyard and featuring guest stars.

**Nashville Swing**—half-hour contemporary country series hosted by Thom Bresh and Myrna Lorrie.

*Features/Packages*

**JME Power Pac**—45 titles.

**JME Action Plus**—18 titles.

**JME Premiere Drama Package**—6 titles.

**JME Action Avalanche Package**—5 titles.

**JME Thrillervision**—3 titles.

**JME Avenging Exploitable**—6 titles.

**JME Music Legends**—3 titles.

*Specials/First Run*

**Spring Break Reunion**—2 hours featuring Annette Funicello, Frankie Avalon and a stellar cast from the 50's and 60's.

**With Love from Kids are People Too**—one-hour Valentine's Day special.

**Kids are People Too Tribute to Mom and Dad**—one-hour Mother's and Father's Day special.

**Kids are People Too Back to School Special**—one hour.

**Merry Christmas from Kids are People Too**—one hour.

*Specials*

**Jockey**—one-hour special hosted and narrated by William Conrad on the lifestyle of the world's least understood athlete—the jockey.

**Hansel & Gretel**—90-minute all family special available 2nd and 4th quarter, 1987.

*Vignettes*

**This Day in Hollywood**—365 30-second vignettes presenting Hollywood's greatest stars, classic films and timeless legends.

## Kaleidoscope Entertainment Inc.

101 Duncan Mill Road  
Suite 102  
Don Mills, Ontario  
Canada M3B 1Z3  
416-443-9200  
Telex: 06-986562

*Representatives:* James S. Willis, *p*; F. J. "Skip" Braun, *vp, sls*; Marshall Kesten, *vp, finance*; Randy Zalken, *vp, mktg & develop*; Bridget Wolcovitch, *d sls admin*; Marilyn MacDonald, *d, prog serv*.

*Services:* Distributors of prime-time U.S. specials, made-for-tv movies, series, syndication of strips, animation, soaps and game shows, domestic-produced Canadiana.

## Karvonen Films Ltd.

373 Wyecliff  
22560 Wye Road  
Sherwood Park, Alberta  
Canada T8A 4T6  
403-467-7167  
Booth: 865



Mr. Karvonen

*Representative:* Albert Karvonen, *p*.

*Properties:*

*Nature Documentaries*

**Bighorns of Beauty Creek**—the strange society of a band of Bighorn Sheep of Beauty Creek.

**Wild Dogs of Jasper**—the story of the wolves and coyotes of Jasper National Park in the Canadian Rockies.

**Animals in Action**—six vignettes emphasizing animal behavior through picture and sound as it relates to courtship during breeding season and the defense of territory.

**High Arctic Close-Up**—an exploration of the life and environment found in the Canadian high arctic.

**Giants of the Forest**—the lives of the moose and wapiti which inhabit the American northwest.

**Hunters of the Sky**—a fascinating look at the owls and hawks of North America.

**Grizzlies of the Great Divide**—filmed over a three year period, this film offers an insight into the world of the Grizzly Bear of the Rocky Mountains' Great Divide.

**The Double Life of the Whooping Crane**—from the protective surroundings of Canada to the industrialized winter nest in Texas, this film offers a look at the last wild flock of whooping cranes.

**Lure of the Rockies**—a look at the diversity of wildlife of the Rocky Mountains.

**Survivors of the Shortgrass**—a look at the remaining wildlife species of the American prairie.

**Filming the Fish Hawk**—a four-year film odyssey on the life cycle of a pair of northern osprey.

**Destroyers of Mountains**—a film about the giant glaciers at work against the majesty of the Rocky Mountains, and the wildlife that inhabits the area.

**Call of the Loon**—a chronicle of the life cycle of the common loon.

## Katz Communications Inc.

1 Dag Hammarskjold Plaza  
New York, NY 10017  
212-572-5234  
Booth: 458

*Representatives:* James L. Greenwald, *chmn & ceo*; Richard D. Mendelson, *p & coo*; Pete Goulazian, *p, tv*; Richard Goldstein, *sr vp, tv*; Paul Arnzen, *vp, d of new bus*; Richard Weinstein, *vp, planning & develop*; Jim Beloyianis, *p, American TV*; Tom Olson, *p, Continental TV*; Marty Ozer, *p, Independent TV*; John von Soosten, *vp, d of prog*; Bill Carroll, *d of prog, American TV*; Mitchell Praver, *vp, d of prog, Continental TV*; Ruth Lee, David Smith, *assoc ds of prog, Continental TV*; Serge Valle, *vp, d of prog, Independent TV*; James Curtin, *assoc d of prog, Katz TV*; Peter Chislett, *d of prog research*; Lucille Luongo, *vp, corp rels*; Robert Reed, *mgr, tv pr & prom*.

## M.A. Kempner, Inc.

4699 North Federal Highway  
Suite 102  
Pompano Beach, FL 33064  
305-946-7660  
1-800-327-4994  
Booth: 528



Mr. Kempner

*Representatives:* Marvin A. Kempner, *p*; Robert Grossman, *gen sls mgr*; Richard Walker, *vp, eng*.

*Properties:*

**E-S-C-A-P-E/600**—electronic, synthesized, computerized automatic polling equipment (completely scientific equipment).

**Telephone Poll**—totally automated "instant survey" with 360 telephone responses per hour per telephone. On-air read-out in numbers or percentages.

**The Exercise Bug**—100 animated color exercise shows for children.

**TV POWWW!**—electronic game shows for children.

**Feature Films**

Additional Copies of  
**TV/Radio Age**  
NATPE Issue at  
Booth No. 527



## King Features Entertainment

(subsidiary of The Hearst Corporation)  
235 East 45th Street  
New York, NY 10017  
212-682-5600  
TWX: 710-581-2391

18 Hanover Street  
London W1R 9HG  
England  
(01) 491-3382  
Telex: 266570  
Booth: 857



Mr. Paisner



Mr. Miller

*Representatives:* Bruce L. Paisner, *p*; William E. Miller, *exec vp*; Leonard R. Soglio, *vp, d of sls*; Donald "Chips" Barrabee, *d of sls, West Coast*; Steve Weiser, *d of sls, Midwest*; Samuel Gang, *d of sls, South America/Far East*; Steve Elsky, *mgt, mktg & finance admin*; Maureen Smith, *prom mgr*; Michael R. Doury, *d of sls, Europe/Africa/Middle East (London)*.

### Properties:

*Animation/Children's Shows*

**All New Popeye**—192 5½ minutes.

**Animated Flash Gordon**—2 hours, 24 30 minutes.

**Barney Google & Snuffy Smith**—50 5½ minutes.

**The Beatles**—39 30 minutes.

**Beetle Bailey**—50 5½ minutes.

**Cool McCool**—20 30 minutes.

**Krazy Kat**—50 5½ minutes.

**Original Popeye**—220 5½ minutes.

### Documentaries

**Hearst Report**—64 60-minute cassettes with 345 stories.

**Perspective on Greatness**—25 60 minutes.

### Features

**The Performers: Marquee Edition**—12 89 to 111 minutes.

**The Performers-Volume II**—12 96 to 110 minutes.

**The Performers**—15 96 to 147 minutes.

**Blondie**—28 75 minutes.

**Flash Gordon**—4 90+ minutes.

### Series

**Blondie**—26 30 minutes.

**Flash Gordon**—40 18 minutes.

### Specials

**The Romance of Betty Boop**—animated 30 minutes.

### Talk/Magazine

**Ask Dr. Ruth**—130 30 minutes.

**Fight Back! with David Horowitz**—26 30 minutes.

**Good Housekeeping: A Better Way**—65 30 minutes.

### Program Inserts

**Hints from Heloise**—130 60 seconds.

**TV Time Capsules**—2000 50 seconds.

### International Only

**Defenders of the Earth**—65 30 minutes.

**Adventures of the Galaxy Rangers**—65 30 minutes.

**The Performers II**—16 96 minutes.

**The Performers**—30 96-147 minutes.

**Television Playhouse**—14 titles, various lengths.

**Bonaventure Travel Shows**—25 30 minutes.

**Great Adventure**—4 60 minutes.

**How About**—104 80 seconds.

## King World

1700 Broadway  
New York, NY 10019  
212-315-4000  
TWX: 968102

12400 Wilshire Blvd.  
Suite 1200  
West Los Angeles, CA 90025  
213-826-1108

75 East Wacker Drive  
19th Floor  
Chicago, IL 60601  
312-782-8228

5501 LBJ Freeway  
Suite 500  
Dallas, TX 75240  
214-960-1996

9000 East Church Street  
P.O. Box 911  
Brentwood, TN 37027  
615-373-1500

480 Morris Avenue  
Summit, NJ 07901  
TWX: 130071  
Booth: 1147



Mr. R. King



Mr. M. King

*Representatives:* Roger King, *chmn of the bd (NY)*; Michael King, *p & ceo (LA)*; Stuart Hersch, *exec vp & coo (NY)*; Steve Palley, *sr vp & gen consul (NY)*; Sidney Cohen, *p, dom tv distrib (LA)*; David Sams, *vp, creat affairs (LA)*; Diana King, *vp, special projects*

(Summit); Moira Dunlevy, *vp, d of research (NY)*; Peter Yaman, *vp, eastern div (NY)*; Jim Farah, *southeastern reg mgr (NY)*; Stuart Stringfellow, *vp, central div (Chicago)*; Gary Grandolph, *central reg mgr (Chicago)*; Dennis Franklin, *central reg ae (Chicago)*; Marianne Catalano, *western reg mgr (LA)*; Lee Keirsted, *western reg ae (LA)*; Lisa Gamboa, *ae (LA)*; D. Demirjian, *southwestern reg mgr (Dallas)*; Annelle Johnson, *southeastern ae (Nashville)*.

### Properties:

#### Series

**Wheel of Fortune**—195 new episodes, 65 repeats. Cash/barter.

**Jeopardy!**—195 new episodes, 65 repeats. Cash/barter.

**Guns of Will Sonnett**—50 30 minutes. Cash.

**Branded**—48 30 minutes. Cash.

**NightLife**—195 new episodes, 65 repeats. Cash/barter.

**The Rock 'N Roll Evening News**—52 new hours, 39 repeats. Barter.

**Topper**—cash.

**The Oprah Winfrey Show**—260 60 minutes. Cash/barter.

**True Confessions**—165 30 minutes.

**The Little Rascals**—71 30 minutes. Cash.

**Laugh Machine**—26 half hours. Cash plus barter.

### Movie Packages

**Rascal Dazzle**—cash.

**Classic Detective**—14 Sherlock Holmes, 11 Charlie Chan, 9 Mr. Moto. Cash.

**Spotlight 10**—10 classics. Cash.

**Popcorn Theatre**—13 East Side Kids, 2 episodic adventure series. Cash.

### Specials

**Women of the World**—6 60 minutes. Barter.

### Inserts

**Mr. Food**—260 1-minute episodes. Cash.

## Klein & Klein Corporation

230 Park Avenue  
Suite 835  
New York, NY 10169  
212-370-1000  
Telex: 436032



Mr. Klein

*Representative:* Irving Klein, *bus, dist & legal consul.*

## Kristofferson Communications Inc.

(Kristofferson Inc.)  
3480 Barham  
Suite 111  
Los Angeles, CA 90068  
213-850-1017



Mr. Kristofferson

*Representative:* Daniel Kristofferson, *chf exec.*

### *Properties:*

13 weekly half-hour shows on the great ski resorts of America with a celebrity guest star each week.

## The Landsburg Company

11811 West Olympic Blvd.  
Los Angeles, CA 90064  
213-478-7878  
Telex: 182476



Mr. Lipstone

*Representatives:* Alan Landsburg, *chmn of the bd*; Howard Lipstone, *p*; Kay Hoffman, *exec vp.*

## LAVA Productions, Inc.

"Live Action Video Animation"  
320 West 57th Street  
New York, NY 10019  
212-977-9070

*Representatives:* Vincent Tilotta, *chmn & ceo*; James A. Tilotta, *vp*; Karl Kraft, *sr vp*; Lou Tyrrell, *vp, tv learning.*

*Services:* Live action video animation (patented) for commercials, shows, music videos currently in production.

### *Properties:*

**Look and Learn Interactive Videos**—10 animated half hours for children. "Bearfoot Friends and the Ice Cream Factory," "Bear Friends," "Prof. Wise Old Owl Soup Stories," "Hello Num-

bers," "Barefoot Bear Plays Ball," "It's A Plus" with "Kool Kat," "Barefoot Bear and the Dragon," "Alphabet Soup," "Necessary Numbers."

**Days of Decisions**—educational "soap opera" in-school curriculum for Family Planning and Sex Education courses, in association with N.Y.C. Board of Education.

**Parade of Stars**—animated music video program in special Vert-A-Vision TV system.

**Orvis in the A.M.**—pre-school kids news and television talk show live for syndication.

## LBS Communications Inc.

875 Third Avenue  
New York, NY 10022  
212-418-3000

625 North Michigan Avenue  
Suite 1200  
Chicago, IL 60611  
312-943-0707

9220 Sunset Blvd.  
Suite 101-A  
Los Angeles, CA 90069  
213-859-1055  
Booth: 233



Mr. Siegel

*Representatives:* Henry Seigel, *chmn of the bd, p*; Phil Howort, *p, LBS Broadcast Group*; Roger Lefkon, *p, LBS Entertainment*; Paul Siegel, *p, LBS Enterprises*; Tony Intelisano, *exec vp, mktg*; Fred Petrosino, *exec vp, LBS dist*; Michael Weiden, *exec vp, adv sls*; Mary Herne, *sr vp, creat serv*; Andrew Holtzman, *sr vp, adv & prom*; Louise Perillo, *sr vp, admin serv*; Rand Stoll, *sr vp, natl sls mgr*; Ira Bernstein, *vp, N.Y. adv sls*; Carl Dietze, *vp, sls mgr*; Patrick Grotto, *vp, midwest sls mgr*; Richard Grove, *vp, sls, midwest reg*; Monica Powers, *vp, special projects*; Bill Smither, Tony Vella, *ups, sls mgrs*; Gordon Young, *exec sls consul*; Joanne Burns, *d of research serv*; Joanne De Ricco, *d of prom*; Marian Lockett-Egan, *mgr, reg client serv*; Debbie Hirschinger, *pub coord*; Marcy Abelow, Jon Barovick, *aes, adv sls*; Joni Ahlheim, Don Barnett, Tara Carroll, Scott Gaulocher, *aes, stat sls.*

### *Properties:*

**You Can't Take it With You**—half-hour

adaptation of the Hart and Kaufman play starring Harry Morgan, from P&G Productions.

**Rock Candy and the Jawbreakers**—first-run weekly half hours starring Audrey and Judy Landers as members of a rock band and Dick Van Patten as their father.

**Tales from the Darkside**—92 half hours of spine-tingling tales in its 3rd year, from Laurel TV. Inc. and JayGee Productions.

**The New American Bandstand**—first-run weekly series hosted by Dick Clark featuring today's hottest hits and hot dancing, from Dick Clark Productions.

**Max Haines Crime Flash Back**—half-hour mystery anthology series hosted by crime writer Max Haines, from P.I.C. Entertainment.

**The Barbara Mandrell Show**—all new talk/variety strip hosted by Barbara Mandrell, whose guests include top name entertainers as well as today's most interesting personalities, from Dick Clark Productions.

**Music Machine**—half hours from Post-Newsweek Productions featuring the newest, brightest up-and-coming talent on the music scene today.

**Strictly Business**—52 half hours with a unique approach to understanding and gauging the fast-paced world of business, from WNBC Productions.

**The Adventures of Teddy Ruxpin**—65 animated half hours set in the mystical land of Grundy featuring the adventures of Teddy Ruxpin and friends. A DIC Enterprises production.

**Heathcliff**—86 animated half hours based on the popular comic strip character, from DIC Enterprises.

**MASK**—75 animated half hours as the MASK team triumphs over the evil forces of VENOM. From DIC Enterprises.

**Inspector Gadget**—86 animated half hours featuring Don Adams as the voice of Inspector Gadget. A DIC Enterprise production.

**Kideo TV**—3 animated half-hour program block including "Rainbow Brite," "Popples," "The Get Along Gang," from DIC Enterprises.

**Superfriends**—110 animated half hours from Hanna-Barbera featuring the adventures of Superman, Batman and Robin, Wonder Woman and Aquaman.

**The History of Rock N' Roll**—unique and entertaining combination of performance clips and original montage videos of everyone from Fats Domino to Prince, hosted by Jon Bauman. A Chelsea Communications production.

**Tales from the Darkside Special**—2-hour special hosted by Rich Little featuring four of the best episodes from the series.

**My Friend Liberty**—half-hour clay ani-



mation special as a young boy learns the meaning of liberty, from Illustrious Entertainment Ltd.

**Your Choice for the Film Awards**—one-hour entertainment extravaganza celebrating America's favorite films of 1986, from KHJ-TV, RKO Television Productions.

**Scary Tales**—half-hour Halloween special starring Justine Bateman as a young woman whose greed and deceit create a deadly romantic triangle, from Gaylord Production Company.

**Test Series**—continuing series of self-test programs featuring Dr. Frank Field and various experts. Topics include "The Female Health Test," "Your Mood Test," "The Cough and Cold Test," from Sci-Med Ltd., Inc.

**Marco Polo**—10-hour mini-series shot on location around the world. VITES International/Procter & Gamble.

**Canned Film Festival**—weekly series featuring an outrageous collection of the best of the worst films of all time.

**Hal Roach Colorization Network**—colorized versions of film classics including "Topper," "It's a Wonderful Life," "Advise and Consent."

**Fame**—24 hours of life at New York's High School of Performing Arts starring Debbie Allen, Gene Anthony Ray, Carlo Imperato, and others. 6th season, from MGM Television.

**What's Happening Now!!**—44 half hours with Roger, Dwayne and Shirley starring Ernest Thomas, Haywood Nelson and Shirley Hemphill. From Columbia Pictures Television.

**That's My Mama Now**—first-run weekly half hours based on the show "That's My Mama," from Columbia Pictures Television.

**Off the Wall**—weekly half-hour comedy magazine featuring an ensemble cast of comic talents, from Gaylord Productions.

**The Judge**—150 half-hour strip brings home the drama of the courtroom, from Buckeye Productions.

**The Real Ghostbusters**—animated half hours from DIC Enterprises.

**Beyond 2000**—13 half hours hosted by David Birney which explore the scientific breakthroughs and developments that are leading the way into the 21st century, from Phil Gerlach/CIC Entertainment Group.

**Hollywood Squares**—195 half-hour strip with celebrity guests and host John Davidson, from Orion TV Syndication in association with Hearst Broadcasting.

**Cover Story**—26 half hours of celebrity interviews featuring David Hasselhoff, Morgan Brittany, Billy Crystal and others. A Noel Films production.

**This Week in Country Music**—52 half hours featuring an in-depth look at the world of country music, from Jim Ow-

ens Entertainment.

**MGM/UA Premiere Network**—24 films including "Apocalypse Now," "Yentl," "To Live and Die in L.A.," "The Pope of Greenwich Village" and others.

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### Tony Lease Tours

305 North Coast Blvd.  
Laguna Beach, CA 92651  
714-494-0783  
800-545-1010

*Representatives:* Tony Lease, p; Mark A. Lease, vp.

*Services:* Broadcast tour company specializing in the sales incentive broadcast tour programs, one of the most successful means of launching a new season or a "soft" season.

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### Link Licensing Limited

United Newspapers Building  
23-27 Tudor Street  
London EC4Y 0HR  
England  
(01) 353 7305  
Telex: 417109 LINK HO G

*Properties:*

*Children's Programs—North American Rights Only*

**Captain Stirrick**—90-minute live action musical set in Victorian England about a gang of child pickpockets.

**Mister Skeeter**—77-minute live action drama about two children who run away from a children's home to the seaside, where they meet the eccentric Mr. Skeeter.

**Swarm in May**—77 minutes about a bum's search for self-esteem, adapted from William Mayne's novel.

*Other Children's Programming*

**The Trap Door**—25 5-minute animated model series set in the dungeon of an old castle.

**Henry's Cat**—13 15 minutes or 20 5 minutes as Henry's cat gets involved in some hair-raising adventures.

**SkylArk**—30 animated 5 minutes with nutty Noah and his wife Nelly with their two-headed animals aboard the SkylArk.

**Orm and Cheep**—13 11-minute animated puppet series of a worm, a bird and their friends.

**Bill the Minder**—15 5-minute animated series for children based on Heath Robinson's story.

**Daemon**—80-minute story of a young boy who unknowingly is haunted by the ghost of a Victorian chimney sweep.

**Madame Gusto's Circus**—13 5-minute animated series with an international

sound track about a traveling circus.

**Pob's Programme**—20 25-minute magazine format for children including animation, stories, crafts, etc.

**Ali Bongo**—13 5-minute episodes about Ali Bongo and his bird Oozy, using live action and puppetry.

*Documentaries*

**Glacier Express**—52-minute documentary filmed in Switzerland on a railway from St. Moritz to Zermatt.

**Middle Kingdom**—52-minute documentary of China, its people, customs, and shortcomings.

**Street Dreams**—52-minute film on the development of drag racing.

**Wogan on the Orient Express**—52-minute documentary. Journey to Venice on the famous train with Terry Wogan.

**Wogan on Wine**—30 minutes. Terry Wogan investigates some of the wines of France while on tour.

**Lundy**—30 minutes look at the peaceful island of Lundy and what it offers the enterprising tourist, narrated by Terry Wogan.

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### Lionheart Television International

1762 Westwood Blvd.  
Los Angeles, CA 90024  
213-470-3939  
TWX: 370-2617

40 West 57th Street  
New York, NY 10019  
212-541-7342  
Booth: 1035



Mr. Miller

*Representatives:* Frank R. Miller, p & ceo; Tay Voye, exec vp; Glen Shipley, vp, finance & cfo; Kim Ryan, d of prodn; Roy Gibbs, sr vp, prog (NY); Sue Raposo, d of prog serv (NY); Commercial Sales Division: David Friedman, sr vp, commercial sls, 212-541-7342; Richard Golden, vp, west coast commercial sls, 213-470-3939; Jim Vestal, east coast commercial sls exec, 215-564-0297; Lou Gonzales, midwest commercial sls exec, 312-334-6993;

Additional copies of  
**TV/Radio Age NATPE Issue**  
at Booth No. 527

Public Television Sales Division: Ray Krafft, *vp, pub tv sls*, 213-470-3939; Julius Cain, *sls exec*, 504-866-5735; Candace Carlisle, *sls exec*, 305-284-1248.

*Properties:*

*Comedy*

**Allo Allo**—22 30 minutes.

**Are You Being Served?**—69 30 minutes.

**BBC Stand Up**—66 30 minutes including Lenny Henry, Kenny Everett, Alias Smith & Jones and Victoria Wood.

**Don't Wait Up**—20 30 minutes.

**Fawlty Towers**—12 30 minutes.

**It Ain't Half Hot, Mum**—56 30 minutes.

**No Place Like Home**—28 30 minutes.

**Only Fools and Horses**—30 30 minutes.

**Three Up Two Down**—12 30 minutes.

**Yes Minister**—22 30 minutes.

*Documentaries*

**Challenge of the Caucasus**—one hour.

**MIA's**—one hour.

**Mafia**—one hour.

**The War Game**—one hour.

*Mini-Series*

**Edge of Darkness**—6 hours.

**1915**—7 hours.

**Palace of Dreams**—10 hours.

*News Programming*

**Video Ink**—weekly segments.

*Serial Drama*

**Eastenders**—160 30 minutes.

*Science Fiction/Action Drama*

**Blake's 7**—52 hours.

**Doctor Who**

**Dr. Who's Who's Who**—one hour.

**Great Detectives**—52 hours including "Bergerac," "Shoestring," "Target."

*Primetime Features*

**Mail Order Bride**

**A Spy at Evening**

*Primetime Mini's*

**Day of the Triffids**—3 50 minutes.

**To Serve Them All My Days**—13 60 minutes.

*Drama*

**Casanova**—6 60 minutes.

**Poldark**—29 60 minutes.

**Tenko**—30 60 minutes.

**War and Peace**—19 60 minutes.

*Documentary Series*

**The Ascent of Man**—13 60 minutes.

**Britain's Top Guns**—38 30 minutes, 2 60 minutes.

**The Commanders**—7 60 minutes.

**Soe**—8 60 minutes.

*Family*

**Great Expectations**—12 30 minutes.

**Hound of the Baskervilles**—4 30 minutes.

**The Invisible Man**—6 30 minutes.

**The Prisoner of Zenda**—6 30 minutes.

*Special Series*

**Ken Hom's Chinese Cooking**—8 30 minutes.

**Floyd on Fish**—7 30 minutes.

**Madhur Jaffrey's Indian Cooking**

**Course**—8 30 minutes.

**Whicker's World-Fast Boat to China**—60 minutes.

**Animal/Nature**

**One by One**—22 30 minutes.

**Wildside**—52 30 minutes.

**Zoo 2000**—8 30 minutes.

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## Lorimar-Telepictures

3970 Overland Avenue  
Culver City, CA 90230  
213-202-2000

One Dag Hammarskjold Plaza  
New York, NY 10017  
212-735-1500

10202 West Washington Blvd.  
Culver City, CA 90232  
213-558-5000

645 North Michigan Avenue  
Chicago, IL 60611  
312-440-9696

109 Stonington Drive  
Peachtree City, GA 30269  
404-487-2526

News & Information Group  
10202 West Washington Blvd.  
Culver City, CA 90232  
213-558-5000

Lorimar-Telepictures International  
Distribution Group  
1 Dag Hammarskjold Plaza  
New York, NY 10017  
212-735-1500

10202 West Washington Blvd.  
Culver City, CA 90232  
213-558-5000

49 Berkley Square  
London W1X 5B,  
England  
409-1190  
Telex: 25153  
Booth: 642-643

*Personnel:* Merv Adelson, *chmn & ceo*; David E. Salzman, *off of the p*; J. Anthony Young, *exec vp & cfo*; Barbara S. Brogliatti, *sr vp, worldwide corporate communications*; Stephen Ross, *sr vp & gen counsel*; Alan Bell, *sr vp, stat develop*; Jay Feldman, Scott Stone, *sr vps, first-run tv*; New York: Michael Garin, Michael J. Solomon, *off of the p*; Art Loomis, *sr vp, treas*; Karl Kuechenmeister, *exec vp, med sls*; Rob Barnett, *vp, perennial eastern sls*; Tom Byrnes, *vp, off-network north-eastern sls*; Jeannine Kadow, *vp, first-run eastern sls*; Peter Kranzler, Mary Martin, Marc Solomon, *vps, med sls*; Peter Temple, *vp*; Damien Riordan, *sls exec*; Mark O'Brien, *d of sls*; Culver

City, West Washington Blvd.: Dick Robertson, *off of the p*; Pat Kenney, *p, off-network synd*; Jim McGillen, *p, first-run synd*; Scott Carlin, *exec vp, perennial synd*; Dalton Danon, *sr vp, pay/cable & feature film synd*; Joe Goldfarb, *sr vp, bdcst*; Jim Moloshok, *sr vp, creat serv*; Bruce Rosenblum, *sr vp, research*; James Engleman, *vp, med sls*; Roslyn Fisch, *vp, dist serv*; Leon Luxenberg, *vp, med sls develop & western sls*; Sheldon A. Saltman, *vp, sls/special projects, perennial synd*; Keith Samples, *vp, perennial western sls*; Gust Theodore, *vp, off-network midwestern sls*; Alicia Windroth, *vp, first-run western sls*; Ed Youngmark, *vp, off-network western sls*; Yelena Lazovich, *d, adv & prom/creat serv*; Kathleen Bracken, *d, special projects/creat serv*; Rob Thatcher, *d, on-air prom/creat serv*; Cynthia Stanley, Joel Kaplan, *ds, creat serv*; Jeff Pryor, *mgr, press rels*; Chicago: Mark Robbins, *sr vp, first-run midwestern sls*; Bruce Genter, *sr vp & southwestern sls mgr, off-network sls*; Jeff Hufford, *vp, first-run midwestern sls*; Peachtree City: Maurey Lanken, *sr vp & southeastern sls mgr, off-network sls*; News & Information Group: Don Ross, *exec vp*; International Distribution Group: Jeff Schlesinger, *sr vp*; Stuart Graber, *sr vp & gen mgr, intl grp, London*; Bonnie Adamson, *vp, intl dist serv*; Michelle Kearney, *d, Latin American sls*; Alasdair Waddell, David Peebler, Frances Reynolds, *sls execs*; Myriam Diaz, *d, intl sls admin*; Margo Raport, *d, intl mktg, Culver City*.

*Properties:*

*Off Network/First-Run*

**Suddenly Sheriff**—22 half hours starring Priscilla Barnes as a woman who becomes sheriff after the death of her husband. Available Fall, 1987.

**It's a Living**—26 half hours starring Marian Mercer as a "slave driving" restaurant manager. Available Fall, 1987.

**Mama's Family**—25 half hours starring Vicki Lawrence as Mama, with Ken Berry and Dorothy Lyman. Available Fall, 1987.

**One Big Family**—25 half hours starring Danny Thomas and an all-star cast. Available Fall, 1987.

*Off Network*

**It's a Living**—100 episodes available for strip syndication beginning Fall, 1988.

**Falcon Crest**—127+ hours starring Jane Wyman and a stellar cast.

**Knots Landing**—128+ hours of deception, embezzlement and political double dealing.

**Dallas**—191+ hours.

*Off Network Features/Packages*

**Mint Edition**—25 features including "Power," "The Morning After," "The



Boy Who Could Fly."

**22 Karat**—24 features including "Being There," "The Big Red One," "Victory," "The Postman Always Rings Twice," "Lace."

**Lorimar I**—25 titles including "Cabaret," "Twilight's Last Gleaming," "Gold," "Last Summer."

**Lorimar II**—25 titles including "Papillon," "The Man Who Would Be King," "The Doberman Gang," "A Man Called Intrepid."

*First-Run Series*

**Valuetelevision**—one-hour consumer talk/home shopping show starring Alex Trebek and Meredith McRae.

**Truth or Consequences**—hosted by Larry Anderson, available Fall, 1987.

**The People's Court**—5 half hours per week featuring Justice Joseph A. Wapner.

**Love Connection**—half-hour strip hosted by Chuck Wollery.

**The \$1,000,000 Chance of a Lifetime**—5 half hours per week hosted by Jim Lange as couples try to win a million by answering word puzzles.

**Superior Court**—inside the civil and criminal court system.

**N.I.W.S.**—news cooperative for syndication offering 25–30 news reports each week.

*Perennial First-run Series*

**The Comic Strip**—65 animated half hours, 5 per week available Fall, 1987.

**Gumby**—33 new half-hour episodes.

**Silverhawks**—65 animated half hours with the ultimate super hero team.

**ThunderCats**—5 animated half hours per week.

*Perennial Off-Network Series*

**Down to Earth**—104 episodes starring Dick Sargent as the widowed father of three and his housekeeper, who just happens to be a guardian angel. Available Fall, 1987.

**Alvin and the Chipmunks**—65 animated half hours available Fall, 1988.

**Gumby**—32 color animated half hours.

*Perennial Specials*

**The Animated Off-Network Prime Time All Family Specials**—19 animated specials from Rankin/Bass including "ThunderCats" and "Silverhawks."

*Perennial Features/Packages*

**Ultra 4**—30 titles including "Special Bulletin" and "Wild Horses."

**Telepictures 3**—28 made-for-television titles including "Coming Out of the Ice," "Coward of the Country," "The Dollmaker," "Ellis Island," "Forbidden," "Surviving," "Wet Gold," "World War III."

**Telepictures 2**—27 made-for-television titles including "Alcatraz: The True Story," "Born to be Sold," "Dark Night of the Scarecrow," "A Gun in the House," "Murder in Texas," "The Pride of Jesse Hallam," "A Whale for

the Killing."

**Telepictures 1**—16 films including "Guyana Tragedy: The Story of Jim Jones," "James Dean: The First American Teenager," "The Sacketts," "The Suicide's Wife," "The Three Musketeers."

**Masters of Fury**—15 martial arts films starring Bruce Lee.

*International Only*

*New Series*

**Alf**—30-minute family comedy series about Alf, a wise-cracking alien life form who crashes his spaceship through the Tanner family's garage in suburban Hollywood.

**Our House**—22 hours, 2-hour Christmas special for family viewing starring Wilford Brimley as a widower whose daughter-in-law and three grandchildren move in with him after his son's death.

**The Days and Nights of Molly Dodd**—30-minute comedy series about the problems of the modern-day woman, starring Blair Brown.

**Spies**—one-hour action adventure series starring George Hamilton as secret agent Ian Stone.

**SilverHawks**—65 animated 30 minutes for children featuring metallic-looking characters who possess human qualities.

**Perfect Strangers**—22 30 minutes starring Bronson Pinchot as a Mediterranean goat herder who comes to America and lives with his cousin, played by Mark Linn-Baker.

**Valerie**—22 30-minutes starring Valerie Harper as the mother of three teenage sons, and the wife of a part-time husband.

**The Two Mrs. Grenvilles**—4-hour mini-series about greed and passion among the super rich in America and Europe in the '40s.

**Blood Red Roses**—3-hour mini-series on the life of Bessie Gordon, a Scottish woman and industrial militant.

**Roses are for the Rich**—4-hour mini-series about one woman's revenge against a powerful mining baron.

## Madison Square Garden Network/Hughes Television Network

2 Penn Plaza  
New York, NY 10121  
212-563-8000

*Representatives:* Robert Gutkowski, p; Marty Brooks, vp, prog.

*Properties:*

**Various Sporting Events**

TV/Radio Age  
Booth No. 527

## Majestic Entertainment

217 West Alameda  
Suite 203  
Burbank, CA 91502  
818-848-1368  
Booth: 962

*Representatives:* Walter Baxter, Do-reen Lerner, Scott Hancock.

*Properties:*

*Features/Packages*

**Feature Collection**—9 full-length color features. "Blood Song," 90-minute thriller; "Dark Star," 82-minute comedy; "The Human Factor," 95-minute mystery; "Legend of Seawolf," 90-minute adventure; "Get Rita," 90-minute comedy; "The Last Porno Flick," 93-minute comedy; "Without Warning," 95-minute thriller; "Killing in the Sun," 92-minute drama; "Sullivan's Marauders," 82-minute war drama.

**Variety I, II, III**—10 selected features for any occasion.

**Action/Adventure**—features from the South Seas to pre-Civil War America.

**Chillers Jubilee**—the best of cult villains; Boris Karloff, Bela Lugosi, Michael Rennie and others.

**Comedy Corner**—10 of the funniest features with family appeal starring Kirk Douglas, Bob Hope, Dorothy Lamour and others.

**Critics Choice**—10 dramas from 1930–1954.

**Monster Madness**

**Murder and Mayhem**—10 deadly tales from 1933–1951.

**Musical and Merriment**—family entertainment at its best.

**Suspense Tense-Pak**—weird, wicked and wonderful thrillers.

**Western Classic**—shoot-'em-ups starring John Wayne, Tom Mix, Ronald Reagan and others.

**Famous Detectives**—Mr. Wong, Sherlock Holmes, The Shadow, Mr. Moto and Dick Tracy solving crime with class.

**Gangsters Gathering**—with Pat O'Brien, Broderick Crawford, James Cagney and others.

**Ghosts Alive**—haunting fun.

**Laugh-a-Little**—5 comedies with stars such as Jack Benny.

**Psycho Thriller**

**Sci-Five**—5 campy, creepy, far-out features.

**Smuggler's Notch**—secrecy, intrigue, murder and dramatic performances.

**Wild West**—a taste of the old West with Roy Rogers, Gene Autry and Tyrone Power.

**Martial Arts**—22 full-length feature films.

**Special Film Collections**—Roy Rogers, 31 features; John Wayne, 14 features; Gene Autry, 11 features; Bela Lugosi, 20 features; Orson Welles, 5 features.

*Series/First Run*

**Hooked On Aerobics**—65 enervating half hours.

*Series/Off Network*

**Women of the 50's**—"Life with Elizabeth," 23 half hours; "Decoy," 25 half hours; "Boss Lady," 22 half hours.

**Star and the Story**—14 half-hour anthology series.

**Star Performance Playhouse**—80 half hours featuring David Niven, Ida Lupino, Charles Boyer and Dick Powell.

**Trouble with Father**—60 half hours starring Stu Erwin.

**My Hero**—21 half hours starring Bob Cummings.

**Date with the Angels**—21 half hours starring Betty White in a family situation comedy.

*Animated*

**Shinbone Alley**—full length family musical featuring the voices of Carol Channing as Mehitabel and Eddie Bracken as Archie.

*Cartoons*

**Classic Cartoons**—color and b/w with Bugs Bunny, Porky Pig, Daffy Duck and others.

*Children*

**Kid/Time & Family/Time**—15 live action shows for children; "Kid-a-Littles," "Mr. Moon's Magic Circus," "Geppetto's Workshop," "The Little Kids Dynamite All-Star Band," "Merlin's Cave," "Imagine That," "Comic Book Kids," "Memoirs of a Fairy Godmother," "Fantasy Theater," "The Music Shoppe," "Dr. Yesterday's Old Time News," "The Magic Star Traveler," "The Good Book," "Betsy Lee's Ghost Town Jamboree," "Slapstick Studio."

*Variety/Music*

**Mini-Musicals**—17 approximately 4½ minutes as top 10 hits are animated and enhanced by artful imagination.

**The Forum Presents**—17 one-hour musical concerts recorded in stereo.

**America's Music**—13 one-hour shows which chronicle America's history through her music.

*Program Inserts*

**The Little Theater**—46 6½-minute vignettes that tell a tight tale and twist a quick plot from 1951.

---

## Major League Baseball Productions

1212 Avenue of the Americas  
New York, NY 10036  
212-921-8100  
Telex: 51 0 6002733  
Booth: 666

*Representatives:* Joseph Podesta, *p*; Geoff Belinfante, *exec prod*; Terry Kassel, *d of med serv*; Maureen Rooney, Peggy White, *aes*.

*Properties:*

**This Week in Baseball**—29 weekly half hours covering baseball highlights hosted by Hall of Famer Mel Allen.

**Sports Newsatellite**—3 daily satellite feeds of game highlights and special features from MLB, NHL, PGA and LPGA.

**The Baseball Bunch**—24 weekly half hours of children's "how to" shows featuring Johnny Bench and other baseball stars.

**Light Moments in Sports**—a look at the sports year in review.

**All-Star Special**—mid-season look at the All-Stars of the past, present and future.

**World Series Special**—a special highlighting the upcoming World Series Pennant Races and the men that make them special.

**Baseball 1987: A Look Ahead**—one-hour pre-season special on the upcoming baseball season.

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## Malrite Entertainment

10490 Taconic Terrace  
Cincinnati, OH 45215  
513-772-1919  
FAX: 513-772-5850  
Booth: 1436

*Representative:* Bill Jenkins.

*Properties:*

**Getting in Touch with Dr. David Viscott**—audience members meet and share their feelings, fears, problems and personal experience with psychiatrist Dr. David Viscott.

---

## M & M Syndications, Inc.

1000 Laurel Oak Corporate Center  
Suite 108  
Haddonfield-Berlin Road  
Voorhees, NJ 08043  
609-784-1177

The New York Tower  
330 East 39th Street  
Suite 16H  
New York, NY 10016  
212-687-0520  
Booth: 538



*Ms. Pruyn*

*Representatives:* Michelle Pruyn, *p*; Gary Robbins, *prod*; Herb Rassbach,

*natl sls mgr*; Krista Clark, *natl synd sls*; Joseph Larsen, *sls exec*; Beth Comstock, *opers*.

*Services:* Complete production/post production facility, specializing in computer graphics and design. We specialize in show opens, logos and full graphic packages for broadcast.

*Properties:*

*Variety/Music*

**The Record Guide**—daily half-hour music video strip provided hosted or with station ability to locally customize. Barter.

**The "All New" Record Guide**—42 one-hour shows with guest hosts, star secrets and giveaways. Barter.

**Top 40 Video**—daily half-hour music video strip. Barter.

**Country Record Guide**—52 half hours of the finest country music. Barter.

**Melba and Friends**—52 half hour love-song music video shows hosted by Melba Moore. Barter.

**The Best of Rhythm & Blues**—2-hour special, 26 half hours hosted by Mary Thomas featuring live top performances. Barter.

**The Amazing World of Kreskin**—65 half hours featuring the world of parapsychology. Cash.

**Kreskin's Quest**—2 one-hour specials. Barter.

*Magazine/Talk*

**Success Stories**—52 half hours hosted by Bruce Jenner featuring great achievers. Barter.

**Stardust**—3 one-hour specials. Barter.

*Series/First-Run*

**Life's a Banquet**—26 half hours about a woman-owned catering business.

*Specials*

**Life's a Banquet**—half-hour OTO special. Cash/barter.

*Sports*

**The Wrestling Show**—42 hours of action and excitement.

*Children*

**Abra Kadabra**—22 half hours of exciting programs for children.

---

## Manson International

11355 Olympic Blvd.  
Suite 500  
Los Angeles, CA 90064  
213-208-8899  
Telex: 188198  
FAX: 213-479-7429



*Mr. Werner*



*Representative:* Michael J. Werner,  
*up, intl sls.*

*Properties:*

*Features—Comedy*

**Meatballs III: Summer Job**

**Hollywood Air Force**

**Sour Grapes**

**Free Ride**

**Stitches**

**Willy Milly**

*Features—Action/Adventure*

**No Dead Heroes**

**Unmasking the Idol**

**Arctic Heat**

**L.A. Streetfighters**

**Booby Trap**

**Star Knight**

**Radioactive Dreams**

**Land of Doom**

*Features—Drama*

**Windrider**

**The Butterfly Revolution**

**Billy Galvin**

**Angel Rider**

**Hunter's Blood**

**My American Cousin**

**Walls of Glass**

**Hollywood Vice Squad**

**Echo Park**

**Pink Nights**

**Hard Choices**

**Violated**

*Features—Suspense/Thrillers*

**One by One**

**Appointment with Fear**

**Blood Link**

**Imagemaker**

## Ed Marzola & Associates

2318 Fox Hill Drive  
Suite 103  
Los Angeles, CA 90064-2637  
213-551-0905



*Mr. Marzola*

*Representative:* Ed Marzola, *p.*

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## MCA Television International

100 Universal City Plaza  
Universal City, CA 91608  
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Telex: 67-7053

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Sao Paulo-CEP 04003-  
Brazil  
884-0166

Universal House  
1st Floor  
Poplar & Pelican Streets  
Sydney, N.S.W.,  
Australia 2000  
267-9844

Maison Hirakawa Building  
2-5-2 Hirakawa-Cho  
Chiyoda-ku  
Tokyo, Japan  
265-5726

2450 Victoria Park Avenue  
Willowdale, Toronto, Ontario  
Canada M2J 4A2  
416-491-3000

1324 Mme. Curie Street  
Sammakieh Building  
P.O. Box 16-6342  
Beirut, Lebanon  
369-175

8 Rue La Boetie  
Paris 75008, France  
265-9780

139 Piccadilly  
London W1V 9FH  
England  
(01) 629-7211  
Westin Canal Place  
29th Floor



*Mr. Davis*

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*Properties:*

*Children's Animation*

**The Bionic Six**—65 half hours.

**Blinkins**—3 half hours.

**Book Adventures**—6 hours.

*Mini-series*

**A Year in the Life**—6 hours.

*Series/First-run*

**Amen**—13 half hours.

**Hard Copy**—1 90 minutes; 5 60 minutes.

**Outlaws**—1 120 minutes; 5 60 minutes.

**Puttin' on the Kids**—13 half hours.

**Together We Stand**—13 half hours.

**Airwolf**—69 hours.

**Alfred Hitchcock Presents**—39 30 minutes; 1 120 minutes.

**The A-Team**—98 60 minutes; 5 120 minutes.

**Battlestar Galactica**—58 hours.

**BJ and the Bear**—47 hours.

**Blacke's Magic**—1 120 minutes; 12 60 minutes.

**Buck Rogers in the 25th Century**—37 hours.

**Charles in Charge**—48 half hours.

**Codename: Foxfire**—7 hours.

**Dalton**—2 120 minutes; 2 60 minutes.

**The Equalizer**—44 hours.

**Foul Ups, Bleeps and Blunders**—28 half hours.

**The Gangster Chronicles**—13 hours.

**George Burns Comedy Week**—13 half hours.

**Gimme a Break**—132 30 minutes; 1 60 minutes.

**Harper Valley**—29 half hours.

**Hawaiian Heat**—12 hours.

**He's the Mayor**—13 half hours.

**House Calls**—57 half hours.

**The Incredible Hulk**—85 hours.

**The Insiders**—13 hours.

**Knight Rider**—90 hours.

**Magnum**—151 hours.

**Miami Vice**—68 hours.

**Misfits of Science**—11 60 minutes; 1 120 minutes.

**Murder, She Wrote**—70 hours.

**The New Leave It to Beaver**—27 half hours.

**Otherworld**—8 hours.

**Quincy**—150 hours.

**The Rockford Files**—124 hours.

**Scene of the Crime**—5 hours.

**Simon & Simon**—131 hours.

**Still the Beaver**—26 half hours.

**Street Hawk**—13 hours.

**Tales of the Gold Monkey**—22 hours.

**Voyagers!**—20 hours.

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Mr. Menchel

*Representatives:* Al Rush, *chmn*, MCA TV Group; Robert Harris, *p*, MCA TV Group; Don Menchel, *p*; Shelly Schwab, *p*, MCA TV Enterprises; Carl A. Russell, *sr up*, *sls mgr*; Chuck Gerber, *sr up*, MCA TV Enterprises; Marc Grayson, *vp*, *mktg*; Mort Slakoff, *vp*, *creat serv*; Don Micallef, *vp*, *research & develop*; Lou Friedland, *consul*; David Brenner, *vp*, *adv sls*; Bobbi Fisher, *vp*, *stat clearances*; Ernie Goodman, *vp*, *d legal & bus affairs*; Richard Nailling, *vp*, *western area*; Paul Hoffman, *vp*, *midwest area*; Jim Kraus, *vp*, *northeast area*; Tom Maples, *vp*, *southwest area*; Lin Oliver, *vp*, MCA TV Enterprises; Fran Toll, *vp*, *tv dist*; David Darley, *vp*, *synd serv*; Bert Herbert, *vp*, *mgr of research*; Jeff McElheney, *sls exec*, *southeast area*; Bill Trotter, *sls exec*, *western area*; Stephanie Beatty, Charlotte Sweet, Robert Raleigh, Steve Rosenberg, *sls execs*; Karen Volkman, *d, adv sls/feat*; Inger Jensen, *d, adv sls/midwest*; Sara Rutenberg, *asst gen counsel*; Bill Smith, *sls exec*, *western area*; Steve Saltman, *Chris Rovlar*, *sls execs*, *midwest area*; Kate Kelleher, *d opers/creat serv*; Gerri Pare, *d of prom & pub*; Steve

Teamkin, *d sls serv*; Bill Vrbanic, *mgr*, *tape dist*; Tom Russo, *research mgr/off-network*, *cash*; Nadine Tekula, *research mgr/first-run*, *barter*.

### Properties:

#### Latest Product

**Miami Vice**—90 hours of action starring Don Johnson and Phillip Michael Thomas as crimebusting undercover detectives.

**Bustin' Loose**—half-hour situation comedy new for Fall, 1987 starring Jimmy Walker.

**Out of This World**—24 original half hours, 28 repeats of family situation comedy starring Donna Pescow, for Fall, 1987. Cash plus advertiser supported.

**Film Fest I**—22 features from Universal Television including "M.A.D.D.: The Candy Lightner Story," "Peter & Paul I & 2," "The Red Light Sting," "The Return of Marcus Welby," "Midnight Lace."

**The Bionic Six**—78 animated first-run half hours about a bionic family starting twice weekly Spring '87; stripped in Fall, 1987.

**Charles in Charge**—52 first-run half hours; 22 repeats starring Scott Baio.

**Kate & Allie**—96 half hours starring Susan Saint James and Jane Curtin as divorced moms raising three kids under one roof.

**Blinkins**—3 animated half-hour specials for children to be aired in April, September and Holiday season. One hour reprise special available for '87.

**Universal's Marvelous Ten**—tv movies with strong appeal to youth/young adult audiences including "Captain America," "Munster's Revenge," "The Invisible Woman."

**Puttin' on the Kids**—52 weekly half hours of bright, funny and talented kids lip-synching today's music hits.

**Universal Pictures Debut Network II**—25 first-run theatrical releases and 10 off-network films including "Mask," "The Breakfast Club," "Fletch," "Brewster's Millions," "The River," "Scarface," "Tank."

**Buck Rogers**—37 hours or 25 hours and 6 2-hour movies starring Gil Gerard, Erin Gray and Pamela Hensley.

**Kojak**—118 hours starring Telly Savalas as a big city cop and co-starring Kevin Dobson.

**The Rockford Files**—125 hours starring James Garner as a cagey private eye.

**Harper Valley**—52 half hours starring Barbara Eden and George Gobel.

**Operation Petticoat**—52 half hours starring John Astin and Jamie Lee Curtis aboard a hot pink submarine during WWII.

**Universal's Most Wanted List**—23 films including "Four Seasons," "Jaws

II," "The Blues Brothers."

**The Hit List**—36 features including "Jaws," "Coal Miner's Daughter," "National Lampoon's Animal House," "Yanks," "Dracula."

**Knight Rider**—90 hours starring David Hasselhoff and his indestructable car, KITT.

**Puttin' On the Hits**—36 half hours, 16 repeats. Contestants mime top hits for cash and prizes.

**Home Shopping Game**—half-hour Monday through Friday.

### Other Product

**Universal Pictures Prestige 13**—package of critically acclaimed features.

**Universal Pictures Exploitable 13**—package of highly promotable films.

**The A Team**—128 hours starring George Peppard, Mr. T, Dirk Benedict and Dwight Schultz.

**Puttin' on the Kids Christmas Special**—half-hour featuring kids lip-synching and dancing to rock versions of Christmas songs.

**Simon & Simon**—125 hours starring Jameson Parker and Gerald McRaney.

**Universal Pictures Debut Network**—33 theatrical motion pictures.

**Gimme a Break**—112 half hours starring Nell Carter.

**Magnum**—129 hours starring Tom Selleck.

**Black Sheep Squadron**—50 weekly hours starring Robert Conrad as Marine pilot Pappy Boyington.

**Mystery Movies**—140 "Columbo," "McCloud," "McMillan" and "Banacek" movies, starring Peter Falk, Dennis Weaver, Rock Hudson and George Peppard.

**That's Incredible!**—165 half hours weekly, action/reality.

**Street Hawk/Insiders**—26 weeks each of action adventure, starring Rex Smith in Street Hawk.

**Whiz Kids/Voyagers**—52 weekly hours of youth-oriented programming.

**Five Star Mystery (Encore Programs)**—87 hours featuring "Delvecchio," "Mrs. Columbo" and others.

**Rich Man, Poor Man—Books 1 and 2 (Encore Programs)**—34 hours available in various formats.

**Best Sellers (Encore Programs)**—mini-series including "Captains and Kings," "Once an Eagle," "The Rhinemann Exchange" and others.

**The Men from Shiloh (Encore)**—23 90 minutes of western adventures starring Lee Majors and James Drury as The Virginian.

**The Bold Ones (Encore)**—98 hours featuring The Doctors, The Lawyers, The Senator, The Protectors and "Sarge."

**Ironside (Encore)**—198 hours starring Raymond Burr.

**It Takes a Thief (Encore)**—65 hours starring Robert Wagner and Fred Astair.



**Thriller (Encore)**—67 hours hosted by Boris Karloff.

**The Deputy (Encore)**—76 half hours starring Henry Fonda.

**Dead End Kids Movie**—7 feature-length comedies starring Huntz Hall and the original Dead End Kids.

**House Calls**—57 half hours starring Wayne Rogers and Sharon Gless.

**BJ/Lobo Show**—86 half hours or 86 hours of action/comedy.

**Quincy**—148 hours starring Jack Klugman.

**Buck Rogers**—37 hours, or 25 hours and 6 2 hours.

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## McHugh & Hoffman

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*Representatives:* Peter S. Hoffman, *chmn*; John E. Bowen, III, *p*.

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*Properties:*  
*First-Run Specials*

**The American Western**—one hour featuring the life and stunts of Yakima Cannutt.

**The Ray Bolger Special**—one hour hosted by Donald O'Connor.

**Action One**—one-hour history of motion picture stunts.

**Action Two**—one-hour history of special effects photography.

**Scrooge's Rock & Roll Christmas**—one hour starring Jack Ellam.

*First-Run Series*

**The Making Of ...**—half hours.

**Fifty Two Pickup**—26 half hours.

**Eleven New Feature Films**

**Medallion Film Package**—110 titles.

*Sports*

**Wrestling Spectacular**—39 hours of selected bouts.

**Roller Derby**—65 hours from the Madison Square Garden Network.

**Mohammed Ali vs. Trevor Burbick**—3 hours from the Bahamas, 1982.

*Animation from Telescreen*

**Mrs. Pepperpot**—39 half hours.

**The Adventures of Tom Sawyer**—52 half hours.

**The Swiss Family Robinson**—50 half hours.

**The Polyanna Story**—50 half hours.

*Children's Live Action*

**Heidi**—26 half hours and 3 90-minute features.

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## Mediacast Television Entertainment, Ltd.

300 West Washington  
Suite 711  
Chicago, IL 60606  
312-332-3288  
Telex: 282056  
Booth: 975

*Representatives:* Tom Edinger, *p*; Su-

san Wolf, *sls admin*; Sharon Polan, *opers mgr*; Marikay Hegarty, *traff mgr*; Sue Serantino, *home video mgr*; Chris Spano, *sls*; Marsh Edinger, *med d*; Joe Sperry, *prog acquisitions mgr*; Kaleidoscope Entertainment, *foreign sls*.

*Services:* Specializes in place of direct response advertising and home video distribution.

*Properties:*

**The Superchargers**—13 half-hour sports series.

**Battle of the Monster Trucks**—one-hour sports special.

**Return of the Monster Trucks**—one-hour sports special, first-run.

**War of the Monster Trucks**—one-hour special, first-run.

**Great American Mystery Cars**—one-hour special, first-run.

**Stooge Snapshots**—one-hour special, first-run, with the funniest guys in the world.

**Lugosi: The Forgotten King**—one-hour special, first-run.

**Hollywood Dreams**—140 3 to 5-minute inserts.

**Yan Can Wok**—130 90-second inserts.

**The Gigglesnort Hotel**—78 half hours for children.

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## Mediatech

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*Services:* Duplicator/distributor with on-site facilities in Hollywood, New York and Chicago offering full services to program syndicators including duplication and distribution in all formats and satellite distribution from both coasts. Through a sophisticated computer system, Mediatech custom-

izes bicycle operations and can track affidavits of performance, air freight costs, etc. Other services include fulfillment for home video projects, direct shipment to customers and all laboratory services for film printing and radio duplication. Mediatech also handles commercial duplication and distribution for advertising agencies, small format distribution for the corporate industrial and home video market as well as renting, previewing and selling video programs for corporate and educational clients. At Mediatech East and West, both joint ventures of Unitel Video, Inc., full production and post production facilities are available.

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*Properties:*

**Health Matters**—22 half hours covering current health and medical related topics.

**Medsource**—3 weekly medical news packages available to broadcasters on a subscriber basis.

### MGM/UA Communications Co.

MGM/UA Television  
Filmland Corporate Center  
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213-280-6000  
Telex: 6831385

1350 Avenue of the Americas  
New York, NY 10019  
212-708-0300  
Telex: 126146  
TWX: 710-581-3602

333 North Michigan Avenue  
Chicago, IL 60601  
312-263-1490

1819 Peachtree Street  
Suite 620  
Atlanta, GA 30309  
404-352-3465

3100 Monticello  
Suite 705  
Dallas, TX 75205  
214-841-2020

MGM/UA Television Canada  
45 Charles Street East  
Toronto, Ontario  
Canada M4Y 1S2  
416-968-9224  
Telex: 062-17785

United Pictures International (UK)  
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37-41 Mortimer Street  
London W1A 2JL,  
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01-636-1655  
Telex: 261818

Eureka Productions  
9, Boulevard Malesherbes  
75008 Paris, France  
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Telex: EUREKA 640971F

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Mr. Cignarelli



Mr. Brown

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*Properties:*

*Series/Specials/Mini-Series*

**We Got It Made**—24 first-run half hours.

**Sea Hunt**—all-new half hours; 155 half-hour original episodes.

**Rat Patrol**—all-new half hours; 58 half-hour original episodes.

**Fame**—24 first-run episodes, barter;



136 off-network hours, cash.

**Hollywood and the Stars**—31 half hours.

**Highway Patrol**—156 half hours.

**My Mother the Car**—30 half hours.

**Outer Limits**—49 hours.

*Feature Packages*

**MGM/UA Premiere Network MGM/UA #3**

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**The Tough guys**—11 features.

**UA Showcase 1,2,3,5,6,7,8,9,10,11**

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**UA Prime Time 1 and 2**

**Award Package**

**Box Office**

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*Cartoons/Animated Specials*

**The Pink Panther**—226 cartoons.

**Pink Panther Specials**—3 half hours.

*International Distribution*

**George Washington: The Forging of a**

**Nation**—4-hour mini-series.

**Jack and Mike**—90-minute pilot, 12 one-hour episodes.

**Kids Incorporated**—one-hour pilot, 65 half-hour episodes.

**George Washington**—8-hour mini-series.

**Cutter to Houston**—9 hours.

**Flamingo Road**—39 hours.

**Gabriela**—13 40-minute episodes.

**James Cagney: That Yankee Doodle**

**Dandy**—one-hour special.

**Lady Blue**—2-hour pilot, 13 one-hour episodes.

**Paper Dolls**—2-hour pilot, 12 one-hour episodes.

**Seven Brides for Seven Brothers**—90-minute pilot, 21 one-hour episodes.

*Features for Television*

(approx. 2 hours each)

**The Man Who Fell to Earth**

**Defiant Ones**

**Cry for the Strangers**

**I Want to Live**

**Kids from Fame**—one hour.

**Marian Rose White**

**Separate Tables**

**Witness for the Prosecution**

**Women of San Quentin**

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Mr. Grieve



Mr. Perin

*Representatives:* Marvin Grieve, *p*;  
Richard Perin, *exec vp*; Holly Grieve,  
*d, admin.*

*Properties:*

**Glow**—26 one-hour episodes of women's wrestling, featuring personality profiles and behind-the-scenes action.

**Movie Madness**—16 exploitables including "Beyond the Door II," "Mortuary," "The House on Sorority Row."

**Sylvia Porter's Money Tips with Carole Sinclair**—156 30-second tips on personal finance.

**The Winning Moment**—30 20-second NFL Super Bowl highlights.

**B.C.—The First Thanksgiving**—animated half-hour special.

**B.C.—A Special Christmas**—animated half-hour special.

**The Gathering Storm: Churchill and the Generals; The Finest Hours**—feature package on Winston Churchill.

**A King's Story**—the Duke and Duchess of Windsor tell the story of their romance.

**Cicero, the Queen's Drum Horse**—one-hour family story about a horse in the Queen's regiment.

## Mighty Minute Programs

840 Battery Street  
San Francisco, CA 94111  
415-788-1211



Mr. D. Meblin



Mr. A. Meblin

*Representatives:* David Meblin, Andrew Meblin.

*Properties:*

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## Monitor Television International

(A division of The Christian Science Monitor Television Syndicate, Inc.)  
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212-953-2044  
Booth: 369

*Representatives:* Deborah Rivel, *gen mgr*; Peter Jacobus, *prod*; Ann Clark, *tv synd mgr*.

*Properties:*

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## Monument Programs, Inc.

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303-488-3400

*Representatives:* Michael Rosen, *p*;  
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*Properties:*

**America Rocks**—syndicated rock 'n roll show.

**Hit City**—urban contemporary/black music show.

## Motown Productions

6255 Sunset Blvd.  
Los Angeles, CA 90028  
213-461-9954

*Representatives:* Suzanne de Passe,  
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*Properties:*

**Nightlife**—195 half hours.

## Movie Television Inc.

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Santa Monica, CA 90403  
213-828-8487  
Fax: 213-828-9779

Mani Building  
7th Floor  
5-16-22 Roppongi, Minato-Ku  
Tokyo, Japan  
(03) 584-2318  
Fax: (03) 584-2702

*Representatives:* Massaki "Aki" Asukai, *ceo*; Kenichi "Ken" Morohashi, *p*; Michiyo Ohtaka, *vp, sls*; Akira Harima, *assoc sls mgr*; Masahiro "Hiro" Kimura, *asst sls mgr*.

## MTM Enterprises, Inc.-MTM TV Distribution Corp.

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Booth: 929



Mr. Indelli

*Representatives:* Joe Indelli, Dick Woollen, Janet Bonifer, Suzanne Hornstein, Ann Prather, Teresa Garcia, Tom Straszewski, Laureen Ong, Jim O'Neill, John Bryan.

### *Properties:*

**Newhart**—half-hour comedy series.  
**St. Elsewhere**—one-hour drama series.  
**Remington Steele**—one-hour crime action series.

## MTS Entertainment

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### *Properties:*

**Captain Power and the Soldiers of the Future**—live-action and computer animated first-run series with a unique interactive campaign. Available weekly in 1987; strip in 1988-89.  
**Barbie TV Magazine**—weekly live-action magazine show about kids for kids.

## Muller Media Inc.

23 East 39th Street  
New York, NY 10016  
212-683-8220  
Booth: 447



Mr. Muller

*Representatives:* Robert B. Muller, *p*; Daniel Mulholland, *exec vp*; Zee Querra, *d spec prop*.

### *Properties:*

**Reel Power**—15 action feature films.  
**3 Stooges Cartoons**—156 color cartoons or 39 half hours, including live-action wrap arounds.  
**Reels of Fortune**—15 theatrical first-run titles.  
**Which Witch is Which**—animated half-hour holiday special.  
**The Turkey Caper**—animated half-hour holiday special.  
**Christmas Tree Train**—animated half-hour holiday special.  
**Chucklewood Easter**—animated half-hour special.  
**Mr. & Mrs. North**—57 half hours of mystery/comedy.  
**The Making of ...**—26 half hours, first-run.  
**The Chisholms**—6 hours. Off network mini-series starring Robert Preston and Rosemary Harris.  
**Warriors**—12 theatrical features.  
**Super Action 10**—10 first-run movies, including 5 "Superbug" movies.  
**Cinema Greats**—15 classic features including "Napoleon," "Blue Gardenia" and others.  
**The American Experience**—120 half-hour true stories from The Reader's Digest, with new host wrap arounds.

## Multimedia Entertainment

75 Rockefeller Plaza  
New York, NY 10019  
212-484-7025  
Booth: 133



Mr. Weinblatt



Mr. Shannon

*Representatives:* Mike Weinblatt, *p*;

Donald Dahlman, *vp*; Richard C. Thrall, *sr vp, prog*; Dick Mincer, *vp, prog develop*; Tom Shannon, *vp, synd sls*; Joseph Cifarelli, *vp, med sls*; Bruce Johansen, *vp, intl sls & west coast prog*; Marsha B. Greenberg, *vp, creat serv*; Norm Hayes, *sls mgr, southern div*; Joseph Charles, *sls mgr, mid-Atlantic div*; Michael Marsho, *sls mgr, midwest div*; Ed Monahan, *sls mgr, western div*; Valerie DeSanti, Virginia Curtin, *aes*.

### *Properties:*

**Donahue**—talk show hosted by Phil Donahue, 19th season.  
**Sally Jessy Raphael**—half-hour interview/talk show.  
**Young People's Specials**—10 half hours for children.  
**Music City USA**—weekly half-hour country music series.  
**America Comes Alive**—prime-time specials of various lengths including the "21st Annual Music City News Country Awards" and "The 7th Annual Songwriter Awards."

## The Museum of Broadcasting

1 East 53rd Street  
New York, NY 10022  
212-752-4690  
Booth: 1458

*Representatives:* Dr. Robert M. Batscha, *p*; Letty Aronson, *d of pr*; Ronald C. Simon, *curator of tv*; Douglas Gibbons, *d of admin*.

*Services:* The Museum of Broadcasting will screen some programs from its radio and television collection as well as highlights from its past exhibitions.

## National Captioning Institute

5203 Leesburg Pike  
Falls Church, VA 22041  
703-998-2400

*Representatives:* Jane Edmondson, Marlene Moss, Sally Follmer, Renee Gray, Betty Hallman.

*Services:* NCI close captions television programs for the benefit of hearing-impaired people, children learning to read and new Americans learning English.

## National Film Board of Canada

1251 Avenue of the Americas  
16th Floor



New York, NY 10020  
212-586-5131



Ms. Terrell

Mr. Rowe

*Representatives:* Rachel Cournoyer, U.S. sls mgr; Mary Jane Terrell, public tv sls rep; John Rowe, cable sls rep.

*Services:* Producer of documentaries, animation and dramatic films. Films available for licensing to agents, distributors, stations and networks.

*Properties:*

**At the Wheel**—4 one-hour films on man and the automobile. "After the Crash," "On the Road," "Under the Influence," "The Road Ahead."

**Dark Lullabies**—feature documentary exploring the impact of the Holocaust on the post-war generation of Jews and Germans.

**Final Offer**—feature documentary about the labor negotiations between the UAW and General Motors.

*Business*

**After the Axe**—executive termination and its aftermath.

**Who Wants Unions**—shows how companies can become union free.

*Women's Issues*

**Speaking Our Peace**—international women's peace initiatives.

**Best Time of My Life: Portrait of Women in Mid-Life**—women on aging, careers, family life and personal growth.

*Health*

**D.E.S.: An Uncertain Legacy**—consequences of D.E.S. on the second generation.

**The Recovery Series**—4 programs on women's alcohol rehabilitation.

**Discussions in Bioethics**—8 open-ended programs about the consequences of advanced medical science.

*Nature*

**Elk Island**—an island park sanctuary.

**All About Bears**—bears in their habitat.

**Wild in the City**—urban wildlife.

**Where the Bay Becomes the Sea**—the richness, complexity and fragility of marine life.

*Family Drama*

**A Gift for Kate**—the relationship between a boy and his mother, a former mental patient.

**Running Scared**—jealousy destroys a man's relationship.

**One Step Away**—teenager accused of delinquency.

**Capital**—father and son learn the value of capital.

*Children*

**The Umpire**—a 9 year old deals with parent's separation.

**Starbreaker**—space fantasy drama.

**Left Out**—a young girl misses her school trip because her father is out of work.

**The Hospital**—a young boy's frustration on not knowing why his mother is sick.

*Sports*

**The East Comes West**—coaches and athletes from the Soviet Union discuss differences in training.

**Almost Giants**—woman's gymnastics.

**Fighting Back**—portrait of a boxer.

*Arts*

**Atwood and Family**—Margaret Atwood discusses character motivation.

**First Stop, China**—ballet company on tour.

**Narcissus**—McLaren's ballet interpretation of the Greek myth.

**Musical Magic: Gilbert and Sullivan in Stratford**—behind-the-scenes view of three operettas.

*International*

**Speaking of Nairobi**—overview of issues at U.N. world conference for women.

**Dream of a Free Country: A Message from Nicaraguan Women**—a record of women's participation in the revolution.

**No Longer Silent**—women and feminism in modern India.

**With Our Own Hands**—technical and cultural exchange with Nicaraguan farmers.

*Native People*

**Last Days of Okak**—portrait of an epidemic that devastates an Eskimo village.

**The Arctic: Our Common Responsibility**—northern peoples voice common concerns.

*Animation*

**half-hour and one-hour compilations to meet all needs.**

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## Nelvana Entertainment

32 Atlantic Avenue  
Toronto, Ontario  
Canada M6K 1X8  
416-588-5571  
FAX: 416-588-5588

3855 Lankershim Blvd.  
North Hollywood, CA 91604  
818-509-1910  
FAX: 818-509-9784

*Representatives:* Michael Hirsch, vp;  
Harriet Beck.

*Properties:*

*Children's Programming*

**The Care Bears Movie II**—75 to 80 minutes.

**The Care Bears Family**—13 or 26 episodes; 11 or 22 minutes.

**The Edison Twins**—6 cycles, 13 episodes each; 25 to 28 minutes.

**Ewoks**—13 or 26 episodes; 11 or 22 minutes.

**Madballs "Escape from ORB"**—45-minute special.

**My Pet Monster**—45-minute special.

**Burglar**—family feature film.

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## NETCOM

2901 West Alameda Avenue  
Burbank, CA 91505  
818-841-8855

NETCOM Syndication & Programming

460 West 42nd Street  
New York, NY 10036  
212-239-0270

NETCOM International  
1278 National Press Building  
Washington, D.C. 20045  
202-638-6338

NETCOM Video  
888 Post Street  
San Francisco, CA 94109  
415-673-9380

*Representatives:* William H. Tillson, *chmn & ceo*; Walter Munro, *p*; Lillian Chin, *exec vp*; Gene Bormann, *vp, sls*; Gene Deck, *vp, eng & opers*; Paula Nunes, *vp, special projects*; Robert Munyan, *compt*.

*Services:* Satellite distribution of syndicated programming; film to tape conversion; standards conversion services; the creation of ad hoc satellite networks for commercial broadcast in the United States and worldwide; remote site transmissions via transportable uplink fleet; a full range of services provided for interactive closed circuit teleconferences; large screen video projection sales and rentals.

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## New Century Telecommunications

654 Madison Avenue  
New York, NY 10021  
212-371-9750  
Telex: 276860  
FAX: 212-371-9772

150 El Camino Drive  
Suite 260  
Beverly Hills, CA 90212  
213-274-8420

FAX: 213-274-1449

625 North Michigan Avenue  
Chicago, IL 60611  
312-751-3461  
FAX: 312-751-2731  
Booth: 367



Mr. Morin

**Representatives:** Robert E. Morin, *p*; Steven R. Orr, *vp, sls (L.A.)*; Eugene J. Lavelle, *vp, opers (L.A.)*; Paul E. Franklin, *midwest d of sls (Chicago)*.

**Properties:**

**Grey Fox Package**—16 first-run titles including "Agatha," "An Enemy of the People," "Escape from El Diablo," "The Grey Fox," "Heartaches," "Hercules in New York," "Hollywood Hot Tubs" and others.

**233 Classic Titles**—including "Arrest Bulldog Drummond," "Blithe Spirit," "Brief Encounter," "The Captain's Paradise," "Caesar and Cleopatra," "The Cruel Sea," "The Devil and Daniel Webster" and many others.

**Photoplay**—104 half-hour first-run access strip.

**Suzanne Somers**—variety special.

### Newsreel Access Systems, Inc.

340 East 93rd Street  
Suite 19E  
New York, NY 10128  
212-996-3035

**Representatives:** Jonathan Pollard, *p*; Richard Wald, *vp*; Martin Rapaport, *sec/treas.*

**Properties:**

**News Scan™**—an international computerized catalog of American, European and Asian newsreel film (1929-1979).

**CineScan™**—an international computerized catalog of American, European and Asian stock footage archives, industrial, sports and entertainment film.

**PhotScan™**—an international computerized catalog of American, European and Asian still photo archives and estate collections.

TV/Radio Age  
Booth No. 527

### New World Pictures

1440 Sepulveda Blvd.  
Los Angeles, CA 90025  
213-444-8100

**Representatives:** Harry Evans Sloan, Lawrence L. Kuppin, *co-chmn*; Roger Reheme, *co-chmn, ceo*; Roger A. Burlage, *p, coo*.

### New World Television Group

1440 Sepulveda Blvd.  
Los Angeles, CA 90025  
213-444-8308

16 West 61st Street  
New York, NY 10023  
212-603-7713  
Telex: 428443 LCAUI  
FAX: 212-582-5167  
Booth: 1213



Mr. Gradinger



Mr. Brown

**Representatives:** Edward B. Gradinger, *p, ceo*; Tony Brown, *sr vp, gen sls mgr (NY)*; Joe Middelburg, *vp, natl sls mgr*; Monte Lounsbury, Jim Weathers, *reg sls mgrs*; Dorothy Hamilton, *d of sls serv.*

**Properties:**

**New World One**—18 feature film package including "The Ninth Configuration," "Transylvania 6-5000," "The Philadelphia Experiment," "Children of the Corn," "Black Moon Rising" and others.

**Mini-Series**

**Monte-Carlo**—4 hours.

**Queenie**—5 hours.

**Harem**—4 hours.

**Sins**—7 hours.

**Series**

**Crime Story**—22-hour dramatic serial.

**Sledge Hammer!**—weekly half-hour detective comedy series.

**Rags to Riches**—weekly one-hour comedy series.

**Highway to Heaven**—one-hour off-network series.

**Movies for Television**

**Courage**—3 hours.

**Penalty Phase**—2 hours.

**Something in Common**—2 hours.

**Easy Prey**—2 hours.

**Gladiator**—2 hours.

**Family Specials**

**War Between the Classes**—one hour.

**Mom's on Strike**—one hour.

**I Want to Go Home**—one hour.

**Can a Guy Say No**—one hour.

**Don't Touch**—one hour.

**No Greater Gift**—one hour.

**Jeeter Mason and the Magic Headset**—30 minutes.

**Columbus Circle**—30 minutes.

### New World Television International

16 West 61st Street  
New York, NY 10023  
212-603-7720  
Telex: 428443 LCAUI

1440 South Sepulveda Blvd.  
Los Angeles, CA 90025  
213-444-8100  
Telex: 664937 NWSLA

Roadshow, Coote & Carroll Pty. Ltd.  
405-411 Sussex Avenue  
Sydney, NSW  
Australia

Ulla Distribution  
Arascues 77  
28023 Madrid,  
Spain

Dandelion Distribution, Ltd.  
49 St. Peter's Street  
London N18NP  
England

Yves Witner, S.A.R.L.  
50, Avenue Marceau  
75116 Paris,  
France

FJE Film-Gernseh & Handels GmbH  
Pienzenauerstrasse 16  
D-8000 Munich 80,  
West Germany

Tohokushinsna Film Co., Ltd.  
17-7 Akasaka, 4-chome  
Minato-ku  
Tokyo 107, Japan  
Booth: 1213



Mr. McNamara

**Representatives:** James McNamara, *sr vp, intl tv distrib*; Greg Coote, *rep (Australia)*; Maria Jose Ulla, *rep (Spain)*; Noel Cronin, *rep, (England)*; Yves Witner, *rep (France)*; Franz El-mendorff, *rep (West Germany)*; Masayuki Nakamura, *rep (Japan)*.



*Properties:*

**Rags to Riches**—weekly one-hour comedy series starring Joseph Bologna as a tough businessman who adopts six female orphans.

**Sledge Hammer**—weekly half-hour detective comedy series about an off-beat detective who is a cross between Inspector Clouseau and Dirty Harry.

**Monte Carlo**—4-hour mini-series starring Joan Collins as a British intelligence officer during World War II.

**Crime Story**—22-hour saga set in the 1960's that follows the conflict between a special unit of the Chicago police and the new generation of mobsters taking over organized crime.

**Queenie**—5-hour mini-series starring Mia Sara, Sarah Miles and Leigh Lawson in the story of a beauty from Calcutta's climb to stardom in Hollywood in 1915.

**Courage**—3-hour made-for-tv movie starring Sophia Loren in the true story of an Hispanic mother who goes undercover to break up a South American drug ring.

**Penalty Phase**—2-hour made-for-tv movie starring Peter Strauss, Jonelle Allen and Melissa Gilbert in the story of a judge facing re-election.

**Something in Common**—2-hour made-for-tv movie starring Ellen Burstyn and Tuesday Weld. A mother learns that her 21 year old son is dating a woman twice his age.

**Easy Prey**—2-hour made-for-tv movie starring Gerald McRaney and Shawnee Smith in the true story of a woman who was kidnapped and spared by serial killer Christopher Wilder.

**War Between the Classes**—one-hour family special about high school students who take part in an experiment by breaking into three "color" groups and evaluating the outcome.

**Don't Touch**—one-hour family special starring Blair Brown, Kelly Wolf and Corey Pariter in the story of a baby sitter who suspects that her charge is being sexually abused.

**I Want to Go Home**—one-hour family special about a woman who kidnaps her children from her ex-husband.

**Can a Guy Say No?**—one-hour family special starring Beau Bridges, Steve Antin and Heather Langenkamp in the story of a teenager faced with the decision between sex and friendship with his neighbor.

**Mom's on Strike**—one-hour family special starring Mary Kay Place and Yeadly Smith about an unhappy housewife who goes on strike.

**No Greater Gift**—one-hour family special about two hospitalized young boys who form an endearing bond while helping each other to come to an understanding of their illnesses.

## New Zealand National Film Unit

Fairway Drive  
P.O. Box 46-002  
Lower Hutt, New Zealand  
(4) 672-059  
Telex: NZ3491  
FAX: (4) 673-450



Mr. Robins

*Representative:* Kerry Robins, *mktg exec.*

*Properties:*

**A Strange Place to End Up**—personal and intimate documentary exploring the past and present journeys of two highly unconventional individuals.

**Mime Time**—pilot for 7 animated 6 minutes of magical and amusing stories presented in mime for children.

**Sketches in Design**—24-minutes how art and technology through science and industry fashions our every day lives.

**Dogstar**—29-minute look at the contribution and support given by the working farm dogs of rural New Zealand.

**Maori Legends of New Zealand**—7 animated 5 minutes for children based on the traditional spirit world.

**The Frog, The Dog and The Devil**—7 animated minutes featuring an inebriated High Country shepherd who is pursued by images of the devil.

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## NFL Films, Inc.

3300 Fellowship Road  
Mt. Laurel, NJ 08054  
609-778-1600  
Booth: 1271



Mr. Sugerman

*Representatives:* Harlan Sugerman, *exec d, sls & mktg;* Jay Morin, *synd, J&J Station Clearances.*

*Properties:*

**This is the NFL**—22 week half-hour series featuring a team or player from the past, a current personality and an ex-

planation of a specific development in the modern game.

**The NFL's Greatest Games**—one-hour special of heart-stopping highlights from six decades of pro football.

**Autumn Ritual**—one-hour special which gives viewers a new understanding of pro football.

**Crunch Time: The NFL's Hardest Hitters**—one-hour special which introduces viewers to the toughest men in football.

**1986 All-Pro Team**—one-hour special which highlights the top players of the season in offense, defense and special positions.

**NFL Films Presents**—22 week half-hour series televised on ESPN in prime time preceeding Monday Night Football.

**Monday Night Match-Up**—16 weeks half-hour series on ESPN offering an in-depth analysis of the two teams facing each other on ABC's Monday Night Football.

**NFL Super Bloopers**—one-minute of the week's wackiest NFL miscues.

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## NHK Enterprises, Inc./NHK Japan Broadcasting Corp.

2-2-1 Jinnan, Shibuya-ku  
Tokyo, Japan 150  
03-481-1656  
1 Rockefeller Plaza  
New York, NY 10020  
212-489-9550  
Booth: 150

*Representatives:* Isao Kawasaki, *vp, intl develop, NHK Enterprises;* Shizuo Kimura, *d, sls & acquisitions, NHK Enterprises;* Masahiro Nagata, *prog, NHK Tokyo;* Akito Hida, *exec prod, NHK New York;* Elke Titus, *mgr, prom, NHK New York.*

*Properties:*

**Documentaries**—series and individual programs.

**Music and Popular Arts Programming**  
**Historical and Library Footage**

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## Nielsen Media Research

Nielsen Plaza  
Northbrook, IL 60062-6288  
312-498-6300  
Booth: 1113

*Representatives:* Roy Anderson, Dave Buckler, Artie Bulgrin, Dwight Cosner, Denise Dear, John Dimling, Ted Donovan, Steve Dyer, Andy Faller, Hal Fleig, Larry Frerk, Bill Hamill, Tom Hargreaves, Dave Harkness, Jack Holt, Jerry Infantino, Chris Janks, Jim Lyons, Connie Malick, Pat McDonough,

Ken Mogensen, Bob Paine, Ann Rosenberg, Marc Saputo, Liz Silverstein, Dave Traylor, Kel Weber, Lou West, Dave Wladaver, Dave Woolfson.

## NVC Arts International

Liberty House  
22 Regent Street  
London W1R 5DE,  
England  
01-434-9571  
Telex: 27747 ARTS  
FAX: 01-434-9700  
Booth: 1462

*Representatives:* Neil Mundy, Jane Moreland, Robert Carter.

### *Properties:*

**Opera Live from the Royal Opera House, Covent Garden**—featuring top international stars such as Placido Domingo, Kiri te Kanawa, Renato Brunson, Jon Vickers and others.

**Opera Live from La Scala, Milan**—featuring opera stars including Luciano Pavarotti, Jose Carreras, Eva Marton, Mirella Freni and others.

**Opera Recorded Live from the Arena Di Verona**—with artists including Vladimir Atlantov, Evgeny Nesterenko, Ghena Dimitrova, Piero Cappuccilli and others.

**Opera from Glyndebourne Festival Opera**—with productions by Trevor Nunn, Peter Hall and Frank Corsaro.

**The Royal Ballet Live from the Royal Opera House, Covent Garden**—productions including Kenneth Macmillan's "Romeo and Juliet," "The Nutcracker," and Frederick Ashton's "La Fille Mal Gardée."

**The Royal Danish Ballet Live from the Royal Theatre**—performance of Bournonville's masterpiece "Napoli."

**Live Recordings from Russia of the Great Classic Ballets Danced by the Bolshoi and Kirov Companies**—including "Giselle," "Spartacus," "The Sleeping Beauty," "The Golden Age."

**The Canadian National Ballet**—performance of John Cranko's "Onegin."

**Live Recordings with American Ballet Theatre**—featuring stars including Mikhail Baryshnikov, Fernando Bujones, Natalia Makarova and others.

**Modern Dance Programs**—from Ballet Rambert, Alvin Ailey Dance Theater, Twyla Tharp, The Netherlands Dans Theater and others.

**Music in Performance**—with Sergiu Celibidache, Rafael Kubelick, Georg Solti, Colin Davis, Andre Previn and others.

**Musicians in Profile**—including programs on Itzhak Perlman, Andrew Lloyd Weber, Placido Domingo, Olivier Messiaen and others.

**Literary Profiles**—focusing on writers

including Truman Capote, G.V. Higgins, Joseph Heller, Ed McBain, Kathy Acker and others.

**Films on Film**—featuring programs on David Lean, Bunuel, Michael Powell, Alec Guinness, Laurence Olivier and others.

**The World of Theatre**—featuring performances and profiles of Peter Shaffer, The Wooster Group and many others.

**Films on Art**—profiles on artists from the Old Masters to contemporary painters including Picasso, Sidney Nolan, Francis Bacon and others.

### *Documentary Series*

**The Story of Fashion**—3-part series looking at fashion in the 20th century, with Karl Lagerfeld.

**From East to West**—4-part music series with Simon Rattle, Toru Takemitsu, Jessye Norman and Jon Vickers as they explore the influence of the Orient on Western classical music.

**Masterworks**—100 10-minute films focusing on paintings from the world's finest museums and galleries.

**Great Writers**—10 films investigating the world of some of the great literary figures of this century.

## NY Television Inc.

10 East 39th Street  
New York, NY 10016  
212-683-6166  
Booth: 745

*Representative:* Roger Aronoff, *exec up.*

### *Properties:*

**No Place Like Texas**—2-hour music history of Texas.

**The Golden Age of Television**—assorted kinescopes of original live television plays from the 50's in their first commercial airing since original broadcasts.

## Ontario Film Development Corporation

81 Wellesley Street East  
Toronto, Ontario  
Canada M4Y 1H6  
416-965-8393  
Telex: 06-219728 OFDC TOR  
Booth: 865



*Ms. Walsh*

*Representative:* Anne Walsh.

## Orbis Communications, Inc.

432 Park Avenue South  
New York, NY 10016  
212-685-6699

10100 Santa Monica Blvd.  
Suite 2500  
Los Angeles, CA 90067  
213-201-0124

625 North Michigan Avenue  
Suite 500  
Chicago, IL 60611  
312-943-0945  
Booth: 813



*Mr. Turner*

*Representatives:* Robert L. Turner, p; John C. Ranck, Brian T. Byrne, Ethan J. Podell, Neil Russell, Hilary Hendler, Fran Reiter, David Spiegelman, David Goodman, Jack Donahue, Martin E. Rouse, Kathleen Cunningham, Paul S. Williams, Adam Copland, Barbara Fultz, Rae Schatz, Bob Chenoff, Ed Neuert, Lorraine Joseph, Betty McGuire, Maryann Martin, Jennifer Obergfoll.

### *Properties:*

**Pacific International Television Network**—6 action-adventure features including "Adventures of the Wilderness Family" and "Mountain Family Robinson." Barter.

**Great American Adventure**—14 action adventure features including "Adventures of the Wilderness Family," "The Great Adventure," "Windwalker," "Across the Great Divide," "Mystery Mansion."

**GEO... A Ticket to the World**—4 one-hour specials showcasing people and places from around the world. Barter.

**P.O.W.: Americans in Enemy Hands**—2-hour special detailing the struggle, sacrifice and courage of p.o.w.'s, hosted by Robert Wagner.

**Platinum 193**—193 features including "Cannonball Run," "Meatballs," "Fort Apache, The Bronx." July 1, 1986 start.

**Defenders of the Earth**—half-hour animated strip.

**War Chronicles**—13 half-hour pro-



grams on World War II hosted by Patrick O'Neal.

**Tales of the Unexpected**—90 half-hour late night anthology episodes. Barter.

**Comedy Tonight**—half-hour late night comedy strip. Cash.

**Hangin In**—110 half-hour episodes.

**Macron I**—65 animated half-hour kids shows. Cash.

**Orbis Premier Movies**—First-run features including "The Fortress," "Finnegan, Begin Again."

**Bob Uecker's Wacky World of Sports**—12 half-hour programs featuring Mr. Baseball.

## Orion Home Entertainment Corp.

711 Fifth Avenue  
New York, NY 10022  
212-758-5100

*Representative:* Lawrence B. Hilford, *chmn & ceo.*

## Orion Television Syndication

1875 Century Park East  
Suite 200  
Los Angeles, CA 90067  
213-557-8700

9 West 57th Street  
15th Floor  
New York, NY 10019  
212-980-1117

625 North Michigan Avenue  
Suite 246  
Chicago, IL 60611  
312-642-2880

3065 Hargrove Road N.W.  
Suite 430  
Atlanta, GA 30339  
404-980-0356  
Booth: 557



*Mr. Towle*

*Representatives:* J. Scott Towle, *p*; Larry Hutchings, *sr vp, sls & mktg*; Rick Jacobson, *vp, western div*; Robert Oswaks, *vp, adv & prom*; Kathy Haynsworth, *d of admin*; Richard Zimmer, *d of research*; Jerry Jameson, Jr., *ae, western div*; J. Mathy Simon, *mgr, adv & prom*; New York: Tom Cerio, *vp, eastern div*; Arthur Hasson, *mgr, eastern div*; Chicago: Don Frehe, *vp, mid-western div*; Peter Silvernail, *ae, mid-*

*west div*; James Ricks, Jr., *vp, southern div, Atlanta.*

### *Properties:*

#### *First-Run Series*

**Hollywood Squares**—260 30 minutes; cash and barter.

**High Rollers**—195 30 minutes; cash and barter.

#### *Off-Network Series*

**Cagney & Lacey**—103 60 minutes, available September, 1987. Cash.

**The Avengers**—83 60 minutes; cash.

**Addams Family**—64 30 minutes; cash.

**Green Acres**—170 30 minutes; cash.

**Mr. Ed**—143 30 minutes; cash.

**The Best of Saturday Night Live**—103 30 or 60 minutes; cash.

#### *Feature Packages*

**Orion III**—20 theatrical features including "Back to School," "Code of Silence," "The Cotton Club," "Desperately Seeking Susan," "The Falcon and the Snowman," "Hannah and Her Sisters," "F/X," "Woman in Red" and others.

**Orion Starview I**—11 made-for-television movies including "The Beate Klarsfeld Story," "Murder by the Book," "Beverly Hills Madam," "The First Time," "A Matter of Sex."

**Orion II**—25 titles including "Breathless," "Class," "Gorky Park," "Lone Wolf McQuade," "Under Fire."

**Orion Premieres**—15 titles including "Easy Money," "Harry & Son," "Beat Street," "Summer Lovers."

**Orion I**—20 titles including "Dressed to Kill," "How to Beat the High Cost of Living," "Mad Max," "Meteor."

**Born Wild**—12 comedy/action titles including "Three in The Attic," "Revenge of the Cheerleaders," "Chastity," "Unholy Rollers."

**Chrome & Hot Leather**—12 titles including "Angel Unchained," "Bloody Mama," "Bullet for Pretty Boy."

**Filmways I**—22 titles including "Force 10 from Navarone," "Rolling Thunder," "Walking Tall," "Final Chapter."

**Monsters on the Prowl**—10 titles including "The Incredible Melting Man," "Madhouse," "They Came from Within," "The Vampire Lovers."

**Films for the '80s**—45 titles including "At the Earth's Core," "Frogs," "The Island of Dr. Moreau," "Dillinger."

**Young Adult Theatre**—12 titles including "Beach Blanket Bingo," "Beach Party," "Bikini Beach," "How to Stuff a Wild Bikini," "Pajama Party."

**The Winning Hand**—25 titles including "Wild in the Streets," "House of Usher," "Cancel My Reservations."

**Ghoul-A-Rama**—24 titles including "Baron Blood," "Return of Count Yorga," "Blacula," "The Incredible Two Headed Transplant."

**The World of the Macabre**—8 titles including "The Raven," "Masque of the

Red Death," "The Oblong Box."

**Films for the '70s**—21 titles including "Dr. Goldfoot and the Bikini Machine," "Devil's Angels," "Those Fantastic Flying Fools," "Fireball 500."

#### *Mini-Series*

**Louisiana**—6 hours.

**Blood of Others**—4 hours.

**Secret of the Black Dragon**—5 hours.

**King**—6 hours.

## Overseas News & Information Service Inc. (ONISI)

29 West 38th Street  
New York, NY 10018  
212-869-0694  
Telex: 4525262 ICV

*Representatives:* Gerald Citron, *bd chmn*; Jack Lewis, *p.*

*Services:* Exclusive worldwide non-broadcast licensee for the International Edition of "CBS Evening News" and the International Edition of "60 Minutes" the weekly news magazine produced by CBS News. CBS Reports, CBS News specials, and documentaries, Financial programs and sporting events. Available NTSC/PAL/SECAM videocassettes in all formats.

## Ozma Broadcast Sales

408 South Sixth Street  
Philadelphia, PA 19147  
215-922-6179

*Representative:* Richard W. (Dick) Ostrander.

*Services:* Exclusive sales agent in the eastern and southeastern United States for Cinema International, TV Cinema Sales Corporation, and representing ARP Films, Fusco Entertainment and Mizlou Programming.

## Paramount Television Group

Domestic Television and Video Programming  
5555 Melrose Avenue  
Los Angeles, CA 90038  
213-468-5000

1 Gulf & Western Plaza  
New York, NY 10023  
212-373-7000

737 North Michigan Avenue  
Chicago, IL 60611  
312-951-0100

5949 Sherry Lane  
Dallas, TX 75225  
214-696-8823

5757 Blue Lagoon Drive  
Miami, FL 33126  
305-261-1181  
Booth: 628



Ms. Salhany

*Representatives:* Mel Harris, *p*, Paramount Television Group; Lucie Salhany, *p dom tv*; Frank Kelly, *sr vp, prog*; Tom Mazza, *vp, research*; Meryl Cohen, *vp, adv & prom*; Kirk Dodd, *sr vp, bus affairs/legal*; Howard Green, *vp, contract & sls admin*; Helen Ricketts, *exec d, special projects*; Emeline Davis, *d, finance*; Sales, Los Angeles: Steve Goldman, *exec vp, sls & mktg*; Greg Meidel, *sr vp/gen sls mgr*; Jim Martz, *vp, western reg sls mgr*; John Nogawski, *ae*; Kendle Koontz, *sls trainee*; Sales, New York: Joel Berman, *vp, eastern reg mgr*; Bob Dahill, *vp, adv prog sls*; Ken Solomon, *eastern div mgr*; Marc Hirsch, *northeastern div mgr*; Sales, Chicago: Dick Montgomery, *vp, central reg mgr*; Gerry Noonan, Stan Justic, *central div mgrs*; Mark Dvornik, *ae*; Sales, Dallas: Ed Wilson, *vp, southern reg mgr*; Mike Kerans, *southwestern div mgr*; Sales, Florida: John Morrow, *southeastern div mgr*; Don Salem, *ae*.

*Properties:*

*First-Run*

**Marblehead Manor**—24 half hours.  
**Friday the 13th**—26 hours.  
**Star Trek: The Next Generation**—26 hours.  
**Entertainment Tonight**—daily half hours plus weekend hour.  
**Solid Gold**—weekly hour.  
*Special Programming*  
**Leonard Nimoy-Star Trek Memories**—one hour.

*Series*

**Brothers**—114+ half hours.  
**Webster**—100+ half hours.  
**Cheers**—121+ half hours.  
**Family Ties**—124+ half hours.  
**Taxi**—114 half hours.  
**Mork & Mindy**—95 half hours.  
**Laverne & Shirley**—178 half hours.  
**Happy Days**—255 half hours.  
**The Odd Couple**—114 half hours.  
**The Brady Bunch**—117 half hours.  
**Star Trek**—79 hours.  
**Love, American Style**—224 half hours.  
**Star Trek Animated**—22 half hours.  
**The Brady Kids Animated**—22 half hours.  
**Mission: Impossible**—171 hours.

**The Untouchables**—114 hours.  
**The Lucy Show**—156 half hours.  
**Mannix**—130 hours.

*Features*

**Portfolio XII**—22 features.  
**Portfolio XI**—22 features.  
**Portfolio X**—20 features.  
**Portfolio IX**—30 features.  
**Portfolio VIII**—37 features.  
**Portfolio VII**—30 features.  
**Portfolio VI**—30 features.  
**Portfolio V**—33 features.  
**Portfolio IV**—40 features.  
**Portfolio III**—60 features.  
**Portfolio II**—38 features.  
**Portfolio I**—44 features.  
**Special Edition II**—40 features.  
**Special Edition I**—50 features.  
**Preview III**—16 features.  
**Preview II**—16 features.  
**Marquee III**—18 features.  
**Marquee II**—17 features.  
**Paramount Action Theater**—33 features.

**The Untouchables**—3 features.

*Mini-Series*

**Shogun**—12 hours formatted for 6 2 hours and/or 1 3-hour theatrical feature.

### Tom Parker International Movie Buying Service

18653 Ventura Blvd.  
Tarzana, CA 91356  
818-342-9115  
Telex: 858964



Mr. Parker

*Representative:* Tom Parker.

*Services:* Buys movie rights for home video distribution in foreign countries.

### Paulist Productions

17575 Pacific Coast Highway  
Pacific Palisades, CA 90272  
213-454-0688

*Representatives:* Ellwood Kieser, *C.S.P. exec prod*; Paul Weber, *gen mgr*.

*Properties:*

**Insight**—series of half-hour dramas and comedies which explore the contemporary human situation.

**TV/Radio Age**  
Booth No. 527

### Pearson International Inc.

2980 Beverly Glen Circle  
Suite 302  
Los Angeles, CA 90077  
213-474-3833

*Representatives:* Arnie Frank, *p*; Neil Chamberlin, *traff*; Joan Frank, *contracts*.

*Properties:*

**Average White Band**—half hour, tape.  
**Lucille Ball Specials**—5 hours, 1-1½ hours, 1-2 hours.  
**Randy Edelman**—half-hour entertainment special.  
**E.L.O.**—one-hour music special, tape.  
**11th World Popular Song Festival**—one hour, tape.  
**An Evening with Charles Aznavour**—one hour, tape.  
**Susan George—Naturally**—half-hour entertainment special, tape.  
**The Great American Disco Experience**—half hour or 1 hour, tape.  
**Inside Hollywood**—half hour, tape.  
**Burl Ives' America**—half hour, film.  
**The Magic of Christmas**—one hour, tape.  
**Military Music Pageant**—60 or 90 minutes, tape.  
**Nazareth ... Live!**—one-hour entertainment special, tape.  
**A Night in Las Vegas!**—one-hour entertainment special, tape.  
**Number One Country**—one hour, tape.  
**Osmond Holiday Special**—one hour, tape.  
**Osmonds U.S. Ski Team Celebrity Classic**—one hour, tape.  
**Debbie Reynolds—Las Vegas!**—one-hour entertainment special, tape.  
**Rock and Roll Revival**—one hour, tape.  
**Rollermania**—one hour, tape.  
**Sentimental Journey Package**—3 hours.  
**Something Special**—22 hours, tape. Entertainment specials.  
**Soul to Soul**—60 or 90 minutes, tape.  
**Superstars—Las Vegas**—various musical specials.  
**Sound Factor**—one hour, tape.  
**Televisa Music Specials**—3 hours, with Barry White, Ike and Tina Turner, others.  
**Tina Turner—Queen of Rock & Roll!**—30 or 60 minutes, tape.  
**Bongo Man**—89-minute feature.  
**California Girls**—83-minute feature.  
**Cry to the Wind**—90-minute feature.  
**Femme Fidele**—feature.  
**Flight to Holocaust**—98-minute feature.  
**Minstrel Man**—98-minute feature.  
**The New Adventures of Heidi**—98-minute feature.  
**Panic Tokyo**—96-minute feature.  
**Red Nights of the Gestapo**—80-minute feature.  
**Shinbone Alley**—84-minute feature.



**Werewolf in Washington**—90-minute feature.

**Angel Dust—The Wack Attack**—one-hour dramatic special.

**The Going Up of David Lev**—76-minute dramatic special.

**Spike Jones**—50 half hours, b/w.

**Adventure West**—65 half hours.

## Joseph Pedott Advertising & Marketing, Inc.

425 California Street  
Suite 1100  
San Francisco, CA 94104  
415-397-6992

*Representative:* Michael P. Hirsch.

### *Properties:*

**Good Fishing with Babe Winkelman**—20 half-hour fishing shows filmed in the Midwest, North East, and Great Lakes region.

## Peregrine Film Distribution, Inc.

(formerly American National Enterprises, Inc.)

106 West 2950 South  
Salt Lake City, UT 84115  
801-486-3155  
Telex: 910-925-4087 ANE SSK  
FAX: 801-466-2407

9229 Sunset Blvd.  
Los Angeles, CA 90069  
213-859-8250  
Telex: 371-6132 PEL LSA UD  
FAX: 213-274-6731  
Booth: 1205



Mr. Brown



Ms. Anderson

*Representatives:* Neil Rosenstein, *ceo*; Hal Brown, *p*; Dennis Gresham, *sr vp, mktg & sls*; Lindsey Dudevoir, *d, ancillary & home video sls*; Robyn Anderson, *d, foreign sls*.

### *Properties:*

#### *Features/Packages*

**Dynamagic**—10 first-run, animated 90+ minutes including "Techno Police," "Space Warriors," "Defenders of the Vortex," "Vengeance of the Space Pirate."

**Reels of Fortune**—15 first-run 90+ minutes including "Izzy and Moe," "O'Hara's Wife," "Ruckus," "Access

Code," "The Twelve Chairs." Available through Muller Media Inc.

**Warriors**—12 first-run 92+ minutes including "Deathstalker," "Warrior of the Lost World," "Renegade Ninja," "Hell River." Available through Muller Media, Inc.

**Heroes & Heroines**—15 first-run 92+ minutes including "The Trojan Women," "Portrait of a Hitman," "Big Mo," "Lucky Star," "Lily in Love."

**Rainbow Family Theatre**—12 first-run 92+ minute G-rated family films including "Mountain Charlie," "The Rogue and Grizzly," "Skateboard Madness."

**Alice's Adventures in Wonderland**—101-minute feature starring Peter Sellers, Dudley Moore, Sir Ralph Richardson and Dame Flora Robson.

**Premier Showcase**—10 first-run 92+ minutes including "The Hound of the Baskervilles," "Little Moon and Jud McGraw," "Medusa," "Escape from Angola."

**Eaglet I**—1- 15 to 30-minute features including "Bigfoot—Man or Beast," "Mysteries of the Mind," "Windjammer Lost."

### *Series*

**The American Diary**—6 one-hour episodes "American—The Formative Years 1895-1933," hosted and narrated by E. G. Marshall.

## Perennial Pictures Film Corp.

2102-B East 52nd Street  
Indianapolis, IN 46205  
317-253-1519  
Booth: 737

*Representatives:* Andrew Ebbert, Michael Ruggiero, Mary-Anne Barothy.

### *Properties:*

**A Merry Mirthworm Christmas**—animated half-hour Christmas special featuring The Mirthworms.

**A Mirthworm Masquerade**—animated 30 minutes. Confusion reigns in Worthingham as the Mirthworms prepare for a masquerade ball.

**A Madcap Mirthworm Race**—animated 30 minutes as The Mirthworms compete for fame and fortune.

**The Three Fishketeers**—animated 30-minute special as three well-meaning but inept heroes seek fame and fortune in an undersea world.

## Peters Productions, Inc.

9590 Chesapeake Drive  
San Diego, CA 92123  
619-565-8511

*Representatives:* Edward J. Peters, *p*;

Jerry Lee, *reg mgr/radio*.

*Services:* Complete and comprehensive television marketing concepts and services, including all elements needed to create and then establish a single, precise, controlled, definable image: marketing plans, management guidelines, research, custom and syndicated music, graphics and logo design, videographics, animation, cinematography. Available individually or as a total image concept.

## Petry, Inc.

3 East 54th Street  
New York, NY 10022  
212-688-0200  
Booth: 558



Mr. Fentress



Mr. Kurlander

*Representatives:* David S. Allen, *p*; Harry Stecker, *sr vp, mktg*; Bill Fagan, *p*; Petry Television; Mike Membrado, *p*; Petry National Television; Jack Fentress, *vp, d of prog, Petry National*; Richard Kurlander, *d of prog, Petry Television*; John Dorkin, *assoc d of prog*; George Blinn, *sr vp, sls, Petry Television*; John Heise, *vp, sls, Petry National*.

## Picturemedia Limited

119-45 Union Turnpike  
Forest Hills, NY 11375  
718-268-8646  
Telex: 426099

*Representatives:* Vlado Hreljanovic, *p*.

### *Properties:*

**Picturemedia Features I**—20 titles, 16 first-run and 4 off-network starring George Kennedy, James Whitmore, Susan Howard and others.

**Action Films: Western & Spy films**—starring Klaus Kinski, Cameron Mitchell, John Ireland, Sydney Chaplin and others.

**Mischief Makers**—78 original b/w Hal Roach "Our Gang" comedies.

**Comedy Capers**—92 original b/w Laurel and Hardy, Keystone Cops and Will Rogers comedies.

**Picturemedia Classic Horrors**—30 classic b/w shock-horror films, including Bela Lugosi, Lon Chaney and Boris Karloff.

**Classic American Cinema**—20 b/w fea-

tures starring James Cagney, Ricardo Montalban, Brad Harris and others.

**International Feature Films**—in German, Spanish, Italian, Yugoslav, Turkish, Scandinavian and French languages.

**Operation Royal Flush**—new 1986 war film release.

## Prijatel Productions Inc.

1612 Prosser Avenue  
Dayton, OH 45409  
513-298-8134  
Booth: 10688



Mr. Prijatel



Ms. Prijatel

**Representatives:** Don Prijatel, *p*; Jack Gable, *d of mktg*; Julie Prijatel, *vp, creat serv*; Lynn Goldenberg, *sls rep*; Sherry Sorrell, *treas, asst to Mr. Prijatel*.

**Properties:**

**Take a Bow America**—30-minute access strip. The ultimate viewer participation show.

**Bingomania**—30-minute strip, local live game show. A Turnkey Production package, co-produced with Griffin Television Inc.

**The Strassels Report**—82 90-second economic reports hosted by Paul Strassels. Includes weekly newsfeeds from Washington, DC, personalized promos, viewer response materials and complete promotion kit.

**The Missing Children Network**—3 weekly 60-second reports on missing children including viewer response via an 800 hotline.

**Memories of Martin**—45 25 seconds commemorating the life of Dr. Martin Luther King, each presented by a known personality or political figure. Co-produced with Black Entertainment Television, NEP Programs and WNEV-TV Boston.

## Program Syndication Services, Inc.

405 Lexington Avenue  
New York, NY 10174  
212-532-1560  
Booth: 1258

Additional copies of  
**TV/Radio Age** NATPE Issue  
at Booth No. 527



Ms. Green

**Representatives:** Peggy Green, *p*; Suzanne Crowe, *vp, d of sls*; Marie W. Tuccille, *d, ops & prom*; Karen Davidson, *vp, med serv*.

**Properties:**

**Morning Stretch**—half-hour exercise shows produced and hosted by Joanie Greggains.

**Holiday Moments**—36 one-minute programs featuring celebrity hosts and tailored to the holiday season, to run November 25 through January 1.

## Prolusion Group

225 Montee de Liesse  
Ville Saint-Laurent  
Quebec, Canada H4T 1P5



Mr. Shane

**Representative:** Michael Shane.

**Properties:**

**Video View**—52 weekly half-hour entertainment magazine that looks at the best of what's available on home video.

## Promark

11645 Montana Avenue  
Suite 319  
Los Angeles, CA 90049  
213-471-7991  
Telex: 6502261256

**Representatives:** Garrett Haston, Andrea Fenton, Igo Kantor, David Levine.

**Properties:**

**The 16th Annual Golden Eagle Awards**—hosted by Ricardo Montalban and Barbara Carrera.

**Tribute to Ricky Nelson**—one-hour special with guest appearances by Johnny Cash, John Fogarty and Ricky Nelson's sons Mathew and Gunnar.

**Blueberry Hill**—60-minute concert special featuring Fats Domino.

**Miss Hawaiian Tropic**—2-hour international beauty pageant special.

## Pro Sports Entertainment

P.O. Box 100  
Bronxville, NY 10708  
914-337-3305  
Booth: 237

**Representatives:** George Fritzinger, *chmn of the bd*; Mike Vaughan, *p*; Richard D. Sagehorn, *clearance & ops mgr*.

**Properties:**

**Wave**—26 30-minute first run magazine format series featuring fast-paced water sports coverage from around the world. Produced by the Water Sports Network.

## Qualitron Media, Inc.

2655 Yeager Road  
West Lafayette, IN 47906  
317-497-9530

**Representatives:** Mike Hunsberger, *p*; Don Green, *prod*; Cheryl E. Long, *affiliate rels*.

**Properties:**

**AG Day**—30-minute daily agribusiness program featuring news, weather, markets and feature stories.

**AG Week**—30-minute weekend wrap-up of the week's top agricultural news.

## Radiotelevision Espanola (RTVE)

Centro Empresarial Somosaguas  
Saturno 10  
Madrid 28023, Spain  
Telex: 22053 PROEX E  
Booth: 263

**Representative:** David Nogueira.

**Properties:**

**Feature Films:**

**Viaje a Ninguna Parte (Journey to Nowhere)**—140-minute comedy about a group of strolling players set against the Spain of 25 years ago.

**Werther**—105-minute loose interpretation of characters described by Goethe.

**Adios Peque A**—84 minutes on the impossible love between a young delinquent and a rich man's daughter.

**Series**

**Turno de Oficio**—17 55-minute drama series about an old lawyer, a recent examiner and a young girl facing penal law cases.

**Documentaries**

**Silencio Roto (Broken Silence)**—15 30-minute nature documentaries tracing the development of cells from simple to complicated beings.



*Animation*

**Molli-The Last Koala**—13 30 minutes.

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**Radio Vision International**

8831 Sunset Blvd.  
PH-East  
Los Angeles, CA 90069  
213-659-2780  
Telex: 910-380-9476



Mr. Wall

*Representatives:* Kevin Wall, *p*; Ellen Pittleman.

*Services:* Foreign licensing and international distribution agent for both broadcast and home video rights, specializing in long-form music programming. The company currently licenses and distributes products for over 30 major film companies including Warner Bros. Records, CBS Records, A & M Records, Virgin Records, Polygram Records and HBO Specials, as well as the leading artist management firms and recording artists in America.

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**Random Productions**

5437 Laurel Canyon Blvd.  
North Hollywood, CA 91607  
818-907-9358

*Representative:* Stuart M. Schoenburg.

*Properties:*

**Bordello**—90-minute documentary on a Nevada bordello and its madame.  
**Body Rhythm**—aerobic exercise show with Darcel.  
**10th Frame Bowling**—half-hour game show with Chick Hearn.

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**Raycom Sports**

801 East Trade Street  
P.O. Box 33367  
Charlotte, NC 28233-3367  
704-331-9494  
Telex: 910-350-9450  
Booth: 1109

*Representatives:* Rick Ray, *p*; Dee Ray, *exec up*; Ken Haines, *up, ops*; Ellen Bedell, *d, affil rels*; Jim Duncan, *d, network ops*; Debbie Patrick, *d, prom*.

*Properties:*

**Southwest Conference Football**—11 weekend games.  
**Big Eight Conference Football**—11 weekend games.  
**Atlantic Coast Conference Basketball**—39 games including tournament.  
**Metro Conference Basketball**—16 games including tournament.  
**Southwest Conference Basketball**—24 games including tournament.  
**Big Eight Conference Basketball**—26 games including tournament.  
**Pacific Coast Athletic Association Basketball**—10 games including championship.  
**PAC-10 Conference Basketball**—30 games including tournament.  
**Kickoff Classic**—first game of the college football season featuring top ranked teams.  
**Liberty Bowl**—best bowl games outside of New Year's Day matching up outstanding teams.  
**Bluebonnet Bowl**—has hosted more top 10 teams than any other non-New Year's Day bowl game since 1976, except the Gator Bowl.

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**Raymond International**

353 St. Clair Avenue East  
Toronto, Ontario  
Canada M4T 1P3  
416-485-3406  
Telex: 06-22339  
Booth: 865



Mr. B. Raymond



Mr. D. Raymond

*Representatives:* Bruce Raymond, *p*; Donovan Raymond, *gen mgr*.

*Properties (U.S.A.):*

**Parenting**—130 30-minute programs with Joyce Davidson and guests dealing with bringing up children.  
**The Kanga Zoo Club**—26 30-minute children's animal/nature programs.  
**Inuit**—13 animated 5-6 minutes.  
**Lisa and Her Friends**—13 animated 4-6 minutes.  
**Welcome to Our Small World**—13 animated 4-6 minutes.  
**Adventures in the High Grass**—13 4 to 6-minute puppet shows.  
**Alphabet Soup**—52 30-minute children's shows.  
**Celebrity Cooks**—404 30-minute shows.  
**Birth of a Baby**—17-minute documentary.

**Matthew Manning: Study of a Psychic**—27-minute documentary.

**Philip: The Imaginary Ghost**—15-minute documentary.

**Changing Worlds**—14 30-minute documentaries.

**Guitare**—75-minute documentary.

**Hermenegilde**—54-minute documentary.

**Interludes with Nature**—27 2 to 5 minute shorts.

**The Shack**—42-minute documentary.

**Christmas on Crane Island**—26-minute documentary.

**Fifteen Humorous Glimpses of Winter**—15 4 to 6-minute shorts.

**Her One True Love**—25-minute drama.

**Wild Flowers**—110-minute feature.

**Red Eyes**—90-minute feature.

**A Blue Winter**—81-minute feature.

**To Be Sixteen**—125-minute feature.

**The Old Country Where Rimbaud Died**—113-minute feature.

**The Movie-Maker**—149-minute feature.

**Wounded Love**—74-minute feature.

**The Last Betrothal**—91-minute feature.

**Pigs are Seldom Clean**—112-minute feature.

**Those Damned Savages**—115-minute feature.

**Struggle for Love**—77-minute feature.

**My Eye**—87-minute feature.

**House of Light**—78-minute feature.

**Don't Let It Kill You**—75-minute feature.

**The Revolutionary**—72-minute feature.

**Live N' Kickin'**—72-minute country music concert with Gordon Lightfoot, The Good Brothers and the Ozark Mountain Daredevils.

**Long John Baldy-Rocking the Blues**—one-hour special containing seldom-seen early Beatles footage.

**50-Plus**—26 half hours of lifestyle information for the mature audience.

**Living Sketches**—7 half hours dealing with Quebec life.

**Lise**—half-hour documentary about a blind skier.

**Face to Face**—half-hour story about a mentally retarded boy who became a tv interviewer.

**Verdict**—24 half hours of courtroom justice.

**Outdoor Encounters**—26 half hours of outdoor life in Canada.

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**Reel Movies International**

8235 Douglas  
Suite 770  
Dallas, TX 75225  
214-363-4400  
Telex: 758744 REELMOVIES DAL  
Booth: 291



Mr. Moore

*Representatives:* Tom T. Moore, *p*; Carol Smith, *sls & acquisitions*.

*Properties:*

- Reel Movies Package**—40 titles.
- Scuba World**—90 30 minutes.
- Just Huntin' and Fishin'**—26 30 minutes.
- Kidsvie**—65 30 minutes.
- Pro Rodeo Tour**—6 90 minutes.
- Bull Riding Championship**—60 minutes.

**Reeves Teletape**

708 Third Avenue  
New York, NY 10017  
212-573-8600

R/T Duplication Centre  
35-30 38th Street  
Long Island City, NY 11101  
718-392-9560

3500 West Olive Avenue  
Suite 500  
Burbank, CA 91505  
818-953-7600



Mr. Maltese



Mr. Ricco

*Representatives:* Joseph Wolf III, *p*; Louis J. Maltese, *exec up dist. sls & serv*; Angelo Ricco, *vp, ops*, Duplication Centre; Debra Grobman, *vp, west coast dist, sls & serv*; Bob Moscone, *vp, prodn*.

*Services:* Program duplication, syndication, transfers, satellite distribution and dubbing. Two studios fully equipped; Ed Sullivan Theatre-80' x 80' RT3-95' x 65'.

**Rego Irish Records & Tapes, Inc.**

64 New Hyde Park Road  
Garden City, NY 11530  
516-328-7800  
1-800-854-3746

*Representative:* Paddy Noonan.

*Properties:*

**Let's have an Irish Party**—one-hour St. Patrick's Day special, hosted by Carmel Quinn, with Paddy Noonan and his band. Guest stars: Anna McGoldrick, The Barley Bree and the Reagan Family Dancers.

**Republic Pictures Corporation**

12636 Beatrice Street  
P.O. Box 66930  
Los Angeles, CA 90066-0930  
213-306-4040  
Telex: 910-343-7417

242 East 19th Street  
Suite 5C  
New York, NY 10003  
212-598-9833

3102 Fairgate  
Carrollton, TX 75007  
214-394-0255

2123-K Lake Park Drive  
Smyrna, GA 30080  
404-438-1507

3N210 Joan Drive  
St. Charles, IL 60174  
312-377-7897

Kaleidoscope Entertainment, Inc.  
101 Duncan Mill Road  
Suite 102  
Don Mills, Ontario  
Canada M3B 1Z3

TV Programmes International, Ltd.  
21 Cherry Garden Lane  
Folkestone, Kent CT19 4AD,  
England  
303-76897  
Telex: 966560  
Booth: 533



Mr. Jolliffe

*Representatives:* Russell Goldsmith, *chmn of the bd*; Dick Jolliffe, *vp, natl sls mgr*; Joe Levinsohn, *vp, intl sls mgr*; Vallery Kountze, *vp, mktg*; Barry Bernard, *mgr, special mkts*; Lee Wedemeyer, *d of mktg*; Patricia Fleming, *sls admin*; Mickey Georgianna, *d of film serv*; Terez Kiely, *northeast sls mgr*, New York; Diana Foster, *southwest sls*

*mgr, Carrollton*; Lisa Ann Woodcock, *southeast sls mgr, Smyrna*; Hugh West, *midwest sls mgr, St. Charles*; Jack Donahue, *western sls mgr, LA*; Randy Zalken, *p, Kaleidoscope Entertainment, Canada*; Bernard Shaw, *sls rep, England*.

*Properties:*

*Features/Packages*

- New Film Package**—major star feature package to be named.
- Champions**—152 features including 6 Cary Grants and 17 John Waynes.
- Favorite Holiday Features**—"Bells of St. Mary's," "Christmas Eve," "Good Sam," "It's a Wonderful Life," "Miracle of the Bells."
- John Wayne Classic Westerns**—29 titles.
- Horror Features**—35 titles.
- Mystery-Suspense/Great Detectives**—246 features.
- Nostalgic Musicals**—47 features.
- Nostalgic Westerns**—396 features.
- Paramount Short Subjects**—500+ one and two reelers.
- Republic Cowboys**—162 classic features.
- Republic Serials**—45 titles, 12 to 15 chapters each plus 26 as 100-minute features.
- Roy Rogers' The Great Movie Cowboys**—21 b/w hours with color introduction.
- Science Fiction Features**—28 titles.
- Young People's Favorites**—8 features including 5 animated.
- Series/Off-Network*
- Press Your Luck**—130 color half hours.
- Car 54 Where Are You?**—60 b/w half hours.
- Bonanza**—260 color hours plus 50 syndicated first-run episodes. 430 episodes for foreign distribution.
- Get Smart**—138 color half hours. 112 color half-hours for foreign distribution.
- High Chaparral**—98 color hours.
- Loretta Young Show**—187 b/w half hours.
- My World and Welcome To It**—26 color half hours.
- People are Funny**—150 b/w half hours.
- Pony Express**—39 b/w half hours.
- Richard Boone Show**—25 b/w hours.
- Sheriff of Cochise**—78 b/w half hours.
- Silent Service**—78 b/w half hours.
- T.H.E. Cat**—26 color half hours.
- Third Man**—77 b/w half hours.
- Series/Foreign Only*
- Accidental Family**—16 color half hours.
- Bill Cosby**—52 color half hours.
- Dr. Kildare**—58 color half hours, 142 b/w hours.
- H.R. Pufnstuf**—17 color half hours.
- I Spy**—82 color hours.
- My Friend Tony**—16 color hours.



**Red Skelton**—24 color half hours.  
*Animated*  
**Storybook Theater**—5 color features.  
*Cartoons*  
**Betty Boop**—100 in color  
**George Pal Puppetoons**—42 in color.  
**Gumby**—22 color cartoons for foreign distribution only.  
**Little Lulu**—26 in color.  
**Max Fleischer Color Classics**—32 in color.  
**Noveltoons**—43 in color.  
*Documentaries*  
**Twenty Documentaries**—20 color hours.  
**Victory at Sea**—26 b/w half hours.  
*Specials*  
**Children's Letters to God**—color half-hour with Gene Kelly.  
**Loving You**—100 minutes in color starring Elvis Presley, for foreign distribution only.  
**A Picture of U.S.**—one-hour in color with Shari Lewis, for foreign distribution only.  
**Seven Greatest**—7 one-hour color specials.  
**Super Plastic Elastic Goggles**—one hour in color for foreign distribution only.

## Research Technology International

4700 Chase Avenue  
 Lincolnwood, IL 60646  
 312-677-3000  
 Telex: 28-9414 LCWD  
 Booth: 1332

*Representatives:* Tom Tisch, Charlie Morganti, Tom Sanders, Ray Short.

## Revcom Television

104 Champs-Élysées  
 75008 Paris, France  
 (1) 45 62 56 80  
 Telex: 643335 REVCOM F  
 Fax: (1) 43 59 88 37

Revcom Productions Pty Ltd.  
 133-135 Alexander Street  
 Crows Nest, NSW 2065,  
 Australia  
 439 5488  
 Telex: 25468  
 Fax: 439 2738

Griffin Productions Ltd.  
 5 Fitzroy Square  
 London W1P 5AH  
 England  
 388 5811  
 Telex: 8813271

Sample Copies of the *TV/Radio Age International Newsletter*

at Booth No. 527



Mr. Noll

*Representatives:* Michel Noll, *mng d*; Hélène Fatou, *d of family progs*; Florent Gagnault, *mktg d*; Rolande Zuratas, *prodn coord*.

*Properties:*

*Mini-Series*

**Flight into Hell**—6 52 minutes.

*Family*

**Professor Poopsnagle**—24 25 minutes.

**The Haunted School**—8 25 minutes.

**Fame and Misfortune**—6 25 minutes.

**Colour in the Creek**—10 25 minutes.

*Magazine/Talk*

**Odyssey**—monthly program.

*Variety/Music*

**Concert for the Pope**—52 minutes.

**Concert at the Barbican**—90 minutes.

*Animation*

**De l'Autre Côte**—13 25 minutes.

## Reymer & Gersin Associates, Inc.

20300 Civic Center Drive  
 Suite 320  
 Southfield, MI 48076  
 313-354-4950



Mr. Reymer



Mr. Gersin

*Representatives:* Arnold S. Reymer, *p*; Harvey N. Gersin, *exec vp*; Eric Braun, *vp, cons*.

*Services:* Media research and news consulting, television marketing and promotional strategies.

## Rhombus Media Inc.

14 Belmont Street  
 Toronto, Ontario  
 Canada M5R 1P8  
 416-962-9131  
 Telex: 06366 (CNCP EOSTOR) TO23:  
 RHB962

*Representatives:* Niv Fichman, Larry Weinstein.

*Properties:*

**Magnificat**—50-minute production of Bach's most joyous work as performed by Tafelmusik and the Tudor Singers, crosscut with a jazz version featuring Bobby McFerrin, Anne Mortifee and the New Swingle Singers.

**All That Bach**—50-minute celebration of the music of Bach as performed by Keith Jarrett, Christopher Hogwood and the Academy of Ancient Music and others.

**Making Overtures**—28 minutes about a small town orchestra and choir, their passion, their imaginative fund-raising efforts, and their will to survive.

**Music for Wilderness Lake**—30 minutes as 12 trombonists play meditative music to each other across a wilderness lake, at dawn and at dusk.

**You Call Me Coloured**—30 minutes with the members of the community arts group, Black Perspectives.

**A Sense of Music**—30 minutes on the new philosophies in music education that can lead to a life-long appreciation of making music.

**Opus I Number I**—21-minute musical documentary in Sonata form of a Beethoven piano trio performed by three young musicians.

**Opus Two**—60-minute sequel to Opus I Number I, taking place five years later as the three artists prepare and perform for a prestigious international competition.

**Cowboys Don't Cry**—30-minute portrait of an 88 year old pioneering cowboy living in the mountains of western Canada.

**Whalesong**—60-minute musical tribute to man's fascination with whales, filmed at the Vancouver Aquarium.

**Blue Snake**—Robert Desrosiers' futuristic ballet performed by the National Ballet of Canada.

## Riverside Pix

Wild Plaza 19  
 1403 Copenhagen K,  
 Denmark  
 (+45) 1.57.27.27  
 Telex: DK21293 rivpix  
 FAX: (+45) 1.57.27.53  
 Booth: 1170

*Representatives:* Henrik Byrn, *negotiator*; Peter Steensen, Carsten Byrn, *coords*; Susanne Bredahl, *exec asst*.

*Properties:*

*Nature/Wildlife*

**Chernobyl Autumn—Among the Lapps**—30-minute documentary narrated by Donald Sutherland about the radioactive contamination of the rein-

deer herds that provide food and clothing for the Lapps.

**Scandinavian Wilderness**—3 20- to 23-minute films illustrating the natural beauty and wildlife of Scandinavia.

**Water Cobra**—20-minute film on the life of the highly venomous water cobras which inhabit Lake Tanganyika.

**Our Baby in Fur**—25 minutes about a newborn seal pup who is deserted by its mother and raised by a human family.

**The Migration of the Salmon**—35-minute introduction into the biology of the Atlantic salmon from spawn to full adulthood.

**The "Play" of the Dwarf Salmon**—25 minutes on the life of the capelin.

**Chameleons**—15 minutes in the life and behavior of this reptile.

**The World's Largest National Park**—42 minutes on the landscape, plants and animal life of Northeast Greenland.

#### *Documentaries*

**Tracking Hemingway—in Cuba**—58 minutes on the life of Ernest Hemingway in Cuba through interviews with old friends, and visits to his home and other favorite haunts.

**Discovery in Greenland—the Mummies' Tomb**—45 minutes on the discovery of a group of mummified women and children found in a cave on the coast of Greenland.

**Song of the Spear**—57 minutes on the culture of the Black South Africans.

**Rome is an Enchanted City**—45 minutes on a group of 19th century artists and authors who lived and worked in Rome.

**The Doge of the Carnival**—30 minutes about one of the most outrageous and extravagant carnivals in the world.

**I Colombaioni**—45 minutes about the undying world of circus life.

**Aron from Kangeq**—28 minutes on Eskimo way of life as seen through the watercolors of Aron, who painted more than 125 years ago.

**Man and the Mediterranean Environment**—19-minute look at the historical, cultural and ecological life of the Mediterranean.

**Dom Helder Camara**—46-minute portrait of Brazilian Archbishop Dom Helder Camara.

**The Holy Family**—53 and 47-minute films tracing the steps of Mary and Joseph through Egypt and Israel.

**A Church in Cairo**—35-minute look at the Coptic church in Egypt.

**The Chamorros of Nicaragua**—45 minutes on the history of The Chamorro family, one of the most influential in Nicaragua.

**The Sirius Patrol**—45 minutes on the most northerly military outpost in the world.

**Street Performers**—35-minute documentary about the street entertainers

of Manhattan.

**Submarine! On the Edge of Certainty**—60-minute documentary on the recent incident of a Russian submarine in Swedish territorial waters.

**Water Children**—50 minutes on swimming with toddlers.

**Solidarnosc—The Hope from Gdansk**—30 minutes on the underground Solidarity Movement in Gdansk, Poland.

**Inside the Great Pyramid**—40-minute journey into the oldest of the Seven Wonders of the World.

#### *Children*

**The Thralls**—9 27 minutes for youth on the history of the Nordic countries by focusing on a main character from each century.

**Magic Mary and Her Stuffed Animals**—2 animated 15 minutes with Magic Mary and her stuffed animals who come to life.

**The Lake of the Perch**—5 animated films for young children teaching basic ecology in a charming and entertaining way.

**The Race**—13 minutes featuring tin-plated wind-up toys which take part in a very unusual race.

**Thor's Hammer**—13 animated minutes based on an old Nordic tale.

**Nosey**—3 episodes about Nosey, the most secret animal in the world.

#### *Made-for-Television Movies*

**Escaped**—45 minutes about a young prisoner on the run and the women he picks up.

**Evening Land**—110-minute feature that mirrors the economic crisis of the Western world and reveals disturbing perspectives on today's problems.

**Happy Birthday**—61 minutes about a birthday party as seen through the eyes of children from 1 to 16 years old.

#### *Music*

**Django Reinhardt**—43 minutes on the late French jazz guitarist.

**Carl Nielsen**—45 minutes on the life and work of Danish composer Carl Nielsen.

**Champion's Blues**—30-minute portrait of Blues pianist Champion Jack Dupree.

**Blues is Life**—25-minute concert with Champion Jack Dupree and his Blues Band.

**String Swing**—30-minute jazz concert with Danish musician Svend Asmussen and his band.

**Maya**—9-minute ballet featuring the music of jazz musician Terje Rypdal.

### **Hal Roach Studios, Inc.**

1600 North Fairfax Avenue  
Hollywood, CA 90046  
213-850-0525  
720 Fifth Avenue  
New York, NY 10019

212-956-2090  
Booth: 1024

*Representatives:* Jonathan D. (Jody) Shapiro, *sr vp, sls*; Rob Wood, *sr vp, creat affairs*; Stephen Morley-Mower, *sr vp, opers*; Timothy Noonan, *central div mgr*; Michael Russo, *ae*.

#### *Properties:*

**Colorization Network II**—10 titles including "Angel and the Badman," with John Wayne; "It's a Wonderful Life," with James Stewart; "Suddenly," with Frank Sinatra; "Something to Sing About," with James Cagney. Barter, monthly beginning Fall, 1987.

**The Laurel and Hardy Show**—26 90 minutes in color and b/w. Cash.

**Hal Roach Studio's Colorization Classics Volume I**—10 titles including "Topper," with Cary Grant; "Made for Each Other," with James Stewart; "Advise and Consent," with Henry Fonda; "Sherlock Holmes and the Secret Weapon," with Basil Rathbone; "D.O.A.," with Edmund O'Brien. Cash.

**Hal Roach Classics Volume I**—15 b/w features including "One Million B.C.," with Victor Mature; "Captain Caution," with Alan Ladd; "There Goes My Heart," with Frederic March; "Go, Johnny, Go" with Chuck Berry; "Captain Fury," with Victor McLaglen, "Merrily We Live," with Brian Aherne. Cash.

#### *Series*

**Hennessey**—96 half hours in color by Colorization™ starring Jackie Cooper and Abby Dalton with guest stars Charles Bronson, Mickey Rooney, Raymond Burr and others. Cash.

### **Roberts Television International**

978 East Sahara  
Las Vegas, NV 89104  
702-732-9132

*Representatives:* Tommy Roberts, *p & exec prod*; Todd Roberts, *vp*.

#### *Properties:*

**Dick van Patten's Barbados Holiday**—one-hour musical featuring film star Janet Jones.

**Bertie Higgins and "Key Largo"**—half-hour musical special featuring Bertie's Gold Record, "Key Largo."

**Helen Geizer Goes Native**—half-hour musical special with the star of "Bubbling Brown Sugar" and other Caribbean talent.

Additional copies of  
**TV/Radio Age NATPE Issue**  
at Booth No. 527



## Dan Robinson Broadcasting Associates, Inc.

790 Madison Avenue  
Suite 402  
New York, NY 10021  
212-772-6074  
Westin Canal Place  
Suite 2326

*Representatives:* Dan Robinson, *p*;  
Marilyn Hartman, *New York mgr.*

### *Properties:*

**Smart Cookies with Dr. Sonya Friedman**—one-minute features targeted to working women.

**Your Health, Your Life with Dr. Art Ulene**—quarterly one-hour medical update specials.

**In Search of . . . with Leonard Nimoy**—130 half-hour anthology series.

**The Toxic Avenger**—series depicting one man's fight against environmental criminals.

**Joy House**—feature film starring Jane Fonda.

**The Day and the Hour**—feature film starring Simone Signoret and Stuart Whitman.

## Rock International Film

101 Lantana Way  
Laurence Harbor, NJ 08879  
201-583-1796  
Booth: 1022

*Representative:* Laurence Doyle, *off of the p*; Elinor Koehl, *sr vp*; Jack Ballo, *vp, creat servs*; William Doyle, *finance & admin*; Darvis Griffin, *d of sls*.

### *Properties:*

**Dance Club**—52 half-hour dance music video programs, with interviews.

## The Peter Rodgers Organization Ltd.

P.O. Box 2759  
Beverly Hills, CA 90213  
213-615-1623



*Mr. Rodgers*

*Representatives:* Peter S. Rodgers, *p*;  
Susan M. Warner, *sec & treas*; Stephen M. Rodgers, *asst to p*.

### *Properties:*

*Features/Packages*

**Science Fiction Feature Package**—18

color features including "Beginning of the End," "The Clones," "The Unearthly," "The Beast of Yucca Flats" and featuring Peter Graves, Christopher Lee, John Carradine, Jim Mithum and others.

**Chiller/Monster/Horror Feature Package**—43 color features including "Castle of Fu Man Chu," "Fortress of the Dead," "Bigfoot," "Incredible Strange Creatures" and others.

**The PRO Feature Package**—53 features including "Chino," starring Charles Bronson; "Treasure of Jamaica Reef," starring Cheryl Ladd; "Evil in the Deep," starring Stephen Boyd, and others.

**The Cisco Kid Feature Package**—5 features with Duncan Renaldo, Leo Carrillo and Gilbert Roland.

**The All Color Action Package**—12 outstanding features, in color.

**The "T-V Cinema Sales" Feature Package**—10 features.

**The Charlie Chaplin Masterpieces**—3 features.

**The "Golden Dragon" Kung-Fu Feature Package**—8 specially selected major studio productions, all in color, for the entire family.

**The Nostalgia 11 Feature Group**—11 great classic features.

### *Series*

**I Spy**—82 hours starring Bill Cosby and Robert Culp, in color.

**The Mickey Rooney Show**—32 half hours of situation comedy starring Mickey Rooney.

**Dancin' on Air**—100 hours of continuous production from Philadelphia, in color.

**Broadway Open House (Bachelor Party)**—92 hours of situation comedy starring Jerry Lester and Dagmar with an all star cast.

**The Comedy Shop**—75 half hours hosted by Norm Crosby and featuring the world's greatest comedians, in color.

**The Judy Lynn Show**—52 half hours starring Judy Lynn and featuring all-time favorite country/western music, in color.

**The White Escape**—13 half hours of skiing, in color.

**The Shari Lewis Show**—24 half hours, in color, with Shari Lewis and 30 new puppets.

**Celebrity Tennis**—52 half hours, in color, with Bobby Riggs and Tony Trabert.

**Celebrity Bowling**—52 half hours, in color.

**Championship Wrestling**—100 hours, in color, with all time favorite wrestlers.

**The Bobby Jones Gospel Show**—104 half hours, in color, starring Bobby Jones and featuring great Gospel groups.

*Specials*

**Kennedy's Ireland**—60 or 90 minutes, in color. Robert Vaughn narrates JFK's last visit to Ireland.

**Johnny Cash—A Flower Out of Place**—60 minutes with Roy Clark, Linda Rondstadt and Foster Brooks at the Tennessee State Prison.

**Shari Lewis "Christmas Concert"**—Shari Lewis and Art Center Orchestra of Toronto, in color.

**Celebration**—60 minutes starring Burl Ives, in color.

**A Christmas Visit**—30 minutes starring Hans Conreid, Marty Allen and Stephanie Edwards, in color.

**Myth or Reality**—60 minutes or 2 half hours. Hosted by Dr. Rena Winters, "The World's Most Beautiful Psychic."

**The Man Who Was Born to Sail**—60 minutes. Olivier Karsenty filmed this special during a transatlantic crossing in 1978, in color.

**A World Full of Music**—one-hour starring Frank Sinatra, Jr., and guests Johnny Mathis, Lynn Anderson and others, in color.

**The Sandler and Young Musical Specials**—2 hours, in color.

**A Crime of Innocents**—one-hour look at juvenile crime in Los Angeles, in color.

**On The Streets—Youth and Prostitution**—one hour. An authentic, hard-hitting look at the lives of teenage prostitutes in Los Angeles, in color.

**The Bag Ladies—An Invisible Minority**—one hour. Filmed on the streets of Los Angeles, in color.

**Frank Sinatra, Jr. in Concert**—one hour, taped in color at the Las Vegas Frontier Hotel.

**The Pia Zadora Special**—one hour, from Mexico City, in color.

**Bobby Jones and Marty Robbins**—one hour. The final appearance of the late Marty Robbins in this gospel music special.

### *Cartoons*

**The Courageous Cat Cartoon Series**—130 animated 5 minutes or 26 animated half-hours.

## G. Ross Tele-Distribution Inc.

444 St. Paul Est  
Montreal, Quebec  
Canada H2Y 3V1  
514-842-9678  
Telex: 055-4765  
Booth: 865

Sample copies of  
TV/Radio Age  
International Newsletter  
at Booth No. 527



Mr. Ross

*Representative:* Gerald Ross.

*Properties:*

**He Shoots! He Scores!**—26 48-minute episodes about the life of a hockey player, on and off the ice. Available in both English and French versions.

### Rubicon Corporation

3899 N.W. 7th Street  
Miami, FL 33126  
305-643-0250

*Representative:* Don H. Kemper.

*Properties:*

*Serving the Caribbean Basin Countries*

**Package of feature films, sports programs, series, specials, children's series.**

### Saban Productions

11724 Ventura Blvd.  
Studio City, CA 91604  
818-985-3805  
Telex: 9104991466



Mr. Saban

*Representative:* Haim Saban.

*Properties:*

**Macron I**—65 animated half hours of action/adventure.

**Kidd Video**—26 half hours of live action and animation.

**Bio-man**—65 half hours of live action comedy.

### Sandoval Productions

3142 Dona Sofia Drive  
Studio City, CA 91604  
213-650-8942  
Booth: 174

*Representatives:* Rik Sandoval, *p*; Jeff Leonard, *d of mktg.*

*Services:* A creative services/full service production company. Noted for news and station promotion, image campaigns, graphics, music and on-air spots. The Sandoval team specializes in advertising, marketing and promotion for television stations, networks, syndicators, motion pictures, cable systems and radio stations.

### Scholastic Productions, Inc.

730 Broadway  
New York, NY 10003  
212-505-3000  
Telex: 710-581-2057



Mr. Keltz



Ms. Startz

*Representatives:* Martin Keltz, *p*; Jane Startz, *exec vp*; Deborah Forte, *vp of merchandising & new bus develop*; Todd Kessler, *d of develop.*

*Properties:*

**Family Computing**—26 half-hour series on computing.

**Scholastic Sports Academy**—65 half-hour series featuring instruction on tennis, basketball, soccer, hockey and baseball for children/youth audience.

**Coed-52**—half-hour magazine format talk show for teenage girls.

**The Great Love Experiment**—60-minute afterschool special for children, teens and families.

**Mystery at Fire Island**—60-minute afterschool special for children and families.

**Haunted Mansion Mystery**—60-minute afterschool special for children and families.

**The Almost Royal Family**—60-minute afterschool special for children, teens and families.

**The Exchange Student**—60-minute afterschool special for children, teens and families.

**The Adventures of a Two-Minute Werewolf**—60-minute afterschool special for children and families.

**High School Narc**—60-minute afterschool special for children, teens and families.

**A Different Twist**—30-minute afterschool special for children, teens and families.

**The Special Magic of Herself the Elf**—30-minute animated special for children.

**The Adventures of the Get Along**

**Gang**—30-minute animated special for children.

**Tucker and the Horse Thief**—60-minute Family Playhouse special.

**My Father, My Rival**—60-minute Family Playhouse special.

**Workin' for Peanuts**—60-minute Family Playhouse special.

**Getting Even: A Wimp's Revenge**—60-minute afterschool special for children and families.

### Scott Entertainment

P.O. Box 554  
Westbury, NY 11590  
516-248-7078  
Booth: 1440

*Representatives:* Scott Sobel, *p*; Ronni Sobel, *vp.*

*Properties:*

**Haunted Hollywood**—16 features of the horror, science fiction and mystery genre hosted by John Carradine and featuring new and colorful wrap-arounds.

**Golden Years of Television**—65+ hours of vintage television episodes from the 50's.

**12 Days of Christmas**—12 half hours of "classic" Christmas episodes from the Golden Age of Television, available for Christmas, 1987.

**TV Facts**—50 one-minute inserts that combine the fascination of today's trivia craze with questions about the stars and shows from tv's Golden Age.

**Movie Classics**—200+ b/w feature films that represent some of Hollywood's greatest stars and legends. Package includes westerns, romance, comedy, mysteries and science fiction.

**The June Cain Miller Show**—daily half-hour strip that originates from Hollywood as June Cain Miller confronts issues that affect all Americans in an appealing and informative manner.

### Select Media

123 East 54th Street  
Suite 4-H  
New York, NY 10022  
212-355-0033  
Booth: 1057

*Representatives:* Mitch Gutkowski, Claire Scully.

*Properties:*

**Today in Music History**—365 30-second original music vignettes.

**Whodunit?**—30-second sports trivia vignettes.

**Intermission**—104 30-second movie trivia vignettes.



**World Class Women**—26 half hours of women's accomplishments.

### Seltel Inc.

750 Third Avenue  
New York, NY 10017  
212-697-0944  
Booth: 160

*Representatives:* Jack Mulderrig, *ceo*; Raymond J. Johns, *exec vp*; David Schwartz, *sr vp/independents*; Joe Cusenza, *sr vp/affil*; Janeen Bjork, *vp, d of prog*; Lonnie Burstein, *assoc prod d*; Doug Darfield, *vp, research d*.

### SFM Entertainment

(A division of SFM Media Corporation)  
1180 Avenue of the Americas  
New York, NY 10036  
212-790-4800  
Booth: 823



Mr. Moger

*Representatives:* Stanley Moger, *p*; Jordan Ringel, *sr vp, bus affairs*; John Doscher, *sr vp, d synd sls*; Joseph Gerard, *exec vp*; Maria Carayas, *vp, d stat/client rels*; Gary Montanus, *vp, d prog mktg*; Mike James, *mgr, synd sls*; Dave Grimm, Allan Infeld, Cyndy Wynne, *synd sls*; Amy Sauertieg, *d, creat serv*; Diane Brand, *d, research*; Robert Dudelson, *ae*.

#### Properties:

##### Sports

**Sports Pros... & Cons**—weekly half-hour featuring sports personalities debating controversial issues before a live audience.

**Open Season**—16 half-hour sports debate series.

##### Program Inserts

**Twentieth Century Woman**—52 30-second inserts saluting famous women.

##### Specials

**Crystal Light National Aerobics Championship**

**Directions**—2 one-hour specials on fashion trends.

##### Documentaries

**March of Time**—205 half hours.

**Crusade in the Pacific**—26 half hours.

**Crusade in Europe**—26 half hours.

**Dayan's Israel**—2 half hour or 3 one-hour episodes.

**The Indomitable Teddy Roosevelt**—2 hours.

**The Golden Twenties**—2 hours.

**The Vatican**—one hour.

**The Made-for-TV Election**—2 hours.

#### Features/Packages

**The SFM Holiday Network**—12 all-family features to be telecast on and around major holidays including "The Girl Most Likely," "Sea Devils," "The Big Fisherman," "Bundle of Joy," "Night in Casablanca" and others.

#### Animated

**Jayce and the Wheeled Warriors**—65 half hours.

#### Children's

**Zoobilee Zoo**—65 half hours of live action.

**Photon**—26 half hours of live action.

**SFM Children's Theatre**

### Showmaker's Inc.

454 West 46th Street  
New York, NY 10036  
212-397-9215

*Representative:* George A. Heine-  
mann, *p*.

*Services:* Consultant and program production attending NATPE as an Independent Affiliated Member.

### The Silverbach-Lazarus Group

9911 West Pico Blvd.  
Penthouse M  
Los Angeles, CA 90035  
213-552-2660  
Telex: 181-284 TV REPS LSA  
FAX: 213-552-9039

551 Fifth Avenue  
Suite 414  
New York, NY 10017  
212-370-9130  
FAX: 212-557-7807  
Booth: 542



Mr. Silverbach



Mr. Lazarus

*Representatives:* Alan Silverbach, *chmn*; Herb Lazarus, *p*; Toby Rogers, *sr vp*.

#### Properties:

##### New Programs

**Fight Back with David Horowitz**—weekly half hour. Barter.

**The Adventues with Sir Edmund Hillary**—13 hours. Cash.

**Visual One Movie Package**—30 titles. Cash.

**Full Circle Again**—2-hour first-run feature. Cash.

**16 Magazine Television**—weekly half hour. Barter.

#### Current Programs

**Jackpot Bingo**—strip.

**Cimarron Strip**—23 90-minute features.

**The Littlest Hobo**—114 half hours.

**For the Term of His Natural Life**—6-hour mini-series.

**Explore**—13 hours or 26 half hours.

**Phenomenal World**—11 hours or 22 half hours.

**The Best Christmas Pageant Ever**—one-hour special.

**Terror!**—2-part 2-hour special.

**The Last Days of Marilyn Monroe**—90 or 60-minute special.

#### Post-Newsweek Specials

**In the Name of God**—one hour.

**Identity Crisis**—one hour.

**Your Money or Your Life**—one hour.

### Simcom International, Inc.

9570 Wilshire Blvd.  
Penthouse Suite  
Beverly Hills, CA 90212  
213-274-5830  
Telex: 183200 UD



Mr. Johnston



Ms. Hatch

*Representatives:* June Hatch, Stephen R. Johnston.

#### Properties:

##### Worldwide

**Awesome Lotus**—comedy.

**Baby John Doe**—drama.

**Balboa**—drama.

**Crossover**—drama.

**Haunting of Hamilton High**—suspense horror.

**Higher Education**—comedy.

**High Stakes**—comedy.

**Lost!**—drama.

**Mania**—horror.

**Tramp at the Door**—drama.

**The Vals**—teen comedy.

**War Boy**—action adventure.

##### U.S. Only

**Loyalties**—drama.

**International Only**

**Bullies**—action adventure.

**Dancing in the Dark**—drama.

**What Comes Around**—action adventure.

**Curtains**—suspense horror.

**Melanie**—drama.

**Paperback Hero**—action adventure.

## Southbrook Television Distribution Company

444 Madison Avenue  
New York, NY 10022  
212-355-7070  
Booth: 1039



Mr. Tirinato

*Representatives:* Joseph C. Tirinato, *p*; Harvey R. Reinstein, *exec vp*; Stacey Valenza, *d of ops*; Margaret McCullen, *d of admin*.

### *Properties:*

**Southbrook 1**—features.

**Primetime 1**—17 features.

**Primetime Plus**—15 features.

**Primetime "90's"**—10 made-for-television movies.

**Lassie Series**—192 half hours.

**Jeff's Collie**—103 half hours.

**Timmy & Lassie**—156 half hours.

**Lassie TV Movies**—15 features.

**Lassie Specials**—3 one-hour specials.

**Lone Ranger Series**—182 half hours.

**Adventures of the Lone Ranger**—13 features.

**The Lone Ranger Features**—2 features.

**The Lone Ranger Cartoons**—78 cartoons.

**Sergeant Preston Series**—78 half hours.

**Skippy: The Bush Kangaroo**—91 half hours.

## Spanish Television Services, Inc.

11835 West Olympic Blvd.  
Suite 495  
Los Angeles, CA 90064  
213-477-5822  
Telex: 261770 STS UR  
Booth: 1461

*Representatives:* Guillermo Rodriguez, *mktg d*; Teresa Medina, *dist rep*.

### *Properties:*

**Venganza de Mujer**—150 hours about a woman who seeks revenge after being raped.

**Libertad Condicionada**—151-hour story of women behind bars.

**El Pulpo Negro**—13-hour crime thriller mini-series.

**El Special**—12 hours of musicals with international stars.

**Valeria Lynch . . . Canta el Tango**—one-hour Tango special.

## Special Events TV Network

2709-B Pinedale Road  
P.O. Box 9517  
Greensboro, NC 27408  
919-282-5871  
Booth: 372

*Representatives:* James Wigglesworth, *p*; Richard V. Ozan, *exec vp*; Jack Markham, *d of product develop*; Paula Seigny, *prog synd mgr*.

### *Properties:*

**SETN NASCAR Racing**—12 60 or 90-minute episodes, to run one per month. Barter.

**This Week in Motor Sports**—weekly half-hour magazine via satellite. Barter.

**America's Weekend**—13 60-minute sports anthology which demonstrates the off-beat ways Americans spend leisure time. Start June, 1987. Barter.

## S.P.R. Newsource

5165 Shady Island Road  
Mound, MN 55364  
612-474-1064

*Representatives:* Jack Hansen, John Lehman (203-637-4226).

### *Properties:*

**Learning Disabilities—"I'm not Stupid!"**—special on the learning disabled and how it affects their lives.

**Someone You Know**—documentary on acquaintance rape.

**Looks! How They Affect Your Life**—42-minute examination of how our physical appearance affects our chances of success. Gannett Broadcasting production.

**Epidemic: America Fights Back**—52-minute story of how parents, children, educators and business and political leaders are organizing to combat drug and alcohol abuse. Gannett Broadcasting productions.

**Every Two Seconds**—52-minute review of the criminal justice system in America. Gannett Broadcasting production.

**Epidemic: Why Your Kid is on Drugs**—51-minute story of the greatest health hazard in our country, the abuse of mind-altering drugs. Gannett Broadcasting production.

**The Fish & Game Forecaster**—produced by DataSport, Inc.

**The Weather/Health Trend Indexes**—relate your market's weather conditions to your viewer's health. Multi-data, Inc., production.

**A Child is Missing**—36 or 48 minutes. Five case histories of missing children, narrated by Bob Keeshan. KDKA-TV production.

**Toward Immortality**—51-minute probing look at the ways medical science is working to lengthen the human time span. Gannett Broadcasting production.

**Shock Waves: Television in America**—51-minute look at the impact of television on the lives of adults and children. Gannett Broadcasting production.

**A Parent's Greatest Fear**—45-minute look at the victims of abduction and abuse. KDKA-TV production.

**All Alone Together**—43-minute dramatic examination of alcohol abuse and the affects on the family. A coproduction of WCCO-TV and C. Graves.

**The Waist Land**—52-minute powerful examination of our national obsession of dieting and weight loss. Gannett Broadcasting production.

**Touch**—32 minutes. Lindsay Wagner presents scenes for parents and children to learn the values of "Good Touch." Co-production of Media Ventures and The Illusion Theatre.

**D.W.I.—Deadliest Weapon in America**—36 or 51 minutes. A serious examination of drinking and driving. Gannett Broadcasting production.

## Stillman Grissmer, Inc./Producers Marketing Group

36 West 44th Street  
Suite 710  
New York, NY 10036  
212-302-6300  
Telex: 425374 MCKAY



Mr. Stillman



Mr. DiMilia

*Representatives:* John Grissmer, *chmn*; Don Stillman, *p*; Bob DiMilia, *exec vp*.

### *Properties:*

**International Distribution Only Spectacular Sports Bloopers and Fabulous Fouls**—13 30 minutes of sports bloopers from around the world.

**Challenge '83-'87: America's Cup**—3



60 minutes on the behind-the-scenes action surrounding yachting's greatest event. A BBC/British Lion production. **CBS Sports Spectacular: 1970-80**—750+ hours featuring television sports events of the 1970's.

**The Champions**—52 60 minutes highlighting legendary sportsmen and women.

**Boxing from Madison Square Garden/Boxing from Atlantic City**—5 hours per month.

**Wrestling from America**—all categories of wrestling from the conservative, to the flashy to the outrageous.

**Surf & Sail**—13 30-minute celebrity series showcasing Hollywood stars learning this new sport.

**On the Brink**—13 30 minutes of death defying sports and endurance tests.

**Hit City**—350 3-minute music series featuring the best of today's urban music.

**The Explorers**—13 60 minutes featuring incredible people, places and things around the world.

**Superwings**—60 minute special about the allure of flying.

**Animated Children's Features**—all color titles including "The First Christmas," 27 minutes; "Around the World in 80 Days," 16 30 minutes; "The Gentlemen of Titipu," 48 minutes; "Arthur and the Square Knights of the Round Table," 39 30 minutes.

**This is America**—13 30 minutes featuring all that is bizarre, unique and unbelievable in America.

**Classic Features**—257 titles in b/w and color.

### Peter Storer & Associates, Inc.

11822 North Woodside Court  
Mequon, WI 53092  
414-242-6776  
Booth: 970



Mr. Storer

*Representatives:* Peter Storer, *p*; Kent Henning, *d of mktg*.

*Services:* A computer software vendor which specializes in micro based systems for programming executives. Systems available include: Syndicated Program Analysis System (SPAS), Program Revenue Information System (PRIS), and Film & Syndication Scheduler. PS & A also has available a

full line of micro computer software for most television station operations.

### Studio Hamburg Atelier GmbH

Tonndorfer Hauptstrasse 90  
D-2000 Hamburg 70  
West Germany  
040-6688/040-5353  
Telex: 214 218 STH D  
Booth: 228

*Representative:* Gerd Richter-Kiewning.

*Properties:*

**The Soccer School**—13 30-minute instructional series starring former New York Cosmos star Fran Beckenbauer and the players of the West German National Team.

**Beat Club**—19 60 minutes of Pop and Rock music.

**TV Shorts for Children**—200 animated 3 minutes. English versions available.

**Hallo Spencer**—68 30-minute puppet films for children. English versions available.

**Animal Snapshots**—1000 short takes with animals dubbed with music.

### Sullivan Films Distribution Inc.

17 Madison Avenue  
Suite 300  
Toronto, Ontario  
Canada M5R 2S2  
416-928-2982  
Telex: 06-218692



Mr. Sullivan



Ms. Grant

*Representatives:* Kevin Sullivan, Trudy Grant.

*Properties:*

**Anne of Green Gables**—8-hour miniseries starring Richard Farnsworth, Colleen Dewhurst and Megan Follows.

**Feature Films**—4 90-minute films, "One Night Stand," "Alligator Shoes," "The Dream Never Dies," "Isaac Littlefeathers" starring Lou Jacobi.

**Variety Specials**—4 60-minute specials. "The Peking Acrobatic Troupe;" "Famous People Players;" "Liona Boyd, The First Lady of Guitar;" "Liona Boyd in Concert."

**Against All Odds**—9 25-minute series.

A family of seven people determined to prevail against the odds.

**Olympic Gold/Sports Journal**—international athletes contribute and struggle for the Olympic gold.

### Sunbow Productions

130 Fifth Avenue  
New York, NY 10011  
212-645-4900

1130 Westwood Blvd.  
Los Angeles, CA 90024  
213-208-8119  
Booth: 381



Mr. Bacal

*Representatives:* Thomas L. Griffin, *chmn*; Joseph Bacal, *p*; Fred Cohen, Arthur Heller, *exec vps*; Gary Wald, *sr vp*, *gen mgr*, *Sunbow International*; Jan Cooper, *vp*, *intl sls*, *Sunbow International*; Carole Weitzman, *vp of prodn*; Anne Newman, *vp of develop*; Heide Kahme, *vp*, *ae*; Lisa Klasner, Mary Tricoli, *aes*; Cindy Markus, *barter synd sup*; Debbie Heineman, *prom mgr*, *acct sup*; Elise Goyette, *prodn coord*, *east coast*; Hildy Mesnick, *prodn coord*, *west coast*.

*Properties:*  
*New Series*

**Air Raiders**—weekly half-hour animated series involving space-age heroes on the planet Airlandia.

*Animated Series*

**JEM**—drama, suspense and intrigue in the world of Jerrica Benton, business executive by day; Jem, the glamorous rock star by night.

**My Little Pony and Friends**—65 30 minutes featuring "My Little Pony" characters, "Potato Head Kids," "GLO Friends" and "Moondreamers."  $\frac{3}{4}$  barter split.

**The Transformers**—95 30 minutes of fast paced action between good and evil between the autobots and the decepticons.

**G.I. Joe-A Real American Hero**—95 30 minutes with the G.I. Joe team as they battle against the evil Cobra Organization.

*Animated Weekend Series*

**Inhumanoids**—15 30 minutes as heroic earth scientists are locked in an underground battle with the evil monsters within the earth.

## Sunset Pacifica

P.O. Box 2291  
Malibu, CA 90265  
213-456-5063

*Representatives:* Bob Welborn, *p*; Barry Wilder.

### *Properties:*

**Battle of the Teen Stars**—half-hour daily strip as young people from all over the country compete with teen stars in Malibu.

**California Dreamers**—daily half hours from the beaches of Southern California.

**Pacific Coast Highway**—weekly half-hour Southern California soap revolving around teenagers.

**Bikini Summer**

**Bubbles' Beach**

**Young America**—magazine format.

**Seacliff**—feature film.

**Malibu Senior High**—feature film.

## Syndicast Services, Inc.

360 Madison Avenue  
New York, NY 10017  
212-557-0055  
TWX: 710-581-0036  
Booth: 633



*Mr. Koch*

*Mr. Silverberg*

*Representatives:* Leonard Koch, *p*; Bob Silverberg, *exec vp*; Gerry Lepkanich, *exec vp adv sls*; Terry Paolillo, *vp/opers*; Bill Madden, *d/stat sls*; Pamela Koch, *mgr, midwest stat sls*; Bernie Schulman, *mgr, northeast stat sls*; Vicki Jo Hoffman, *mgr, cash synd*; Jim Hayes, *stat sls/sls*; Steven Hoffman, Robert Syers, *stat sls*; Jack Giebel, Gary Villante, *sls*.

### *Properties:*

#### *Series, First Run*

**Young Universe**—weekly half-hour news/magazine feature for youngsters who also serve as reporters of the world's events as it relates to children.

**Up-Front**—13 30-minute celebrity interviews hosted by Greg Jackson. Available September, 1987.

**Slim Cooking**—starring Richard Simmons—daily half-hour cooking shows featuring fitness "guru" Richard Simmons and celebrity guest hosts. Available September, 1987.

**Neat & Tidy**—weekly series and 2-hour

movie about two young people who race through a series of hilarious situations and bizarre adventures around the world, starring Elke Sommer, Skyler Cole and Jill Whitlow. Available September, 1987.

### *Series, Sports*

**College Football Previews**—30-minute highlights of action in the Big 10, PAC and SEC Conferences, plus the Top 10 Countdown Show. Available 3rd quarter, 1987.

**College Basketball's Top 10**—half-hour inside look at the teams and players to watch in the coming College basketball season, hosted by Bill Fleming. Available 4th quarter, 1987.

**All-Star Wrestling**—52 hours of nationwide coverage of top-rated wrestling bouts, in 4-6 matches per show.

### *Specials*

**We the People**—quarterly one-hour specials and a package of inserts to celebrate the country's 200th anniversary of the Constitution.

**The Demon Murder Case**—2-hour movie about the lives of a family whose son is possessed by the devil starring Eddie Albert, Kevin Bacon, Andy Griffith and others. Produced by Dick Clark Productions, available 4th quarter, 1987.

**The Third Annual Mrs./Woman of the World Pageant**—2-hour special from Honolulu, Hawaii hosted by Richard Dawson and Vikki Carr.

**Barbara Mandrell & The Mandrell Sisters**—one-hour salute by Barbara Mandrell and the Mandrell Sisters to Roy Rogers and Dale Evans on their 50th anniversary in show business.

**Christmas Every Day**—animated half-hour as a little girl's wish is granted in a very special way. Available December, 1987.

**"One Night with You"**—one-hour special featuring Elvis Presley in a jam session with his musicians featuring his greatest hits.

**The 1987 Golden Globe Awards**—2-hour special featuring the stars from motion pictures and television.

**All-Star Caribbean Cruise**—2-hour musical, variety/celebrity sports special held aboard the SS Norway featuring Linda Blair, Jeff Conaway, Allan Fawcett and many others.

**Truck Stop**—60-minute variety special featuring Truck Shakley and the Texas Critters.

**Lou Rawls Presents the 4th Annual Black Gold Awards**—2-hour special hosted by Lou Rawls featuring the best of rhythm and blues. Produced by Dick Clark Productions.

**Thanks for Caring**—2-hour special celebrating the 40th anniversary of CARE, featuring Diahann Carroll, John Forsythe, Gregory Hines and Molly Ringwald. A Dick Clark Produc-

tion, available April 1987.

**A Night at the Follies**—half-hour satirical comedy pilot featuring the Krofft Puppets. Airs 3rd quarter 1987.

**Korean War Retrospective**—2-hour feature examining the horrors and tragedy of the Korean War. Available 2nd quarter, 1987.

**Sex Symbols: Past, Present & Future**—one-hour special hosted by Melissa Sue Anderson featuring Cheryl Tiegs, Ted Danson, Carol Baker, Cathy Lee Crosby and others. Airs 2nd quarter 1987.

**1987 Mrs. America Pageant**—2-hour OTO hosted by Richard Dawson and Vikki Carr from the Las Vegas Hilton. Airs August, 1987.

**We the People**—Grand Finale Celebration—2-hour OTO all-star special celebrating the 200th anniversary of the Constitution.

**Television's Greatest Bits**—60-minute OTO special look-back at the shows and commercials of 1964 hosted by Gary Owens and Bob Denver. Available 4th quarter, 1987.

## D. L. Taffner/Limited

31 West 56th Street  
New York, NY 10019  
212-245-4680  
Telex: 620084  
FAX: 212-315-1132

5455 Wilshire Blvd.  
Suite 1908  
Los Angeles, CA 90036  
213-937-1144

7110 Faunsworth Drive  
Atlanta, GA 30328  
404-393-2491

1320 North Astor  
Suite 1  
Chicago, IL 60610  
312-642-5383  
Booth: 457



*Mr. Taffner*

*Representatives:* Don Taffner, Todd Leavitt, Chuck Larsen, Joe Ceslik, Mike Fahn, *rep, Los Angeles*; Ed Nugent, *rep, Atlanta*; Merritt Sticker, Chris Gordon, Amelia Colvin, *rep, Chicago*; Mary Lou Bradley, Donald Taffner, Jr., Mike Phillips, Roger Miron, Trish Friswell, Charles Butler, Peter Davies, Rosemary Berry, Bet-



tianne Toolen.

*Properties:*

*Series/First-Run*

**Three Apartments**—128 weeks.

**Check It Out!**—128 weeks.

*Series/Off Network*

**Three's Company**—222 half hours.

**Too Close for Comfort**—129 half hours.

**Three Apartments**—70 half hours.

**Check It Out!**—66 half hours.

**The Ropers**—26 half hours.

**Three's a Crowd**—22 half hours.

**Ted Knight Show**—22 half hours.

*Animation*

**Danger Mouse**—50 half hours.

*Comedy*

**Thames Comedy Originals**—156 half hours

**Benny Hill**—95 half hours.

**Robin's Nest**—48 half hours.

**After Benny**—40 half hours.

**Man About the House**—39 half hours.

**George & Mildred**—38 half hours.

**Keep It in the Family**—31 half hours.

*Specials*

**Benny Hill Specials I**—5 hours.

**Benny Hill Specials II**—5 hours.

*Mini-Series*

**Blood & Honor**—5 hours.

*Documentaries*

**World at War**—36 hours.

**Hollywood**—13 hours.

**Destination America**—9 hours.

*News Specials*

**Crime, Inc.**—7 hours.

## Taft Television and Radio Company

85 Merrimac Street

Suite 502

Boston, MA 02114

617-720-1017

Telex: 710-321-0581

*Representatives:* Jack Morse, Linda Villmow, Bud Turner.

*Services:* Occasional use satellite time for program distribution. Uplinks and downlinks arranged on a nationwide basis. Tape duplication and distribution available as well. Closed circuit previews and teleconferences arranged. Production facilities available in Washington, Kansas City, Birmingham, Miami, Philadelphia, Cincinnati and Columbus, Ohio.

## Tatum Communications, Inc.

2920 West Olive Avenue

Suite 102

Burbank, CA 90028

818-841-1155

*Representatives:* Tom Tatum, *exec*

*prod;* Lisa Dabrow, *admin asst.*

*Properties*

**International Speed Skiing Championships**—30 minutes hosted by David Soul.

**Droids & Time Waits for Snowman**—60 minute skiing documentary.

**U.S. Pro Ski National Finals 1983**—30 minutes.

**Winter Ski Special**—30 minutes of pro, speed and ballet skiing.

**1984 Pro Ski Championships**—30 minutes hosted by Suzy Chaffee.

**World Freestyle Skiing Invitational 1984**—1 or 2-hour formats hosted by Suzy Chaffee.

**1984 Peugeot/Bridgestone Pro Ski Championships**—30 minutes from Mt. Snow, Vermont.

**Bridgestone Winter Skiing Special**—30 minutes hosted by Bruce Penhall and David Stanfield.

**All-American Pro Ski Classic**—30 minutes hosted by Suzy Chaffee and David Stanfield.

**1985 World Freestyle Skiing Invitational**—30 minutes hosted by Suzy Chaffee and Bruce Penhall.

**1985 World Pro Ski Championships**—30 minutes from Vail, Colorado.

**1986 Aspen Pro Ski Classic**—30 minutes.

**Heavenly Valley Pro/Celebrity Ski Race**—30 minutes from Lake Tahoe, California.

**1986 New Mexico Pro Ski Classic**—30 minutes from Angel Fire Mtn., New Mexico.

**1985 World Freestyle Invitational**—30 minutes or 2 hours from Breckenridge, Colorado.

**Frontier 500 Off-Road Race 1984**—30 minutes hosted by Bruce Penhall.

**Look to the Sky**—30 minutes on hang gliding and ballooning hosted by David Soul.

**The Dallas Supercross Finals 1984**—30 minutes. Motorcycle racing hosted by Bruce Penhall.

**World Breakdancing Championships 1984**—30 minutes hosted by Jimmy Tate.

**Wizards vs. Wizards**—30-minute video game championships.

**1985 Beach Special**—30 minutes of body boarding and windsurfing from Hawaii.

**President's Triathlon—Dallas**—30 minutes. Swimming, bicycling and running marathon.

**Cheyenne Frontier Days Rodeo & Footbag Championships**—30 minutes from Cheyenne, Wyoming and Golden, Colorado.

**Monte Carlo World Pro/Celebrity Tennis Championships**—30 minutes. Celebrities headed by John Forsythe challenge the pros.

**World Off-Shore Powerboat Champi-**

**onships**—30 minutes from Key West, Florida.

**Spenco 500 Bicycle Race**—30 minutes from Waco, Texas.

**Third Annual Beach Special 1986**—30 minutes from Hawaii and California.

**1986 World Cup Freestyle Skiing-Lake Placid, New York**—30 or 60-minute versions.

**1986 World Pro Ski Championships-Keystone, Colorado**—30 or 60 minutes hosted by Billy Kidd.

**1985 Women's Pro Ski Championships**—30 minutes.

**1986 Winter Sports Special**—half-hours of skiing from all over the world with Billy Kidd.

**1987 International Pro Ski Cup-Vail/Beavercreek, Colorado**—half hour.

**1987 Farwest Pro Ski Classic-Heavenly Valley, California**—half hour.

**1987 Pro Ski Winterfest-Snow Summit, California**—half hour.

**1987 Junior Free Style Ski Championships-Telluride, Colorado**—30 or 60 minutes.

**1987 Pro Karate Special**—30 or 60 minutes.

## Telecas Japan Co., Ltd.

314 Azabu Heights

5-10 Roppongi 1-chome

Tokyo 106, Japan

(03) 583-2900

Telex: J23693 TELECAS

Morgan Hillinger Productions

(Telecas America)

216 36th Place

Manhattan Beach, CA 90266

213-546-4661



*Mr. Kuroda*

*Representatives:* Kenzo Kuroda, *p;* Ted Shibata, *sr vp;* Kathy Morgan, *sls rep,* Morgan Hillier Productions.

*Properties:*

*Documentaries*

**Mysteries of the Indigo Depths**—78 half hours.

**Super Fighter Series**—12 half hours.

*Features/Packages*

**The Final War**—96 minutes.

**The Newest Weapons of the World**

**Faces of Death I & II**

**Fear**

**The Birth**

*Specials*

**Assault of the Northface**

**Indigo Specials**—6 60 minutes.

*Animated*

**Best Package of Japanese TV**—over 10 titles.

**TeleCom Productions, Inc.**

1866 Independence Square  
Atlanta, GA 30338  
404-396-3430

2350 East Devon Avenue  
Des Plaines, IL 60018  
312-296-1111  
Booth: 1337

*Representatives:* James H. Naber, *chmn*; Richard G. Palmer, *vice chmn*; Budd O. Libby, *p*; Steven V. Palmer, *sls mgr*; Michael J. Wickey, *prodn mgr*.

*Properties:*

**Post Time**—65 90-second inserts featuring exciting horse races designed to build ratings and sales.

**Let's Go to the Races**—104 half-hour horse race shows.

**Daily Dollar\$**—65 60-second inserts designed to boost ratings and involve retail sponsors.

**TeleBingo**—65 60-second inserts featuring universally understood Bingo.

**Telefilm Canada**

600 Lagachetiere Street West  
25th Floor  
Montreal, Quebec  
Canada H3B 4L2  
514-283-6363  
Telex: 055-60998 TELFILMCAN  
MTL  
FAX: 514-283-8212

130 Bloor Street West  
Suite 901  
Toronto, Ontario  
Canada M5S 1N5  
416-973-6436  
Telex: 06-218344 TELFILMCAN  
TOR

144 South Beverly Drive  
Suite 400  
Beverly Hills, CA 90212  
213-859-0268  
Telex: 673-688 TELFILMCAN LSA  
FAX: 213-274-4741  
Booth: 865



Ms. Goode



Mr. Wendel

*Representatives:* Lorraine B. Good, Sam Wendel, Annabel Winship, *reps*, Los Angeles; Francoise McNeil, Francine Forest, *reps*, Montreal; Neil Court, *rep*, Toronto.

**Telepool GmbH**

Sonnenstrasse 21  
D-8000 Munich 2,  
West Germany  
(89) 55 87 60  
Telex: 524 119 TPMU D  
Booth: 228

*Representatives:* Horst Vetter, *mng d*; Dr. Jochen Wunsche.

*Properties:*

**Ferdy**—26 animated 25-minute hand-colored cartoon series for the whole family.

**Germans in World War 2**—6 60 minutes on the origins, the course and the background of World War 2 as the people of Germany and Austria experienced it.

**The Adventures of the Mouse on Mars**—26 animated 5-minute fantasy series.

**Six Feet of the Country**—7 58-minute films based on the novels of South African writer Nadine Gordimer, dealing with the problems of apartheid.

**Night Doctors**—2 50-minute adventures based on the work of emergency service doctors on their visits in Berlin.

**TeleProductions**

4140 Canal Street  
New Orleans, LA 70119  
504-486-5556  
Booth: 143

*Representatives:* Ann Asprodites, Bill Hess.

*Services:* Post-production facility geared for film-to-tape transfers for distributors; film-to-tape transfers and editing for producers.

**Telescreen Inc.**

10,000 Washington Blvd.  
Suite 400  
Culver City, CA 90232  
213-280-1044  
Telex: 6716220 EIS LA  
Booth: 810



Mr. Livson

*Representatives:* Dennis Livson, Kazuo Tabata, Kaz Takeda.

*Properties:*

*Children's Series*

**Santa Claus**—23 half hours.

**Wizard of Oz**—52 half hours.

**Hey Bumbao**—130 10 minutes 43 seconds or half hours.

**Mrs. Pepperpot**—130 10 minutes 43 seconds or half hours.

**Princess Sarah**—52 half hours.

**Magical Emi**—52 half hours.

**Chikun & Takun**—23 half hours.

**Perusha**—48 half hours.

**The Enchanting Creamy**—52 half hours.

**Nika**—24 half hours.

**Swiss Family Robinson**—50 half hours.

**Go Bun Bun, Go**—24 half hours.

**A Little Girl on the Farm**—50 half hours.

*Entertainment*

**The Making of...**—26 half hours.

**B.C.—A Special Christmas**—25 minutes.

**The Dummies**—160 20-second spots.

*Documentaries*

**Libra Prim**—12 or 26 half hours.

**Interpol File**—half hour.

**My Master is...**—2 half hours.

**Skin Tricks**—50 minutes.

**The Answer?**—65 minutes.

**The Great Medical Themes**—28 half hours.

**The Key to Toledo**—45 minutes.

**The Road to Tierra del Fuego**—6 half hours.

**The Third Wave**—90 minutes.

*Music*

**Avro's TOPPOP**—approximately 1300 music clips.

**4 Guys 4**—62 minutes.

**Live Rock Music Specials**—various lengths and artists.

**Scrooge's Rock & Roll Christmas**—one hour or half hour.

**Music Videos**—10 half hours.

*Sports*

**N.H.L.**—approximately 34 hours.

*Additional copies of the*  
**TV/Radio Age NATPE Directory**  
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**Roller Derby**—52 hours.  
**Wrestling Spectacular**—52 hours.

*Drama*

**Joana**—24 hours.

**Features**

## Televentures

1875 Century Park East  
Suite 700  
Los Angeles, CA 90067  
213-201-2365  
FAX: 213-201-2324  
Booth: 441



Mr. Kunkel

*Representatives:* William Kunkel IV,  
p, dom dist.

## The Television Distribution Company, Inc.

97 North Main Street  
Southampton, NY 11968  
516-287-1640

*Representatives:* Larry O'Daly, Barbara O'Daly.

*Properties:*

**Champions**—8 hours of prime/week-end fringe sports specials.

**Evening at The Improv**—52 hours of late night comedy.

**Up for Grabs**—39 half hours. Late night/weekend fringe comedy series.

**The Melting Pot**—130 half hours. Day-time strip cooking/comedy series.

**Grand Prix All Star Show**—26 half hours. Weekend fringe kids/teen series where teens and celebrities vie for prizes in sports competition.

**The Bleep Bleep Game Show**—50 half hours. Weekend late-nite comedy series.

**Sew What's New**—78 half hours. Day-time instructional/comedy series.

**The War Years**—26 hours. Documentary series, official black and white and color footage.

**America Sings**—54 half hours. Late night weekend fringe music series.

**Down Home U.S.A.**—52 half hour. Late night weekend fringe music series.

**Master Bridge**—26 half hours. Late night weekend fringe instructional series.

**TV/Radio Age**  
Booth No. 527

## Television Program Enterprises

875 Third Avenue  
New York, NY 10022  
212-759-8787  
Telex: 710-581-2145  
Booth: 145

*Representatives:* Al Masini, p; Phil Flanagan, vp, gen mgr; Mary Jane Hastings, d of opers; Harvey Gamm, d of adv sls; Mike Shaw, mgr, midwest adv sls; Rick Meril, d, stat sls; Cathy Forbes, Beth Bodkin, Frank DiGraci, Rhoda Schulik, aes; Noreen Donovan, prog develop coord.

*Properties:*

**Runaway with the Rich and Famous**—weekly half-hour first class vacation to the most exotic playgrounds of the world with big name stars.

**Lucky Luke**—daily half-hour strip about a lovable cowpoke, his horse Jolly and his faithful dog Bushwack.

**You Write the Songs**—new song competition, 2nd season.

**Entertainment Tonight**—312 first-run shows per year in its 7th season.

**Star Search**—the world's greatest talent competition, 5th season.

**Lifestyles of the Rich and Famous**—intimate, revealing tour of the private lives of exceptional people, 5th season.

**Challenge of the Gobots**—animated half hours, 2nd season.

**Smurfs**—animated daily half hours, 2nd season.

**Lifestyles of the Rich and Famous Salutes the World's Best**—2 hours on the world's best hotels, restaurants and vacation spots, available March, 1987.

**Lifestyles of the Rich and Famous Salutes the Superstars**—2 hours as Hollywood's mega-stars are highlighted in this special.

**Star Search Junior Championships**—2-hour talent competition for those 18 years and younger available June and August, 1987.

**Supermodel of the World**—2-hour model competition available August, 1987.

**Hanna-Barbera Presents**—3 2 hours available 4th quarter 1987.

**Operation Prime Time VIII**—4 4 hours of mini-series for the 1987/88 season.

**Ford—The Man and the Machines**—4 hours based on Robert Lacey's book on Henry Ford. Available May 1987.

**Kennedy vs. Hoover**—4 hours on the behind-the-scenes conflict between Robert Kennedy and J. Edgar Hoover available November, 1987.

*Mini-Series*

**The Key to Rebecca**—4 hours based on Ken Follett's novel starring Cliff Robertson and David Soul.

**Jenny's War**—4 hours starring Dyan

Cannon and Elke Sommer in the story of a woman who sets out to free her son from a German POW camp.

**Strong Medicine**—4 hours based on Arthur Hailey's novel starring Pamela Sue Martin, Patrick Duffy and Dick Van Dyke.

**Hold the Dream**—4-hour sequel to Barbara Taylor Bradford's "A Woman of Substance."

**A Woman of Substance**—based on Barbara Taylor Bradford's novel about an English servant girl's rise to riches starring Deborah Kerr, Barry Bostwick, John Mills and Jenny Seagrove.

**Sadat**—4 hours starring Lou Gossett, Jr. as Anwar Sadat.

**Blood Feud**—4 hours starring Robert Blake and Cotter Smith in the conflict between Jimmy Hoffa and Robert Kennedy.

**Helen Keller: The Miracle Continues**—2 hours on the adult life of Helen Keller and her teacher Annie Sullivan starring Blythe Danner, Mare Winningham and Perry King.

## The Television Program Source

1155 Avenue of the Americas  
30th Floor  
New York, NY 10036  
212-302-4400  
Booth: 371

*Representatives:* Robert J. Peyton, Marc Brody, Angela Ottomanelli, Peter Lenz, Alan B. Bennett, John Donahue, John Carson, Milt Strasser.

*Properties:*

**Card Sharks**—half-hour game show strip.

**Parole Board**—half-hour real-life courtroom drama strip.

**Here Come the Brides**—one-hour action adventures series filmed in the Pacific Northwest, off-network.

**The Real McCoys**—half-hour situation comedy strip, off-network.

**Tales of the Texas Rangers**—half-hour western series, off-network.

**Ironhorse**—one-hour western action series, off-network.

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## Television/Radio Age

1270 Avenue of the Americas  
New York, NY 10020  
212-757-8400  
Telex: TELAGE 421833  
Facsimile No. 213-247-3402  
Booth 527

*Representatives:* Sol J. Paul, *publisher*; Lee C. Sheridan, *exec vp*; Edmond M. Rosenthal, *mng ed*; Irwin Margolis, *European ed*; Robert Sobel, *assoc ed*; Mort Miller, *vp, sls d*; James Moore, *sls rep*; Brad Pfaff, *mktg d*.

## Television Syndications, Inc.

230 West Alabama  
Suite 410  
Houston, TX 77006  
712-526-6176

*Representatives:* Tom Thuman, *p*; Gordon Eldridge, *vp*.

### *Properties:*

**Vintage Classic Cartoons**—86, 51 in color.

**The New Accelerators**—4 half hours.

**Two Hundred Feature Films**

**Video Clips**—100+ available including "Never My Love," by The Association; "No Matter What," by Bad Finger; "Leavin' on a Jet Plane," by John Denver; "Come on Down to My Boat," by Every Mother's Son; "Love Me or Let Me Be Lonely," by Friends of Distinction.

## Telewide Systems, Inc.

118 East 65th Street  
New York, NY 10021  
212-628-8600



Mr. Schubert

*Representative:* Bernard L. Schubert.

### *Properties:*

#### *Feature Films*

**My Outlaw Brother**—82 minutes with Mickey Rooney, Robert Stack and Robert Preston.

**Johnny One Eye**—78 minutes with Pat O'Brien and Wayne Morris.

**Girl of the Night**—90 minutes with Anne Francis, Lloyd Nolan and John Kerr.

**Blue Gardenia**—90 minutes with Ann Baxter and Raymond Burr.

**Sword of Venus**—72 minutes with Robert Clark and Dan O'Herlihy.

**Betrayed Women**—70 minutes with Tom Drake and Carole Matthews.

**Toughest Man Alive**—72 minutes with Dane Clark and Lita Milan.

**Treasure of Ruby Hills**—90 minutes with Zachery Scott and Carole Matthews.

**Port of Hell**—80 minutes with Dane Clark and Wayne Morris.

**Caltiki-Immortal Monster**—80 minutes with John Merivale and Didi Sullivan.

**Main Street to Broadway**—102 minutes with Tallulah Bankhead, Rex Harrison, Mary Martin, Ethel Barrymore.

**The Fighter**—78 minutes with Lee J. Cobb and Richard Conte.

**Marry Me Again**—72 minutes with Robert Cummings and Marie Wilson.

**Night Freight**—80 minutes with Forrest Tucker and Barbara Britton.

**Trapped**—78 minutes with Lloyd Bridges and Barbara Payton.

**San Francisco Story**—90 minutes with Joel McCrea and Yvonne DeCarlo.

**Big Tip Off**—78 minutes with Richard Conte and Bruce Bennett.

**Las Vegas Shakedown**—79 minutes with Dennis O'Keefe and Coleen Gray.

**Port of New York**—106 minutes with Yul Brynner and Scott Brady.

**Impulse**—81 minutes with Arthur Kennedy and Constance Smith.

**Gilded Cage**—74 minutes with Alex Nicol.

**Mourning Becomes Electra**—105 minutes with Raymond Massey, Rosalind Russell, Kirk Douglas and Michael Redgrave.

**The Last Rebel**—83 minutes with Carlos Thompson.

**Women in Paradise**—81 minutes with Katy Jurado and Dan O'Herlihy.

**Pancho Villa Returns**—100 minutes with Leo Carillo.

**Maneater**—72 minutes with Rhodes Reason.

**Super Seven Calling Cairo**—92 minutes with Roger Brown and Audrey Rory.

**Circle of Danger**—89 minutes with Ray Milland and Patricia Roc.

**Paris Express**—82 minutes with Claude Rains and Marta Toren.

**Tunis Top Secret**—92 minutes with Elsa Martinelli and Georgia Moll.

**Cash on Delivery**—82 minutes with Shelley Winters and John Gregson.

**Sun Sets at Dawn**—71 minutes with Sally Parr and Philip Shawn.

**Napoleon**—125 minutes with Orson Welles and Maria Schell.

**Sting of the West**—95 minutes with Jack Palance and Lionel Stander.

**Too Young to Know**—80 minutes with Maria Schneider and Katherine Spaak.

**Desert Assault, Desert Battle**—95 minutes with Robert Hossein.

**Divine Nymph**—100 minutes with Marcello Mastroiani and Terrence Stamp.

**Gambling City**—92 minutes with Dayle Hadden and Luc Miranda.

**Sisters of Satan, Nuns of St. Arcangelo**—98 minutes with Anne Heywood and Ornella Muti.

**Torso**—90 minutes with Suzy Kendel and Luc Miranda.

**Autopsy**—85 minutes with Mimsy Farmer and Ray Lovelock.

**Hell's Brigade—Battle of the Giants**—95 minutes with Jack Palance.

**Cry of a Prostitute**—95 minutes with Barbara Bouchard and Henry Silva.

**Almost Human**—92 minutes with Thomas Miland and Henry Silva.

## Teleworld, Inc.

245 West 55th Street  
New York, NY 10019  
212-489-9310  
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11340 West Olympic Blvd.  
Los Angeles, CA 90064  
213-478-2561

Dandelion  
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London N1 8JP,  
England  
354-2472

Transworld Television Corp.  
81, Picadilly  
London W1V 9HB  
England  
499-7419/629-6971

ABM  
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28080 Madrid  
Spain  
637-5640

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Crows Nest NSW  
2065 Australia  
439-7377

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23241 Ventura Blvd.  
Suite 209  
Woodland Hills, CA 91364  
Booth: 565



Mr. Seidelman



*Representatives:* Robert Seidelman, *p*; Noah Jacobs, *vp, sls*; Donal Joannes (LA); Noel Cronin, *sls rep (U.K)*; Issam Hamaoui, *sls rep, Middle East (London)*; Antonietta Brughera Miranda, *sls rep (Spain)*; Robert Laphorne, *sls rep (Australia)*; Mel Giniger, *sls rep, Latin America (Woodland Hills)*.

*Properties:*

**Kennedy**—7-hour mini-series. The definitive story of John Kennedy's presidency starring Martin Sheen, E. G. Marshall and others. USA only.

**Mistral's Daughter**—8-hour mini-series based on Judith Krantz's novel starring Stephanie Powers, Lee Remick and Stacy Keach. USA only.

**Chiefs**—6-hour mini-series starring Charlton Heston, Keith Carradine, Stephen Collins and many others. USA and international rights.

**Heritage: Civilization and the Jews**—9 hours produced by WNET. A chronicle of the 3,000 years of Jewish history. Hosted and narrated by Abba Eban. International rights.

**Dinosaur!**—one-hour special off CBS based on new scientific evidence and using amazing special-effects animation, narrated by Christopher Reeve. International tv and video rights.

**Spider-Man Movie Specials**—7 live-action movies produced by Charles Fries Productions, starring Nick Hammond.

**Teleworld's Top 50**—includes the best of the Chiller Package and action/adventure features.

**Powerhouse**—16 half hours of action/adventure. International rights.

*Series*

**The History Makers Vol. I**—13 half hours from the Learning Corporation of America dealing with people who shaped the course of world history. International rights.

**The History Makers Vol. II**—26 half hours from the Learning Corporation of America including new subjects on American History. International rights.

**International Award Theatre**—14 half hours from Learning Corporation of America. International rights.

**Witness to Yesterday**—26 half hours recreating the lives of fascinating historical figures. International rights.

**Star Maidens**—13 half hours of 2-part feature. Science fiction series featuring international stars.

**Castaway**—13 half hours of family-oriented adventures filmed in the South Pacific.

*Specials*

**Prestige I (International Edition)**—13 off-network specials including "Family of Strangers," "The Gold Bug," "A Movie Star's Daughter" and "Seven Wishes of a Rich Kid."

**Prestige II (International Edition)**—5

additional off-network specials including "Sunshine's on the Way," "My Mother was Never a Kid," "Starstruck," "The Color of Friendship" and "The Electric Grandmother."

**Prestige I (USA Only)**—10 off-network specials including "Snowbound," "Big Henry & the Polka Dot Kid," "Make Believe Marriage" and "The Tap Dance Kid."

**Tempo Television Network**

(formerly Satellite Program Network)  
6918 S. Yorktown  
Tulsa, OK 74136  
918-496-3200  
Telex: 796322 SSS Inc.



Mr. Klinge

*Representative:* Ray A. Klinge, *vp, sls/prog.*

*Services:* Tempo Television Network is an advertising supported, satellite delivered network operating 24 hours-a-day, 7 days a week. Producers or distributors purchase programming time and retain advertising revenue. Tempo Television Network delivers over 12.5 million homes to almost 650 cable affiliates and over 25 broadcast affiliates.

*Properties:*

*International/Travel*

**Discover Australia**—a look at life "down under."

**Espectacular Del Mes**—music performed by Latin stars, including Julio Iglesias and Menudo.

**German News**—weekly highlights of business news and lifestyles in Germany.

**Germany Today**—travel club looks at tourism and lifestyles in Germany.

**Hello Austria/Hello Vienna**—weekly show of Austria's culture, history, lifestyles, sports and personalities.

**Hello Jerusalem**—written and produced in Israel, highlighting Israeli lifestyles, culture, history and sports.

**Hello, This is Germany**—weekly program exploring the personalities, culture and landscapes of Germany.

**Live from London**—featuring the freshest groups on the British music scene and the latest forecast on the "up and coming."

**Looking East**—weekly look at how Eastern practices have influenced the Western World.

**Moscow Meridian**—monthly in-depth look at the USSR produced by Soviet Television.

**Norway Today**—monthly insights into this Scandanavian country.

**Sweden Today**—monthly, hosted by Anne Thorson.

**This is New Zealand**—look at the people, culture and traditions of New Zealand.

**Video Vacations**—excursions all over the world.

*Information*

**Alive**—entertaining approaches to good health and nutrition.

**American Baby**—expert advice on child development and creative learning during the first years of life.

**Clotilde Sew Smart**—tips, suggestions and personal approaches to sewing with style.

**Connie Martinson Talks Books**—interviews with today's bestselling authors.

**Fresh Ideas**—Claire Thornton demonstrates the ease of cooking with fresh fruits and vegetables.

**Fit for Life**—exercises for all ages with Pamela Carter.

**Sewing with Nancy**—Nancy Zieman demonstrates valuable sewing techniques with emphasis on tailoring and proper garment fitting.

**Soup to Nuts**—Chef Franco Palumbo shows how to turn everyday meals into special occasions.

*Consumer-Finance*

**Money, Money, Money**—Hal Morris and guests discuss financial areas such as foreclosure and sound investments.

**Reynolds Report**—one-hour live with R. J. Reynolds and guests discussing up-to-the-minute business and financial news.

*Entertainment*

**All Night at the Movies**—all types of classic feature films.

**Movieweek**—weekly movie review.

*Outdoor-Recreation*

**The "A" Play**—Chip Chirimbis and Lou Pucci discuss upcoming sporting events.

**Billy Westmoreland Fishing Diary**—weekly fishing program (all year).

**Fishing Texas**—fishing in and around Texas.

**The Great American Outdoors**—Ron Shearer hunts and fishes around the country. Seasonal.

**Jimmy Houston Outdoors**—weekly fishing action with timely instruction.

**The Name of the Game is Golf**—great golf tips and lessons.

**Outdoor Sportsman Magazine**—hunting and fishing around the country.

**The Outdoor Trail with Wayne Pearson**—fall and winter fishing, hunting and family outdoor education introducing great lodges, guides and cooks.

**Outdoors with Bill Harper**—fall and winter outdoor hunting, fishing and

game calling.

**Woods and Water Outdoor Show**—searching for prime hunting and fishing grounds with experienced guides.  
*Sports*

**Great American Football Rivalries**—some of the nation's oldest football traditions between colleges of academic excellence and long-standing rivalries.

**Big League Dreams**—motivational tips with coach George Allen and interviews with successful sports and entertainment pros.

**College Hoops '87**—selected major college basketball games from Division I schools.

*Inspirational*

**The Bible Answers**—in-depth bible study with the Dawn Bible Students Association.

**Christian Children's Fund**—an on-the-spot look at the conditions children face in underprivileged countries.

**Day of Discovery**—inspirational music and teaching by the Radio Bible Class of Grand Rapids.

**The Hyde Park Hour**—Father Ralph M. Smith, pastor of the Hyde Park Baptist Church in Austin, applies biblical principles to today's issues.

**Jimmy Swaggart**—inspirational education.

**The World Tomorrow**—Herbert W. Armstrong reads scripture and relates them to today's events.

## Ten, The Entertainment Network

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Suite 1210  
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New York, NY 10022  
212-754-1010  
Telex: 6831839 TEN LA

International Tele-Film Enterprises, Ltd.  
47 Densley Avenue  
Toronto, Ontario  
Canada M6M 5A8  
416-241-4483  
Telex: 06-060590

RTL-Representaciones de Television, S.A.  
Providencia 929 P.H.  
Casilla 7-9  
Santiago 9, Chile  
(562) 74512/251 3712  
Telex: 645105 RTLABA

Tele-Pictures Promoters International S.A.

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London W8, England  
(01) 938-2423  
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302-308 Hennessy Road  
Suite 1202  
Hong Kong  
5-89361956  
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Ray Myles & Associates  
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Telex: 214226 EME GR  
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Mr. Levin



Mr. Adams

*Representatives:* Drew Savitch Levin, *p & ceo*; Roger B. Adams, *sr up, natl sls mgr*; William W. Doyle, *up, intl sls*; Arthur O'Connor, *southeast reg sls mgr*; Eve Joffe, *d of sls, west*; Steve Finch, Lisa Gamboa, *d of sls, midwest*; Mark Rafalowski, *d of sls, northeast*; Andrew Berman, *intl sls*; Richard Elliot Hammer, *d creat serv*; Ellen Ferrera, *d, synd serv*; Elaine Mallon, *assoc d synd serv*; Paul Green, *up & gen mgr, Ten Media*; Murray L. Sweigman, *Canadian rep, Toronto*; Osvaldo Barzelatto, *Latin American rep, Santiago*; Adel Sammakieh, *Middle East rep, London*; Ronald Leong, *Southeast Asia rep, Hong Kong*; Ray Myles, *South African rep, Los Angeles*; Setis Heretis, *Greek rep, Athens*.

*Properties:*

*First-Run Game Shows*

**The New Dream House**—half-hour daily strip as contestants vie for the home of their dreams.

*First-Run Music Series*

**Top of the Pops**—52 weekly hours with up-to-the-minute chart action, the latest breaking news and on-stage superstar performance.

**Super Rock Presents "The Tube"**—13 weekly one-hour rock concerts. Sched-

uled performers include Janet Jackson, Patti LaBelle, Human League, ZZ Top, Bon Jovi and others.

*Music Specials*

**The 1987 International British Record Industry Awards**—2-hour rock music awards special taped live from Grovenor House in London.

**The 1987 Montreux Rock Festival I**—one-hour rock music concert special taped live from Montreux.

**The 1987 Montreux Rock Festival II**—one-hour music concert special. A second volume of on-stage performances.

**B. B. King's "Live at Nick's"**—one-hour concert taped live at the Dallas supperclub featuring blues guitarist B. B. King.

**America's Music**—13 one-hour concerts featuring various artists including Patti Page, Linda Hopkins, B. B. King, Woody Herman and many others.

**Swan Lake Ballet, Performed by the Bolshoi**—2 hours.

*Film Features/Packages*

**Sizzle**—12 theatrical features including "The Texas Chainsaw Massacre," "The Boogey Man," "Blood Link," "Slave of the Cannibal God," "Dirty Hands" and others.

**TEN Prime**—10 features including "Gambling's White Tiger," "Now and Forever," "Summer of Fear," "A Summer to Remember," "Kent State" and others.

**Hollywood Television Theatre Volume I**—10 teleplays including "Actor," "The Andersonville Trial," "The Ashes of Mrs. Reasoner," "Double Solitaire" and more.

**Hollywood Television Theatre Volume II**—11 teleplays including "Carola," "Scarecrow," "The Typist," "Neighbors," "Untold Damage" and others.

*Animated Series*

**Tranzor Z**—65 half hours available in stereo.

*Animated Features*

**TEN Animated Classics**—including "Daddy Long Legs," "Huckleberry Finn," "The Raft Adventures of Huck and Jim."

**TEN Space Animation**—including "Shadow World," "Voltus," "Starbirds," "Revenge of the Defenders," "Swords of the Space Ark."

*Plays*

**Shakespeare Theatre**—6 teleplays including "The Tragedy of Macbeth," "The Tragedy of King Richard II," "Anthony & Cleopatra" and others.

*Sport Series*

**No Guts, No Glory**—6 30 minutes.

Additional copies of  
**TV/Radio Age NATPE Issue**  
at Booth No. 527



## TF 1

17 rue de l'Arrive  
75015 Paris, France  
42 75 12 34  
Telex: 250878F

Representative: Mrs. Souné Wade.

## Thames Television International

149 Tottenham Court Road  
London, W1P 9LL  
England  
(01) 387 9494  
Telex: 25286  
Booth: 457



Mr. Phillips

Mr. Miron

Representatives: Mike Phillips, *mng d*; Roger Miron, *cont sls*; Peter Davies, *sls mgr*, U.S.A.; Charles Butler, *sls mgr*, Sport & Canada; Tricia Firswell, *sls exec*, South America & Caribbean.

### Properties:

**The Benny Hill Show**—95 half hours.  
**The Benny Hill Specials**—10 hours.  
**Crime Inc.**—7 hours.  
**Dangermouse**—50 half hours.  
**The Thames Comedy Originals**—156 half hours.  
**Hollywood**—13 hours.  
**The World at War**—26 hours or 52 half hours.  
**The World at War Specials**—10 hours.  
**After Benny, Thames Presents**—40 half hours.  
**Destination America**—9 hours.

## Bob Thomas Productions, Inc.

60 East 42nd Street  
New York, NY 10165  
212-221-3602



Mr. Thomas

Representative: Robert G. Thomas, *exec prod*.

## Time Buying Services

10 Columbus Circle  
New York, NY 10019  
212-765-7710

Representatives: Frank Muratore, *sr vp*; Paul Stuart.

Services: Media buying service.

## timeRite Agency, Inc.

2500 Ridgmar Plaza  
Fort Worth, TX 76116  
817-735-9029  
Booth: 1169

Representatives: Robert Thornton, *vp*; Claude Cox, *sls & mktg d*.

### Properties:

**Country Crossroads**—26 color half hours.  
**Plant Groom**—26 color half hours.  
**Sunshine Factory**—26 weekly or 130 daily half hours in color.  
**Sloppy Cook**—80 2 to 3-minute inserts.  
**Cope**—one-hour daily live feed via satellite at 2 p.m.  
*Movies*  
**Western Package**—10 features.  
**John Wayne Package**—10 features.  
**Romance Package**—10 features.  
**Comedy Package**—10 features.  
**Action/Adventure Package**—10 features.  
**Cherry-Picker's Package**—many features.

## Toei Animation Co., Ltd.

20695 South Western Avenue  
Suite 112  
Torrance, CA 90501  
213-533-4090  
Telex: 6975581

5-17-11 Shinjuku,  
Shinjuku, ku  
Tokyo, Japan  
(03) 208-8245  
Booth: 142

Representatives: Chiaki Imaga, *p*; Yoshinobu Karamatsu, *mng d*; Yukio Hayashi, *mgr*, U.S.; Hitoshi Kondo, *rep*, U.S.

### Properties:

*Cartoons*  
**Saint Seiya**—30 minutes each, coming soon.  
**Nija**—30-minutes each, coming soon.  
**Silver Fang**—26+ 30 minutes.  
**Dragon Ball**—45+ 30 minutes.  
**Maple Town**—50+ 30 minutes.  
**Ge Gte No Kitaro**—60+ 30 minutes.  
**Modern Kid**—26 30 minutes.  
**Step, Jun!**—45 30 minutes.

**Ken the Great Bear Fist**—100+ 30 minutes.

**Gu-Gu Ganmo**—50 30 minutes.

**Little Memole**—50 30 minutes.

**Wingman**—47 30 minutes.

**Stop! Hibari!**—35 30 minutes.

**Little Big Nose**—19 30 minutes.

**Mr. Musclem**—137 30 minutes.

**Love in Rock 'n Roll**—42 30 minutes.

**The Pumpkin Wine**—95 30 minutes.

**Patalliro**—49 30 minutes.

**Super Gal Asari**—54 30 minutes.

**Dr. Slump**—243 30 minutes.

**Tiger Mash II**—33 30 minutes.

**Hello Sandybell**—47 30 minutes.

**Genki, the Boy Champ**—35 30 minutes.

**Lalabel, the Magic Girl**—49 30 minutes.

**Galaxy Express 999**—113 30 minutes.

**Grand Prix**—44 30 minutes.

**Balatak**—31 30 minutes.

**Jet Mars**—27 30 minutes.

**Ga Keen, the Magnetic Robot**—39 30 minutes.

**Jeeg, the Steel Robot**—48 30 minutes.

**Great Mazing**—56 30 minutes.

**Getta Robot**—57 half hours.

### Cartoon Specials

**Ken, the Great Bear Fist**—72 minutes 30 seconds.

**Mr. Musclem—The Final Match!**

**Seven Supermen vs. Space Outlaws**—72 minutes 30 seconds.

**Dr. Mango & Zibako—From Outer Space with Love**—72 minutes 50 seconds.

**Two Year Vacation**—65 minutes 55 seconds.

**Chief Hippo's Zoo Diary**—66 minutes 25 seconds.

**Arsene Lubin vs. Sherlock Holmes**—67 minutes 40 seconds.

**Galaxy Express 999—Queen Emeraldus, the Eternal Traveler**—40 minutes 48 seconds.

**Captain Future—A Brilliant Race Over Solar System**—58 minutes 1 second.

**Toward the Terra**—111 minutes 53 seconds.

**The Door to the Summer**—59 minutes.

**Candy, Candy Call of the Spring**—25 minutes 2 seconds.

**Candy's Summer Vacation**—18 minutes 41 seconds.

## Toei Company, Ltd.

2-17, 3-chome  
Ginza, Chuo-ku  
Tokyo, Japan 104  
(03) 535-4641  
Telex: 2524541 TOEICO  
FAX: (03) 567-7360  
Booth: 1420

Representatives: Osamu Fukunaka, *exec d, intl sls & purchasing*; Yukio Homma, Hiroshi Yamauchi, *mgrs, intl sls & purchasing*.

*Properties:*

*Animation*

- The Laserion**—45 episodes.
  - Arbegas**—51 episodes.
  - Convattler V**—54 episodes.
  - God Sigma**—52 episodes.
  - Dartanius**—48 episodes.
  - Cyborg 009**—26 episodes.
  - Daikengo**—26 episodes.
  - Pyun-Pyun, The Little Samurai**—26 episodes.
  - Spielvan**—52 episodes.
  - Space Cop—Gabin**—52 episodes.
  - Sgaruvan, Space Guardian**—52 episodes.
  - Machine Alien**—52 episodes.
  - Jaspion**—52 episodes.
- Ninja & Samurai Action*
- Shadow Warriors**—105 episodes.
  - Red Shadow**—52 episodes.
  - Shogun's Samurai**—39 episodes.

**Tomwil, Inc.**

5315 Wilkinson Avenue  
 North Hollywood, CA 91607-2412  
 818-760-4523  
 Telex: 3781896 TOMWIL



Mr. Rokos



Ms. Rokos

*Representatives:* James Rokos, p; Wilda Rokos, vp.

*Properties:*

*USA Market Only*

- Super Sports America**—26 90 minutes of coverage featuring unique motorized sporting events like Swamp Buggy Racing, Tractor Pulling, etc.
  - Beyond Paradise: A Baja Adventure**—30 minutes on gamefishing in the Sea of Cortez and its impact on the environment.
- Foreign Markets Only*
- Fridays**—16 60 minutes of outrageous comedy, top musical acts and weekly celebrity hosts.
  - Lone Star**—4 60 minutes on the history of Texas hosted by Larry Hagman.
  - Bigfoot**—30 minutes on the world famous "monster truck."
  - Ricardo Montalban in Spain**—the international film star gives a unique look into this diverse country.
  - The Exciting World of Speed & Beauty**—26 30-minute looks at the people behind major motorized sporting events.
  - Alaska Outdoors**—26 30 minutes on the spectacular wildlife in this recreational region.
  - Impact Earth**—60 minutes on the ef-

*fects of comets and asteroids on earth.*

- Fabulous Floppers**—a lighthearted look at drag racing's "funny cars."
- American Sports Cavalcade**—130 90 minutes on motorized sporting events.
- Those Hollywood Movie Stuntmen**—30-minute look at how movie stunts are created.
- The Second Annual Stuntman Awards, Hosted by Lee Majors**—130-minute star-studded special honoring the men and women who create the stunts featured in the previous year's movies and television.
- Rape: Face to Face**—60-minute look at the causes behind this crime.

**Traco, Inc.**

P.O. Box 3286  
 Tulsa, OK 74101  
 918-495-6381

*Representatives:* Mike Bernard, vp & gen mgr; Joan Reynolds, med b; Linda Jensen, research analyst.

*Properties:*

- Oral and Richard Roberts**—52 half hours for Sunday time slots.
- Richard Roberts**—260 hours for Monday-Friday time slots.
- Specials**—4 to 6 one-hour programs for prime time release internationally.

**Transcontinental Pictures Industries**

650 North Bronson Avenue  
 Los Angeles, CA 90004  
 213-464-2279  
 Telex: 688477 Transpix LSA



Mr. Shaked

*Representatives:* Israel Shaked, Rebecka Shaked, Robert Kilgore, Madaea Edmondson.

*Properties:*

- Features*
- Code Name Zebra**—action.
- Riding Fast**—love story.
- Close to Home**—drama.
- Undercover Kids**—children's adventure.
- Overlords**—action.
- Lionman**—fiction fairy tale.
- Journey**—mystery.
- City in Panic**—horror.
- Seventeen**—youth in jeopardy.
- Say Dixie**—drama.

**Transmedia Distribution Corp.**

132 S. Telegraph Hill Road  
 Holmdel, NJ 07733  
 201-671-7176

*Representatives:* Alice Hsia, p; Richard Hsia, vp.

*Properties:*

- Kung Fu Films**—"A Hard Way to Die," "Super Power," "Jade Claw," "Kung Fu Executioner," "Kung Fu Zombie," and "A Fist Full of Talona."

**Transtar Television Sales**

(A division of Garrett Entertainment Corp.)  
 1119 East San Antonio Street  
 El Paso, TX 79901  
 915-533-4700  
 Telex: 4956490

11331 Ventura Blvd.  
 Studio City, CA 91604  
 818-985-3301

*Representatives:* Garrett W. Haston, p; Frank Ragsdale.

*Properties:*

- Specials*
- The 1987 Golden Eagle Awards**—2-hour musical tribute to Hispanics in the field of entertainment hosted by Ricardo Montalban and featuring Rich Little, Pia Zadora, Tony Orlando and others.
- All Star Salute**—2-hour musical comedy special starring Bob Hope and Johnny Yune in a pre-Olympic tribute to Korean War veterans. Available May/June.
- An American in Paris**—2-hour variety special from Paris starring Sammy Davis, Jr. Available August/September.
- Series*
- The Sightseekers**—one-hour weekly episodes hosted by Mike Connors, Lee Meriwether and Jonathan Winters.

**Trans World Teleproductions, Inc.**

4205-K Stuart Andrew Blvd.  
 Charlotte, NC 28210  
 704-523-8156  
 Telex: 621-43390  
 Booth: 1336

*Representatives:* Dave Lynch, d of synd; Susan Benninghofen, reg mgr, synd; Jack Sullivan, d of mktg.

*Properties:*

- Inside NASCAR**—weekly half-hour barter, 3/3 split. A behind-the-scenes update of what is happening around the NASCAR circuit with news, interviews, race highlights, features and stats.



## Tribune/Central City Productions

435 North Michigan Avenue  
Suite 1120  
Chicago, IL 60611  
312-222-9012

*Representatives:* Don Jackson, *p*; Greg Jackson, *prodn mgr*; Tribune Entertainment, *sls rep*.

### *Properties:*

**The Making of Black Mayors**—2-part in-depth special examining the impact of Black mayors.

**Minority Business Report**—encompasses a wide range of current business matters relating to small, minority and female-owned business around the country.

**The Stellar Awards, Second Annual Gospel Music Awards**—2-hour tribute to gospel.

**Black History Notes**—24 30-second vignettes on Black historical figures and events of importance to Black American history.

## Tribune Entertainment Company

435 North Michigan Avenue  
Suite 1982  
Chicago, IL 60611  
312-222-4441

220 East 42nd Street  
16th Floor  
New York, NY 10017  
212-557-7800  
Booth: 157



Mr. Cooper

*Representatives:* Sheldon Cooper, *p*; Joseph Antelo, *vp, exec prod*, "At the Movies;" Charles Hinds, *vp, admin*; Jack Devlin, *d, creat serv*; Allan Grafman, *d, bus affairs*; Dale Laackman, *d of ops*; Peter Marino, *d, prog develop*; Nancy Trainor, *d, stat rels*; Jim Smith, *d, midwest med sls*; Dan Greenblatt, *office of the p (NY)*; Clark Morehouse, *vp, med sls (NY)*; Carol Forace, *d, research/sls develop (NY)*; Anne Rodgers, *d, stat sls/med prog (NY)*; Mike Adinamis, *ae*; Lee Smith, *stat sls*; Jim Smith, *midwest mgr, media sls*; Bob Cesa, *Patty Cohen, aes (NY)*; Nancy Gottdenker, *Linda Lieberman, John Weiser, stat sls (NY)*.

### *Properties:*

#### *Mazazine/Talk*

**Geraldo Live!**—daily one-hour hosted by Geraldo Rivera featuring a live studio audience and guests. Produced by Maravilla Productions. Cash/Barter.

#### *Series/First Run*

**At the Movies**—weekly half-hour movie review show hosted by Rex Reed and Bill Harris.

#### *Children*

**Ghostbusters**—65 animated spooky half hours about two humans and a gorilla. In association with Group W/Filmation.

**GI Joe**—daily animated 30-minute action adventure series. In association with Cluster TV Productions.

**Kenny & Dolly: A Christmas to Remember**—one-hour holiday special.

**The Legend of Sleepy Hollow**—2 hours starring Jeff Goldblum and Meg Foster in the tale of Ichabod Crane's encounter with a "headless horseman."

**Mouse on the Mayflower**—animated one-hour special on the Pilgrim's voyage to the New World as seen through the eyes of William Mouse.

**Santa Claus is Coming to Town**—animated one-hour special narrated by Fred Astair. Produced by Rankin/Bass.

**Scrooge**—2-hour Dickens' classic starring Albert Finney, Sir Alec Guinness and Dame Edith Evans.

**The Smurfs and the Magic Flute**—animated 90-minute feature.

#### *News/Documentaries*

**Geraldo Rivera Specials**—4 2-hour live syndicated events to be aired in 1987-88 dealing with current topics and news stories. Produced by Maravilla Productions.

#### *News/News Service*

**US Farm Report**—weekly half-hour AGRI business magazine hosted by Orion Samuelson.

#### *Variety/Music/Comedy*

**Charles in Charge**—weekly half-hour comedy starring Scott Baio as a college student turned babysitter. First-run episodes.

**Soul Train**—weekly 60-minute dance and entertainment show hosted by Don Cornelius.

**What a Country!**—weekly half-hour about the adventures of an American citizenship class as they adjust to life in the United States. Co-production of Primetime Entertainment, Tribune Entertainment and Viacom Enterprises. Barter.

#### *Movies (Media Sales)*

**TV Net—"Tonight Only"**—movie package of 12 theatrical releases never seen on commercial television. A co-venture of Tribune Broadcasting and Viacom Enterprises.

**Embassy Night at the Movies**—one-quarter package of first-run movie

offerings.

#### *Sports*

**Chicago Cubs TV Network**—45 regional games.

#### *Special Events*

**Oscar Special**—one-hour to coincide with national hour telecast featuring Rex Reed and Bill Harris as they pick their favorites for Oscar winners.

**Hollywood Christmas Parade**—2-hour annual Hollywood event. Produced by Tribune Broadcasting.

**Nadia**—2-hour movie based on the life of Olympic gold medalist Nadia Comaneci.

## TSW-Television South West

Derry's Cross  
Plymouth PL1 2SP  
England  
(0752) 663322  
Telex: 45566



Mr. Turner



Mr. Reinhold

*Representatives:* Harry Turner, *mng d*; Michael Reinhold, *d of prog*.

### *Properties:*

**Distributed overseas through Tyne Tees Enterprises.**

**The Mayflower Project**—half-hour documentary about the work of photographer Vaughan Grylls and the mural he created depicting the spirit of American settlement from the pilgrim fathers to the present.

**Hilda's Book**—52-minute drama documentary on the relationships between poets Ezra Pound, Frances Gregg and Hilda Doolittle.

**Escape to Freedom**—half-hour documentary which recaptures the hopes and excitement of the annual Ten Tors expedition on Dartmoor.

**Horse Sense**—7 26 minutes. Everything you've ever wanted to know about horses and riding.

**1986 World Surfing Championships**—26-minute documentary featuring the highlights of this event, held for the first time in Cornwall, U.K., September 1986.

**A Knight Among the Cats of Venice**—half-hour documentary on the work of Helena Sanders among the emaciated and diseased cat population of Venice.

**A Breath of Fresh Air**—40 minutes on "narrative" painters between 1884-1900.

**Painting the Warmth of the Sun**—3 60 minutes about the lives and works of

"Modernist" artists from the 1920's to today.

**The Story of the Carol**—one-hour musical history of the Christmas carol.

**Doubling Thomas**—one-hour musical of the Easter story, after the Crucifixion.

**The Unvarnished Truth**—78-minute comedy. A lover's quarrel starts a bizarre sequence of events.

**Heather Ann**—one-hour adventure drama.

**Secrets of the Coast**—7 half-hour natural history series.

#### Music

**Classix Nouveaux**—2 half hours.

**The Mechanics**—half-hour treat for rock fans.

**Invitation to the Dance**—3 26 minutes of international folk artists who create an atmosphere of hazy, lazy summer days.

**Moura Lympany**—26 minutes featuring Moura Lympany playing some of her favorite short pieces for piano.

**Other music programs available.**

#### Documentaries

**Eyes to the Future**—half-hour look into the world of the blind and semi-sighted.

**A Part of Life**—half-hour examination of the terminally ill and hospice treatment.

**The Sands of Silence**—half-hour look into the deaths surrounding the D-Day rehearsals.

**The Man Who was "Q"**—half-hour treat for James Bond fans.

**Sefton—A Household Name**—half-hour look at the horse who survived a direct IRA bombing.

**The Sharks Rotary Club**—half-hour look at the Navy's elite team of helicopter pilots.

**The Shadow of Failure**—half-hour look into the death of T. E. Lawrence (of Arabia).

**More Available**

## Turner Program Services

One CNN Center  
Atlanta, GA 30348  
404-827-2085  
Telex: 6711000  
FAX: 404-827-2373  
Booth: 1243



Mr. Gillespie

**Representatives:** Henry Gillespie, Russ Barry, Bob Schuessler, John Walden, Ken Christensen, Bob Rierson,

Beth Gould, Carol Bomberger, Karen Louque, Tom Todd, Cliff Matis, Jeff Kinney, David Skillman, Bob Morris, Sid Pike, Mary Ann Pasante, Luis Torres-Bohl, Francisco Serrador.

#### Properties:

##### First-Run

**On Parade**—half-hour strip hosted by Ann Abernethy and Bill Boggs featuring current events, trends in the music, motion picture, fashion and television industries.

**Rocky Road**—103 half-hour situation comedy about three orphan children as they struggle to run an ice cream shop.

**National Geographic "On Assignment"**—12 hours, one per month travelling the world, uncovering the secrets of history and capturing the treasures of nature.

**Cousteau's Rediscovery of the World**—4 one-hour episodes per year as Jacques Cousteau and his crew circumnavigate the world.

**Portrait of America**—56 hours hosted by Hal Holbrook with the stories of the people and the places that make up our country.

#### Features/Packages

**Color Classic Network One**—24 films including "The Maltese Falcon," "Destination Tokyo," "The Prince and the Pauper," "Battleground" and "Father of the Bride," all color-enhanced.

**Color Classic Network Two**—24 colorized titles including "The Thin Man," "Treasure Island," "Mutiny on the Bounty," "Boys Town," "Woman of the Year."

**Turner Entertainment One**—25 titles including "Love Me or Leave Me," "Where the Boys Are," "It Started with a Kiss."

**Turner Entertainment Premium One**—20 made-for-television titles including "The Dirty Dozen: Next Mission," "Paper Dolls," "Death of a Centerfold," "Something About Amelia."

**Turner Entertainment Prime One**—30 titles including "Ben Hur," "The Man Who Loved Cat Dancing," "Ryan's Daughter," "Kelly's Heroes," "Ice Station Zebra."

**Turner Entertainment Family Affair**—25 all-color titles including "Clarence the Cross-Eyed Lion," "Flipper," "Tarzan the Ape Man," "Captain Sinbad."

**Turner Entertainment Lion One**—25 theatricals including "Bad Day at Black Rock," "Follow the Boys," "High Society," "Rhino."

**Turner Entertainment Lion Two**—30 theatricals including "Across the Wide Missouri," "It's Always Fair Weather," "Adam's Rib," "Singin' in the Rain," "Of Human Bondage," "Jailhouse Rock."

**Turner Entertainment That's Entertainment**—20 major theatricals includ-

ing "That's Entertainment," "Doctor Zhivago," "Logan's Run," "The Unsinkable Molly Brown."

**Turner Entertainment Vintage One**—30 titles including "North by Northwest," "Escape from Fort Bravo," "Gigi," "Tribute to a Bad Man."

**Turner Entertainment Extra Extras**—25 titles including "The Murder, She Said" and "The Doctor's Dilemma."

**Turner Entertainment 10 Extra Extras**—10 features including "Angels in the Outfield," "Brewster McCloud," "Calling Bulldog Drummond," "Mail Order Bride."

**Turner Entertainment Ten**—30 films including "The Dirty Dozen," "A Patch of Blue," "The Night of the Iguana," "The Sandpiper," "Where Were You When the Lights Went Out?"

**Turner Entertainment 13 Tailor Mades**—13 titles including "And Then Came Bronson," "Hondo and the Apaches," "Assignment Munich," "Babe."

**Turner Entertainment Theatre 15**—15 made-for-television movies including "Woman of the Year," "The Comedy Company," "The Deadly Game."

#### Off Network

**Gilligan's Island**—98 30 minutes.

**CHiPs**—138 hours.

**Medical Center**—170 hours.

**Our Gang**—52 9 to 11 minutes.

**The Courtship of Eddie's Father**—73 half hours.

**Daktari**—89 hours.

**Please Don't Eat the Daisies**—58 half hours.

**Man/Girl from U.N.C.L.E.**—128 hours.

**Then Came Bronson**—26 hours.

#### Cartoons

**Tom & Jerry & Friends**—205 Tom & Jerry cartoons, 103 others.

**Popeye**—234 cartoons with Popeye, Olive Oyl, Brutus and Wimpy.

**Warner Brothers Cartoon Library**—327 cartoons with Bugs Bunny, Porky Pig, Daffy Duck, Elmer Fudd and other characters.

**Turner Entertainment Cartoon Library**—105 cartoons created by William Hanna, Joseph Barbera, Fred Quimby, Tex Avery, Hugh Harmon and Rudolph Ising.

## TV Extra

200 Park Avenue  
New York, NY 10166  
212-692-3955



Mr. McDermott



**Representatives:** Kevin A. McDermott, *d of sls*; Theresa Cunningham, Marcia Hall, *natl aes*.

**Services:** TV Extra is a boldface promotion service which assists television programmers and distributors in reaching viewers at the moment-of-decision. Boldface advertisements are imbedded within television listings published by newspapers. Sold both locally and nationally, TV Extra completes the buy in the ADI.

## TV4 International

60 Charlotte Street  
London W1P 2AX  
England  
(01) 631-4444  
Telex: 892355 FOURTV G



Mr. Coyne

Ms. Small

**Representatives:** Larry Coyne, *hd*; Jane Small, *prog sls mgr*.

### Properties:

**What if it's Raining**—3 52 minutes on the breakdown of a successful young couple's marriage.

**Irish R.M.**—18 52 minutes starring Peter Bowles as a resident magistrate in rural Ireland at the turn of the century. British justice and Irish guile provide hilarious results.

## TVSC

Television Videotape Satellite Communications  
310 Parkway View Drive  
Pittsburgh, PA 15205  
412-928-4700  
Telex: 510-697-4055



Mr. Hudson

**Representatives:** J. Michael Hudson, *vp, gen mgr*; Jack Mauck, *vp, sls*; Jim Tuverson, Kenneth Blaustein, Dick Dreyfuss, Herman Mosley, *aes*.

**Services:** A syndication service compa-

ny with all services inhouse, including satellite uplink, videotape duplication (all formats—over 165 machines), ITV 4-field standards converter, Bosch FDL-60 film-to-tape transfers with secondary color correction, pan-scan and Lexicon time compressor-expander. Complete shipping and receiving within 800 air miles of 75% of all domestic TV stations.

## Twentieth Century Fox Television

P.O. Box 900  
Beverly Hills, CA 90213  
213-277-2211  
Telex: 6-74875 TCFHQCO LSA

40 West 57th Street  
8th Floor  
New York, NY 10019  
212-408-8377

35 East Wacker Drive  
Chicago, IL 60601  
312-372-1589

2635 Century Parkway  
Suite 950  
Atlanta, GA 30345  
404-634-0011

433 East Las Colinas Blvd.  
Suite 971  
Irving, TX 75039  
214-869-0215  
Booth: 573



Mr. Lambert

Mr. Greene

**Representatives:** Barry Diller, *chmn & ceo, Fox Inc*; Leonard Goldberg, *p & coo, Twentieth Century Fox Film Corp*; Jonathan Dolgen, *p, tv div*; Domestic Syndication: Michael J. Lambert, *exec vp*; Leonard J. Grossi, *sr vp, admin & ops, tv dist div*; Joseph Greene, *sr vp, dom sls, New York*; Tony Bauer, *vp, western div*; Benson H. Begun, *vp, bus affairs*; Michael Doodan, *vp, legal affairs*; Stanley DeCovnick, *exec d, bus & sls admin*; Gary Carlson, *d, stat rels & press*; John Garofolo, *d, adv/pub*; Steve Leblang, *d, mktg & research*; Alan Mehl, *d, synd prog*; Wlan Winters, *d, strategic planning, tv dist div*; Wendy Ehrlic, *mgr, stat rels*; Tanya Neimark, *mgt, creat serv*; Lark Zonka, *mgr, mktg & sls prom*; New York: Harry Mulford, *vp, adv sls*; Jim Puffer, *vp, northeastern div*; Barbara

Van Buskirk, *d, dom sls & clearances*; Harold Potter, *d, Movietone News*; Chicago: Dennis Juravic, *vp, central div*; Gary Butterfield, *ae, central div*; Atlanta: Michael Newsom, *vp, south-eastern div*; Ronald Geagan, *ae, south-eastern div*; Irving: Al Shore, *vp, south-western div*; Vic Zimmerman, *ae, southwestern div*; Video & Pay TV, Los Angeles: Robert Kreek, *sr vp*; Bud O'Shea, *sr vp, home video*; George Krieger, *vp, pay tv sls*; Sam Weinstein, *vp, worldwide non-theatrical sls*.

### Properties:

#### Series

**That's Hollywood**—74 color half hours.

**Circus**—52 color half hours.

#### Series/First-Run

**Dance Fever**—26 color half hours, year 9.

**Small Wonder**—24 half hours, year 3.

**Secrets and Rumors**—half-hour strip.

**Animal Express**—130 half hours.

**\$100,000 Pyramid**—Monday-Friday half hours.

#### Series/Off-Network

**M\*A\*S\*H**—255 color half hours.

**Mr. Belvedere**

**The Green Hornet**

**The Undersea World of Jacques Cousteau**

**Daniel Boone**—120 color hours.

**Jackie Gleason Show**—100 black & white half hours.

**Batman**—120 color half hours.

**Ghost & Mrs. Muir**—50 color half hours.

**Lancer**—51 color hours.

**Nanny and the Professor**—54 color half hours.

**Room 222**—110 color half hours.

**Land of the Giants**—51 color hours.

**Lost in Space**—83 hours, 29 in b/w.

**Voyage to the Bottom of the Sea**—110 hours, 32 b/w, 78 color.

**Fall Guy**—112 color hours.

**Trapper John**—154 color hours.

**Julia**—86 color half hours.

**12 O'Clock High**—78 hours, 17 color, 61 b/w.

**9 to 5**—52 first-run episodes plus 33 existing half hours. Cash '87, '88. Cash stripping Sept. '88.

#### Features/Packages

**Premiere II**—titles to be announced.

**Century 5, 6, 7, 8, 9, 10, 11, & 12**—total of 212 color titles, 8 b/w.

**Charlie Chan**—20 b/w titles.

**Fox Hollywood Theatre**—3 titles.

**Fox I, II, III, IV, V, & VI**—total of 102 color titles and 102 b/w.

**Laurel & Hardy**—6 b/w titles.

**Planet of the Apes**—5 color titles.

**Premiere One**—20 color titles.

**Shirley Temple**—2 color titles, 18 b/w.

**Special 41**—26 color titles, 15 b/w.

**Time Tunnel**—5 color titles.

**Big 36**—36 titles.

**Century 12 & 13**—25 titles.

**Fox 6**—26 titles.

**Fox Mystery Theatre**—13 90-minute specials.

*News/News Stories*

**Fox Movietone News**—520 original newsreels.

*Specials*

**The Making of M\*A\*S\*H**—90 minute special, color.

**Hollywood: The Gift of Laughter**—3 hours or 3 one-hour episodes, off network.

**Charles Dickens Classics**—8 90-minute animated specials.

## Twentieth Century Fox TV International, Inc.

P.O. Box 900  
Beverly Hills, CA 90213  
213-203-3011  
Telex: 6-74875

44 Market Street  
Suite 2501  
Sydney, N.S.W.  
Australia 2000  
011-61-2-29-2941  
Telex: AA21450

Fox Film Do Brasil, S.A.  
Rua Dr. Costa Jr., 230  
CEP 05002-Sao Paulo  
SP-Brazil  
011-55-11-872-3933  
Telex: 1131578

Fox Interamericana S.A.  
Apartado 6-1023  
Mexico, D.F. 06600  
Mexico  
905-545-9142  
Telex: (71) 258796

Entertainment Programming Services Ltd.  
720 King Street West  
Suite 600  
Toronto, Ontario  
Canada M5V 2T3  
416-364-3894  
Telex: 0622411

Twentieth Century Fox Film Co., Ltd.  
Television Division  
31-32 Soho Square  
London W1V 6AP,  
England  
011-44-1-437-7766  
Telex: 27869

Twentieth Century Fox France, Inc.  
Television Division  
114, rue la Boetie  
75008 Paris,  
France  
011-33-1-42-25-4617  
Telex: 290053F  
Booth: 573



Mr. Saunders

*Representatives:* William Saunders, sr up; Australia: Peter Broome, up; Paul Herbert, sls mgr; Brazil: Elie Wahba, up; Maurice Aghion, sls mgr; Mexico: Gustavo Montaudon, sls mgr; Canada: David Jackson, p; England: Malcolm Vaughan, up; Stephen Cornish, sls mgr; France: Gilles Meunier, sls mgr.

*Properties:*

*Series/New Product*

**L.A. Law**—22 hours.

**The Wizard**—13 hours minimum.

**Heart of the City**—13 hours minimum.

**Mr. Belvedere**—22 half hours. 3rd year.

**Dynasty Year VII**—29 hours.

*Series/First-Run*

**9 to 5**—26 half hours. 3rd year.

**Dreamgirl USA**—25 half hours; one-hour final.

**The Late Show Starring Joan Rivers**—Mondays through Fridays, from Fox Broadcasting.

**Small Wonder**—24 half hours. 2nd year.

*Mini-series*

**Various Titles**—including "The Long Hot Summer," "The Sun Also Rises," "Spearfield's Daughter," "Blood Feud," "My Cousin Rachel," "Rules of Marriage," "Valley of the Dolls."

*Made-for-TV Movies*

**Recent Movies of the Week**—including "Anatomy of an Illness," "In Like Flynn," "Draw," "A Letter to Three Wives," "Love Thy Neighbor," "Masterpiece of Murder," "Peyton Place: The Next Generation," "Popeye Doyle," "Sentimental Journey," "Sin of Innocence," "When She Says No," "Squaring the Circle."

*Catalogue Series*

**Batman**—120 color half hours.

**Daniel Boone**—120 color hours.

**The Fall Guy**—112 color hours.

**The Ghost & Mrs. Muir**—50 color half hours.

**The Jackie Gleason Show**—100 b/w half hours.

**Julia**—86 color half hours.

**Lancer**—51 color hours.

**Land of the Giants**—51 color hours.

**Lost in Space**—83 color hours, 29 b/w hours.

**M\*A\*S\*H**—255 color half hours.

**Nanny and the Professor**—54 color half hours.

**Room 222**—113 color half hours.

**Trapper John**—151 color hours.

**Voyage to the Bottom of the Sea**—78 color hours, 32 b/w hours.

*Feature Films*

**Recent Title Releases**—including "Romancing the Stone," "Commando," "Cocoon," "Aliens," "Jewel of the Nile," "The Fly," "Big Trouble in Little China," "Jumpin' Jack Flash."

*MPC Product*

*Catalogue Series*

**Small Wonder**—24 half hours.

**Dynasty**—148 color hours.

**Fantasy Island**—155 color hours.

**Vega\$**—68 color hours.

**Miller's Court**—26 half hours.

**Expedition: Danger**—26 half hours.

**Charlie's Angeles**—115 color hours.

**Starsky & Hutch**—92 color hours.

**Strike Force**—19 color hours.

**Family**—86 color hours.

**S.W.A.T.**—37 color hours.

**Movin' On**—44 color hours.

**Dusty's Trail**—26 color half hours.

**Chopper One**—13 color half hours.

**Firehouse**—13 color half hours.

**Here We Go Again**—13 color half hours.

**Primus**—26 color half hours.

**Mini-Series**—"Atlanta Child Murders," "Evergreen," "Flying Doctors," "Little Gloria ... Happy at Last," "Sara Dane."

**Specials**—"Salute to Lady Liberty," "The Crystal Light National Aerobic Championship," "Godunov: The World to Dance In," "Assassins Among Us," "Sex, Teenage Style."

## Tyne Tees Enterprises Limited

15 Bloomsbury Square  
London WC1A 2LJ  
England  
01-405 8474  
Telex: 266316



Mr. Sandford

*Representative:* Tony Sandford, ceo.

*Properties:*

**Andy Robson**—20 30-minute adventure drama series for children.

**Supergran**—26 30 minutes for children; 60-minute Christmas special.

**Dramas for Children**—5 30 minutes, "Flyaway Friend," "Messages," "The Audition," "The Coal Princess," "The Venchie."

**Capability Brown**—60-minute documentary on the 18th century landscape



artist Lancelot Brown.

**Crusade-The Story of the Jarrow March**—60-minute documentary which commemorates the 50th anniversary of the Jarrow March.

**It's Not Where You Start, It's Where You Finish**—60-minute moving and exhilarating documentary which looks at a group of hopeful young students at a famous London drama school.

**Nasser**—3 60-minute series based on an extended interview with Mohamed Hassanein Heikal, a close friend and advisor to Gamal Abdul Nasser.

**Turning the Tide**—7 30 minutes presented by David Bellamy which acknowledges growing anxiety about what mankind is doing to his environment.

**Lakeland Rock**—5 45 minutes with some of the top rock climbers in the world.

**Land of the Borders/Land of the Eastern Borders**—2 60-minute documentaries presented by Melvyn Bragg which look at the hinterland and bloody history of the country which divided England and Scotland.

**The Slaggyford Panto**—30-minute documentary about the small town of Slaggyford as the rural village prepares for its annual Christmas pantomime.

**Bucleuch**—half-hour documentary which looks into the stately homes owned by the Bucleuch family and the relationships between the aristocracy and those who work for them.

**Operation Julie**—3 60-minute mini-series or 97-minute movie version on the true story of the infiltration of one of the world's largest drug rings.

**The World Cup-A Captain's Tale**—90-minute story about an amateur football team from a small town that goes on to win the first ever World Cup competition.

**The Mind of David Berglas**—6 45 minutes, 1 60-minute Christmas special featuring David Berglas with his demonstrations of the powers and potential of the human mind.

**Revelations**—17 half-hour interviews with personalities who recount an experience which has changed their lives.

**Dire Straits at Wembley**—60-minute concert recorded live from Wembley Arena in July, 1985.

**Dire Straits in Israel**—33-minute report of the band's visit to Israel in April, 1985.

**Eurotube Compilation**—60-minute compilation featuring highlights of the 5½ hour rock marathon July 5, 1986.

**Lagos Jump**—45-minute documentary which examines the vibrant music scene and youth culture of Lagos, Nigeria.

**Queen at the Wembley Stadium**—60 minutes.

**The Tube**—Britain's top music series available in extract and compilation

form.

**Walking to New Orleans**—60-minute musical documentary starring Jools Holland.

**Bliss in Concert**—10 30-minute all live rock music shows.

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## Unifilm International Company

1741 North Ivar  
Suite 102  
Hollywood, CA 90028  
213-461-3268

*Representatives:* Kenneth Haker, *sls rep*; Neva Friedenn, *sls rep*.

*Properties:*

**The Masters of Kung-Fu, Collection I**—13 martial arts films starring John Liu, Bruce Liang, Carter Wong.

**The Masters of Kung-Fu, Collection II**—13 martial arts films starring Bruce Li, Bruce Liang, John Liu, Chi Kuan Chun, Raymond Lui.

**The Masters of Kung-Fu, Collection III**—13 martial arts movies starring Bruce Li, Simon Yuen, Lee I Min, Carter Wong.

**Blood of the Dragon**—special feature starring Jimmy Wang Yu.

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## United States Satellite Broadcasting Company, Inc.

3415 University Avenue  
St. Paul, MN 55114  
612-645-4500

*Representatives:* Stanley S. Hubbard, *p*; Stanley E. Hubbard II, *vp*; Paul R. Heinerscheid, *d of tech ops*.

---

## Unitel Video, Inc.

515 West 57th Street  
New York, NY 10019  
212-265-3600

Unitel-Hollywood  
5555 Melrose Avenue  
Studio G  
Hollywood, CA 90038  
213-468-4606  
Unitel Mobile  
1025 Beaver Avenue  
Pittsburgh, PA 15233  
412-231-6800

*Representatives:* Herb Bass, *p, Unitel Video*; Al Geisler, *exec vp, Unitel Video*; Barry Knepper, *vp finance, treas*; Joe DiBuono, *vp, corporate mktg*; John Hoffman, *p, Unitel-New York*; Garth Gentilin, *vp, sls, Unitel-New York*; Newt Bellis, *p, Unitel-Hollywood*; Rita

Scott, *vp, ops, Unitel-Hollywood*; Jeff Ross, *vp, sls, Unitel-Hollywood*; Richard Clouser, *p, Unitel Mobile*; Sue Devlin, *vp, Unitel Mobile*.

*Services:* Unitel Video, with divisions in New York, Hollywood and Pittsburgh, offers the finest in state-of-the-art video facilities and engineering talent. Unitel-New York has four tv studios with complete production, post-production and support facilities including on-line computerized editing suites with multi-channel ADO and DVE and a graphics center utilizing the Dubner CBG-2, Paintbox and Abekas A-62. Unitel-Hollywood has 2 on-line and 3 off-line editing suites, a Montage Picture Processor, 2 Rank Cintel telecine suites with the "TLC" Time Logic Controller and a mobile tv production unit for shooting on Hollywood sound stages. Unitel Mobile has 3 fully equipped mobile units—47', 45', and 43'—specializing in large broadcast programs and corporate communications.

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## UPA Productions of America

1875 Century Park East  
Suite 2140  
Los Angeles, CA 90067  
213-556-3800  
Telex: 194728 TELUS BVHL

*Representative:* Patricia Saperstein, *mktg d*.

*Properties:*

*Features*

**The Terror of Mechagodzilla**  
**Frankenstein Conquers the World**  
**Godzilla's Monster Zero**  
**Godzilla's Revenge**

**12 Sweep Classics**—"Godzilla," "Godzilla vs. The Thing," "Rodan," "War of the Gargantuans," "Battle of the Worlds," "Island of the Burning Doomed," "High Seas Hijack," "Sounder," "Misty," "Dog of Flanders,"

**Bread & Butter 18**—"A Hero Ain't Nothin' but a Sandwich," "Mary White," "The Evil of Dracula," "The Lake of Dracula," "ESP-Y," "The Last Days of Planet Earth," "Atom Age Vampire," "Bedelia," "The Silicians," "Jackpot," "Paradise Alley," "Jailbreak," "Crosstrap," "Ambush in Leopard Street," "Danger by My Side," "Freedom to Die," "Touch of Death."

*Animation*

**Mr. Magoo in the King's Service**—2 hours.

**Mr. Magoo in Sherwood Forest**—2 hours.

**Mr. Magoo in Favorite Heroes**—2 hours.

**Mr. Magoo—Man of Mystery**—2 hours.

**Mr. Magoo's Storybook Snow White**—one hour.

**Uncle Sam Magoo**—one hour.

**Mr. Magoo's Treasure Island**—one hour.

**Mr. Magoo's Christmas Carol**—one hour.

**The Mr. Magoo Show**—65 half hours.

**Mr. Magoo's Storybook**

**Mr. Magoo at Sea**

**Dick Tracy**—32 half-hour cartoon shows.

*Series*

**The Roy Rogers Show**—100 half hours.

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## Up With People

3103 North Campbell Avenue  
Tucson, AZ 85719  
602-327-7351  
Booth: 664

*Representatives:* Ralph J. Colwell, *vp*, *tv prodn*; Bruce Erley, *vp*, *d of pr*.

*Properties:*

**Room for Everyone**—30-minute musical documentary with the Up with People international cast in tour in the People's Republic of China.

**Twin Cities Suite**—one-hour musical visit to the "mini-apple"—Minneapolis and St. Paul.

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## USA Network

1230 Avenue of the Americas  
New York, NY 10020  
212-408-9100

*Representatives:* Kay Koplovitz, *p*, *ceo*; R. Kent Replogle, *exec vp*, *coo*; Stephen Brenner, *vp*, *bus affairs & gen counsel*; David Bender, *vp*, *research*; Andrew Besch, *vp*, *mktg*; Gil Faccio, *sr vp*, *affiliate rels*; Douglas Hamilton, *sr vp*, *finance & admin*; David Kenin, *sr vp*, *prog*; John Silvestri, *sr vp*, *adv sls*.

---

## U.S./Mexico Travel Exchange

1119 East San Antonio Street  
El Paso, TX 79901  
915-533-4700

*Representative:* Jeffrey Peters, *exec vp*.

*Services:* Trading air time for radio, television, cable systems and game shows for hotel accommodations and resort time with the leading hotels and resorts in Mexico.

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## USTV

3415 University Avenue S.E.  
Minneapolis, MN 55414-3365  
612-642-4582

*Representatives:* James E. Blake, *vp*, *sls*; Ralph J. Dolan, *vp*, *prog develop*; Paul R. Heinerscheid, *vp*, *opers*.

*Services:* Distributors of programming via Ku-band satellite.

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## Varitel Communications Inc.

350 Townsend Street  
San Francisco, CA 94107  
415-495-0910



*Mr. Osterhaus*

*Ms. Cheney*

*Representatives:* William E. Osterhaus, *p*, *VCI*; Arthur Porter, *p*, *Varitel Video*; Jan Cheney, *p*, *VariCom, Inc.*; Chris Lathrop, *gen mgr*, *Varitel Video, San Francisco*; Jack Schaeffer, *vp*, *opers*, *Varitel Video*.

*Services:*

A television management firm specializing in start-ups, takeovers and expansions of television companies and television-related ventures. *Varitel Video*, with facilities in Los Angeles and San Francisco, provides advanced video editing and shooting facilities for syndicated programming and special applications, such as video disk production. *Varitel* markets personal computer software for departmental use in broadcast stations, production facilities, program services, distributors and other applications.

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## Vestron Television

60 Long Ridge Road  
P.O. Box 4000  
Stanford, CT 06907  
203-968-0000  
Booth: 1206



*Mr. Zelnick*

*Mr. Armstrong*

*Representatives:* Strauss Zelnick, *sr*

*vp*; David Armstrong, *d of sls*; Lisa Gaiser, *mgr of sls*; Tim Lavender, *ae*; Bill Quigley, *sr vp*, *Vestron Pictures*; C. J. Kettler, *vp*, *film acquisition*, *Vestron Video*.

*Properties:*

*Features/Packages*

**Empire of Terror**—19 titles including "Ghoulies," "The Dungeonmaster," "Trancers," "The Alchemist," "Zone Troopers," "Ghost Warrior," "TerrorVision," "Troll," "Re-Animator," "Space Rage," "Slaughter High," "Walking the Edge," "Dolls," "Spell Caster," "Blood Diner," "Transmutations," "From Beyond," "Rawhead Rex," "Crawlspace."

**The Beach Boys—An American Band**—103 minutes starring The Beach Boys.

**Lovely & Deadly**—12 titles including "Playing the Field," "Red Heat," "Savage Streets," "Night Force," "Savage Island," "Valet Girls," "The 13 Chairs," "Nefertiti Queen of the Nile," "Tiger of the Seven Seas," "Ms. Stiletto," "The Possessor," "Primal Impulse."

**Heroes, Pirates & Warriors**—14 titles including "Pirates of the Seven Seas," "The Sword and The Cross," "Heroes in Hell," "The Jungle Master," "The Invincible Gladiators," "Duel of Champions," "The Executioner of Venice," "Battle of the Valiant," "Pirate Warrior," "The Marauder," "Cold Steel for Tortuga," "The Conqueror and the Empress," "Return of the Conqueror," "The Snake Hunter Stranger."

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## Viacom International Inc.

1211 Avenue of the Americas  
New York, NY 10036  
212-575-5175  
Telex: 620-235 VIA  
TWX: 710-581-5520

10900 Wilshire Blvd.  
Los Angeles, CA 90024  
213-208-2700

400 Perimeter Center Terrace  
Suite 982  
Atlanta, GA 30346  
404-395-7795

433 East Las Colinas Blvd.  
Suite 1160  
Irving, TX 75039  
213-208-2700

10 South Riverside Plaza  
Suite 316  
Chicago, IL 60606  
312-648-5858

Viacom International Limited  
40 Conduit Street



London W1R 9FB,  
England  
441-434-4483  
Telex: 841-919122

Viacom Latino Americana  
1211 Avenue of the Americas  
New York, NY 10029  
212-575-5175  
Telex: 620-235 VIA

Viacom International Pty. Ltd.  
P.O. Box 0342  
Queen Victoria Building  
Sydney, N.S.W. 2000  
Australia  
612-29-4391  
Telex: 790-20698

Viacom Video Audio Communicacoes  
Ltda.  
Alameda Jau', 1742  
Il Andar  
Caixa Postal 51521  
0499 Sao Paulo, Brazil  
(55-11) 853-4633  
Telex: 391-01121773

Viacom Japan, Inc.  
4F, Mitsuwa Bldg.  
7-2 Ginza 6-Chome  
Chuo-ku  
Tokyo 104, Japan  
(81-3) 573-0551  
Telex: 781-24204

Viacom Enterprises Canada Ltd.  
45 Charles Street East  
Toronto 5, Ontario  
Canada M4Y 1S2  
416-925-3161  
Telex: 369-06219596

Viacom SA  
Chamerstrasse 18  
6300 Zug, Switzerland  
41-42-21-8122  
Telex: 845-868-750  
Booth: 935



Mr. Zaleski

*Representatives:* Ralph M. Baruch, *chmn of the bd*; Terrence A. Elkes, *p, ceo*; Kenneth F. Gorman, *chmn, Viacom Cable Network Group, exec vp, Viacom International, Inc.*; Bud Getzler, *chmn, Viacom Entertainment Group*; Paul Hughes, *p, Viacom Entertainment Group & Viacom Broadcast Group*; Gus Lucas, *exec vp, Viacom Entertainment Group*; Ronald Lightstone, *sr vp, corporate & legal affairs*;

George Castell, *vp, corporate develop*; Kenneth Meyer, *vp, human resources*; Gordon E. Belt, *vp, chf financial off & treas*; John Brady, *sr vp, finance, Viacom Entertainment Group*; Katherine Hogan, *vp, counsel/entertainment*; Dennis Ellis, *vp, compt*; David Fluhrer, *d, corporate communications*; Viacom Enterprises: Joseph D. Zaleski, *p, dom synd*; Dennis Gillespie, *sr vp, mktg*; Michael Gerber, *sr vp*; Paul Kalvin, *sr vp, sls*; Toby Martin, *vp, prog*; Elissa Lebeck, *vp, research & mktg serv*; Charles Tolep, *vp & gen mgr, licensing & merchandising*; Eric Veale, *vp, opers*; Tony Guido, *vp, opers*; Lisa Merians, *d, creat serv*; Betsy Vorce, *d, pr*; Kenneth Werner, *d, bus affairs*; Gerald Pinks, *d, dom sls serv*; George Faber, *d, communications, Los Angeles*; Kim Schlotman, *d, mktg strategy*; Richard Dorfman, *d, adv sls*; Joseph DiSalvo, *sls mgr, northeastern div*; Sean Deneny, *mgr, mid-Atlantic dom sls*; Tom Tannenbaum, *p, Viacom Productions*; Los Angeles: Brooks Carroll, *vp, sls, western div*; Al Miller, *ae, western div*; Atlanta: Frank Flanagan, *vp, southeastern div*; Mary Creas, *ae, southeastern div*; Sid Beighley, *ae*; Dallas: David Campbell, *mgr, south-western div*; Gloria Martin, *ae, south-western div*; Chicago: Dennis Emerson, *vp, midwest*; Dennis Boyle, *mgr, central western div*; Viacom Worldwide: Willard Block, *p*; Neil McHugh, *vp, new bus & admin*; Raul Lefcovich, *vp, intl*; Noreen Brittenham, *assoc d, sls admin, Viacom Latino Americana*; Martha Burke-Hennessy, *mng d, Viacom SA & Viacom International Ltd., London*; Peter Press, *vp, mng d, Sydney*; Ivan Aragon, *gen mgr, Sao Paulo*; Jiro Sugiyama, *p, Tokyo*; Alastair Banks, *vp, gen mgr, Toronto*; Manfred Metzger, *rep, Zud*.

*Properties:*

*Series, First-Run*

**What a Country!**—26 original half hours, 26 repeats of the humorous adventures of an American citizenship class starring Garrett Brown, Gail Strickland and Yakov Smirnoff.

**Split Second**—26 weeks of original strips, 26 weeks of repeats. A fast-paced, high stakes question and answer game show hosted by Monty Hall.

**People in Crisis**—30 weeks of original strips, 22 weeks of repeats featuring psychologist Dr. Dan Kiley, his guests and the studio audience confront and probe personal problems.

**MTV Top 20 Video Countdown**—52 original hours hosted by MTV VJ Mark Goodnab, profiling the week's hottest music videos.

**The New Honeymooners**—69 half hours of rediscovered programs featuring Jackie Gleason, Art Carney, Au-

drey Meadows and Joyce Randolph.  
**Bizarre**—125 half hours of wacky humor starring John Byner.  
*Series, Off-Network*

**The Cosby Show**—125 half hours starring Bill Cosby.

**All in the Family**—207 half hours.

**Andy Griffith**—249 half hours.

**The Best of the Beverly Hillbillies**—168 half hours.

**The Bob Newhart Show**—142 half hours.

**Cannon**—124 hours.

**Clint Eastwood in Rawhide**—217 hours.

**Dick Van Dyke**—158 half hours.

**Family Affair**—138 half hours.

**Family Feud**—260 half hours, stripped.

**Gomer Pyle**—150 half hours.

**Gunsmoke**—226 hours.

**Have Gun Will Travel**—156 half hours.

**Hawaii Five-O**—200 hours.

**Hogan's Heroes**—168 half hours.

**The Honeymooners**—107 half hours; 69 newly re-discovered.

**I Love Lucy**—179 half hours.

**I Spy**—6 hours.

**The Life and Times of Grizzly Adams**—35 hours, 2 90-minute specials.

**Marshall Dillon**—233 half hours.

**The Mary Tyler Moore Show**—168 half hours.

**My Three Sons**—160 half hours.

**Our Miss Brooks**—127 half hours.

**Perry Mason**—26 hours not seen since their original release, 50 hours rarely seen, 196 hours previously in syndication.

**Petticoat Junction**—148 half hours.

**The Rookies**—90 hours.

**The Twilight Zone**—168 half hours and hours.

**The Wild, Wild West**—104 hours.

*Ad Hoc Network (offered jointly with Tribune Entertainment)*

**TV Net**—one per month, first-run primetime feature films never before seen on broadcast television.

*Animated Series*

**Terrytoons**—689 cartoon units.

**Harlem Globetrotters**—22 half hours.

**The Alvin Show**—26 half hours.

*Packages/Features*

**Viacom Features I, II, III, IV, V, VI, VII, VIII, IX, X, XI**

**Viacom Movie Greats**

**Viacom Special Delivery**

**The Legend Group**

**The Exploitable**

**Gasp**

**Thematics**

**Young and Reckless**

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## Via Le Monde Inc.

326 Rue St. Paul Quest  
Montreal, Quebec  
Canada H2Y 2A3  
514-285-1658  
Telex: 055-62243  
Booth: 865



Mr. Bertolino



Ms. Viau

*Representatives:* Daniel Bertolino, Catherine Viau, Nicole Lafleur.

### *Properties:*

**Legends of the World**—39 26 minutes for children featuring a unique collection of folk and fairy tales which reveal the cultural similarities among the different people of the world. French and English versions available.

**Trap**—13 26 minutes for children available in French and English. Young teenagers have to use all their intelligence to avoid incredible traps.

**Indian Legends of Canada**—14 26 minutes for children on the culture and philosophy of the Indian Nations of Canada as seen through mythology. Available in English and French.

**Family of My Friends**—13 26 minutes for children about 10 and 11 year olds already obliged to work and to fill positions of responsibility. Available in English and French.

**Children of the World**—6 55 minutes in production on the situation of childhood throughout the world.

## Victory Television

275 Madison Avenue  
New York, NY 10016  
212-687-1516

Chicago, IL  
312-790-3030

San Francisco, CA  
415-388-4030

Westin Canal Place  
Suite 2426



Mr. Victory

*Representatives:* James T. Victory, p; Chuck Wolfertz, up, Eastern sls; John

Rohrs, up, Midwest sls; Tom Sedarski, Midwest sls; Ben Okulski, up, Western sls.

### *Properties:*

*Series/Off-Network*

**Hill Street Blues**—146 hours.

**WKRP in Cincinnati**—90 half hours.

**Streets of San Francisco**—119 hours.

*Game Shows*

**Concentration**

## Video Dub, Inc.

423 West 55th Street  
New York, NY 10019  
212-757-3300

*Representatives:* Donald Buck, p; Leonard Schwartz, up, gen opers; James Moldow, sls exec.

*Services:* Videotape and satellite distribution services of syndicated programs; commercial integration; film to tape transfers; videotape cassette duplication.

## Videofashion

1 West 37th Street  
New York, NY 10018  
212-869-4666  
Telex: 225707 VIDMO UR

*Representatives:* Nicolas H. Charney, chmn; Marlene McGinnis, intl mktg; Mercedes Idefonso, prod; Anne V. Adami, mng ed.

### *Properties:*

**Videofashion Monthly**—12 half-hour fashion magazine on video covering world fashion trends for women.

**Videofashion News**—12 half-hour shows featuring world-wide designer trends for women, edited after each fashion season.

**Videofashion Men**—4 half-hour fashion magazine covering world fashion trends for men.

**Videofashion Specials**—12 half-hour generic programs on fashion and life-style edited from the 10 year-old Videofashion library.

## Video Software Sales

301 East 79th Street  
Suite 16E  
New York, NY 10021  
212-744-3718

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TV/Radio Age  
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at Booth No. 527



Ms. Rosenzweig

*Representatives:* Davy Rosenzweig, p; John Clacy, sls & mktg d.

### *Properties:*

**"Down Under" Feature Film Package**—8 films from Australia and New Zealand.

**Signatures of the Soul**—documentary with Peter Fonda about the art of tattooing.

## The Video Tape Company

10523-45 Burbank Blvd.  
North Hollywood, CA 91601  
818-985-1666  
TWX: 910-499-1741  
Booth: 958



Mr. Austin



Mr. Millais

*Representatives:* Keith Austin, chmn of the bd; Frances Van Paemel, p; Dick Millais, up, mktg; Marilyn Davis, sls mgr, dist serv; Sharon Beverly, ae; Mary McEvers, mgr, dist serv; Don Palmer, ae; Richard Sherman, eastern rep; Catherine Maletesta, d, intl sls; Maura Schwartz, mgr, cassette duplication SVCS.

### *Services:*

Provides a full range of services for distributors and syndicators including video tape duplication and distribution in all formats (2", 1", 3/4", 1/2"); satellite services; film-to-tape transfer (latest 16/35mm Rank Scanner with pan/scan, color correction and time compression/expansion); standards conversion (NTSC-PAL-SECAM).

## Visual Productions '80 Ltd.

101 Niagara Street  
Suite 2  
Toronto, Ontario  
Canada M5V 1C3  
416-868-1535  
Telex: 06218079 Visual 80 Tor  
Booth: 865





Mr. Shenken



Ms. Shenken

*Representatives:* Lionel Shenken, *p*;  
Beverly Shenken, *mktg d*.

*Properties:*

**Package of TV Movies**—30 TV feature movies filled with action, suspense and drama.

**Wilde Country**—26 half hours of new rock/country music.

**Street Set**—26 hours of live bands and music videos.

**Just Jazz**—78 half hours of jazz in all forms; blues, fusion, traditional, etc.

**Niagara Repertory Company**—13 half hours of family entertainment.

**Glitter**—130 half hours of interviews with stars and celebrities on location.

**50's Connection**—24 half hours of 50's rock and roll with guests Leslie Gore, Freddie Cannon, The Platters and more.

**401 Music Store**—26 half hours of all Black performers featuring reggae, calypso, blues and soul music.

### Vitt Media International, Inc.

1114 Avenue of the Americas  
New York, NY 10036  
212-921-0500  
TWX: 710-581-4294



Mr. Swinehart

*Representatives:* Keith M. Swinehart, *vp, prog/synd*; Richard Olsen, *vice chmn*; Bill Morton, *grp vp, intl sls*; Christine Barros, *mgr, synd*; James K. Francis, *VMI synd west*; Lisa Gelhaus, *VMI synd east*.

*Properties:*

*U.S. Domestic*

**Polka Dot Door**—185 half hours designed to entertain and stimulate learning experiences for young children.

**"How To" Series**—91 half hours covering subjects including home repair, gardening, fishing and computers.

**Ski Boy**—live action adventure filmed in the Swiss Alps.

**Classic Oldies**—235 feature films.

*International*

**New Zoo Review**—195 half hours.

**Dick Dead Eye**—90 animated minutes.

**Outcry**—90 minutes with Robert Walker, Julie Harris and Tony Dow.

**Echoes**—90 minutes.

**Children of Rage**—90 minutes.

**Wall Street Journal Report** (International)—52 half-hour weekly business report.

### Wall Street Journal Television

200 Liberty Street  
New York, NY 10281  
212-416-2000  
Telex: 128252  
Booth: 374

*Representatives:* Carl J. Sabatino, *d, sls & mktg*; Barbara J. Hussey, *staff asst*; Susan L. Strekel, *affiliates rels consul*; Al Husted, *pr rep*.

*Properties:*

**The Wall Street Journal Report**—weekly half-hour business and financial news program.

### Warner Bros. Television Distribution

4000 Warner Blvd.  
Burbank, CA 91522  
818-954-6000  
Telex: 4720389

Booking & Services  
630 Ninth Avenue  
New York, New York 10036  
212-484-8000

143 Patricia Way  
P.O. Box 2749  
Grass Valley, CA 95945  
916-272-5343

Box 999  
Covington, LA 70434  
504-892-2703

3058 Brookwood Circle  
Fort Mitchell, KY 41017  
606-341-2585

50 Belmont Avenue  
Apt. 316  
Bala Cynwyd, PA 19004  
215-664-7307

Westin Canal Place  
Suite 2626-27

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Mr. McGregor



Mr. Hart

*Representatives:* Charles D. McGregor, *p, worldwide distrib*; Mauro A. Sardi, *exec vp, worldwide opers*; William S. Hart, *vp, dom sls mgr*; Ed Donaldson, *vp, western sls*; Bill Seiler, *vp, southern sls*; John Louis, *vp, midwestern sls*; Gary Cozen, *eastern sls d*; John Laing, *north central sls d*; Paul Simon, *vp, research*; Ken Fournier, *vp, adv, prom & pub*; John Chickering, *vp, financial admin*; Dee Eulberg, *vp, product coord*; Dan McRae, *vp, dom contracts*; Sharon Kneller, *d, pub & prom*; Eleanor Liebs, *dom sls admin*; New York: Erwin Markisch, *off mgr & tech serv d*; Joe Kivlehan, *booking serv mgr*; Louis B. Marino, *prog info mgr*; Bruce Hoffman, *asst tech serv mgr*.

*Properties:*

*Domestic Distribution*

*Cartoons*

**Bugs Bunny & Friends**—100 color cartoons.

**Porky Pig & Friends**—156 color cartoons.

*Features/Packages*

**TV4**—13 color features.

**Volume 26**—24 color features.

**TV3**—13 color features.

**Volume 25**—24 color features.

**TV2**—13 color features.

**Volume 24**—18 color features.

**13 Classic Thrillers II**—13 color features.

**TV1**—13 color features.

**Volume 23**—20 color features.

**Volume 22**—38 color features.

**Volume 21**—26 color features.

**The FBI Story**—4 color features.

**Volume 20**—30 color features.

**Volume 19**—29 features, 28 in color.

**Volume 18**—28 features, 25 in color.

**Volume 17**—23 features, 21 in color.

**Volume 16**—18 features, 16 in color.

**Volume 14-15**—13 features, 12 in color.

**Volume 13**—25 features, 17 in color.

**Volume 2-A**—22 features, 13 in color.

**Volume 1-A**—24 features, 17 in color.

**13 Classic Thrillers**—13 color features.

**Tarzan Features**—32 features, 9 in color.

**Starlite 6**—26 features, 12 in color.

**Starlite 5**—28 features, 18 in color.

**Starlite 4**—30 features, 16 in color.

*Mini-Series*

**Hollywood Wives**—6 hours. A behind-the-scenes look at life among Tinseltown's movie-makers, power-wielders and beautiful people.

**"V"**—10 hour science fiction thriller about a group of resistance fighters who battle to save the world from invading aliens.

**The Thorn Birds**—10 hours of forbidden love which spans three generations of a wealthy Australian family.  
*Series/Off-Network*

**Growing Pains**—half-hour situation comedy about a modern-day couple who experience "growing pains" while raising their three children.

**Night Court**—half-hour comedy that revolves around life after dark in a Manhattan courtroom.

**Matt Houston**—68-hour action-packed adventure series about a wealthy private detective involved in dangerous cases.

**Private Benjamin**—39 half hours about a spoiled rich girl who joins the Army and becomes a thorn in her captain's side.

**The Dukes of Hazzard**—147 hours with the Duke boys and their beautiful cousin as they battle the established system in Hazzard County.

**Alice**—202 half hours of life in Mel's diner.

**Welcome Back, Kotter**—95 half hours with a young teacher and his class of none-too-loveable hoodlums.

**F Troop**—65 half hours, 31 in color about the happy, carefree and undisciplined men of F Troop.

**Superman**—104 half hours, 52 in color about mild mannered reporter Clark Kent who quick-changes into the "man of steel."

**Batman/Superman/Aquaman**—69 animated color half hours with the superheroes who do battle on land, sea and air.

**Harry-O**—44 hours with an offbeat private eye who has a knack for getting too involved with people in trouble.

**Wonder Woman**—61 hours as Wonder Woman tries to keep the world safe from those who would do evil.

**Kung Fu**—62 hours with a half-Chinese, half-American Buddhist monk who searches America's Wild West for his missing half-brother.

**The Waltons**—221 hours with the Walton family of Virginia, from the Depression through World War II.

**Tarzan**—57 hours with a well-civilized man who lives in the jungle by choice.

**Maverick**—124 hours of classic western spoof with three bachelors, Bret, Bart and Beau.

## WDR-International

West German Broadcasting Corp. Cologne

Appellhofplatz 1,  
D-5000 Koln 1,  
West Germany  
(0221) 2201  
Telex: 888 2757



Dr. Schering

*Representative:* Dr. Horst Schering, *hd, WDR-International.*

### Properties:

**Kir Royal**—6 60-minute mini-series about a gossip reporter.

**Lindenstrabe**—52 30-minute drama series for the family.

**Janosch's Dream Hour**—13 animated 25 minutes for children.

**The Children of the Mill Valley**—13 30 minutes for children.

**The Octopusses of the Second Floor**—4 60 minutes or 8 30 minutes for children featuring real film and animation.

## Weiss Global Enterprises

2055 Saviers Road  
Suite 12  
Oxnard, CA 93033  
805-486-4495  
Cable: WEISSPICT

3207 West Friendly Avenue  
Greensboro, NC 27408  
919-292-1434

795 Walnut Hill Lane  
Apartment 302  
Dallas, TX 75230  
214-696-0518

3518 Cahuenga West  
Suite 301  
Hollywood, CA 90068  
213-851-5811

P.O. Box 15911  
San Diego, CA 92115  
619-693-1683

Century Broadcasting Corporation  
875 North Michigan Avenue  
Chicago, IL 60611  
312-922-1000

Gray-Schwartz Enterprises, Inc.  
4764 Park Granada  
Suite 207

Calabasas, CA 91302  
818-702-9888

Vistar International Productions  
3790 Dunn Drive  
Suite C  
Los Angeles, CA 90034  
213-204-3392

Sydney Telecasters Pty. Ltd.  
127 York Street  
Suite 401  
Sydney 2000  
N.S.W. Australia  
267-1011  
Telex: AA74069  
Booth: 828



Mr. A. Weiss



Mr. S. Weiss

*Representatives:* Adrian Weiss, *p*; Steven A. Weiss, *sec/treas*; Ethel L. Weiss, Laurie Weiss, *ups*; Beverly S. Verman, *opers mgr*; Alex Gordon, *information off*; Hank Profenius, *southeast/southwest, Greensboro*; A. Scott Lanken, *Dallas*; Tom J. Corradine, *ancillary mkts, Hollywood*; Hank Guzik, *San Diego*; E. Melvin Pinsel, *midwest, Chicago*; Marv Gray, *top 50 mkts, Calabasas*; Richard S. Ellman, Myles Spector, *home video, Los Angeles*; Stephen Carey, *Australia & New Zealand (Sydney).*

### Properties:

#### Features

**For Adults Only**—select features for adults only.

**Galaxy "15"**—15 features including "Cactus in the Snow," "Ginger in the Morning," "Molly and Lawless John" and "Lovers Like Us."

**Golden Showman\$hip "9"**—9 features including "Cattle Queen of Montana" and "Slightly Scarlet."

**Impact "120"**—120 features including "Baron of Arizona," "I Shot Jesse James," "King Dinosaur," "Rocketship X-M," "Sins of Jezebel" and "Steel Helmet."

**Parade "4"**—4 features of the 60's featuring Marshall Thompson and Hedy Lamarr.

**Vintage Flicks**—24 features from the 30's and 40's with Leon Ames, Robert Armstrong, William Farnum, Ruth Mix and others.

**Westerns**—60 action features with Buffalo Bill, Jr., Johnny Mack Brown, Harey Carey and others.

*Documentaries*

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**The Brave Rifles**—51 minutes narrated by Arthur Kennedy.

**Out Time in Hell**—51 minutes narrated by Lee Marvin.

**Those Crazy Americans**—54 minutes narrated by George Gobel.

*Serials*

**The Black Coin**—15 episodes featuring Ralph Graves and Ruth Mix.

**The Clutching Hand**—15 episodes featuring Jack Mulhall, William Farnum, Marion Shilling and Ruth Mix.

**Custer's Last Stand**—15 episodes featuring Rex Lease, Jack Mulhall, Ruth Mix and William Farnum.

*Series, First-Run*

**Kids Say the Darndest Things**—600+ approximately 5 minutes in color from Art Linkletter's "House Party."

**The Stan Kann Show**—52 half-hour episodes starring Stan Kann and various guest stars.

*Series, Off-Network*

**The Adventures of Jim Bowie**—76 half hours starring Scott Forbes.

**The Bill Dana Show**—42 half hours starring Bill Dana, Gary Crosby and Jonathan Harris.

**Canine Comments**—13 15 minutes on man's best friend.

**Craig Kennedy, Criminologist**—26 half hours featuring Donald Woods.

**Good Morning World**—26 half hours starring Joby Baker, Ronnie Schell, Billy De Wolfe and Julie Parrish.

**I Married Joan**—98 half hours starring Joan Davis and Jim Backus.

**Make Room for Daddy**—161 half hours starring Danny Thomas, Marjorie Lord, Rusty Hamer and Angela Cartwright, with many guest stars.

**My Little Margie**—126 half hours with Gale Storm and Charles Farrell.

**Rocky Jones, Space Ranger**—39 half hours starring Richard Crane and Sally Mansfield.

**Thrill of Your Life**—13 half hours focusing on vocations of people from all walks of life.

**Waterfront**—78 half hours of classic adventure with Preston Foster and many guest stars.

*Comedy Shorts*

**The Chuckle Heads**—150 5 minutes of slapstick comedy with Ben Turpin, Snub Pollard, Poodles Hanneford and many others.

*Cartoons*

**"Alice" by Walt Disney**—10 cartoons produced by Walt Disney.

**Krazy Kid Kartunes**—4 6 minutes.

**Nursery Rhymes**—6 1½ minutes.

## Westchester Films, Inc.

342 Madison Avenue  
Suite 714  
New York, NY 10173  
212-867-1700  
TWX: 710 581 4362  
Booth: 572

*Representatives:* Claude S. Hill, *p*;  
Anne B. Cody, *opers mgr*; Joanne Melton, *sls*.

*Properties:*

**Star Blazers**—77 animated half hours of action-packed space adventure in color.

## WesternWorld Television

(A division of WesternWorld-Samuel Communications, Inc.)  
10490 Santa Monica Blvd.  
Los Angeles, CA 90025  
213-475-5500  
TWX: 910-342-6712  
FAX: 213-475-2073

1270 Avenue of the Americas  
New York, NY 10020  
212-956-6363  
TWX: 910-342-6712  
FAX: 212-956-6629  
Booth: 967



Mr. Gonzalez-Reyes

*Representatives:* Julio Gonzalez-Reyes, Ernest Samuel, *co-chmn*; Robert Springer, *p, ceo*; Gary Worth, *exec vp, coo*; Ray Bentley, *sr vp, New York*; Eric Taub, *vp, prodns*; Matthew Ody, *d, intl sls & opers*; Katia Yaksic, *d, Latin American sls & opers*; Ian Joseph, Carol DeBolske, *stat rels*; Paula Sturim, *stat rels, New York*; Roger Feltman, *ae, New York*.

*Services:* A diversified worldwide communications company serving the US and overseas markets. Is a major domestic and international syndicator of television programs with an extensive library of feature films, children's programs, dramatic & mini-series. Business Television Network—a subsidiary of WWSC broadcasts the latest financial news, under exclusive licenses from FNN and Dow Jones' Wall Street Journal—European Edition, to Europe and the Far East, five nights per week via satellite. World Video, Inc., another subsidiary, provides worldwide home-

video distribution of feature films, how-to, cooking and health safety, documentary and adventure programs. Syndicstar is a national and international distributor of programs via satellite.

*Properties:*

*Features/Packages*

**Threads**—110 minutes.

**Movies for All Seasons**—114 90 minutes.

**Into the Darkness**

**Americonga**—84 minutes.

**Claws**—84 minutes.

**Outcasts**—86 minutes.

*Mini-Series*

**War & Man**—7 60 minutes.

*Series*

**The Movie Show**—weekly 30 minutes.

**Rush**—13 60 minutes.

**Westgate**—39 60 minutes.

**Fifteen**—13 30-minute new drama for teens.

*Documentaries*

**Risking it All**—26 30 minutes.

**Nomad Films**—26 30 minutes.

*Information/Entertainment*

**World of Cooking**—11 30 minutes.

**Body Defense**—26 30 minutes.

*Animated*

**The Bear Who Slept Through Christmas**—30 minutes.

**The Great Bear Scare**—30 minutes.

*Children*

**The Bearwitness News**—65 30 minutes.

*Sports*

**Warren Miller Ski Films**—4 90 minutes.

*Sports-Specials*

**America's Golden Ski Anniversary**—60 minutes.

**Aspen's Fortieth Anniversary**—60 minutes.

**Born in America—The Gregg Lemond Story**—60 minutes.

**Catalina Triathlon**—60 minutes.

**Rolling Thunder**—60 minutes.

**Thrills**—60 minutes.

**Supercross**—4 60 minutes.

*Variety/Music*

**The New Music Awards**—120 minutes.

**Fabian's Good Time Rock 'N Roll**—120 minutes.

**The Thirtieth Anniversary of Rock 'N**

**Roll: All-Star Jam**—60 minutes.

**Cutting Edge**—26 30 minutes.

*International Distribution*

*Features/Packages*

**Frankenstein**—83 minutes.

**The Ghost Writer**—90 minutes.

**Dead Wrong**—60 minutes.

**ABC Australia Feature Films**

**Playing for Time**

**Prisoner without a Name/Cell without a Number**

**Royal Romance of Charles and Diana**

*Mini-Series*

**The Scarlet Letter**—4 60 minutes.

Additional copies of  
**TV/Radio Age NATPE Issue**  
at Booth No. 527

**Wagner**—10 60 minutes.

*Documentaries*

**Nova**—61 60 minutes.

**Vietnam**—13 60 minutes.

*Magazine Series*

**Hollywood Insider**

**Seeing Stars**—65 30 minutes.

**Thunder Sub**—27 30 minutes.

*Variety/Music*

**Pavarotti**—90 minutes.

**Kenny and Dolly in Concert**

**Evening at the Pops**

## Wild Destinations/Sherry Productions

P.O. Box 65

Wabasso, FL 32970

305-231-7157

Booth: 293

*Representative:* Jack Sherry.

**Wild Destinations**—13 24-minute magazine-style travel shows featuring Rafael Lima leading viewers to unusual corners of the world.

## William Winckler Productions

4383 Winnetka Ave.

Woodland Hills, CA 91364

818-348-1178

Booth: 545



*Mr. Winckler*

*Representatives:* William Winckler, Robert Winckler, *sls.*

*Properties:*

**Honesty is the Best Policy**—9 minutes of animation for children.

**Tekkaman the Space Knight**—13 animated half hours or 2 animated 95 minutes. The adventures of young space pilot Barry Gallagher as he battles evil alien robots.

**The King Who Had No Heart**—90-minute live-action educational fairy tale.

**I've Got a Tiger**—22-minute educational cartoon for children.

## Wold Communications

Subsidiary of Robert Wold Co., Inc.

10880 Wilshire Blvd.

Suite 2204

Los Angeles, CA 90024

213-474-3500

Wold Communications/Eastern Sales Office

875 Third Avenue

New York, NY 10022

212-832-3666

Wold New York Television

Operations Center (TOC)

Empire State Building

350 Fifth Avenue

Suite 8208

New York, NY 10118

212-947-4475

Wold Los Angeles Television

Operations Center (TOC)

6290 Sunset Blvd.

Suite 1505

Los Angeles, CA 90028

Wold Washington Television

Operations Center (TOC)

8150 Leesburg Pike

Vienna, VA 22180

703-442-8550

Booth: 767



*Mr. R. N. Wold*



*Mr. R. E. Wold*

*Representatives:* Robert N. Wold, *chmn, ceo & p*; William M. Hynes, *exec up & gen mgr, Robert Wold Co., Inc.*; Robert E. Wold, *sr up, sls & opers*; Dorothy Marsh, *up, Western sls*; Tom Bartunek, *up, Eastern sls*; Jon Duncan, Jane Magida, *synd sls execs*; Bill Rush, *mgr, stat rels*; Doreen Kabayza, Blair Somberg, *stat rels reps.*

*Services:* Full service telecommunications including transmission of television programming by domestic satellite. Wold Satellite TV Network is a full network-quality distribution system for cost-efficient, timely delivery of syndicated programming, as well as one-time ad hoc specials, news and sports services and religious programs. "The Station Connection" provides satellite delivery of short-segment news inserts and electronic press kits. It has 10 five-minute time slots available daily.

## World Events Productions, Ltd.

4935 Lindell Blvd.

St. Louis, MO 63108

314-454-6475

Booth: 667

*Representatives:* Ted Koplak, *p*; Brian Lacey, *up, gen mgr*; Robert Cook, *up, mktg & sls*; Peter Keefe, *up, exec prod*; Brett Cervantes, *Midwestern sls rep*; Nicki Goldstein, *Eastern sls rep*; Glenda Gabriel, *stat rels.*

*Properties:*

**Voltron: Defender of the Universe**

**Voltron Special: Fleet of Doom, Saber**

**Rider and Star Sheriffs**

**MPTV—Motion Picture Television**

**Vytor, the Starfire Champion**

## World News Institute, Inc.

P.O. Box 484

Great Falls, VA 22066

703-759-5808

*Representatives:* Richard J. Bishirjian, *p*; Gerald W. Lange, *prod.*

*Properties:*

**American Forum**—6 half-hour public affairs programs dealing with the founding of the American Constitution. Available April 1987.

**Can Americans Succeed in Business in Japan?**—half-hour, available April 1987.

## Worldwide Television News

WTN House

31-36 Foley Street

London W1P 7LB

England

01 323 3255

Telex: 23915

*Representative:* Kenneth A. Coyte, *p.*

*Properties:*

**Roving Report**—half-hour weekly news magazine consisting of 4 to 6 unrelated current affairs topics.

**Case of Cities**—half-hour profiles of major world cities suitable for resource material, stock shots etc.

**New Review**—one-hour review of highlights of the world news year, available December 5.

*Sample Copies of the*

**TV/Radio Age International Newsletter**

at Booth No. 527



## Worldvision Enterprises, Inc.

660 Madison Avenue  
New York, NY 10021  
212-832-3838  
Telex: 62401 WOR UW

625 North Michigan Avenue  
Chicago, IL 60611  
312-642-2650

400 Perimeter Center Terrace  
Suite 150  
Atlanta, GA 30346  
404-394-7444

9465 Wilshire Blvd.  
Beverly Hills, CA 90212  
213-273-7667  
Westin Canal Place  
28th Floor



Mr. Ryan

*Representatives:* Kevin O'Sullivan, *chmn & ceo*; Neil Delman, *p & coo*; Lawrence Gottlieb, *exec vp, finance*; Bert Cohen, *sr vp, intl sls*; John D. Ryan, *sr vp, dom synd*; Jerry Rettig, *sr vp, creat serv*; Jerry Kaufer, *vp, creat serv*; Bill Baffi, *vp, eastern div mgr*; Timothy S. Davis, *ae, eastern div*; Tom Devlin, *vp & gen mgr, Worldvision Home Video*; Burton Rosenburgh, *exec vp, gen mgr, Evergreen Programs, Inc.*; Katherine Holt, *vp adv sls*; Carl Sanzaricq, *mgr, eastern div, Worldvision Home Video, Inc.*; Dan Willis, *vp, intl sls admin*; Steve Blank, *vp, finance admin*; Ben Deagusta, *sr vp, opers*; Rita Scarfone, *vp, adv & prom*; Gerald Bixenspan, *d, research & sls admin*; Margaret Mollo, *ae, adv sls*; Diane von Gal, *d, dom sls admin*; Shari Nowak, *mgr, sls admin, Worldvision Home Video, Inc.*; *Chicago:* Paul Danylik, *vp, central div mgr*; Brian O'Sullivan, *ae*; Jim Kauss, *ae, Evergreen Programs, Inc.*; *Atlanta:* Jim Thomson, *vp, southern div mgr*; Reggie Jester, Karl Middelburg, *aes, southern div*; Bruce Knox, *southern div mgr, Worldvision Home Video, Inc.*; *Beverly Hills:* Randy Hanson, *vp, western div mgr*; Jesse S. Weatherby, *ae, western div*; Martin Weisman, *vp, western div, Evergreen Programs, Inc.*; Lawrence A. Forsdick, *vp, special projects*; Kathy Rost, *western div mgr, Worldvision Home Video, Inc.*; Adam Lloyd, *central div mgr, Worldvision Home Video, Inc.*

*Properties:*  
*First-Run Animated Movies*

**Hanna-Barbera's Superstars 10**—10 2 hours starring Huck Hound, Scooby-Doo, Top Cat, Yogi Bear, The Flintstones, The Jetsons. In production for Fall, 1987.

*First-Run Animated Series*

**The Snorks**—65 half hours produced by Hanna-Barbera. Fall, 1987.

**The Funtastic World of Hanna-Barbera**—Sunday morning 2 hours comprised of "Yogi's Treasure Hunt," "The Snorks," "Sky Commander," "Jonny Quest."

**Rambo**—65 half hours produced by Ruby-Spears.

**Centurions**—65 half hours produced by Ruby-Spears.

**Chuck Norris Karate Kommandos**—5 half-hour mini-series produced by Ruby-Spears.

**The Jetsons**—75 half hours produced by Hanna-Barbera.

*Animated Holiday Special*

**Yogi's First Christmas**—2 hours produced by Hanna-Barbera.

*First-Run Live Action*

**Throb**—24 half hours starring Diana Canova. Taft Entertainment Television in association with Procter & Gamble Productions.

**Starring the Actors**—13 half-hour interviews and memorable film clips produced by The American Film Institute and Taper Media Enterprises.

**Shark's Paradise**—2-hour action adventure movie, pilot for projected series produced by McElroy & McElroy.

**Return to Eden**—22 hours and 6-hour mini-series starring Rebecca Grilling and James Smillie, produced by McElroy & McElroy.

*Off-Network*

**The Love Boat II**—115 episodes available in one-hour or half-hour format, years 6-9.

**The Love Boat**—140 hours, years 1-5 starring Gavin MacLeod.

**Little House on the Prairie**—216 hours starring Michael Landon.

**Barnaby Jones**—177 hours starring Buddy Ebsen.

**That Girl**—136 half hours starring Marlo Thomas.

**Douglas Fairbanks Presents**—115 half hours of drama.

**Dark Shadows**—780 half hours of the original gothic soap opera.

**The Doris Day Show**—128 half hours.

**N.Y.P.D.**—49 half hours starring Jack Warden.

**Ben Casey**—153 hours of classic medical drama.

**Combat**—152 hours starring Vic Morrow.

**The Fugitive**—120 hours starring David Janssen.

**The Rebel**—76 half hours starring Nick Adams.

**Wendy and Me**—34 half hours starring George Burns.

**People's Choice**—104 half hours starring Jackie Cooper.

**The Invaders**—43 half hours starring Roy Thinnes.

**One Step Beyond**—94 half hours hosted by John Newland.

**Flying A Series**—"Annie Oakley," 80 half hours; "Buffalo Bill, Jr.," 40 half hours; "Adventures of Champion," 26 half hours; "The Lone Rider," 76 half hours.

**Man from Atlantis**—20½ hours starring Patrick Duffy.

*Features*

**Prime VIII**—20 color features, just released, including theatricals and television features.

**Prime VII**—25 color features.

**Prime VI**—19 color features.

**Prime V**—26 color features.

**Prime IV**—26 color features.

**Prime III**—16 color features.

**Prime II**—16 color features.

**Prime I**—10 color features.

**Saturday at the Movies**—6 hours including "Robin Hoodnik," "The Runaways," "Oliver Twist and the Artful Dodger," "Crazy Comedy Concert," "Cyrano," "Banana Splits in Hocus Pocus Park."

**More Specials, Series, Animation, Mini-Series also available.**

## World Wrestling Federation

1055 Summer Street  
P.O. Box 3857  
Stamford, CT 06905  
203-352-8600  
Telex: 643283 TITAN STM  
FAX: 203-352-8699  
Booth: 1425

*Representatives:* Vincent K. McMahon, Linda E. McMahon, Phil Harmon, James E. Barnett, Joseph H. Perkins, James E. Troy, Richard Glover, Basil V. DeVito, Jr., Hulk Hogan.

*Properties:*

**WWF Superstars of Wrestling**—52 weekly hours with hosts Vince McMahon, Bruno Sammartino and Jesse "The Body" Ventura, in color.

**WWF Wrestling Challenge**—52 weekly hours with hosts "Gorilla" Monsoon and Bobby "The Brain" Hennan, in color.

**WWF Wrestling Spotlight**—52 weekly hours with hosts Mean Gene Okerlund and Lord Alfred Hayes, in color.

## WQED

509 Madison Avenue  
New York, NY 10022  
212-319-7560  
Telex: 710-664-2097 WQED PGH



Ms. Blackwell

Representative: Deborah Blackwell, d of intl sls & co-prodn.

Properties:

National Geographic Specials—45 hours of popular documentaries about wildlife, adventure and exploration; all available in Spanish versions.

WW Entertainment

205 East 42nd Street
New York, NY 10017
212-661-3350
Telex: 4978939 WWENY
Booth: 1236



Mr. Hankoff

Representatives: George Hankoff, p; Ed O'Brian, vp, western sls (213-459-5020); Bruce Casino, d, eastern sls; Sylvia Delia, d of sls, home video, cable, intl tv; Tony Elmaleh, vp, prodn; James Waltz, vp, finance & admin; Marcia Skolnick, vp, d of research; Larry Bensky, creat d; Zita Siegel, admin, sls serv; Patricia Wilson, exec asst.

Properties:

WW Prime I—24 features co-produced with the BBC.
Skyways—130 episodes; first-run drama adventure series.
Black Belt Theater 1—13 color martial arts features.

Black Belt Theater 2—26 color martial arts features.

Black Belt Theater 3—13 color martial arts features.

Black Belt Theater 4—27 color martial arts features.

Black Belt Theater 5—13 all-new color martial arts features.

WW Entertainment I—16 action adventure features.

Action Flicks—7 action adventure films.

The Best of Groucho—130 half hours.

WWF/Multi Market Media

8080 North Central Expressway
Suite 266 LB42
Dallas, TX 75206
214-891-8840
Telex: 62958567
Booth: 1275

Representatives: Gerald McMillan, ceo; Lee Eden, p; Glen Gurgiolo, Jim Ross, Gary Michaels.

Properties:

UFW Wrestling—wrestling program featuring Universal Wrestling Federation stars such as The Freebirds, The Fantastics, The Missing Link & Dark Journey.

PPW—Power Pro Wrestling taped at the Cowtown Coliseum in Ft. Worth.

Yorkshire Television PLC

The Television Centre
Leeds LS3 1JS
England
0532 438 283
Telex: 557232
Booth: 1465

Representative: Tim Buxton.

Properties:

Distributed by International Television Enterprises Ltd.

May We Borrow Your Husband?—2-hour television movie starring Dirk Bo-

garde in his own adaptation of Graham Greene's "comedy of the sexual life."

West of Paradise—2-hour television movie starring Art Malik in a contemporary swash-buckling adventure.

ZGS Television Productions, Inc.

1726 M Street, N.W.
Suite 704
Washington, D.C. 20036
202-463-0486
Booth: 1363

Representatives: Ronald Gordon, p; Jose Sanz, vp; Eduardo Zavala, chf eng.

Services: Spanish News Service-Spanish language news investigating, producing, reporting, and features. Production Services: bilingual services including research, script development, field and studio productions, editing, translations.

Properties:

An American Dream—16 1-minute features hosted by actress Rita Moreno commemorating the achievements of Hispanic Americans in the United States.

Hispanic Heritage—90 1, 2 and 4-minute features on prominent Hispanic Americans in sports, the arts, government, science and business.

Nuestra Moda—90-minute Hispanic designers fashion show including exclusive interviews with Oscar de la Renta, Carolina Herrera and Adolfo.

America—60-minute news magazine featuring investigative reports and features; in Spanish.

Lo Neustro—160 1 and 2-minute features highlighting prominent Hispanic Americans representing the best of Hispanic culture and tradition; in Spanish.

Cronicas del Siglo XX—50 2-minute capsules documenting the major events and figures of the 20th century; in Spanish.

HOSPITALITY SUITES AT THE WESTIN CANAL PLACE

MCA TV
MMT Sales
Dan Robinson Broadcasting
Victory Television
Warner Bros. TV Distribution
Worldvision Enterprises

29th Floor
Suite 2226
Suite 2326
Suite 2426
Suite 2626 & 2627
28th Floor



## DOCUMENTARY/DOCUMENTARY SERIES/SPECIALS

- A Bad Case of Shakespeare—Images Presentations Corp.  
 A Breath of Fresh Air—TSW/Television South West Ltd.  
 A Child is Missing—S.P.R. Newssource  
 A Church in Cairo—Riverside Pix  
 A Crime of Innocents—Peter Rodgers Org.  
 A Journey Back—CBC Enterprises  
 A King's Story—MG/Perin, Inc.  
 A Parent's Greatest Fear—S.P.R. Newssource  
 A Question of Confidence—Cinevisa Int'l Media Dist.  
 A Sense of Music—Rhombus Media  
 A Strange Place to End Up—New Zealand National Film Unit  
 A Third Testament—Genesis Entertainment  
 The Achievers—Four Star International  
 Action One—Medallion TV Enterprises  
 Action Two—Medallion TV Enterprises  
 The Africans—Genesis Entertainment  
 Afrikaaners & Apartheid—Granada Television Int'l  
 Albertine, the Eternal Youngster—Raymond International  
 America Sings—Genesis Entertainment  
 American Black Achievement Awards—Ebony/Jet Showcase  
 The American Documents—Gould Entertainment  
 The American Western—Medallion TV Enterprises  
 America's Sweetheart—The Mary Pickford Story—Gray-Schwartz Enterprises  
 An Adventure in Curiosity—Raymond International  
 Angel Dust—The Wack Attack—Pearson International  
 The Answer?—Telescreen Inc.  
 Arctic: Our Common Responsibility—National Film Board of Canada  
 Arm of Gold—Ralph C. Ellis Enterprises  
 Aron from Kaneq—Riverside Pix  
 The Ascent of Man—Lionheart Television Int'l  
 Assault of the Northface—Telecas Japan Co., Ltd.  
 At the Wheel—National Film Board of Canada  
 Atwood and Family—National Film Board of Canada  
 Automania—Central Independent Television  
 B-17: The Flying Fortress—Euramco International  
 Bag Ladies-An Invisible Minority—Peter Rodgers Org.  
 Benny Hill Specials I—Taffner/Limited, D.L.  
 Benny Hill Specials II—Taffner/Limited, D.L.  
 The Benny Hill Specials—Thames Television Int'l  
 Benson & Hedges International Fireworks Competition—Isme Bennie Int'l  
 The Best of Steve Allen—Castle Hill Television  
 Best Sellers—Odyssey Film Sales  
 Best Time of My Life: Portrait of Women in Mid-Life—National Film Board of Canada  
 Birth of a Nation—Central Independent Television  
 The Birth—Telecas Japan Co., Ltd.  
 The Black Cat—Images Presentations Corp.  
 Bogart—Granada Television Int'l; Sherman Grinberg Film Libraries  
 Bordello—Random Productions  
 Born Again Primate—Thomas Howe Associates  
 The Boy King—All American Television  
 Brave Rifles, The—Weiss Global Ent.  
 Britain's Top Guns—Lionheart Television Int'l  
 Brown Sugar: Eighty Years of America's Black Female Superstars—Devillier Donegan Enterprises  
 Buccleuch—Tyne Tees Enterprises  
 Burl Ives' America—Pearson International  
 Can Americans Succeed in Business in Japan?—World News Institute  
 Canada's Sweetheart: The Saga of Hal C. Banks—CBC Enterprises  
 Capability Brown—Tyne Tees Enterprises  
 Challenge of the Caucasus—Lionheart Television Int'l  
 The Challenge—ATA Trading Corp./Favorite TV  
 The Chamorros of Nicaragua—Riverside Pix  
 Changing Worlds—Raymond International  
 Children of the World—Via le Monde Inc.  
 Children's Letters to God—Republic Pictures Corp.  
 Chips off the Old Block—Fries Distribution Co.  
 Cicero, The Queen's Drum Horse—MG/Perin, Inc.  
 The Circus Show—ARP Films  
 City Survival—Thomas Howe Associates  
 The Claw and the Tooth—Interama  
 Combat in the Classroom—Cinema Releasing Corp.  
 The Commanders—Lionheart Television Int'l  
 Company of Adventurers—Filmoption Internationale  
 Cowboys Don't Cry—Rhombus Media  
 Crime, Inc.—Taffner/Limited, D.L.  
 Crusade in Europe—SFM Entertainment  
 Crusade in the Pacific—SFM Entertainment  
 Crusade-The Story of the Jarrow March—Tyne Tees Enterprises  
 Crystal Light National Aerobics Championship—SFM Entertainment  
 Cuba—Central Independent Television  
 Cultural Life in a Cambodian Camp—Globe Trotter Network  
 Culture on Wheels—Raymond International  
 Dark Lullabies—National Film Board of Canada  
 Dayan's Israel—SFM Entertainment  
 Destination America—Taffner/Limited, D.L.; Thames Television International  
 Directions—SFM Entertainment  
 Disappearing World: The Basques, Oceania—Granada Television Int'l  
 Discovery in Greenland—The Mummies' Tomb—Riverside Pix  
 The Doge of the Carnival—Riverside Pix  
 Doing Justice: Teenagers in Lock-Up—FBC Productions, Inc.  
 Dom Helder Camara—Riverside Pix  
 Down and Out in America—Cinema Releasing Corp.  
 Dr. Who's Who's Who—Lionheart Television Int'l  
 Dream of a Free Country: A Message from Nicaraguan Women—National Film Board of Canada  
 Edward the King—ITC Entertainment  
 Elements of the Unknown—Fusco Entertainment  
 Escape to Freedom—TSW/Television South West Ltd.  
 Every Two Seconds—S.P.R. Newssource  
 Face to Face—Cinevisa Int'l Media Dist.; Raymond International  
 Faces of Death I & II—Telecas Japan Co., Ltd.  
 Family Specials—Coe Film Associates  
 The Fancy—Tyne Tees Enterprises  
 Fear—Telecas Japan Co., Ltd.  
 Feeling Nice Now—Odyssey Film Sales  
 Films on Art—NVC Arts International  
 Films on Film—NVC Arts International  
 Final Offer—National Film Board of Canada  
 The Final War—Telecas Japan Co., Ltd.  
 The First Ladies—Gould Entertainment  
 Flip Wilson's Salute to Football—Fusco Entertainment  
 Flying into the Wind—Central Independent Television  
 Following the Führer—Bavaria Atelier GmbH  
 Forbidden City—Excel Telemedia  
 Ford—The Man and the Machines—Television Prog. Enterprises  
 The Four Horsemen—Central Independent Television  
 From East to West—NVC Arts International

Frontier—Central Independent Television  
 Gathering Storm: Churchill and the Generals—MG/Perin, Inc.  
 GEO . . . A Ticket to the World—Orbis Communications  
 Geraldo Rivera Specials—Tribune Entertainment  
 The Germans in World War 2—Telepool GmbH  
 Glacier Express—Link Licensing Ltd.  
 The Golden Twenties—SFM Entertainment  
 Grand Canyon, A Journey to Discovery—Cinema Releasing Corp.  
 Grand Prix All-Star Show—Cori Films  
 Great American Mystery Cars—Mediacast Television  
 The Great Plant Collections—Granada Television Int'l  
 Great Writers—NVA Arts International  
 Guitare—Raymond International  
 Hansel & Gretel—JME/JM Entertainment  
 Hard Times—Cinema Releasing Corp.  
 The Harvest—Faith for Today  
 Her One True Love—Raymond International  
 Here Comes Charlie—JEF Films, Inc.  
 Heritage: Civilization and the Jews—Teleworld  
 Hermenegilde—Raymond International  
 Hey Abbott!—Coral Pictures Corp.  
 Hilda's Book—TSW/Television South West Ltd.  
 The History Makers Vol. I—Teleworld  
 The History Makers Vol. II—Teleworld  
 Hollywood—Taffner/Limited, D.L.  
 Hollywood and the Stars—Cinema Releasing Corp.  
 Hollywood Legends—Devillier Donegan Enterprises  
 Hollywood Rebels—Euramco International  
 Hollywood: The Gift of Laughter—20th Century Fox Television  
 Hollywood: The Selznick Years—Gray-Schwartz Enterprises  
 The Holy Family—Riverside Pix  
 The House that Half Jack Built—Alfred Haber Inc.  
 I am Anna Magnani—Interama  
 I Colombaioni—Riverside Pix  
 I Think I'm Having a Baby—Dan Curtis Distribution Corp.  
 Identity Crisis—Silverbach-Lazarus Group  
 In Defense of Freedom—Gould Entertainment  
 In the Name of God—Silverbach-Lazarus Group  
 The Incas Remembered—Excel Telemedia  
 Indian Legends of Canada—Thomas Howe Associates  
 Indigo Specials—Telecas Japan Co., Ltd.  
 The Indomitable Teddy Roosevelt—SFM Entertainment  
 Inside Hollywood—Pearson International  
 Inside Story—Anglia Television Ltd.  
 Inside the Great Pyramid—Riverside Pix  
 The Instant Schoolhouse—Raymond International  
 International Award Theatre—Teleworld  
 Interpol File—Telescreen Inc.  
 Invisible Influences—Fusco Entertainment  
 It's in the Closet, It's Under the Bed—Euramco International  
 It's Not Where You Start, It's Where You Finish—Tyne Tees Enterprises  
 J.F.K.—Fusco Entertainment  
 James Dean, First American Teenager—Coral Pictures Corp.  
 Joel Siegel's Road to the Academy Awards—GGP/GGP Sports/GGP Entertainment  
 Jonathan Winter's Salute to Baseball—Fusco Entertainment  
 Journey into Yesterday—Euramco International  
 Kennedy vs. Hoover—Television Prog. Enterprises  
 Kennedy's Ireland—Peter Rodgers Org.  
 The Key to Toledo—Telescreen Inc.  
 King . . . Montgomery to Memphis—Fox/Lorber Associates  
 The Kremlin—Excel Telemedia  
 Kreskin's Quest—M & M Syndications

K.Y.T.E.S.: How We Dream Ourselves—Ironstar Communications  
 The Lady is a Champ—Gaylord Syndicom  
 Lakeland Rock—Tyne Tees Enterprises  
 Land of the Borders/Land of the Eastern Borders—Tyne Tees Enterprises  
 Las Vegas, Hoover Dam—Cinema Releasing Corp.  
 Lassie Specials—Southbrook Television Distribution  
 The Last Days of Marilyn Monroe—Silverbach-Lazarus Group  
 Last of the Great Explorers—Kay Arnold Group  
 Legacy of a Dream—Fox/Lorber Associates  
 Legacy of Time—Cinevisa Int'l Media Dist.  
 Leonard Nimoy, Star Trek Memories—Paramount Television  
 Leonardo Da Vinci—Coral Pictures Corp.  
 Libra Prim—Telescreen Inc.  
 Life and Death—Sherman Grinberg Film Libraries  
 Life, Passion, Resurrection of Jesus—Euramco International  
 Life's a Banquet—M & M Syndications  
 Lifestyles of the Rich and Famous Salutes the Superstars—Television Prog. Enterprises  
 Lifestyles of the Rich and Famous Salutes the World's Best—Television Prog. Enterprises  
 Lise—Raymond International  
 Literary Profiles—NVC Arts International  
 Live N' Kickin'—Raymond International  
 Living Colours—Raymond International  
 The Living Past—JEF Films, Inc.  
 Lone Star—Tomwil, Inc.  
 Long John Baldy—Raymond International  
 Los Angeles, Hollywood, Beverly Hills—Cinema Releasing Corp.  
 The Louvre—Excel Telemedia  
 Lugosi—The Forgotten King—Mediacast Television  
 Lundy—Link Licensing Ltd.  
 Mad Doctors—Euramco International  
 Made in Britain—Central Independent Television  
 The Made-for-TV Election—SFM Entertainment  
 Mafia—Lionheart Television Int'l  
 Magicians of Murano—ARP Films  
 The Making of "Dallas"—Int'l Video Exchange  
 The Making of Black Mayors—Tribune/Central City Productions  
 The Making of M\*A\*S\*H—20th Century Fox Television  
 Making Overtures—Rhombus Media  
 The Man Who was "Q"—TSW/Television South West Ltd.  
 Mardi Gras Special—GGP/GGP Sports/GGP Entertainment  
 Marilyn Monroe—Fusco Entertainment  
 Matthew Manning: Study of a Psychic—Raymond International  
 The Mayflower Project—TSW/Television South West Ltd.  
 Memories of an Everyday War—Films Transit  
 Men of Destiny—Coral Pictures Corp.  
 Mengele—Central Independent Television  
 Mesa Verde, The Anasaza Story—Cinema Releasing Corp.  
 MIA's—Lionheart Television Int'l  
 Middle Kingdom—Link Licensing Ltd.  
 Miskito—Cinevisa Int'l Media Dist.  
 Miss Empire State Pageant—Images Presentations Corp.  
 Miss Hawaiian Tropic—Promark  
 Miss World Beauty Pageant—London, England—GGP/GGP Sports/GGP Entertainment  
 Missing: Have You Seen This Person—Dave Bell Associates  
 Mountain Tops—Faith for Today  
 Museum Without Walls—Thomas Howe Associates  
 My Master is . . .—Telescreen Inc.  
 The Mysteries of Peru—Central Independent Television  
 Mysteries of the Ancient World—Coral Pictures Corp.



Myth or Reality—Peter Rodgers Corp.  
 The Mythic Hitler—Euramco International  
 Nasser—Tyne Tees Enterprises  
 National Geographic "On Assignment"—Turner Program Services  
 National Geographic Specials—WQED  
 Neon: An Electric Memoir—Isme Bennie Int'l  
 The New North—Atlantis Television International  
 The Newest Weapons of the World—Telecas Japan Co., Ltd.  
 No Longer Silent—Films Transit; National Film Board of Canada  
 Nomad Films—WesternWorld Television  
 North American Indian Portraits—Thomas Howe Associates  
 Nous Pres, Nous Loin—Films Transit  
 Nuestra Moda—ZGS Television Productions  
 Off Network Special—Coproducers Corp.  
 Old Faithful—ABR Entertainment  
 On the Streets—Youth and Prostitution—Peter Rodgers Org.  
 Oozoo—JEF Films, Inc.  
 Opus I Number I—Rhombus Media  
 Opus Two—Rhombus Media  
 Oscar Special—Tribune Entertainment  
 OTO Documentaries and Specials—Group W TV Sales  
 Our Time in Hell—Weiss Global Ent.  
 P.O.W.—Americans in Enemy Hands—Orbis Communications  
 Painting the Warmth of the Sun—TSW/Television South West Ltd.  
 Paradise Camp—Devillier Donegan Enterprises  
 Patsy Awards—Advanswers Media/Programming  
 Pearl Attack: USS Arizona Memorial—Cinema Releasing Corp.  
 Perspective on Greatness—King Features  
 Peter Ustinov's Russia—Isme Bennie Int'l  
 Pharos—Lighthouses of the World—East in Motion Pictures  
 Pioneers—Canamedia Productions  
 Pnina Granirer: Portrait of an Artist—Thomas Howe Associates  
 Portrait of a Great Lady—JEF Films, Inc.  
 The Presidents—Gould Entertainment  
 Quest for the City of David—Cinevisa Int'l Media Dist.  
 Quintet: Visions of Five—Ironstar Communications  
 Radical Islam—Granada Television Int'l  
 Raoni—Interama  
 Rape: Face to Face—Tomwil, Inc.  
 Rate It X—Interama  
 Red Skelton's Funny Faces I & II—Coral Pictures Corp.  
 Rhino—Central Independent Television  
 Ricardo Montalban in Spain—Tomwil, Inc.  
 Riders of the Silver Screen—Fusco Entertainment  
 Rise and Fall of Silver Islet—Thomas Howe Associates  
 Risking it All—WesternWorld Television  
 The Road to Tierra Del Fuego—Telescreen Inc.  
 Robert Millar—The High Life—Granada Television Int'l  
 Rome is an Enchanted City—Riverside Pix  
 Romeu y Julieta—Globo TV Network of Brazil  
 Saga of Sonora—ABR Entertainment  
 San Diego—Cinema Releasing Corp.  
 San Francisco—Cinema Releasing Corp.  
 The Sands of Silence—TSW/Television South West Ltd.  
 Sartre par lui-neme—Interama  
 Scotland Yard—Excel Telemedia  
 Scouts: The Rise of the World Scout Movement—Cinevisa Int'l Media Dist.  
 Second Annual Stuntman Awards, Hosted by Lee Majors—Tomwil, Inc.  
 The Secret Country—Central Independent Television  
 Sefton—A Household Name—TSW/Television South West Ltd.  
 Selznick—Sherman Grinberg Film Libraries  
 Sequoia—Kings Canyon—Cinema Releasing Corp.

Seven Greatest—Republic Pictures Corp.  
 Sex and The American Teenager—Dave Bell Associates  
 The Shack—Raymond International  
 The Shadow of Failure—TSW/Television South West Ltd.  
 Shakespeare Theatre—TEN, The Entertainment Network  
 The Sharks Rotary Club—TSW/Television South West Ltd.  
 Shock Waves: Television in America—S.P.R. Newssource  
 Signatures of the Soul—Video Software Sales  
 Simone de Beauvoir—Interama  
 The Sirius Patrol—Riverside Pix  
 Six Feet of Country—Telepool GmbH  
 Sixth Annual Miss Legs Pageant—Associated Television Int'l  
 Sketches in Design—New Zealand National Film Unit  
 Soe—Lionheart Television Int'l  
 Solidarnosc—The Hope from Gdansk—Riverside Pix  
 Song of the Spear—Riverside Pix  
 Space Silo—Raymond International  
 Speaking Our Peace—National Film Board of Canada  
 Specials—Rubicon Corporation  
 Star Search Junior Championships—Television Prog. Enterprises  
 Starting Right Now—Thomas Howe Associates  
 Steeler & the Pittsburgh Kid—Alfred Haber Inc.  
 Stooze Snapshots—50 Years with the Funniest Guys—Mediacast Television  
 Story of a People: Where are We Now?—Raymond Horn Syndications  
 The Story of Fashion—NVC Arts International  
 Strangers Abroad—Central Independent Television  
 Street Performers—Riverside Pix  
 Submarine! On the Edge of Certainty—Riverside Pix  
 Sunbelt AG Expo—Marketing Communications Group  
 Supermodel of the World—Television Prog. Enterprises  
 Tales from the Darkside Special—LBS Communications  
 Ten Days in May—Granada Television Int'l  
 Terror!—Silverbach-Lazarus Group  
 That's Hollywood—20th Century Fox Television  
 The Third Wave—Telescreen Inc.  
 This Year Jerusalem—Images Presentations Corp.  
 Those Crazy Americans—Weiss Global Ent.  
 Those Hollywood Movie Stuntmen—Tomwil, Inc.  
 To Last a Lifetime—Raymond International  
 Toronto Trilogy—Ralph C. Ellis Enterprises  
 Tracking Hemingway in Cuba—Riverside Pix  
 Traco Specials—Traco, Inc.  
 Truth About Communism—Excel Telemedia  
 Twenty Documentaries—Republic Pictures Corp.  
 Twenty Eight Up—Granada Television Int'l  
 U Boats: The Wolfpack—Euramco International  
 Vancouver on the Move!—Thomas Howe Associates  
 Various Documentaries—Thomas Howe Associates, Ltd.  
 The Vatican—SFM Entertainment  
 Victory at Sea—Republic Pictures Corp.  
 Videofashion Specials—Videofashion  
 Vietnam: The Ten Thousand Day Year—CST Entertainment  
 Wall to Wall—Thomas Howe Associates  
 Wang Laboratories Specials—Orbis Communications  
 War Chronicles—Orbis Communications  
 The War Game—Lionheart Television Int'l  
 The War Years—Television Distribution Co.  
 Water Children—Riverside Pix  
 What Happened to Lori Jean Lloyd—Cinema Releasing Corp.  
 What if it's Raining—TV4 International  
 What Sex am I?—Cinema Releasing Corp.  
 When Women Kill—Cinema Releasing Corp.

Whicker's World—Fast Boat to China—Lionheart Television Int'l  
 Wild Goose Jack—Cinevisa Int'l Media Dist.  
 With Our Own Hands—National Film Board of Canada  
 Wogan on the Orient Express—Link Licensing Ltd.  
 Wogan on Wine—Link Licensing Ltd.  
 Women of the World—Camelot Entertainment; King World; R.T. Donnelly Enterprises  
 The World at War Specials—Thames Television Int'l  
 The World at War—Taffner/Limited, D.L.; Thames Television Int'l  
 World in Action Specials—Granada Television Int'l  
 The World of Theatre—NVC Arts International

The Wreck of the Margeson—Raymond International  
 Yanks Meet Reds—Yorkshire Television Ltd.  
 Yellowstone National Park—Cinema Releasing Corp.  
 Yosemite—A Landscape of Wonders—Cinema Releasing Corp.  
 You Call Me Coloured—Rhombus Media  
 You Can't Take It With You—LBS Communications  
 Your Choice for the Film Awards—Joel Cohen Prodn. & Dist.; LBS Communications  
 Your Money or Your Life—Silverbach-Lazarus Group  
 The 16th Annual Golden Eagle Awards—Promark  
 1987 Golden Eagle Awards—Transtar Television Sales  
 444 Days to Freedom—Canamedia Productions

## SERIES/NETWORK, OFF-NETWORK, LIMITED

A Fine Line—Cinevisa Int'l Media Dist.  
 A Square of Sky—Bavaria Atelier GmbH  
 The A Team—MCA TV  
 Abbott & Costello—DFS/Dorland Program Exchange  
 The Abbott and Costello Show—CST Entertainment  
 Addams Family—Orion Television Syndication  
 Adventure West—Pearson International  
 The Adventurer—ITC Entertainment  
 Adventures of Jim Bowie—Weiss Global Enterprises  
 Adventures on Sinclair Island—American Motion Picture Company  
 Adventures with Sir Edmund Hillary—Silverbach-Lazarus Group  
 After Benny—Taffner/Limited, D.L.  
 After Benny, Thames Presents—Thames Television Int'l  
 Against All Odds—Sullivan Films Distribution  
 Airwaves—Atlantis Television International; Ironstar Communications  
 Alice—Warner Bros.  
 Alive and Well—Dave Bell Associates  
 All in the Family—Viacom International  
 Allo Allo—Lionheart Television Int'l  
 Almanac—Fusco Entertainment  
 The Amazing World of Kreskin—M & M Syndications  
 American Baby—Tempo Television Network  
 The American Diary—Peregrine Film Distribution  
 The American Experience—Muller Media Inc.  
 Andy Griffith—Viacom International  
 Archie Bunker's Place—Columbia/Embassy Television  
 Are You Being Served?—Lionheart Television Int'l  
 Assaulted Nuts—Fox/Lorber Associates  
 Astronauts—Central Independent Television  
 At the Movies—Tribune Entertainment  
 The Auto Connection—Fries Distribution Co.  
 The Avengers—Orion Television Syndication  
 Baila Amigo—Globo TV Network of Brazil  
 The Barbara McNair Series—ABR Entertainment  
 Barnaby Jones—Worldvision Enterprises  
 The Baron—ITC Entertainment  
 Batman—20th Century Fox Television  
 Battle Line—Fusco Entertainment  
 BBC Stand Up—Lionheart Television Int'l  
 Behind the Scene—Fusco Entertainment

Belli Files—Genesis Entertainment  
 Ben Casey—Worldvision Enterprises  
 The Benny Hill Show—Taffner/Limited, D.L.; Thames Television Int'l  
 Benson—Columbia/Embassy Television  
 Berlin Alexanderplatz—Bavaria Atelier GmbH  
 The Best of Groucho—WW Entertainment  
 Best of National Geographic Specials—Genesis Entertainment  
 The Best of Saturday Night Live—Orion Television Syndication  
 Best of the Best—Blair Entertainment  
 The Best of the Beverly Hillbillies—Viacom International  
 Best Package of Japanese TV—Telecas Japan Co., Ltd.  
 Bewitched—DFS/Dorland Program Exchange  
 Beyond 2000—All American Television  
 The Bible Answers—Tempo Television Network  
 The Big Band Show—Robert Baron & Assoc.  
 The Big Story—Fusco Entertainment  
 The Big Valley—Four Star International  
 Bill Burrud's "Wonderful World of Travel"—Acama Films  
 Bill Dana Show—Weiss Global Ent.  
 Biography—Fusco Entertainment  
 Bioman—Saban Productions  
 Bizarre—Viacom International  
 BJ/Lobo Show—MCA TV  
 Black Sheep Squadron—MCA TV  
 Blake's 7—Lionheart Television Int'l  
 The Bleep Bleep Game Show—Television Distribution Co.  
 Blondie—King Features  
 The Bob Newhart Show—Viacom International  
 The Bold Ones—MCA TV  
 Bonanza—Republic Pictures Corp.  
 Boon—Central Independent Television  
 The Bradbury Theater—Atlantis Television International  
 The Brady Bunch—Paramount Television  
 Branded—King World  
 Brillante—Globo TV Network of Brazil  
 Broadway Open House (Bachelor Party)—Peter Rodgers Org.  
 Brothers—Paramount Television  
 Brothers by Choice—Atlantis Television International; Ironstar Communications  
 The Buccaneers—Fusco Entertainment  
 Buck Rogers—MCA TV



Bulman—Granada Television Int'l  
 Burke's Law—Four Star International  
 The Burns and Allen Show—Colex Enterprises  
 Buster Crabbe Western Theatre—Crystal Pictures  
 Bustlin' Loose—MCA TV  
 Cagney & Lacey—Orlon Television Syndication  
 Calhoun—ITC Entertainment  
 California Dreamers—Sunset Pacifica  
 Cambalache—Globo TV Network of Brazil  
 Candid Kids—ABR Entertainment  
 Cannon—Viacom International  
 Canwest Theatre—Ralph C. Ellis Enterprises  
 Car 54 Where Are You?—Republic Pictures Corp.  
 Carol Burnett and Friends—C.B. Distribution  
 Carson's Comedy Classics—Columbia/Embassy Television  
 Carter Country—Columbia/Embassy Television  
 Casanova—Lionheart Television Int'l  
 Castaway—Teleworld  
 Celebrity Cooks—Raymond International  
 Champagne—Globo TV Network of Brazil  
 Charles in Charge—MCA TV; Tribune Entertainment  
 Charlie—Central Independent Television  
 Charlie Chaplin's Comedy Capers—JEF Films, Inc.  
 Charlie Weaver & His Mt. Idy Friends—JEF Films, Inc.  
 Charlie's Angels—Columbia/Embassy Television  
 Check It Out—Taffner/Limited, D.L.  
 Cheers—Paramount Television  
 Chessgame—Granada Television Int'l  
 CHiPs—Turner Program Services  
 Christian Children's Fund—Tempo Television Network  
 Cimarron Strip—Silverbach-Lazarus Group  
 CineAttractions—Cinema Preview Channel  
 Circus—20th Century Fox Television  
 Circus Antiquus—Glenray Communications  
 The Cisco Kid—Blair Entertainment  
 Clint Eastwood in "Rawhide"—Viacom International  
 Colonel March—Fusco Entertainment  
 Combat—Worldvision Enterprises  
 The Comedians—Granada Television Int'l  
 Comedy Courtroom—Bel-Air Program Sales/Clarion Communications  
 Connecting—Thomas Howe Associates Ltd.  
 Connie—Central Independent Television  
 Tim Conway Show—Coca-Cola Telecommunications  
 The Cosby Show—Viacom International  
 Couch Potato Theatre—Gaylord Production Company  
 Country Crossroads—timeRite Agency  
 The Courtship of Eddie's Father—Turner Program Services  
 Cover Story—LBS Communications  
 Cover Story—Fries Distribution Co.  
 Craig Kennedy, Criminologist—Weiss Global Ent.  
 Crime Story—New World Pictures  
 CTV: Computer Television—Discovery International  
 Cuerpo a Cuerpo—Globo TV Network of Brazil  
 Dakari—Turner Program Services  
 Dallas—Lorimar-Telepictures  
 Daniel Boone—20th Century Fox Television  
 Dark Shadows—Worldvision Enterprises  
 Date with the Angels—Majestic Entertainment  
 Day of Discovery—Tempo Television Network  
 Death Valley Days—Blair Entertainment  
 Decoy—Fusco Entertainment  
 Degrassi Junior High—Isme Bennie Int'l  
 Delta Heat—Independent Network Inc.

Dennis the Menace—Colex Enterprises  
 Department S—ITC Entertainment  
 The Deputy—MCA TV  
 Dick Powell Theatre—Four Star International  
 Dick Van Dyke—Viacom International  
 Diff'rent Strokes—Columbia/Embassy Television  
 Disaster!—Fusco Entertainment  
 Discover Australia—Tempo Television Network  
 Divorce Court—Blair Entertainment  
 The Donna Reed Show—Colex Enterprises  
 Don't Wait Up—Lionheart Television Int'l  
 The Doris Day Show—Worldvision Enterprises  
 Douglas Fairbanks Presents—Worldvision Enterprises  
 Down to Earth—Lorimar-Telepictures  
 Dr. Who—Lionheart Television Int'l  
 The Dukes of Hazzard—Warner Bros.  
 Dung Water and Gilly Flowers—No Place like Phonecien—Bavaria  
 Atelier GmbH  
 Eastenders—Lionheart Television Int'l  
 Eischied—Colex Enterprises  
 Ellas por Ella—Globo TV Network of Brazil  
 Entertainment Tonight—Paramount Television; Television Prog. Enterprises  
 Escape to Paradise—Raymond Horn Syndications  
 ESSENCE, The Television Program—Essence Television Productions  
 Esta es la Vida—Int'l Lutheran Layman's League  
 The Explorers—Acama Films  
 Extra! Extra!—Fox/Lorber Associates  
 Eye on Hollywood—Harmony Gold  
 The F.A.C.T. Team—East in Motion Pictures  
 F-Troop—Warner Bros.  
 The Facts of Life—Columbia/Embassy Television  
 Falcon Crest—Lorimar-Telepictures  
 The Fall Guy—20th Century Fox Television  
 Fame—LBS Communications; MGM/UA Communications  
 Family—Colex Enterprises  
 Family Affair—Viacom International  
 Family Ties—Paramount Television  
 Fan Club—Blair Entertainment  
 Fantasy Island—Columbia/Embassy Television  
 Father Knows Best—Colex Enterprises  
 Father Murphy—Colex Enterprises  
 Fawly Towers—Lionheart Television Int'l  
 Fifteen—WesternWorld Television  
 Fifty Two Pickup—Medallion TV Enterprises  
 Fight Back with David Horowitz—King Features; Silverbach-Lazarus Group  
 Final Feliz—Globo TV Network of Brazil  
 Five Star Mystery—MCA TV  
 The Flintstones—DFS/Dorland Program Exchange  
 Flying A Series—Worldvision Enterprises  
 The Flying Nun—Colex Enterprises  
 Foreign Intrigue—Fusco Entertainment  
 Friday the 13th—Paramount Television  
 Fridays—All American Television  
 Friends of Man—Fusco Entertainment  
 The Fugitive—Worldvision Enterprises  
 Fury—ITC Entertainment  
 George & Mildred—Taffner/Limited, D.L.  
 Get Smart—Republic Pictures Corp.  
 Getting to Work—East in Motion Pictures  
 The Ghost & Mrs. Muir—20th Century Fox Television  
 Ghost Story/Circle of Fear—Colex Enterprises

GI Diary—Genesis Entertainment  
 Gidget—Colex Enterprises  
 Gilligan's Island—Turner Program Services  
 Gimme a Break—MCA TV  
 Girls on Top—Central Independent Television  
 Glitter—Visual Productions '80 Ltd.  
 Going Back Home—Harmony Gold  
 The Golden Age of Television—NY Television, Inc.  
 Golden Years of Television—Scott Entertainment  
 The Golden Years—The Bitter Years—Bavaria Atelier GmbH  
 Gomer Pyle—Viacom International  
 Good Life—R.T. Donnelly Enterprises  
 Good Morning World—Weiss Global Ent.  
 Good Times—Columbia/Embassy Television  
 Great Detectives—Lionheart Television Int'l  
 Great Expectations—Lionheart Television Int'l  
 Green Acres—Orion Television Syndication  
 The Green Hornet—20th Century Fox Television  
 Groucho & Me—Gaylord Production Company; ITF/Gaylord Production Co.  
 Growing Pains—Warner Bros.  
 Guns of Will Sonnett—King World  
 Gunsmoke—Viacom International  
 Half the George Kirby Comedy Hour—ABR Entertainment  
 Hangin' In—Orbis Communications  
 Happy Days—Paramount Television  
 Hardcastle & McCormick—Colex Enterprises  
 Harper Valley—MCA TV  
 Harry-O—Warner Bros.  
 Hart to Hart—Columbia/Embassy Television  
 Have Gun Will Travel—Viacom International  
 Hawaii Five-0—Viacom International  
 Hawk—Colex Enterprises  
 Hazel—Colex Enterprises  
 He Shoots! He Scores!—G. Ross Tele-Distribution Inc.  
 Headlines on Trial—ABR Entertainment  
 Hee Haw—Gaylord Syndicom  
 Hennessey—Hal Roach Studios  
 Here Come the Brides—Television Program Source  
 High Chaparral—Republic Pictures Corp.  
 Highway Patrol—MGM/UA Communications  
 Highway to Heaven—New World Television  
 Hill Street Blues—Victory Television  
 Hogan's Heroes—Viacom International  
 Hollywood—Thames Television Int'l  
 Hollywood and the Stars—MGM/UA Communications  
 Hollywood Close Up—Access Syndication; DeLaurentiis Entertainment  
 Hollywood Theatre of Magic, Magic—Joel Cohen Prodn. & Dist.  
 Home Fires—CBC Enterprises  
 Honeymoon Hotel—DeLaurentiis Entertainment; Access Syndication  
 The Honeymooners—Viacom International  
 The Hound of the Baskervilles—Lionheart Television Int'l  
 House Calls—MCA TV  
 The Hunter—Fusco Entertainment  
 The Hyde Park Hour—Tempo Television Network  
 I Dream of Jeannie—DFS/Dorland Program Exchange  
 I Love Lucy—Viacom International  
 I Married Joan—Weiss Global Ent.  
 I Spy—Peter Rodgers Org.; Viacom International  
 I-40 Paradise—All American Television  
 In Search of . . . with Leonard Nimoy—Dan Robinson Bdcstg. Assoc.  
 Indian Legends of Canada—Thomas Howe Associates Ltd.

Insight—Paulist Productions  
 International Detective—Fusco Entertainment  
 The Invaders—Worldvision Enterprises  
 The Investigator—Bavaria Atelier GmbH  
 The Invisible Man—Fusco Entertainment; Lionheart Television Int'l  
 Irish R.M.—TV4 International  
 Ironhorse—Television Program Source  
 Ironside—MCA TV  
 It Ain't Half Hot, Mum—Lionheart Television Int'l  
 It Figures—Coe Film Associates  
 It Takes a Thief—MCA TV  
 It's a Living—Lorimar-Telepictures  
 Jackie Gleason Show—20th Century Fox Television  
 JEF Comedy Classics—JEF Films, Inc.  
 The Jeffersons—Columbia/Embassy Television  
 Jeff's Collie—Southbrook Television Distribution  
 The Jerry Lewis Show—Contel-Con Hartsock & Co.  
 Jimmy Swaggart—Tempo Television Network  
 Joana—Telescreen Inc.  
 Joe Forrester—Colex Enterprises  
 Journey—Bloom Film Group  
 Journey to Adventure—GLL TV Enterprises Inc.  
 Judge—CBC Enterprises  
 The Judge—Genesis Entertainment; LBS Communications  
 Julia—20th Century Fox Television  
 Jungle Jim—Colex Enterprises  
 Kate & Allie—MCA TV  
 Keep It in the Family—Taffner/Limited, D.L.  
 Kids of Degrassi Street—Isme Bennie Int'l  
 King of Kensington—Acama Films  
 Kings—Central Independent Television  
 Knight Rider—MCA TV  
 Knots Landing—Lorimar-Telepictures  
 Kojak—MCA TV  
 Kung Fu—Warner Bros.  
 Kung Fu Connection—Arlington Television Sales  
 The Ladies from the Hot Dog Stand—Bavaria Atelier GmbH  
 Laff Movie—Fusco Entertainment  
 Lancer—20th Century Fox Television  
 Land of the Giants—20th Century Fox Television  
 Lassie Series—Southbrook Television Distribution  
 Laverne & Shirley—Paramount Television  
 Libertad Condicionada—Spanish Television Services  
 Life & Legend of Wyatt Earp—Screen Gems div Coca-Cola Telecomm.  
 The Life and Times of Grizzly Adams—Viacom International  
 Life's a Banquet—M & M Syndications  
 Lifestyles of the Rich and Famous—Television Prog. Enterprises  
 Lindenstrabe—WDR International  
 Little House on the Prairie—Worldvision Enterprises  
 The Littlest Hobo—Silverbach-Lazarus Group  
 Loco Amor—Globo TV Network of Brazil  
 Lone Ranger Series—Southbrook Television Distribution  
 Looking East—Tempo Television Network  
 Loretta Young Show—Republic Pictures Corp.  
 Lost in Space—20th Century Fox Television  
 The Love Boat II—Worldvision Enterprises  
 The Love Boat—Worldvision Enterprises  
 Love, American Style—Paramount Television  
 Lucy Show—Paramount Television  
 Mad as Hell—All American Television  
 The Magic Lantern—JEF Films, Inc.  
 The Magic Show—Screen Gems div Coca-Cola Telecomm.  
 Magnum—MCA TV



Make Room for Daddy—Gray-Schwartz Enterprises; Weiss Global Ent.

The Making Of . . . —Medallion TV Enterprises; Muller Media Inc.; Telescreen Inc.

Mama's Family—Lorimar-Telepictures

Man About the House—Taffner/Limited, D.L.

Man from Atlantis—Worldvision Enterprises

Man in a Suitcase—ITC Entertainment

Man/Girl from U.N.C.L.E.—Turner Program Services

Mannix—Paramount Television

Marblehead Manor—Paramount Television

March of Time—SFM Entertainment

Marshall Dillon—Viacom International

The Mary Tyler Moore Show—Viacom International

M\*A\*S\*H—20th Century Fox Television

Matt Houston—Warner Bros.

Maude—Columbia/Embassy Television

Maverick—Warner Bros.

Max Haines Crime Flash Back—Cinevisa Int'l Media Dist.; LBS Communications

Medical Center—Turner Program Services

The Men from Shiloh—MCA TV

Miami Vice—MCA TV

The Mickey Rooney Show—Peter Rodgers Org.

The Mind of David Berglas—Tyne Tees Enterprises

Mission: Impossible—Paramount Television

Mog—Central Independent Television

Moments in Time—CBC Enterprises

The Monkees—Colex Enterprises

Monty Python's Flying Circus—Devillier Donegan Enterprises

Mork & Mindy—Paramount Television

Movie Mania—JEF Films, Inc.

The Movie Show—WesternWorld Television

Movieweek—Tempo Television Network

MPTV-Motion Picture Television—World Events Productions

Mr. & Mrs. North—Muller Media Inc.

Mr. Belvedere—20th Century Fox Television

Mr. Ed—Orion Television Syndication

Mr. Lucky—Fusco Entertainment

Mr. Romance—Bel-Air Program Sales/Clarion Communications

Mucho Gusto—Global Video Productions

The Muppet Show—ITC Entertainment

Music City Videos—Eagle Media, Inc.

Music Machine—LBS Communications

My Hero—Fusco Entertainment; Majestic Entertainment

My Little Margie—Coral Pictures Corp.; Weiss Global Ent.

My Mother the Car—MGM/UA Communications

My Partner, the Ghost—ITC Entertainment

My Three Sons—Viacom International

My World and Welcome To It—Republic Pictures Corp.

Mysteries of the Indigo Depths—Telecas Japan Co., Ltd.

Naked City—Screen Gems div Coca-Cola Telecom.

Nanny and the Professor—20th Century Fox Television

The New American Bandstand—LBS Communications

The New Gidget—Colex Enterprises

The New Honeymooners—Viacom International

The New Monkees—Colex Enterprises

Newhart—MTM Enterprises

Night Court—Warner Bros.

Nightlife—Camelot Entertainment

Nina Moca—Globo TV Network of Brazil

Ninja Follies—Contel-Con Hartsock & Co.

No License Music Library—Robert Baron & Assoc.

No Place Like Home—Lionheart Television Int'l

Northern Lights—Atlantis Television International

N.Y.P.D.—Worldvision Enterprises

The Odd Couple—Paramount Television

Off the Wall—Fries Distribution Co.; Gaylord Production Company

On Campus—Dave Bell Associates

On the Move—Blair Entertainment

On the Road—Bavaria Atelier GmbH

One Big Family—Lorimar-Telepictures

One Day at a Time—Columbia/Embassy Television

One Step Beyond—Worldvision Enterprises

Only Fools and Horses—Lionheart Television Int'l

Operation Petticoat—MCA TV

Oral and Richard Roberts—Traco Inc.

Original Flash Gordon—King Features

Our Miss Brooks—Viacom International

Out of This World—MCA TV

Outer Limits—MGM/UA Communications

Pacific Coast Highway—Sunset Pacifica

Parole Board—Coca-Cola Telecommunications; Television Program Source

The Partridge Family—DFS/Dorland Program Exchange

Pathfinders—Excel Telemedia

People are Funny—Republic Pictures Corp.

People in Crisis—Viacom International

The People's Choice—Worldvision Enterprises

The People's Court—Lorimar-Telepictures

Perry Mason—Viacom International

The Persuaders—ITC Entertainment

Peter Gunn—Fusco Entertainment

Pete's Place—William F. Cooke TV Programs

Petticoat Junction—Viacom International

Photoplay—New Century Telecommunications

Phyllis—R. T. Donnelly Enterprises

The Plastic Man Comedy Adventure Show—Arlington Television Sales Inc.

Please Don't Eat the Daisies—Turner Program Services

Poldark—Lionheart Television Int'l

Police Dog—Images Presentations Corp.

Police Station—Fusco Entertainment

Police Story—Columbia/Embassy Television

Police Woman—Columbia/Embassy Television

Pony Express—Republic Pictures Corp.

Portrait of a Legend—All American Television

Portrait of America—Turner Program Services

Powerhouse—Teleworld

Press Your Luck—Republic Pictures Corp.

The Prisoner of Zenda—Lionheart Television Int'l

The Prisoner—ITC Entertainment

Private Benjamin—Warner Bros.

The Protectors—ITC Entertainment

Punky Brewster—Coca-Cola Telecommunications

Quincy—MCA TV

Rags to Riches—New World Pictures

Rainbow—Atlantis Television International

Rat Patrol—MGM/UA Communications

The Real McCoy's—Television Program Source

Red Shadow—Toei Company

Remington Steele—MTM Enterprises

The Return of Sherlock Holmes—Granada Television Int'l

Return to Eden—Worldvision Enterprises

Revelations—Tyne Tees Enterprises

Richard Boone Show—Republic Pictures Corp.

Richard Roberts—Traco, Inc.

The Rifleman—Colbert Television Sales

Ripley's Believe It or Not—Columbia/Embassy Television  
 Riptide—Columbia/Embassy Television  
 Robin Hood—Fusco Entertainment  
 Robin's Nest—Taffner/Limited, D.L.  
 Rock Candy and The Jawbreakers—LBS Communications  
 Rocket to the Stars—Lorimar-Telepictures  
 The Rockford Files—MCA TV  
 Rocky Jones, Space Ranger—Weiss Global Ent.  
 Rocky Mountain Inn—Eagle Media, Inc.  
 Rocky Road—Turner Program Services.  
 Roll Over Beethoven—Central Independent Television  
 The Rookies—Viacom International  
 Room 222—20th Century Fox Television  
 The Ropers—Taffner/Limited, D.L.  
 Route 66—Colex Enterprises  
 The Roy Rogers Show—UPA Productions of America  
 Rush—WesternWorld Television  
 The Saint/Return of the Saint—ITC Entertainment  
 Salem's Children—Group W Productions  
 Sanford & Son—Columbia/Embassy Television  
 SCTV Network—Balir Entertainment  
 Sea Hawks—Euramco International  
 Sea Hunt—MGM/UA Communications  
 Secret Agent—ITC Entertainment  
 Secrets and Rumors—20th Century Fox Television  
 Seeing Things—All American Television  
 Sentimental Journey Package—Pearson International  
 Sergeant Preston Series—Southbrook Television Distribution  
 Shadow Warriors—Toei Company  
 Shark's Paradise—Worldvision Enterprises  
 Sheriff of Cochise—Republic Pictures Corp.  
 Shogun's Samurai—Toei Company  
 The SightSeekers—Transtar Television Sales  
 Silent Service—Republic Pictures Corp.  
 Silver Spoons—Columbia/Embassy Television  
 Simon & Simon—MCA TV  
 Sir Lancelot—Fusco Entertainment  
 Siskel & Ebert & The Movies—Buena Vista Television  
 Six-Guns and Saddles—Fries Distribution Co.  
 Skippy: The Bush Kangaroo—Southbrook Television Distribution  
 Skyways—WW Entertainment  
 The Slave Isaura—Globo TV Network of Brazil  
 The Slavs—ITC Entertainment  
 Sledge Hammer!—New World Pictures  
 Small Wonder—20th Century Fox Television  
 The Smith Family—Dionne, Inc.  
 Soap—Columbia/Embassy Television  
 Soap Opera Recap—Robert Baron & Assoc.  
 Space—Int'l Video Exchange  
 Space Age Odyssey—ITC Entertainment  
 Spike Jones—Pearson International  
 Spitting Image—Central Independent Television  
 Square Pegs—Columbia Embassy Television  
 St. Elsewhere—MTM Enterprises  
 The Stan Kann Show—Weiss Global Ent.  
 Star & Story—Fusco Entertainment  
 Star and the Story—Majestic Entertainment  
 Star Maidens—Teleworld  
 Star Performance—Fusco Entertainment  
 Star Performance Playhouse—Majestic Entertainment  
 Star Trek—Paramount Television  
 Star Trek: The Next Generation—Paramount Television  
 Starring the Actors—Worldvision Enterprises  
 Starsky & Hutch—Columbia/Embassy Television

Stony Plain—Cori Films  
 Strange Paradise—ARP Films  
 Street Hawk/Insiders—MCA TV  
 Streets of San Francisco—Victory Television  
 Strictly Confidential—Blair Entertainment  
 Suddenly Sheriff—Lorimar-Telepictures  
 Sunshine Factory—timeRite Agency  
 Super Fighter Series—Telecas Japan Co., Ltd.  
 Superior Court—Lorimar-Telepictures  
 Superman—Warner Bros.  
 Superstar Profile—Jerry Dexter Program Syndication  
 S.W.A.T.—Columbia/Embassy Television  
 Sword of Freedom—Fusco Entertainment  
 Tales from the Darkside—LBS Communications  
 Tales of the Texas Rangers—Television Program Source  
 Tales of the Unexpected—Anglia Television Ltd.; Orbis Communica-  
 tions  
 Tarzan—Warner Bros.  
 Taxi—Paramount Television  
 Ted Knight Show—LBS Communications; Taffner/Limited, D.L.  
 Temperatures Rising—Screen Gems div Coca-Cola Telecomm.  
 Temporarily Yours—Gaylord Production Company; ITF/Gaylord Pro-  
 duction Co.  
 Tenko—Lionheart Television Int'l  
 Terrorvision—Excel Telemedia  
 Thames Comedy Originals—Taffner/Limited, D.L.  
 Thames Comedy Specials—Thames Television Int'l  
 That Girl—Worldvision Enterprises  
 That's Incredible!—MCA TV  
 That's My Mama Now—LBS Communications; Coca-Cola Telecom-  
 munications  
 T.H.E. Cat—Republic Pictures Corp.  
 Then Came Bronson—Turner Program Services  
 Third Man—Republic Pictures Corp.  
 Thirst for Adventure—Int'l Video Exchange  
 This is the Life—Int'l Lutheran Layman's League  
 Three Apartments—Taffner/Limited, D.L.  
 Three Stooges Theater—Screen Gems div Coca-Cola Telecomm.  
 The Three Stooges—Columbia/Embassy Television  
 Three Up Two Down—Lionheart Television Int'l  
 Three's a Crowd—Taffner/Limited, D.L.  
 Three's Company—Taffner/Limited, D.L.  
 Thrill of Your Life—Weiss Global Ent.  
 Thriller—MCA TV  
 Throb—Worldvision Enterprises  
 Thunderbirds: 2086 (a)—ITC Entertainment  
 Tim Conway's "Scues Me"—ABR Entertainment  
 Time for Murder—Granada Television Int'l  
 Timmy & Lassie—Southbrook Television Distribution  
 T.J. Hooker—Columbia/Embassy Television  
 Together Again—Group W Productions  
 Tony Randall Show—R.T. Donnelly Enterprises  
 Too Close for Comfort—Taffner/Limited, D.L.  
 Topper—King World  
 To Rome with Love—Dionne, Inc.  
 Trapper John—20th Century Fox Television  
 Travel Pass—BSW Video, Inc.  
 The Traveler/Northwest Traveler—George Carlson & Assoc.  
 Treasure Unlimited—Gray-Schwartz Enterprises  
 Trouble with Father—Majestic Entertainment  
 True Confessions—Camelot Entertainment; King World  
 Truth or Consequences—Lorimar-Telepictures  
 Turning Point—ABR Entertainment  
 Turno de Oficio—Radiotelevision Espanola



Two's Company—Gould Entertainment  
 The Untouchables—Paramount Television  
 Up for Grabs—Television Distribution Co.  
 Various Series—Rubicon Corporation  
 Venganza de Mujer—Spanish Television Services  
 Verdict—Raymond International  
 Video Vacations—Tempo Television Network  
 Vidiots—Harmony Gold  
 Voyage to the Bottom of the Sea—20th Century Fox Television  
 The Waltons—Warner Bros.  
 Wanted: Dead or Alive—Four Star International  
 War and Peace—Lionheart Television Int'l  
 Waterfront—Weiss Global Ent.  
 We Got It Made—MGM/UA Communications  
 Webster—Paramount Television  
 Welcome Back, Kotter—Warner Bros.  
 Wendy and Me—Worldvision Enterprises  
 The Westerners—Four Star International  
 Westgate—WesternWorld Television  
 What a Country!—Tribune Entertainment; Viacom International  
 What if it's Raining?—Devillier Donegan Enterprises  
 What's Happening Now!!—Coca-Cola Telecommunications; LBS  
 Communications

When Havoc Struck—ITC Entertainment  
 Where There's a Will—Int'l Video Exchange  
 Whiz Kids/Voyagers—MCA TV  
 Who Dares, Wins—Devillier Donegan Enterprises  
 Wild Bill Hickok—Cox Enterprises  
 The Wild, Wild West—Viacom International  
 Wire Service—Fusco Entertainment  
 Witness to Yesterday—Teleworld  
 WKRP in Cincinnati—Victory Television  
 Women of the World—R.T. Donnelly Enterprises  
 Women of the 50's—Majestic Entertainment  
 Wonder Woman—Warner Bros.  
 Wonderful World of Disney—Buena Vista Television  
 World Class Women—Select Media  
 The World Tomorrow—Tempo Television Network  
 Yancy Derringer—Fusco Entertainment  
 Yes Minister—Lionheart Television Int'l  
 Your Show of Shows—Coral Pictures Corp.  
 Zane Grey Theatre—Four Star International  
 12 Days of Christmas—Scott Entertainment  
 12 O'Clock High—20th Century Fox Television  
 9 to 5—20th Century Fox Television

## FEATURES/MADE-FOR-TV MOVIES/PACKAGES

A Blue Winter—Raymond International  
 A Christmas Carol—Four Star International  
 A Different Affair—Alfred Haber Inc.  
 A Farewell to Arms—Cable Films  
 A Question of Loving—Films Transit  
 A Spy at Evening—Lionheart Television Int'l  
 A Star Is Born—Cable Films  
 A Time for Love—Bloom Field Group  
 A Wreath of Roses—Granada Television Int'l  
 Acama Film Classics—Acama Films  
 Acama Star I—Acama Films  
 Acama Star II—Acama Films  
 Acama Star III—Acama Films  
 Act of Passion—Alfred Haber Inc.  
 Action Films: Westerns & Spies—Picturemedia Ltd.  
 Actions Flicks—WW Entertainment  
 Action/Adventure Package—Majestic Entertainment; timeRite  
 Agency  
 Adios Peque A—Radiotelevision Espanola  
 Adult Education—DeLaurentiis Entertainment  
 The Adulteress—Bloom Film Group  
 Adventure in Action Goes to the High Seas—Cinema Shares Int'l  
 Adventure in Action Goes West 1-3—Cinema Shares Int'l  
 Adventure in Action 1-6—Cinema Shares Int'l  
 Adventure in Love—Cinema Shares Int'l  
 Adventure of the Lone Ranger—Southbrook Television Distribution  
 Ahmed El Maanouri Features—Interama  
 Alice's Adventures in Wonderland—Peregrine Film Distribution  
 Alien Terror—Instar Corp.  
 All Night at the Movies—Tempo Television Network  
 All the Loving Couples—Cinema Releasing Corp.  
 The All-Color Action Package—Peter Rodgers Org.  
 Alligator Shoes—Sullivan Films Distribution  
 Almi Film Festival I—Almi Television Productions

Almost Human—Telewide Systems  
 Americonga—WesternWorld Television  
 Angels in Hell—Odyssey Film Sales  
 Anne Trister—Films Transit  
 Applause I—First National Telecommunications  
 Applause II—First National Telecommunications  
 Arrows of Robin Hood—Brian Jackson Films  
 Arthur the King—Alfred Haber Inc.  
 As You Like It—Cable Films  
 Attack at Dawn—Euramco International  
 Autopsy—Telewide Systems  
 Avenging—Alfred Haber Inc.  
 Award Package—MGM/UA Communications  
 Awsome Lotus—Simcom International  
 Baby John Doe—Simcom International  
 Backstreet Six—Cinar Films  
 The Beach Boys, An American Band—Vestron Television  
 Bedroom Window—DeLaurentiis Entertainment  
 The Bellboy—Contel-Con Hartsock Co.  
 Betrayed Women—Telewide Systems  
 Betta Betta—Cinema Releasing Corp.  
 Big Tip Off—Telewide Systems  
 Big 36—20th Century Fox Television  
 Bikini Summer—Sunset Pacifica  
 Billie Blue—Cinema Releasing Corp.  
 Billions for Boris—Alfred Haber Inc.  
 Birth of a Nation—Cable Films  
 Black Belt Theater 1—WW Entertainment  
 Black Belt Theater 2—WW Entertainment  
 Black Belt Theater 3—WW Entertainment  
 Black Belt Theater 4—WW Entertainment  
 Black Belt Theater 5—WW Entertainment  
 The Black Coin (serial)—Weiss Global Ent.  
 Blondie—King Features

Blood of the Dragon—Unifilm International Co.  
 Bloodlust—Euramco International  
 Blue Gardenia—Telewide Systems  
 The Blue Line—Filmoption Internationale  
 Blue Velvet—DeLaurentiis Entertainment  
 Boarding House—Cinema Releasing  
 Bongo Man—Pearson International  
 Bonzai Theater—Harmony Gold  
 Born Wild—Orion Television Syndication  
 Box Office—MGM/UA Communications  
 Bread & Butter 18—UPA Productions of America  
 Breakfast in Paris—Odyssey Film Sales  
 Brightly of the Grand Canyon—Kay Arnold Group  
 Brother, Cry for Me—Cinema Releasing Corp.  
 Brothers by Choice—Atlantis Television International  
 Bubble's Beach—Sunset Pacifica  
 Buck Rogers (episodes)—Crystal Pictures  
 Buck Rogers-Destination Saturn—Crystal Pictures  
 The Buddy Holly Story—Alfred Haber Inc.  
 Burglar—Nelvana Entertainment  
 Cable Classics—Cable Films  
 Cain's Cutthroats—Cinema Releasing Corp.  
 California Girls—Pearson International  
 Caltiki-Immortal Monster—Telewide Systems  
 Can a Guy Say No—New World Pictures  
 Canned Film Festival—LBS Communications  
 Care Bear and Friends at the Movies—Colex Enterprises  
 Carlos Saura Features—Interama  
 Cash on Delivery—Telewide Systems  
 Century 12 & 13—20th Century Fox Television  
 Century 5,6,7,8,9,10,11,12—20th Century Fox Television  
 Champions—Republic Pictures Corp.  
 Charlie Chan—20th Century Fox Television  
 The Charlie Chaplin Masterpieces—Peter Rodgers Org.  
 Charlie's Big Romance—Crystal Pictures  
 Cherry-Picker's Package—timeRite Agency  
 Children of Rage—Vitt Media Int'l  
 Children's Cinema Classics—Almi Television Productions  
 Chiller/Monster/Horror Feature Package—Peter Rodgers Org.  
 Chillers Jubilee—Majestic Entertainment  
 Chrome & Hot Leather—Orion Television Syndication  
 Cinderella—Contel-Con Hartsock & Co.  
 Cinema Greats—Muller Media Inc.  
 Cinema Shares International Feature Film Library—Gray-Schwartz Enterprises  
 Cinema 12—ITC Entertainment  
 Circle of Danger—Telewide Systems  
 The Cisco Kid Feature Package—Peter Rodgers Org.  
 City in Panic—Transcontinental Pictures Industries  
 Classic American Cinema—Picturmedia Ltd.  
 Classics Detectives—King World  
 Classic Films Package by Jean Renoir—Interama  
 Classic Oldies—Vitt Media Int'l  
 The Classics—CST Entertainment  
 Claude Chabrol Features—Interama  
 Claws—WesternWorld Television  
 Close to Home—Transcontinental Pictures Industries  
 Clown White—Cinar Films  
 The Clutching Hand (serial)—Weiss Global Ent.  
 Code Name Zebra—Transcontinental Pictures Industries  
 Colex Premiere Movie: Dennis the Menace—Colex Enterprises  
 Colex Premiere Movie: Gidget's Summer Reunion—Colex Enterprises

Colex Premiere Movie: Miracle of the Heart-A Boys Town Story—Colex Enterprises  
 Colex Premiere Movie: The Canterville Ghost—Colex Enterprises  
 Colex Premiere Movie: Three Wishes for Jamie—Colex Enterprises  
 Color Classic Network One—Turner Program Services  
 Color Classic Network Two—Turner Program Services  
 Colorization Network II—Hal Roach Studios  
 Columbia Gems—Columbia/Embassy Television  
 Columbus Circle—New World Pictures  
 Come Die with Me—Dan Curtis Distribution Corp.  
 Comedy Capers—Picturemedia Ltd.  
 Comedy Corner—Majestic Entertainment  
 Comedy Package—timeRite Agency  
 Coming Through—Central Independent Television  
 The Con Artists—Cinema Releasing Corp.  
 Confessions of a Married Man—Alfred Haber Inc.  
 Coral Adults Only Horror Theatre—Coral Pictures Corp.  
 Coral Martial Epics—Coral Pictures Corp.  
 Coral Platinum I—Coral Pictures Corp.  
 Coral Science Fantasy—Coral Pictures Corp.  
 Coral Western I—Coral Pictures Corp.  
 Courage—New World Pictures  
 Crimes of the Heart—DeLaurentiis Entertainment  
 Critics Choice—Majestic Entertainment  
 Crossover—Simcom International  
 Crown Classics—Crown International Pictures  
 Crown Jewels I—Access Syndication  
 Cry of a Prostitute—Telewide Systems  
 Cry to the Wind—Pearson International  
 Cult of the Dead—Instar Corp.  
 Curtis Signature Collection—Dan Curtis Distribution Corp.; Fox/Lorber Associates  
 Custer's Last Stand (serial)—Weiss Global Ent.  
 Cyrano de Bergerac—Cable Films  
 Dasy Chain—Cinema Releasing Corp.  
 Dance of Death—Instar Corp.  
 Date with an Angel—DeLaurentiis Entertainment  
 The Day and the Hour—Dan Robinson Bdcstg. Assoc.  
 Dead End Kids Movies—MCA TV  
 Dead of Night—Dan Curtis Distribution Corp.  
 Deadly Habit—Euramco International  
 Deadly Wrong—Alfred Haber Inc.  
 The Death of the Heart—Granada Television Int'l  
 December Flower—Granada Television Int'l  
 Desert Assault, Desert Battle—Telewide Systems  
 Detroit 9000—Odyssey Film Sales  
 The Devil and Leroy Basset—Cinema Releasing Corp.  
 The Devil's Gift—Euramco International  
 Diary of Forbidden Dreams—Instar Corp.  
 The Disappearance of Azaria Chamberlain—Central Independent Television  
 Disney Magic—Buena Vista Television  
 Divine Nymph—Telewide Systems  
 Do You Remember Love?—Dave Bell Associates  
 Documentary Feature Films—J.E.D. Productions  
 Don't Let It Kill You—Raymond International  
 Double Murder—Euramco International  
 Double Play—Ralph C. Ellis Enterprises  
 Down Under Feature Film Package—Video Software Sales  
 Dr. Coppelius—Cinema Releasing Corp.  
 Dr. Schweitzer Jungle Doctor—Crystal Pictures  
 Dracula—Dan Curtis Distribution Corp.  
 Dracula Sucks—Cinema Releasing Corp.  
 The Dream Never Dies—Sullivan Films Distribution



Dynamagic—Perregrine Film Distribution  
 Eaglet I—Perregrine Film Distribution  
 Earrings of Madame de—Crystal Pictures  
 Easy Prey—New World Pictures  
 The Ebony Tower—Granada Television Int'l  
 Echoes—Vitt Media Int'l  
 Edith's Diary—Instar Corp.  
 Elene et les Hommes—Crystal Pictures  
 Eleven New Feature Films—Medallion TV Enterprises  
 Elvira Group II—Contel-Con Hartsock & Co.  
 Elvira's Movie Macabre Theatre—Contel-Con Hartsock & Co.  
 Embassy II—Columbia/Embassy Television  
 Embassy III—Columbia/Embassy Television  
 Embassy Night at the Movies—Tribune Entertainment  
 Embassy Night at the Movies Continues—Columbia/Embassy Television  
 Empire I—Empire Television  
 Empire of Terror Package—Vestron Television  
 Entertainer of the Year—Columbia/Embassy Television  
 Entertainment Vol. 1—ITC Entertainment  
 Entertainment Vol. 2—ITC Entertainment  
 Entertainment Vol. 3—ITC Entertainment  
 Entertainment Vol. 4—ITC Entertainment  
 Entertainment Vol. 5—ITC Entertainment  
 Entertainment Vol. 6—ITC Entertainment  
 Equinoxe—Films Transit  
 The Errand Boy—Contel-Con Hartsock & Co  
 Escaped—Riverside Pix  
 Evening Land—Riverside Pix  
 Everyday—Bloom Film Group  
 The Execution—Alfred Haber Inc.  
 The Executioner—Cinema Releasing Corp.  
 The Exploitable—Viacom International  
 Explosives II—Samuel Goldwyn Company  
 Explosives III—Samuel Goldwyn Company  
 Explosives!—Samuel Goldwyn Company  
 Family Favorites—Cinema Shares Int'l  
 Family Features Film Package—ATA Trading Corp./Favorite TV  
 Famous Detectives—Majestic Entertainment  
 Fatal Attraction—Instar Corp.  
 Favorite Holiday Features—Republic Pictures Corp.  
 The FBI Story—Warner Bros.  
 The Fearmaker—Cinema Releasing Corp.  
 Feature Collection—Majestic Entertainment  
 Feature Film Package—Cori Films  
 Feature Film Packages 1-4—Excel Telemedia  
 Feature Films—M. A. Kempner, Inc.  
 Feature Films Package—Rubicon Corporation  
 Features/Packages—ITC Entertainment  
 Femme Fidele—Pearson International  
 Fernandel the Dressmaker—Crystal Pictures  
 Festival—MGM/UA Communications  
 Fight for Life—Euramco International  
 The Fighter—Telewide Systems  
 The Fighting Sullivans—Crystal Pictures  
 Film Fest I—MCA TV  
 Films for the '70s—Orion Television Syndication  
 Films for the '80s—Orion Television Syndication  
 Filmways I—Orion Television Syndication  
 Finnegan Begin Again—Central Independent Television  
 First-Run Features for 1987—Cinema Shares Int'l  
 Flash Gordon—King Features  
 Flight to Holocaust—Pearson International  
 Flirting with Fate—Crystal Pictures

For Adults Only—Weiss Global Ent.  
 For God and Country—Alderton Entertainment  
 The Fourth Wise Man—Euramco International  
 Fox Hollywood Theatre—20th Century Fox Television  
 Fox I, II, III, IV, V, VI—20th Century Fox Television  
 Fox Mystery Theatre—20th Century Fox Television  
 Fox 6—20th Century Fox Television  
 Frankenstein—Dan Curtis Distribution Corp.  
 Frankenstein Conquers the World—UPA Productions of America  
 Fries Family Theatre—Fries Distribution Co.  
 Fries Family Frame 1—Fries Distribution Co.  
 Fries Family Frame 2—Fries Distribution Co.  
 Fries Family Frame 3—Fries Distribution Co.  
 Fright Night—Castle Hill Television  
 Full Circle Again—Silverbach-Lazarus Group  
 Galaxy "15"—Weiss Global Ent.  
 Galaxy I & II and Odyssey—Four Star International  
 Gambling City—Telewide Systems  
 Gangsters Gathering—Majestic Entertainment  
 Gasp—Viacom International  
 The General—Cable Films  
 Getting It On—Alfred Haber, Inc.  
 Ghosts Alive—Majestic Entertainment  
 Ghoul-a-Rama—Orion Television Syndication  
 Gilded Cage—Telewide Systems  
 Girl of the Night—Telewide Systems  
 Girl with a Suitcase—Crystal Pictures  
 Gladiator—New World Pictures  
 The Gladiator—Crystal Pictures  
 Godzilla's Monster Zero—UPA Productions of America  
 Godzilla's Revenge—UPA Productions of America  
 The Going Up of David Lev—Pearson International  
 Gold Runner—Alfred Haber Inc.  
 Golden ShowmanShip "9"—Weiss Global Ent.  
 The Golden Dragon Kung-Fu Feature Package—Peter Rodgers Org.  
 Goldwyn Gold—Samuel Goldwyn Company  
 Goldwyn Gold II—Samuel Goldwyn Company  
 Great American Adventure—Orbis Communications  
 Great Comedy Vol. I—Almi Television Productions  
 Great Comedy Vol. II—Almi Television Productions  
 The Great Gold Swindle—Central Independent Television  
 Great White Death—Cinema Releasing Corp.  
 Grey Fox Package—New Century Telecommunications  
 Grundy Premiere Films—Fox/Lorber Associates  
 Gulliver's Travels—Cable Films  
 Hal Roach Classics Volume I—Hal Roach Studios  
 Hal Roach Colorization Network—LBS Communications  
 Hal Roach Studio's Colorization Classics Network I—Hal Roach Studios  
 Hammer House of Horrors—ITC Entertainment  
 Happy Birthday—Riverside Pix  
 Harmony Golden I—Harmony Gold  
 Harmony Golden II—Harmony Gold  
 The Harold Lloyd Library—Fox/Lorber Associates  
 Haunted Hollywood—Scott Entertainment  
 Haunting of Hamilton High—Simcom International  
 Heartstoppers I—Calex Enterprises  
 Heather Ann—TSW/Television South West Ltd.  
 Hell on Reels—Access Syndication  
 Hell's Brigade-Battle of the Giants—Telewide Systems  
 Henri—Films Transit  
 Heroes & Heroines—Muller Media Inc.; Peregrine Film Distribution  
 Heroes, Pirates & Warriors—Vestron Television  
 Heros, Pirates and Warriors Package—Empire Television

High Stakes—Simcom International  
 Higher Education—Simcom International  
 His Girl Friday—Cable Films  
 Hit & Run—Alfred Haber Inc.  
 The Hit List—MCA TV  
 Hockey Night—Cinar Films  
 Hollywood Television Theatre Volume I—TEN, The Entertainment Network  
 Hollywood Television Theatre Volume II—TEN, The Entertainment Network  
 Hollywood 90028—Bloom Film Group  
 Hopelessly Lost—Brian Johnson Films Ltd.  
 Hope's Diamonds—Cox Enterprises  
 Horror Features—Republic Pictures Corp.  
 Hot Rocks—Almi Television Productions  
 House of Light—Raymond International  
 How Come Nobody's On Our Side?—Bloom Film Group  
 Hunchback of Notre Dame—Cable Films  
 I Love You Rosa—Crystal Pictures  
 I Married Wyatt Earp—Alfred Haber Inc.  
 I Only Want You to Love Me—Bavaria Atelier GmbH  
 I Want to Go Home—New World Pictures  
 If They Die—Kay Arnold Group  
 Impact "120"—Weiss Global Ent.  
 The Imposter—Alfred Haber, Inc.  
 Improper Channels—Isme Bennie Int'l  
 Impulse—Telewide Systems  
 Inspector General—Cable Films  
 International Feature Films—Picturemedia Ltd.  
 Into the Darkness—WesternWorld Television  
 The Invasion of Carol Enders—Dan Curtis Distribution Corp.  
 Irving Johnson: High Seas Adventurer—International Media Associates  
 Isaac Littlefeathers—Sullivan Films Distribution  
 Island in the Snow—Brian Jackson Films Ltd.  
 Italian Features Package—Italtoons Corp.  
 It's a Wonderful Life—Cable Films  
 Jen's Place—Cinar Films  
 Jesus Trip—Cinema Releasing Corp.  
 JME Action Avalanche—JME/JM Entertainment  
 JME Action Plus—JME/JM Entertainment  
 JME Avenging Exploitable—JME/JM Entertainment  
 JME Music Legends—JME/JM Entertainment  
 JME Power Pac—JME/JM Entertainment  
 JME Premiere Drama Package—JME/JM Entertainment  
 JME Thrillervision—JME/JM Entertainment  
 John the Fearless—Cinar Films  
 John Wayne Classic Westerns—Republic Pictures Corp.  
 John Wayne Package—timeRite Agency  
 Johnny One Eye—Telewide Systems  
 Journey—Transcontinental Pictures Industries  
 Journey to Nowhere—Radiotelevision Espanola  
 The Journey—A Film for Peace—Films Transit  
 Joy Horse—Dan Robinson Bdcstg. Assoc.  
 Joyride to Nowhere—Cinema Releasing Corp.  
 Jungle Raiders—Euramco International  
 Killer B's—Access Syndication  
 The Killer Likes Candy—Cinema Releasing Corp.  
 King Kong Lives—DeLaurentiis Entertainment  
 King Lear—Granada Television Int'l  
 Kung Fu Films—Transmedia Distribution  
 Kung Fu Justice—Cinema Shares Int'l  
 Las Vegas Shakedown—Telewide Systems  
 Lassie TV Movies—Southbrook Television Distribution  
 The Last Betrothal—Raymond International  
 The Last Rebel—Telewide Systems  
 The Last Seance—Granada Television Int'l  
 Last Ten Days—Crystal Pictures  
 Laugh-a-Littles—Majestic Entertainment  
 Laurel & Hardy—20th Century Fox Television  
 The Laurel & Hardy Show—Hal Roach Studios  
 Le Crabe Tambour—Interama  
 The Legend Group—Viacom International  
 Legend of the Golden Prince—Brian Jackson Films Ltd.  
 Legendary Ladies—Screen Gems div Coca-Cola Telecomm.  
 Legs—Alfred Haber, Inc.  
 Little Cannon—Cinema Releasing Co.  
 Little Lord Fauntleroy—Cable Films  
 The Little Mermaid—Brian Jackson Films Ltd.  
 The Little Princess—Cable Films  
 Live N' Kickin'—Raymond International  
 The Lone Ranger Features—Southbrook Television Distribution  
 The Long Days of Summer—Dan Curtis Distribution Corp.  
 Long John Baldy—Rocking the Blues—Raymond International  
 Lorimar I—Lorimar-Telepictures  
 Lorimar II—Lorimar-Telepictures  
 Lost!—Simcom International  
 Lovely & Deadly Package—Vestron Television  
 Loving Couples—Crystal Pictures  
 Loyalties—Simcom International  
 Made in Hollywood, USA—Castle Hill Television  
 The Magic Toy Shop—Granada Television Int'l  
 Mail Order Bride—Lionheart Television Int'l  
 Main Events I & II—Four Star International  
 Main Street to Broadway—Telewide Systems  
 Major Martial Arts Features—Jerry Dexter Program Syndication  
 Malibu Senior High—Sunset Pacifica  
 Man from Clover Grove—The Kay Arnold Group; Cinema Releasing Corp.  
 The Man Who Knew Too Much—Cable Films  
 Maneater—Telewide Systems  
 Manhunter—DeLaurentiis Entertainment  
 Mania—Simcom International  
 Manon—Crystal Pictures  
 Marquee II & III—Paramount Television  
 Marry Me Again—Telewide Systems  
 Martial Arts—Majestic Entertainment  
 Martial Arts Theatre—Acama Films  
 Master Incredible—Cinema Releasing Corp.  
 Masters of Fury—Lorimar-Telepictures  
 Masters of Kung-Fu, Collection I—Unifilm International Co.  
 Masters of Kung-Fu, Collection II—Unifilm International Co.  
 Masters of Kung-Fu, Collection III—Unifilm International Co.  
 Max Haines Crime Flashback—The Movie—Cinevisa Int'l Media Dist.  
 May We Borrow Your Husband?—Yorkshire Television PLC  
 Meantime—Central Independent Television  
 Medallion Film Package—Medallion TV Enterprises  
 Meet John Doe—Cable Films  
 Meiba—Crystal Pictures  
 Merry Musketeers—Brian Jackson Films Ltd.  
 MGM/UA #2—MGM/UA Communications  
 MGM/UA Premiere Network—LBS Communications  
 MGM/UA Premiere Network—MGM/UA #3—MGM/UA Communications  
 Million Dollar Mystery—DeLaurentiis Entertainment  
 Minstrel Man—Pearson International  
 Mint Edition—Lorimar-Telepictures  
 Mischief Makers—Picturemedia Ltd.



Miss Melody Jones—Bloom Film Group  
 Mom's on Strike—New World Pictures  
 Monster Madness—Majestic Entertainment  
 Monsters on the Prowl—Orion Television Syndication  
 The Moon and Sixpence—Crystal Pictures  
 Moonchild—Bloom Film Group  
 The Morning Man—Films Transit  
 The Most Dangerous Game—Crystal Pictures  
 Mourning Becomes Electra—Telewide Systems  
 Movie Classics—Scott Entertainment  
 Movie Madness—MG/Perin, Inc.  
 Movie Madness I—Independent Network Inc.  
 The Movie Maker—Raymond International  
 Movies for All Seasons—WesternWorld Television; Family Entertainment  
 Murder and Mayhem—Majestic Entertainment  
 Murder in Space—Central Independent Television  
 Muscles, Monsters & Myths—Castle Hill Television  
 Musical and Merriment—Majestic Entertainment  
 My Eye—Raymond International  
 My Name is Ivan—Crystal Pictures  
 My Outlaw Brother—Telewide Systems  
 My Road—The Kay Arnold Group  
 Mystery Movies—MCA TV  
 Mystery-Suspense/Great Detectives—Republic Pictures Corp.  
 Nadia—Tribune Entertainment  
 Napoleon—Telewide Systems  
 New Film Package—Republic Pictures Corp.  
 New Girl—Alfred Haber Inc.  
 New World One—New World Pictures  
 Night Doctors—Telepool GmbH  
 Night Freight—Telewide Systems  
 Night of the Living Dead—Cable Films  
 Nightmare at 43 Hillcrest—Dan Curtis Distribution Corp.  
 Nightmare in Blood—Cinema Releasing Corp.  
 The Ninja Collection—Almi Television Productions  
 Ninja/Kung Fu Theatre—Independent Network Inc.  
 No Greater Gift—New World Pictures  
 No Restrictions & Good Vibrations—Four Star International  
 The Nostalgia 11 Feature Group—Peter Rodgers Org.  
 Nostalgic Musicals—Republic Pictures Corp.  
 Nostalgic Westerns—Republic Pictures Corp.  
 November Gold—Samuel Goldwyn Company  
 Of Human Bondage—Cable Films  
 Off the Wall—JEF Films, Inc.  
 The Old Country Where Rimbaud Died—Raymond International  
 One Dark Night—Alfred Haber Inc.  
 One Night Stand—Sullivan Films Distribution  
 One on One—Family Entertainment  
 Operation Julie—Tyne Tees Enterprises  
 Operation Royal Flush—Picturemedia Ltd.  
 Orbis Premiere Movies—Orbis Communications  
 Ordeal of Bill Carney—Alfred Haber Inc.  
 Orion I—Orion Television Syndication  
 Orion II—Orion Television Syndication  
 Orion III—Orion Television Syndication  
 Orion Premieres—Orion Television Syndication  
 Our Town—Cable Films  
 Outcasts—WesternWorld Television  
 Outcry—Vitt Media Int'l  
 The Outlaw—Cable Films  
 Overlords—Transcontinental Pictures Industries  
 Pacific International Television Network—Orbis Communications  
 Package of TV Movies—Visual Productios '80 Ltd.

Panama Red—Bloom Film Group  
 Pancho Villa Returns—Telewide Systems  
 Panic in Tokyo—Pearson International  
 Paquette de Oro—Acama Films  
 Parade "4"—Weiss Global Ent.  
 Paramount Action Theater—Paramount Television  
 Paris Express—Telewide Systems  
 Passion Movie Package—Blair Entertainment  
 Passport to Adventure—Almi Television Productions  
 The Patsy—Contel-Con Hartsock & Co.  
 Penalty Phase—New World Pictures  
 Pepe Le Moko—Cable Films  
 The Performers Vol. II—King Features  
 The Performers—King Features  
 The Performers: Marquee Edition—King Features  
 Peter and The Wolf and Other Tales—Cinar Films  
 Phantom of the Opera—Cable Films  
 The Picture of Dorian Gray—Dan Curtis Distribution Corp.  
 Picturemedia Classic Horrors—Picturemedia Ltd.  
 Picturemedia Features I—Picturemedia Ltd.  
 Pigs are Seldom Clean—Raymond International  
 Planet of the Apes—20th Century Fox Television  
 Platinum 193—Orbis Communications  
 Popcorn Theatre—King World  
 Port of Hell—Telewide Systems  
 Port of New York—Telewide Systems  
 Portfolio XII, XI, X, IX, VIII, VII, VI, V, IV, III, II, I—Paramount Television  
 Pouvoir Intime—Films Transit  
 The Power of Emotion—Bavaria Atelier GmbH  
 Power Pack—Samuel Goldwyn Company  
 Premiere Showcase—Peregrine Film Distribution  
 Premiere—MGM/UA Communications  
 Premiere II—20th Century Fox Television  
 Premiere One—20th Century Fox Television  
 Prestige I—Teleworld  
 Preview II & III—Paramount Television  
 Prime I—Worldvision Enterprises  
 Prime II—Worldvision Enterprises  
 Prime III—Worldvision Enterprises  
 Prime IV—Worldvision Enterprises  
 Prime V—Worldvision Enterprises  
 Prime VI—Worldvision Enterprises  
 Prime VII—Worldvision Enterprises  
 Prime VIII—Worldvision Enterprises  
 Primetime "90's"—Southbrook Television Distribution  
 Primetime I—Southbrook Television Distribution  
 Primetime Plus—Southbrook Television Distribution  
 The Princess and Seven Brothers—Brian Jackson Films  
 The Princess and the Pea—Brian Jackson Films  
 Prisoners of the War—Dave Bell Associates  
 The Prisoners—Bloom Film Group  
 Private Life of Henry VIII—Cable Films  
 Private Sessions—Alfred Haber Inc.  
 Prix de Beaute—Interama  
 The PRO Feature Package—Peter Rodgers Org.  
 The Promotables—CST Entertainment  
 The Prowler—Crystal Pictures  
 Psycho Thriller—Majestic Entertainment  
 Psychossissimo—Crystal Pictures  
 Rage of the Buccaneers—Crystal Pictures  
 Rainbow Family Theatre—Peregrine Film Distribution  
 Rainbow Outdoor Adventures—Four Star International  
 Rampage—De Laurentiis Entertainment

Rascal Dazzle—King World  
 The Red and the Black—Crystal Pictures  
 Red Eyes—Raymond International  
 Red Nights of the Gestapo—Pearson International  
 Reel Men—Access Syndication  
 Reel Movies Package—Reel Movies International  
 Reel Power—Muller Media Inc.  
 Reels of Fortune—Peregrine Film Distribution  
 Regal Gold—Castle Hill Television  
 Remembrance of Love—Alfred Haber Inc.  
 Republic Serials—Republic Pictures Corp.  
 Revenge Movie Package—Blair Entertainment  
 The Revolutionary—Raymond International  
 Ridin' On Air—Crystal Pictures  
 Riding Fast—Transcontinental Pictures Industries  
 Rip Off—Cinema Releasing Corp.  
 Robbery—Central Independent Television  
 Robin Hood Theatre—Samuel Goldwyn Company  
 Robinson Crusoe—Brian Jackson Films Ltd.  
 Romance Package—timeRite Agency  
 Roy Rogers' Great Movie Cowboys—Republic Pictures Corp.  
 Run Like a Thief—Cinema Releasing Corp.  
 Rush—Euramco International  
 Samson & Delilah—Alfred Haber Inc.  
 Samuel Goldwyn's Treasure Chest—Samuel Goldwyn Company  
 Samuel Lount—Films Transit  
 San Francisco Story—Telewide Systems  
 Sante Fe Trail—Cable Films  
 Saturday at the Movies—Worldvision Enterprises  
 Say Dixie—Transcontinental Pictures Industries  
 Sci-Five—Majestic Entertainment  
 Science Fiction Features—Republic Pictures  
 Science Fiction Feature Package—Peter Rodgers Org.  
 Scream Gems—Screen Gems div Coca-Cola Telecomm.  
 Screammers—Acama Films  
 Seacliff—Sunset Pacifica  
 The Second Gun—Bloom Film Group  
 Seduced—Alfred Haber Inc.  
 See China and Die—J.E.D. Productions Corp.  
 Seven Against the Sun—Cinema Releasing Corp.  
 Seven Samuri—Cable Films  
 Seventeen—Transcontinental Pictures Industries  
 SFM Holiday Network—SFM Entertainment  
 Shadow of Fear—Dan Curtis Distribution Corp.  
 She's a Lady—Almi Television Productions  
 Shinbone Alley—Pearson International  
 Shock Around the Clock 1-8—Cinema Shares Int'l  
 Shogun—Paramount Television  
 The Sicilian—DeLaurentiis Entertainment  
 Sidewalks of London—Cable Films  
 Silents are Golden—JEF Films, Inc.  
 Sisters of Satan, Nuns of St. Arcangelo—Telewide Systems  
 Sizzle—TEN, The Entertainment Network  
 Ski Boy—Vitt Media Int'l  
 Smuggler's Notch—Majestic Entertainment  
 Snicker Theatre—Family Entertainment  
 Snowballing—Alfred Haber Inc.  
 So Ends Our Night—Crystal Pictures  
 Soggy Bottom—Alfred Haber Inc.  
 Something in Common—New World Pictures  
 Soul Hustler—Bloom Film Group  
 Sour Dough—Alfred Haber Inc.  
 Southbrook I—Southbrook Television Distribution  
 The Southerner—Crystal Pictures

Special Edition I & II—Paramount Television  
 Special Film Collection—Majestic Entertainment  
 Special 41—20th Century Fox Television  
 Spider-Man Movie Specials—Teleworld  
 Spotlight 10—King World  
 Spring Symphony—Instar Corp.  
 Star One—Four Star International  
 Star Two—Four Star International  
 Starcrossed Roads—Cinema Releasing Corp.  
 Starlite 4—Warner Bros.  
 Starlite 5—Warner Bros.  
 Starlite 6—Warner Bros.  
 Sting of the West—Telewide Systems  
 Story of Tutankhamun, A—Brian Jackson Films Ltd.  
 The Strange Case of Dr. Jekyll & Mr Hyde—Dan Curtis Distribution Corp.  
 Struggle for Love—Raymond International  
 Summer City—Odyssey Film Sales  
 Summer to Remember—Crystal Pictures  
 Summer Winds—Euramco International  
 Sun Sets at Dawn—Telewide Systems  
 Super Action 10—Muller Media Inc.  
 Super Seven Calling Cairo—Telewide Systems  
 Super Space Theatre—ITC Entertainment  
 Suspense Tense-Pak—Majestic Entertainment  
 Sword of Venus—Telewide Systems  
 Tabu—Crystal Pictures  
 Tai-Pan—DeLaurentiis Entertainment  
 Tamango—Crystal Pictures  
 Tanglewood Secret—Glenray Communications  
 Tarzan Features—Warner Bros.  
 Tarzan the Fearless—Cable Films  
 Telepictures 1—Lorimar-Telepictures  
 Telepictures 2—Lorimar-Telepictures  
 Telepictures 3—Lorimar-Telepictures  
 Teleworld's Top 50—Teleworld  
 TEN Prime—TEN, The Entertainment Network  
 Tennessee Stallion—Euramco International  
 Terror of Mechagodzilla—UPA Productions of America  
 Terrorpix—Samuel Goldwyn Company  
 Theatrical Features—Coproducts Corp.  
 Thematics—Viacom International  
 Thick as Thieves—DeLaurentiis Entertainment  
 This Is the Army—Cable Films  
 This Man Can't Die—Cinema Releasing Corp.  
 Thorne of Fire—Euramco International  
 Those Damned Savages—Raymond International  
 Threads—WesternWorld Television  
 Three Drama Classics—Kay Arnold Group, The  
 Thriller—Almi Television Productions; Interama  
 The Thrillers—ITC Entertainment  
 Time of Their Lives—Cinar Films  
 Time Tunnel—20th Century Fox Television  
 To Be Sixteen—Raymond International  
 To Love—Crystal Pictures  
 Too Bad She's Bad—Crystal Pictures  
 Too Young to Know—Telewide Systems  
 Torso—Telewide Systems  
 The Torture Zone—Instar Corp.  
 The Tough Guys—MGM/UA Communications  
 Toughest Man Alive—Telewide Systems  
 Trailblazers—Fox/Lorber Associates  
 Tramp at the Door—Simcom International  
 Transes—Interama



Trapped—Telewide Systems  
 Treasure Island—Brian Jackson Films Ltd.  
 Treasure of Ruby Hills—Telewide Systems  
 Treasures of the Snow—Glenray Communications  
 Trick or Treat—DeLaurentiis Entertainment  
 Tunis Top Secret—Telewide Systems  
 The Turn of the Screw—Dan Curtis Distribution Corp.  
 Turner Entertainment Extra Extras—Turner Program Services  
 Turner Entertainment Family Affair—Turner Program Services  
 Turner Entertainment Lion One—Turner Program Services  
 Turner Entertainment Lion Two—Turner Program Services  
 Turner Entertainment One—Turner Program Services  
 Turner Entertainment Premium One—Turner Program Services  
 Turner Entertainment Prime One—Turner Program Services  
 Turner Entertainment Ten—Turner Program Services  
 Turner Entertainment That's Entertainment—Turner Program Services  
 Turner Entertainment Theatre 15—Turner Program Services  
 Turner Entertainment Vintage One—Turner Program Services  
 Turner Entertainment 10 Extra Extras—Turner Program Services  
 Turner Entertainment 13 Tailor Mades—Turner Program Services  
 The TV Cinema Sales Features Package—Peter Rodgers Org.  
 TV Net—Viacom International  
 TV Net—"Tonight Only" Movie Package—Tribune Entertainment  
 TV 20—Columbia/Embassy Television  
 TV1—Warner Bros.  
 TV2—Warner Bros.  
 TV3—Warner Bros.  
 TV4—Warner Bros.  
 Two Hundred Feature Films—Television Syndications  
 UA Prime Time 1 & 2—MGM/UA Communications  
 UA Showcase 1, 2, 3, 5, 6, 7, 8, 9, 10, 11—MGM/UA Communications  
 UA 17—MGM/UA Communications  
 Ultra—Lorimar-Telepictures  
 Universal Pictures Debut Network—MCA TV  
 Universal Pictures Debut Network II—MCA TV  
 Universal Pictures Exploitable 13—MCA TV  
 Universal Pictures Prestige—MCA TV  
 Universal Marvelous Ten—MCA TV  
 Universal Most Wanted List—MCA TV  
 Unrelesed Features—CST Entertainment  
 The Untouchables—Paramount Television  
 The Unvarnished Truth—TSW/Television South West Ltd.  
 Up! The Establishment—Cinema Releasing Corp.  
 Upgrade Package—Alderton Entertainment  
 The Vals—Simcom International  
 Variety I, II, III—Majestic Entertainment  
 Viacom Features I, II, III, IV, V, VI, VII, VIII—Viacom International  
 Viacom Features IX, X, XI—Viacom International  
 Viacom Movie Greats—Viacom International  
 Viacom Special Delivery—Viacom International  
 Vintage Flicks—Weiss Global Ent.  
 Visual One Movie Package—Silverbach-Lazarus Group  
 Volume IV—Columbia/Embassy Television  
 Volume V—Columbia/Embassy Television  
 Volume VI—Columbia/Embassy Television  
 Volume 1A—Warner Bros.  
 Volume 13—Warner Bros.  
 Volume 14-15—Warner Bros.  
 Volume 16—Warner Bros.  
 Volume 17—Warner Bros.  
 Volume 18—Warner Bros.  
 Volume 19—Warner Bros.  
 Volume 2A—Warner Bros.  
 Volume 20—Warner Bros.  
 Volume 21—Warner Bros.  
 Volume 22—Warner Bros.  
 Volume 23—Warner Bros.  
 Volume 24—Warner Bros.  
 Volume 25—Warner Bros.  
 Volume 26—Warner Bros.  
 Walls—Isme Bennie Int'l  
 Walter—Central Independent Television  
 Walter and June—Central Independent Television  
 War Between the Classes—New World Pictures  
 War Boy—Simcom International  
 Warriors—Muller Media Inc.  
 Warriors—Peregrine Film Distribution  
 Welcome to the Parade—Isme Bennie Int'l  
 Werewolf in Washington—Pearson International  
 Werthe—Radiotelevision Espanola  
 West of Paradise—Yorkshire Television PLC  
 Western Classics—Majestic Entertainment  
 Western Legends—Screen Gems div Coca-Cola Telecomm.  
 Western Package—timeRite Agency  
 Westerns—Weiss Global Ent.  
 When Every Day was the Fourth of July—Dan Curtis Distribution Corp.  
 When I Grow Up—Crystal Pictures  
 When's Your Birthday—Crystal Pictures  
 Wicken Women—Empire Television  
 Wide Open Faces—Crystal Pictures  
 Wife for Hire—Alfred Haber Inc.  
 Wild Beasts—Euramco International  
 Wild Flowers—Raymond International  
 Wild West—Majestic Entertainment  
 Wild Wheels—Cinema Releasing Corp.  
 The Winning Hand—Orion Television Syndication  
 The Witching—Euramco International  
 Women in Paradise—Telewide Systems  
 The World of the Macabre—Orion Television Syndication  
 Wounded Love—Raymond International  
 WW Entertainment I—WW Entertainment  
 WW Prime I—WW Entertainment  
 Young Adult Theatre—Orion Television Syndication  
 Young and Reckless—Viacom International  
 Young Duke—Fox/Lorber Associates  
 Young People's Favorites—Republic Pictures Corp.  
 12 Sweep Classics—UPA Productions of America  
 13 Classic Thrillers—Warner Bros.  
 13 Classic Thrillers II—Warner Bros.  
 200+ Other Features—Columbia/Embassy Television  
 22 Karat—Lorimar-Telepictures  
 233 Classic Titles—New Century Telecommunications  
 300 Rare & Antique Film Classics—JEF Films, Inc.  
 300+ Films—DeLaurentiis Entertainment  
 300+ Titles—Coral Pictures Corp.  
 4 Play Movie Package—Access Syndication

Sample Copies of the *TV/Radio Age International Newsletter* at Booth No. 527

## MINI—SERIES

A Woman of Substance—Television Prog. Enterprises  
 American Caesar—CST Entertainment  
 Anarchists Thank God—Globo TV Network of Brazil  
 Anne of Green Gables—Sullivan Films Distribution  
 At Mother's Request—ITC Entertainment  
 Auf Widersehen Pet—Central Independent Television  
 Bandido Corazon—Globo TV Network of Brazil  
 Be Good if You Can—Coral Pictures Corp.  
 Best Sellers—MCA TV  
 Blood & Honor—Taffner/Limited, D.L.  
 Blood Feud—Television Prog. Enterprises  
 Blood of Others—Orion Television Syndication  
 The Boss—Coral Pictures Corp.  
 Chiets—Teleworld  
 The Chisholms—All American Television and Muller Media Inc.  
 Companhia Ilimitada—Globo TV Network of Brazil  
 The Count of Monte Cristo—Harmony Gold  
 Crime Inc.—Thames Television Int'l  
 Day of the Triffids—Lionheart Television Int'l  
 Echoes of the Heart—Coral Pictures Corp.  
 Edge of Darkness—Lionheart Television Int'l  
 El Marido Ejemplar—Globo TV Network of Brazil  
 El Pulpo Negro—Spanish Television Services  
 First Among Equals—Granada Television Int'l  
 Flight into Hell—Revcom Television  
 Flood Tide—Granada Television Int'l  
 For the Term of His Natural Life—Silverbach-Lazarus Group  
 Friday—Gould Entertainment  
 Genghis Khan—Cori Films  
 The Hamptons—Alfred Haber Inc.  
 Harem—New World Pictures  
 Harry's Game—Yorkshire Television Ltd.  
 Heart of the High Country—Central Independent Television  
 Helen Keller: The Miracle Continues—Television Prog. Enterprises  
 Hemingway—Curran-Victor Co./Daniel Wilson Productions, Inc.  
 Hold the Dream—Television Prog. Enterprises  
 Hollywood Wives—Warner Bros.  
 Irish R.M.—Devillier Donegan Enterprises  
 Jack Holborn—Cori Films  
 Jenny's War—Television Prog. Enterprises

Kennedy—Central Independent Television; Teleworld  
 The Key to Rebecca—Television Prog. Enterprises  
 King—Orion Television Syndication  
 Kir Royal—WDR International  
 The Last Place on Earth—Central Independent Television  
 Lost Empires—Granada Television Int'l  
 Louisiana—Orion Television Syndication  
 Marco Polo—LBS Communications  
 Mistral's Daughter—Teleworld  
 Monte Carlo—New World Pictures  
 Mother Again—Coral Pictures Corp.  
 Mr. Pye—Devillier Donegan Enterprises  
 Operation Julie—Tyne Tees Enterprises  
 Operation Prime Time VIII—Television Prog. Enterprises  
 Palace of Dreams—Lionheart Television Int'l  
 Poor Little Rick Girl—ITC Entertainment  
 Queenie—New World Pictures  
 Quo Vadis?—New World Pictures  
 Rich Man, Poor Man Books 1 & 2—MCA TV  
 Sadat—Television Prog. Enterprises  
 Secret of the Black Dragon—Orion Television Syndication  
 Shaka Zulu—Harmony Gold  
 Shandokan—Harmony Gold  
 Shogun—Paramount Television  
 Shout! The Johnny O'Keefe Story—Harmony Gold  
 Silas—Cori Films  
 Sins—New World Pictures  
 Sorrel & Son—Yorkshire Television Ltd.  
 Spotlight—Screen Gems div Coca-Cola Telecomm.  
 Strong Medicine—Television Prog. Enterprises  
 Tenda de los Milagros—Globo TV Network of Brazil  
 Thorn Birds, The—Warner Bros.  
 Time and the Wind—Globo TV Network of Brazil  
 To Serve Them All My Days—Lionheart Television Int'l  
 Tycoon: The Story of a Woman—ITC Entertainment  
 "V"—Warner Bros.  
 War & Man—WesternWorld Television  
 William the Conquerer—Harmony Gold U.S.A., Inc.  
 Yeshua—Int'l Luthern Layman's League  
 1915—Lionheart Television Int'l

## MUSIC/VARIETY/DANCE—SERIES, SPECIALS

A Funny Thing Happened on the Way to the Symphony—Ironstar Communications  
 A Night in Las Vegas!—Pearson International  
 A World Full of Music—Peter Rodgers Org.  
 Ad Lib—Int'l Video Exchange  
 The Abduction from the Seraglio—Bavaria Atelier GmbH  
 The All New Record Guide—M & M Syndications  
 All Star Salute—Transtar Television Sales  
 The All Star Swing Festival—ABR Entertainment  
 All That Bach—Rhombus Media  
 All-American High School Big Band Jazz Festival—Images Presentations Corp.  
 Allegro non Troppo—Italtoons Corp.  
 America Comes Alive—Multimedia Entertainment

America Rocks—Monument Productions  
 America Sings—Television Distribution Co.  
 American Video Awards—All American Television  
 America's Music—Majestic Entertainment; TEN, The Entertainment Network  
 America's Top 10—All American Television  
 An American in Paris—Transtar Television Sales  
 An America's Top Ten Book of Love—All American Television  
 An Evening with Charles Aznavour—Pearson International  
 Ann Margaret Show, From Hollywood with Love—ABR Entertainment  
 Antonio Carlos Jobim—Filmoption Internationale  
 Average White Band—Pearson International  
 Avro's TOPPOP—Telescreen Inc.



- B. B. King—"Live at Nick's"—TEN, The Entertainment Network  
 The Beach Boys. 25th Anniversary—Waikiki Style—Joel Cohen  
 Prodns. & Dist.  
 Beat Club—Studio Hamburg Atelier GmbH  
 Bertie Higgins and "Key Largo"—Roberts International Television  
 The Best of Rhythm & Blues—M & M Syndications  
 Bliss in Concert—Tyne Tees Enterprises  
 Blue Monday—Italtoons Corp.  
 Blue Snakes—Rhombus Media  
 Blueberry Hill—Promark  
 Blues is Life—Riverside Pix  
 Bobby Jones and Marty Robbins—Peter Rodgers Org.  
 The Bobby Jones Gospel Show—Peter Rodgers Org.  
 Boris Godunov—Brian Jackson Films  
 Bourbon Street Parade—William F. Cooke TV Programs; JME/JM  
 Entertainment  
 Britten-Pears School—Granada Television Int'l  
 Broadway Video Specials—Fox/Lorber Associates  
 Cable Teleplays of Broadway Shows—J.E.D. Productions  
 The Canadian National Ballet—NVC Arts International  
 The Captain & Tenille in Hawaii—Jerry Dexter Program Syndication  
 The Captain & Tenille in New Orleans—Jerry Dexter Program Syndi-  
 cation  
 The Captain & Tenille Songbook—Jerry Dexter Program Syndica-  
 tion  
 Carl Nielsen—Riverside Pix  
 Carson's Anniversary Specials—Screen Gems div Coca-Cola Tele-  
 comm.  
 Catherine Lara—Filmoption Internationale  
 Celebration—Peter Rodgers Org.  
 Champion's Blues—Riverside Pix  
 Chopiniana—Brian Jackson Films  
 Classic Country Featuring the Stars of the Grand Old Opry—Genesis  
 Entertainment  
 Classical Pas de Deux—Brian Jackson Films  
 Classix Nouveaux—TSW/Television South West Ltd.  
 The Comedy Shop—Peter Rodgers Org.  
 Comedy Tonight—Orbis Communications  
 Concert at the Barbican—Revcom Television  
 Concert for the Pope—Revcom Television  
 The Cool Mikado—JEF Films, Inc.  
 Countdown USA—Hit Video USA  
 Country—Fox/Lorber Associates  
 Country Nostalgia—Int'l Video Exchange  
 Country Record Guide—M & M Syndications  
 Cross Country—ABR Entertainment  
 Cutting Edge—WesternWorld Television  
 Dance Club—Raymond International  
 Dance Connection—Raymond Horn Syndications  
 Dance Fever—20th Century Fox Television  
 Dancin' on Air—Peter Rodgers Org.  
 Dancin' to the Hits—Gaylord Production Co.; ITF/Gaylord Production  
 Co.  
 The Darin Invasion—ABR Entertainment  
 Debbie Reynolds—Las Vegas!—Pearson International  
 Deja View—All American Television  
 Dick Van Patten's Barbados Holiday—Roberts International Televi-  
 sion  
 Dire Straits at Wembley—Tyne Tees Enterprises  
 Dire Straits in Israel—Tyne Tees Enterprises  
 Django Reinhardt—Riverside Pix  
 Don Cherry—Summertime—Globe Trotter Network  
 Down Home U.S.A.—Television Distribution Co.  
 Dr. Jekyll & Mr. Hyde—ABR Entertainment  
 Dream Jazz Concert—Filmoption Internationale  
 Duet of the Young—Brian Jackson Films  
 Dvorak's Slavonic Dances Opus 47 & 72—Brian Jackson Films  
 Dvorak's Symphony for the New World—Brian Jackson Films  
 Dynamane—Fox/Lorber Associates  
 Eartha Kitt Special—Filmoption Internationale  
 Eight Pieces of Ballet—Italtoons Corp.  
 E.L.O.—Pearson International  
 El Special—Spanish Television Services  
 En Vivo—Global Video Productions  
 Espectacular del Mas—Tempo Television Network  
 ESSENCE Specials—Essence Television Productions  
 Eurotube Compilation—Tyne Tees Enterprises  
 Evening at the Improv—Television Distribution Co.  
 Everly Brothers Reunion—Devillier Donegan Enterprises  
 Fabian's Good Time Rock 'N Roll—Westernworld Television  
 Faust and Margaret—Brian Jackson Films  
 The Fifth Dimension—ABR Entertainment  
 First Stop, China—National Film Board of Canada  
 Five Special Presentations—Coral Pictures Corp.  
 Floating Over Canada—Filmoption Internationale  
 The Forum Presents—Majestic Entertainment  
 Four Strong Winds: Ian & Sylvia and Friends—Atlantis Television In-  
 ternational  
 Frank Sinatra Jr. in Concert—Peter Rodgers Org.  
 French Stars in Concert—Int'l Video Exchange  
 Fridays—Tomwil, Inc.  
 From Rio to Bombay—Globe Trotter Network  
 Galway Plays Mancini—Coe Film Associates  
 Gary Burton Makoto Ozone—Filmoption Internationale  
 George Thorogood—Filmoption Internationale  
 Gospel Music I—ABR Entertainment  
 Gospel Music II—ABR Entertainment  
 The Great American Disco Experience—Pearson International  
 Great Performers—Fox/Lorber Associates  
 Merv Griffin at the Coconut Ballroom—Coca-Cola Telecommunica-  
 tions  
 The Guitar Show—ESPY-TV  
 Hank Williams, Jr. Special—Acama Films  
 Helen Gelzer Goes Native—Roberts International Television  
 Helen Gelzer Show—Coe Film Associates  
 History of Rock 'N Roll—LBS Communications  
 Hit City—Monument Productions  
 Hit Video's Music Review—Hit Video USA  
 Humberto Luna—Global Video Productions  
 In Session—William F. Cooke TV Programs; JME/JM Entertainment  
 Invitation to the Dance—TSW/Television South West Ltd.  
 J.S. Bach—Six Brandenburg Concertos—Brian Jackson Films  
 Jazz Live from Paris—Globe Trotter Network  
 Jeunesses Musicales Special—Filmoption Internationale  
 Johnny Cash Ridin' the Rails—Jerry Dexter Program Syndication  
 Johnny Cash—A Flower Out of Water—Peter Rodgers Org.  
 Johnny Mathis in Concert in Germany—Jerry Dexter Program Syndi-  
 cation  
 The Joint is Jumpin'—Instar Corp.  
 The Judy Lynn Show—Peter Rodgers Org.  
 Just Jazz—Visual Productions '80 Ltd.  
 Katia Ricciarelli—Italtoons Corp.  
 The King of Friday Night—Canamedia Productions  
 La Boheme—Brian Jackson Films  
 La Fille Mal Gardee—Brian Jackson Films  
 Lagos Jump—Tyne Tees Enterprises  
 Laura Branigan Concert—Joel Cohen Prodns. & Dist.  
 Le Spectre de la Danse—Interama

Les Ballets Trockadero de Monte Carlo—Coe Film Associates  
 Let's Go to the Races—TeleCom Productions  
 Let's Rock—ITC Entertainment  
 Live from London—Tempo Television Network  
 Live Recordings from Russia of the Great Classic Ballets—NVC Arts International  
 Live Recordings with American Ballet Theater—NVC Arts International  
 Live Rock Music Specials—Telescreen Inc.  
 The London Bridge Special—ABR Entertainment  
 London Times Video—Hit Video USA  
 Los Lobos—Filmoption Internationale  
 Los Villancicos—Italtoons Corp.  
 The Lou Rawls Show—ABR Entertainment  
 Lovers of Teruel—Interama  
 Lucille Ball Specials—Pearson International  
 Lusty Land—ABR Entertainment  
 The Magic Flute—Italtoons Corp.  
 Magnificat—Rhombus Media  
 Making It—Granada Television Int'l  
 Man and Music—Granada Television Int'l  
 Maya—Riverside Pix  
 The Mechanics—TSW/Television South West Ltd.  
 Mega Rock—JME/JM Entertainment  
 Melba and Friends—M & M Syndications  
 Michael Damien Live in Concert—Isme Bennie Int'l  
 Michel Legrand Summer '86 Concert Special—Filmoption Internationale  
 Miles Davis in Concert—Filmoption Internationale  
 Military Music Pageant—Pearson International  
 Mini-Musicals—Majestic Entertainment  
 Modern Dance Programs—NVC Arts International  
 The Moulin Rouge—Int'l Video Exchange  
 Moura Lympany—TSW/Television South West Ltd.  
 Mozart for Prague—Brian Jackson Films  
 MTV Top 20 Video Countdown—Viacom International  
 Music at the Castles and Chateaux—Brian Jackson Films  
 Music Box—Family Entertainment  
 Music City USA—Multimedia Entertainment  
 Music for Wilderness Lake—Rhombus Media  
 Music in Performance—NVC Arts International  
 Music Specials—Excel Telemedia  
 Music Videos—Telescreen Inc.  
 Music World—Genesis Entertainment  
 Musical Magic: Gilbert & Sullivan in Stratford—National Film Board of Canada  
 Musical Reunion—Hollywood Pacific Studios  
 Musical Specials Galore—ATA Trading Corp./Favorite TV  
 Musicians in Profile—NVC Arts International  
 Narcissus—National Film Board of Canada  
 Nashville Swing—JME/JM Entertainment; William F. Cooke TV Programs  
 Nazareth . . . Live!—Pearson International  
 New Brunswick Jamboree—East in Motion Pictures  
 The New Music Awards—WesternWorld Television  
 Niagara Repertory Company—Visual Productions '80 Ltd.  
 Nightlife—Motown Productions  
 No Place Like Texas—NY Television Inc.  
 Number One Country—Pearson International  
 The Old Tango—Brian Jackson Films  
 Opera from Glyndebourne Festival Opera—NVC Arts International  
 Opera Live from La Scala, Milan—NVC Arts International  
 Opera Live from the Royal Opera House, Covent Garden—NVC Arts International

Opera Recorded Live from the Arena Di Verona—NVC Arts International  
 Parade of Stars—LAVA Productions  
 Pete's Place—JME/JM Entertainment  
 The Pia Zadora Special—Peter Rodgers Org.  
 Polygram Music Package—Odyssey Film Sales  
 Pop & Rock: Musical Memories—Int'l Video Exchange  
 Prime Time Specials—First National Telecommunications  
 Puttin' on the Hits—MCA TV  
 Puttin' on the Kids—MCA TV  
 Queen at the Wembley Stadium—Tyne Tees Enterprises  
 Randy Edelman—Pearson International  
 Randy Newman—Coe Film Associates  
 Raquel—ABR Entertainment  
 The Ray Bolger Special—Medallion TV Enterprises  
 Record Guide—M & M Syndications  
 The Richard Pryor Specials—Bel-Air Program Sales/Clarion Communications  
 Ricky Nelson/Fats Domino Live at Universal Amphitheatre—Joel Cohen Prodn. & Dist.  
 Roberto Carlos—Globo TV Network of Brazil  
 Rock and Roll Revival—Pearson International  
 Rock Around the Dock—Granada Television Int'l  
 Rock Around the Rock—Granada Television Int'l  
 Rock Around the World—Int'l Video Exchange  
 Rock 'n Roll Evening News—Camelot Entertainment; King World  
 Rocky Road—Int'l Video Exchange  
 Rollermania—Excel Telemedia  
 Rollin' on a River—ABR Entertainment  
 Room for Everyone—Up with People  
 Royal Ballet Live from the Royal Opera House, Covent Garden—NVC Arts International  
 Royal Danish Ballet Live from the Royal Theatre—NVC Arts International  
 The Sandler & Young Musical Specials—Peter Rodgers Org.  
 The Serendipity Singers Show—Associated Television Int'l; Joel Cohen Prodn. & Dist.  
 Sergeant Pepper—Granada Television Int'l  
 Sergio Mendes—Globo TV Network of Brazil  
 Singin' and Dancin'—Isme Bennie Int'l  
 Solid Gold—Paramount Television  
 Something Special—Pearson International  
 The Sonny & Cher Nitty Gritty Comedy Hour—ABR Entertainment  
 Soul to Soul—Pearson International  
 Soul Train—Tribune Entertainment  
 Sound Factor—Pearson International  
 Special for 1987—Gaylord Syndicom  
 Spring Break Reunion—JME/JM Entertainment  
 Star Search—Television Prog. Enterprises  
 Stellar Awards, Second Annual Gospel Music Awards—Tribune/Central City Productions  
 Strange Advance—Filmoption Internationale  
 Street Set—Visual Productions '80 Ltd.  
 String Swing—Riverside Pix  
 Super Rock Presents "The Tube"—TEN, The Entertainment Network  
 Superlative Seven—ITC Entertainment  
 Superstars—Las Vegas—Pearson International  
 Susan George—Naturally—Pearson International  
 Suzanne Somers—New Century Telecommunications  
 Swan Lake Ballet Performed by the Bolshoi—TEN, The Entertainment Network  
 Swinging U.K.—JEF Films, Inc.  
 Televisa Music Specials—Pearson International



Thirtieth Anniversary of Rock 'N Roll: All Star Jam—WesternWorld Television  
 This Week in Country Music—LBS Communications  
 Tina Turner at the Devil's Lake Ranch—Isme Bennie Int'l  
 Tina Turner—Queen of Rock & Roll!—Pearson International  
 Tony Bennett Sings Jazz Classics—Filmoption Internationale  
 Top of the Pops—TEN, The Entertainment Network  
 Top 40 Video—M & M Syndications  
 Tosca's Kiss—Italtoons Corp.  
 Tribute to Ricky Nelson—Promark  
 Trouble in Tahiti—Italtoons Corp.  
 The Tube—Tyne Tees Enterprises  
 Twin Cities Suite—Up with People  
 The Uncle Floyd Show—All American Television  
 Valeria Lynch . . . Canta el Tango—Spanish Television Services  
 Variety Specials—Sullivan Films Distribution  
 The Very Special Seven—ITC Entertainment  
 Video Clips—Television Syndications  
 Vintage Jazz Concerts—Int'l Video Exchange  
 The Voice of Brazil—Globo TV Network of Brazil  
 Wagner and Venice—Italtoons Corp.

Wailer Reunion Concert—All American Television  
 Walking to New Orleans—Tyne Tees Enterprises  
 The Way They Were—Granada Television Int'l  
 Whalesong—Rhombus Media  
 Wilde Country—Visual Productions '80 Ltd.  
 The Willie Nelson Special with Ray Charles—Gaylord Syndicom  
 The Willie Nelson Special—Jerry Dexter Program Syndication  
 The Wolfman Jack Show—Jerry Dexter Program Syndication  
 Women in Rock—Hit Video USA  
 World Breakdancing Championships 1984—Tatum Communications  
 World Music Video Awards—All American Television  
 You Write the Songs—Television Prog. Enterprises  
 11th World Popular Song Festival—Pearson International  
 1987 International British Record Industry Awards—TEN, The Entertainment Network  
 1987 Montreux Rock Festival I—TEN, The Entertainment Network  
 1987 Montreux Rock Festival II—TEN, The Entertainment Network  
 4 Guys 4—Telescreen, Inc.  
 401 Music Store—Visual Productions '80 Ltd.  
 50's Connection—Visual Productions '80 Ltd.

## HOLIDAY SPECIALS/VARIETY, LIVE ACTION, ANIMATED

A Christmas Visit—Peter Rodgers Org.  
 A Merry Mirthworm Christmas—Perennial Pictures Film  
 A Mirthworm Masquerade—Perennial Pictures Film  
 America's Top 10 Christmas Special—LBS Communications  
 An American Top 10 Christmas—All American Television  
 B.C.-A Christmas Special (a)—Telescreen Inc.  
 B.C.-A Special Christmas (a)—MG/Perin, Inc.  
 B.C.-The First Thanksgiving (a)—MG/Perin, Inc.  
 Babar and Father Christmas—Crawleys International  
 The Bear Who Slept Through Christmas—WesternWorld Television  
 The Best Christmas Pageant Ever—Silverbach-Lazarus Group  
 The Bestest Present—Crawleys International  
 Blinkins (a)—MCA TV  
 Christmas in America—David Blumenthal Assoc.  
 Christmas Is—Int'l Lutheran Layman's League  
 Christmas on Crane Island—Raymond International  
 Christmas Show—ABR Entertainment  
 Christmas Tree Train (a)—Muller Media Inc.  
 Christopher Christmas Special—The Christophers  
 Chucklewood Easter (a)—Muller Media Inc.  
 The City that Forgot about Christmas—Int'l Lutheran Layman's League  
 Colex Premiere Movie: It Cam Upon a Midnight Clear—Colex Enterprises  
 Colex Premiere Movie: The Christmas that Almost Wasn't—Colex Enterprises  
 Doubting Thomas—TSW/Television South West Ltd.  
 Easter Is—Int'l Lutheran Layman's League  
 Ebenezer Scrooge—The Kay Arnold Group  
 Follow that Rainbow—Excel Telemedia  
 Frank Mills' Harvest Moon—Ralph C. Ellis Enterprises  
 Frank Mills' Rocky Mountain Christmas—Ralph C. Ellis Enterprises  
 Freedom Is—Int'l Lutheran Layman's League  
 Glo Friends Christmas Special (a)—Claster Television Prodn.  
 Harold's Christmas—JEF Films, Inc.  
 Hollywood Christmas Parade—Tribune Entertainment

Hooray for the Three Wisemen—Coral Pictures Corp.  
 Kenny & Dolly: A Christmas to Remember—Tribune Entertainment  
 Kids are People Too Tribute to Mom and Dad—JME/JM Entertainment  
 Kitten's Christmas (a)—Almi Television Productions  
 The Legend of Sleepy Hollow—Tribune Entertainment  
 Let's Have an Irish Party—Rego Irish Records & Tapes  
 Little Rascals Christmas Special (a)—Camelot Entertainment  
 The Lollipop Dragon (2) (a)—Blair Entertainment  
 The Magic of Christmas—Pearson International  
 McDonald's Charity Christmas Parade—All American Television  
 Merry Christmas from Kids are People Too—JME/JM Entertainment  
 The Mind of David Berglas Christmas Special—Tyne Tees Enterprises  
 The Mouse on the Mayflower (a)—Tribune Entertainment  
 Mr. Magoo's Christmas Carol—UPA Productions of America  
 Osmond Holiday Special—Pearson International  
 Puttin' on the Kids Christmas Special—MCA TV  
 Raggedy Ann & Andy: The Great Santa Claus Caper—Harmony Gold  
 Raggedy Ann & Andy: The Pumpkin Who Couldn't Smile—Harmony Gold  
 The Return of the Antelope Christmas Special—Granada Television Int'l  
 Santa Claus—Telescreen Inc.  
 Santa Claus is Coming to Town (a)—Tribune Entertainment  
 Scary Tales—LBS Communications  
 Scrooge—Tribune Entertainment  
 Scrooge's Rock and Roll Christmas—Medallion TV Enterprises; Telescreen Inc.  
 The Serendipity Singers Christmas Show—Joel Cohen Prodn. & Dist.  
 The Serendipity Singers London Christmas—Associated Television Int'l  
 Shari Lewis "Christmas Concert"—Peter Rodgers Org.  
 Silent Night—Coral Pictures Corp.  
 The Slaggyford Panto—Tyne Tees Enterprises

Snowboy's Last Christmas—Images Presentations Corp.  
 The Stableboy's Christmas—Int'l Lutheran Layman's League  
 Story of Stories—JEF Films, Inc.  
 The Story of the Carol—TSW/Television South West Ltd.  
 Supergran Christmas Special—Tyne Tees Enterprises  
 Three Days—Int'l Lutheran Layman's League  
 The Tin Soldier—Crawleys International

The Turkey Caper (a)—Muller Media Inc.  
 Uncle Sam Magoo—UPA Productions of America  
 Which Witch is Which (a)—Muller Media Inc.  
 With Love from Kids are People Too—JME/JM Entertainment  
 Yes, Virginia, There is a Santa Claus (a)—ABR Entertainment  
 Yeshua and the First Christmas—Int'l Lutheran Layman's League  
 Yogi's First Christmas—Worldvision Enterprises

## ANIMATED PROGRAMS

A Madcap Mirthworm Race—Perennial Pictures Film  
 The Adventures of the Get Along Gang—Scholastic Productions  
 Animated Off-Network Prime Time Family Specials—Lorimar-Tele-  
 pictures  
 Animators—Coral Pictures Corp.  
 Argonauts—Brian Jackson Films Ltd.  
 Baron Munchausen—Cinar Films  
 The Beatles—King Features  
 Best Friends—Interama  
 Betty Boop Scandals—Crystal Pictures  
 The Body Electric—Crawleys International  
 Charles Dickens Classics—20th Century Fox Television  
 De l'Autre Cote—Revcom Television  
 DIC Animation Package—Access Syndication  
 Dick Dead Eye—Vitt Media Int'l  
 Don Quixote in the Tales of La Mancha—Coral Pictures Corp.  
 Fables of the Green Forest—Coral Pictures Corp.  
 Family Animation Showcase—Harmony Gold  
 The Frog Boy—Harmony Gold  
 The Frog Boy's Greatest Adventure—Harmony Gold  
 Gag Machine—Interama  
 The Ghost Ship—Filmoption Internationale  
 The Great Bear Scare—WesternWorld Television  
 Hanna-Barbera Presents—Television Prog. Enterprises  
 Hans Christian Andersen's A Magic Adventure—Coral Pictures  
 Corp.  
 Huckleberry Finn and His Friends—Italtoons Corp.  
 I Go Pogo—Euramco International  
 Isabel of Paris—Cori Films  
 Jeanie with the Light Brown Hair—Cori Films  
 Johnny the Giant Killer—Cinar Films  
 Just So Stories—Interama  
 The King Who Had No Heart—William Winckler Productions  
 Labyrinth—Brian Jackson Films Ltd.  
 Last Race—Italtoons Corp.  
 Les Miserables—Coral Pictures Corp.  
 Little Duck Blue Feather—Brian Jackson Films Ltd.

Little Nell—Cori Films  
 The Man from Button Willow—Coral Pictures Corp.  
 Moon Madness—Cinar Films  
 Mr. Magoo at Sea—UPA Productions of America  
 Mr. Magoo in Sherwood Forest—UPA Productions of America  
 Mr. Magoo in the King's Service—UPA Productions of America  
 Mr. Magoo-Man of Mystery—UPA Productions of America  
 Mr. Magoo's Favorite Heroes—UPA Productions of America  
 Mr. Magoo's Storybook Snow White—UPA Productions of America  
 Mr. Magoo's Treasure Island—UPA Productions of America  
 My Friend Liberty—LBS Communications  
 Oh, Family—Enoki Films  
 Pink Panther Specials—MGM/UA Communications  
 Pinocchio—Harmony Gold  
 Prometheus—Brian Jackson Films Ltd.  
 Rachel—Brian Jackson Films Ltd.  
 Raggedy Ann & Andy: A Musical Adventure—Harmony Gold  
 The Romance of Betty Boop—King Features  
 Rumpelstiltskin—Crawleys International  
 Shinbone Alley—Majestic Entertainment  
 Silas Marner—Interama  
 The Smurfs and the Magic Flute—Tribune Entertainment  
 Space Quest for F-01: The Thalian Space Wars—Cinar Films  
 The Special Magic of Herself the Elf—Scholastic Productions  
 The Story of Perseus—Brian Jackson Films  
 Storybook Theater—Republic Pictures Corp.  
 TEN Animated Classics—TEN, The Entertainment Network  
 TEN Space Animation—TEN, The Entertainment Network  
 The Three Fishketeers—Perennial Pictures Film  
 3 Stooges Cartoons—Muller Media Inc.  
 The Time Patrol—Harmony Gold  
 Various Animated Titles—National Film Board of Canada  
 The Velveteen Rabbit—Crawleys International  
 The Wizard of Oz—CST Entertainment  
 Wonderful Tales from Around the World—Cori Films  
 The World of David the Gnome—Cinar Films  
 Young King Arthur—Coral Pictures Corp.

## SHUTTLE BUS HOURS

Wednesday	8 a.m. to 5 p.m.
Thursday	7 a.m. to 7 p.m.
Friday	7 a.m. to 7 p.m.
Saturday	7 a.m. to 9:30 p.m.
Sunday	7:30 a.m. to 9 p.m.



# CHILDREN & YOUTH/SERIES, SPECIALS/LIVE ACTION & ANIMATED

- A Different Twist—Scholastic Productions  
 A Gift for Kate—National Film Board of Canada  
 A Little Girl on a Farm—Telescreen Inc.  
 Abra Kadabra—M&M Syndications  
 Adventures in the High Grass—Raymond International  
 The Adventures of Albert and Sidney—Cinar Films  
 The Adventures of Dynamo Duck—Instar Corp  
 Adventures of Teddy Ruxpin—LBS Communications  
 Adventures of the Galaxy Rangers (a)—Gaylord Production Co.  
 The Adventures of the Mouse on Mars (a)—Telepool GmbH  
 The Adventures of the Two-Minute Werewolf—Scholastic Productions  
 The Adventures of Tom Sawyer—Medallion TV Enterprises  
 Air Raders—Sunbow Productions  
 Ali Bongo—Link Licensing Ltd.  
 "Alice" by Walt Disney (a)—Weiss Global Ent.  
 The All New Popeye Show (a)—King Features  
 The Almost Royal Family—Scholastic Productions  
 Alphabet Soup—Raymond International  
 Alvin and the Chipmunks (a)—Lorimar-Telepictures  
 The Alvin Show—Viacom International  
 Andy Robson—Tyne Tees Enterprises  
 Angel—Coral Pictures Corp.  
 Animated Flash Gordon—King Features  
 Arbegas (a)—Toei Company  
 Arsene Lubin vs. Sherlock Holmes—Toei Animation  
 Aubrey—Coe Film Associates  
 Balatak (a)—Toei Animation  
 Barbie TV Magazine—MTS Entertainment  
 Barney Google and Snuffy Smith (a)—King Features  
 Batman/Superman/Aquaman (a)—Warner Bros.  
 Beachcombers—Blair Entertainment  
 The Bearwitness News—WesternWorld Television  
 Beetle Bailey (a)—King Features  
 Bely & Lilibit (a)—Enoki Film  
 Betty Boop Cartoons—Republic Pictures Corp.  
 Big World of Little Adam (a)—Bloom Film Group  
 Bill the Minder—Link Licensing Ltd.  
 Bioman—Saban Productions  
 The Bionic Six (a)—MCA TV  
 Birth of a Picture (a)—Itaitoons Corp.  
 Blue Child (a)—I.D.D.H.  
 Boomerang—Associated Television Int'l; Joel Cohen Prodn. & Dist.  
 The Brady Kids Animated—Paramount Television  
 BraveStarr (a)—Group W Productions  
 Brook Corner (a)—JEF Films, Inc.  
 Bugs Bunny & Friends (a)—Warner Bros.  
 Bullwinkle (a)—DFS/Dorland Program Exchange  
 Bunny with the Checkered Ears—Coe Film Associates  
 Button Nose (a)—Enoki Film  
 Camp Caribou—Isme Bennie Int'l  
 Candy Candy—Coral Pictures Corp.  
 Candy, Candy Call of Spring—Toei Animation  
 Candy's Summer Vacation—Toei Animation  
 Capital—National Film Board of Canada  
 Captain America (a)—ARP Films  
 Captain Future—Coral Pictures Corp.  
 Captain Future-A Brilliant Race Over Solar System—Toei Animation  
 Captain Harlock and the Queen of a Thousand Years—Harmony Gold  
 Captain Nemo—Coral Pictures Corp.  
 Captain Power and the Soldiers of the Future—MTS Entertainment  
 The Care Bears Family—Nelvana Entertainment  
 The Care Bears Movie II—Nelvana Entertainment  
 Centurions—Worldvision Enterprises  
 Challenge of the GoBots (a)—Television Prog. Enterprises  
 Chief Hippo's Zoo Diary—Toei Animation  
 Chikun & Takun—Telescreen Inc.  
 The Children of the Mill Valley—WDR International  
 Children's Feature Films—Images Presentations Corp.  
 Children's Package—Coe Film Associates; J.E.D. Productions Corp.  
 Children's Programming—Discovery International  
 Children's Series—Rubicon Corporation  
 Children's Specials—Coe Film Associates  
 Chuck Norris Karate Kommandos—Worldvision Enterprises  
 Chuck the Beaver (a)—Enoki Film  
 Classic Cartoons—Majestic Entertainment  
 Clementine (a)—I.D.D.H.  
 Clutch Cargo—Coral Pictures Corp.  
 Colour in the Creek—Revcom Television  
 The Comic Strip—Lorimar-Telepictures  
 Convattler V (a)—Toei Company  
 Cool McCool (a)—King Features  
 Cosmo Ranger (a)—Enoki Film  
 Courageous Cat Cartoon Series (a)—Peter Rodgers Org.  
 Cybrog 009 (a)—Toei Company  
 Daemon—Link Licensing Ltd.  
 Daikengo (a)—Toei Company  
 Danger Mouse (a)—Taffner/Limited, D.L.; Thames Television Int'l  
 Dartanius (a)—Toei Company  
 Defenders of the Earth (a)—Orbis Communications  
 Dennis the Menace (a)—DFS/Dorland Program Exchange  
 Devlin—DFS/Dorland Program Exchange  
 Dick Tracy—UPA Productions of America  
 Dinah Saur Show & Oscar (a)—Cori Films  
 Dinosauriers—Coca-Cola Telecommunications  
 Don Dracula (a)—Enoki Films  
 Don't Touch—New World Pictures  
 Dr. Manbo & Zibako—From Outer Space with Love—Toei Animation  
 The Door to the Summer—Toei Animation  
 Dragon Ball (a)—Toei Animation  
 Dramas for Children—Tyne Tees Enterprises  
 Ducktales (a)—Buena Vista Television  
 Dudley Do Right and Friends (a)—DFS/Dorland Program Exchange  
 The Edison Twins—Nelvana Entertainment  
 Emu's World—Central Independent Television  
 The Enchanting Creamy—Telescreen Inc.  
 Ewoks—Nelvana Entertainment  
 The Exchange Student—Scholastic Productions  
 The Exercise Bug—M.A. Kempner, Inc.  
 The Eyes of the Amaryllis—Coe Film Associates  
 Fabulous Festival—Ralph C. Ellis Enterprises  
 Fairy Tale Theater: Hans Christian Andersen—Enoki Film  
 Fame and Misfortune—Revcom Television  
 Family of My Friends—Via le Monde Inc.  
 Fat Albert and the Cosby Kids (a)—Group W Productions  
 Fatty & George—Cori Films  
 Felix the Cat (a)—CST Entertainment  
 Ferdy (a)—Telepool GmbH  
 Flash Riders (a)—Enoki Film  
 The Froozles—Acama Films

The Funtastic World of Hanna-Barbera—Worldvision Enterprises  
 Ga Keen, The Magnetic Robot (a)—Toei Animation  
 Galaxy Angels: Kate & Julie (a)—Enoki Film  
 Galaxy Express 999—Queen Emeraldus, the Eternal Traveler—Toei Animation  
 Galaxy Express: 999 (a)—Toei Animation  
 Galvion (a)—Enoki Film  
 Ge Gte No Kitaro (a)—Toei Animation  
 Genki, the Boy Champ (a)—Toei Animation  
 George Pal Puppets—Republic Pictures Corp.  
 Getta Robot (a)—Toei Animation  
 Getting Even: A Wimp's Revenge—Scholastic Productions  
 Ghostbusters (a)—Group W Productions; Tribune Entertainment  
 G.I. Joe—A Real American Hero (a)—Sunbow Productions  
 G.I. Joe (a)—Claster Television Prodn.; Tribune Entertainment  
 The Gigglesnort Hotel—Mediacast Television  
 Go Bun Bun, Go—Telescreen Inc.  
 God Sigma (a)—Toei Company  
 Gran—Coe Film Associates  
 Grand Prix (a)—Toei Animation  
 The Great Love Experiment—Scholastic Productions  
 Great Mazinger (a)—Toei Animation  
 Greatest Fairy Tales—Bloom Film Group  
 Gu-Gu Ganmo (a)—Toei Animation  
 Gublin Legends—Coe Film Associates  
 Gumby (a)—Lorimar-Telepictures  
 Hallo Spencer—Studio Hamburg Atelier GmbH  
 Hanna-Barbera's Superstars—Worldvision Enterprises  
 Harlem Globetrotters (a)—Viacom International  
 Hattytown Tales—Coe Film Associates  
 Haunted Mansion Mystery—Scholastic Productions  
 The Haunted School—Revcom Television  
 He-Man and the Masters of the Universe (a)—Group W Productions  
 Heathcliff (a)—LBS Communications  
 Heidi—Medallion TV Enterprises  
 Hello Sandybell (a)—Toei Animation  
 Henry's Cat—Coe Film Associates; Link Licensing Ltd.  
 Here We Go—Euramco International  
 Hey Bumboo—Telescreen Inc.  
 High School Narc—Scholastic Productions  
 Honesty is the Best Policy—William Winckler Prodn.  
 The Hospital—National Film Board of Canada  
 The Houndcats and The Barkleys (a)—Acama Films  
 How It's Made—Coe Film Associates  
 Huckleberry Finn and His Friends—Italtoons Corp.  
 Humpty (a)—Glenray Communications  
 Inch High, Private Eye (a)—DFS/Dorland Program Exchange  
 The Incredible Hulk (a)—ARP Films  
 Indian Legends of Canada—Via le Monde Inc.  
 Inhumanoids—Sunbow Productions  
 Inspector Gadget (a)—LBS Communications  
 Inuit—Raymond International  
 Iron Man (a)—ARP Films  
 I've Got a Tiger—William Winckler Productions  
 Janosch's Dream Hour (a)—WDR International  
 Jaspion (a)—Toei Company  
 Jayce and the Wheeled Warriors—SFM Entertainment  
 Jeeg, the Steel Robot—Toei Animation  
 Jeeter Mason and the Magic Headset—New World Pictures  
 JEM—Claster Television Prodn.  
 Jem (a)—Sunbow Productions  
 Jet Mars (a)—Toei Animation  
 The Jetsons—Worldvision Enterprises  
 The KangaZoo Club—Raymond International

Karate Kid—Coca-Cola Telecommunications  
 Ken, the Great Bear Fist—Toei Animation  
 Kid/Time & Family/Time—Majestic Entertainment  
 Kidzazzle—Isme Bennie Int'l  
 Kidd Video—Saban Productions  
 Kiddy Kartoon Korner (a)—JEF Films, Inc.  
 Kideo TV (a)—LBS Communications  
 Kids are People Too—JME/JM Entertainment  
 Kids are People Too Back to School Special—JME/JM Entertainment  
 Kidsview—Reel Movies International  
 Kidsworld—Behrens Productions  
 King Arthur—Coral Pictures Corp.  
 King Leonardo (a)—DFS/Dorland Program Exchange  
 Krazy Kat (a)—King Features  
 Krazy Kid Kartoons—Weiss Global Ent.  
 The Lake of the Perch—Riverside Pix  
 Lalabel, the Magic Girl (a)—Toei Animation  
 The Laserion—Toei Company  
 Left Out—National Film Board of Canada  
 Legends of the World—Via le Monde Inc.  
 Lilliput (a)—Italtoons Corp.  
 Lionman—Transcontinental Pictures Industries  
 Lisa and Her Friends—Raymond International  
 Little Big Nose—Toei Animation  
 Little LuLu Cartoons—Coral Pictures Corp.; Republic Pictures Corp.  
 Little Memole (a)—Toei Animation  
 The Little Mermaid—Coe Film Associates  
 Little Pollon—Enoki Film  
 Little Rascals—King World  
 The Lone Ranger Cartoons (a)—Southbrook Television Distribution  
 Look and Learn Interactive Videos—LAVA Productions, Inc.  
 Love in Rock 'n Roll (a)—Toei Animation  
 Luna—Central Independent Television  
 Machine Alien (a)—Toei Company  
 Macron I (a)—Orbis Communications; Saban Productions  
 Madame Gusto's Circus—Link Licensing Ltd.  
 Madballs "Escape from ORB"—Nelvana Entertainment  
 Magic Catoons (a)—Italtoons Corp.  
 Magic Mary and Her Stuffed Animals—Riverside Pix  
 Magic Emi—Telescreen Inc.  
 Maori Legends of New Zealand—New Zealand National Film Unit  
 Maple Town (a)—Toei Animation  
 Mariolino (a)—Italtoons Corp.  
 MASK (a)—LBS Communications  
 Max Fleischer Color Classics—Republic Pictures Corp.  
 The Mighty Hercules—CST Entertainment  
 The Mighty Thor (a)—ARP Films  
 Mime Time—New Zealand National Film Unit  
 Modern Kid (a)—Toei Animation  
 Moi Renard (a)—I.D.D.H.  
 Molfi—The Last Koala—Radiotelevision Espanola  
 Mr. Hiccup (a)—Italtoons Corp.  
 The Mr. Magoo Show—UPA Productions of America  
 Mr. Magoo's Storybook—UPA Productions of America  
 Mr. Muscleman (a)—Toei Animation  
 Mr. Muscleman—The Final Match! 7 Supermen vs. Space Outlaws—Toei Animation  
 Mr. Rossi Looks for Happiness (a)—Italtoons Corp.  
 Mr. Rossi Shorts (a)—Italtoons Corp.  
 Mr. Rossi's Dreams (a)—Italtoons Corp.  
 Mr. Rossi's Sports—Italtoons Corp.  
 Mr. Rossi's Vacation—Italtoons Corp.  
 Mrs. Pepperpot—Medallion TV Enterprises; Telescreen Inc.



Murphy's Mob—Central Independent Television  
 My Father, My Rival—Scholastic Productions  
 My Little Pony and Friends (a)—Claster Television Prodn.; Sunbow Productions  
 My Pet Monster—Nelvana Entertainment  
 Mystery at Fire Island—Scholastic Productions  
 New Acelerators—Television Syndications  
 The New Adventures of Heidi—Pearson International  
 The New Fantastic Four (a)—ARP Films  
 The New Funny Company (a)—Bloom Film Group  
 New Spider Man (a)—ARP Films  
 New Zoo Revue—Acama Films; Vitt Media Int'l  
 The Night of the Elephants—Iterama  
 Nlja (a)—Toei Animation  
 Noldo (a)—Italtoons Corp.  
 Nosey—Riverside Pix  
 Noveltoons—Republic Pictures Corp.  
 Nuggets—Cori Films  
 Nursery Rhymes (a)—Weiss Global Ent.  
 The Octopusses of the Second Floor—WDR International  
 One Step Away—National Film Board of Canada  
 Original Popeye (a)—King Features  
 Orm and Cheep—Link Licensing Ltd.  
 Orvis in the A.M.—LAVA Productions  
 Ovide—Cinar Films  
 Paddington Bear—Coe Film Associates  
 Pandora's World—Harmony Gold  
 Patalliro (a)—Toei Animation  
 Perusha—Telescreen Inc.  
 Photon—SFM Entertainment  
 Pimpa—Coral Pictures Corp.  
 The Pink Panther (a)—MGM/UA  
 Plastic Man Comedy Adventure Show (a)—Arlington Television Sales  
 Play Safe—David Blumenthal Assoc.  
 Pob's Programme—Link Licensing Ltd.  
 Polka Dot Door—Vitt Media Int'l  
 The Pollyanna Story—Medallion TV Enterprises  
 Popeye—Turner Program Services  
 Porky Pig & Friends—Warner Bros.  
 Powerhouse—Coe Film Associates  
 Princess Sarah—Telescreen Inc.  
 Professor Poopsnagle—Revcom Television  
 The Pumpkin Wine—Toei Animation  
 Puppies and Kittens (a)—Italtoons Corp.  
 Pyun-Pyun, The Little Samurai (a)—Toei Company  
 The Race—Riverside Pix  
 Rambo—Worldvision Enterprises  
 Rapid T. Rabbit—ESPY-TV  
 The Real Ghostbusters (a)—Coca-Cola Telecommunications; LBS Communications  
 The Red and the Blue—Coe Film Associates  
 The Return of the Antelope—Granada Television Int'l  
 Robot Festival—Coral Pictures Corp.  
 Robotech—Harmony Gold  
 Rocket Robinhood (a)—ARP Films  
 Rocky and His Friends (a)—DFS/Dorland Program Exchange  
 Rocky Jones, Space Ranger—Coral Pictures Group  
 Roger Ramjet & The American Eagles (a)—Bloom Film Group  
 Roman Holidays—DFS/Dorland Program Exchange  
 Romper Room and Friends—Claster Television Prodn.  
 Roobarb—Coe Film Associates  
 Running Scared—National Film Board of Canada  
 Saint Seiya (a)—Toei Animation  
 Sandwich—Italtoons Corp.  
 Scooby Doo (a)—DFS/Dorland Program Exchange  
 Sealab 2020—DFS/Dorland Program Exchange  
 The Sentinels—Harmony Gold  
 SFM Children's Theatre—SFM Entertainment  
 Sgaruvan, Space Guardian (a)—Toei Company  
 The Shari Lewis Show—Peter Rodgers Org.  
 She-Ra: Princess of Power (a)—Group W Productions  
 Silver Fang (a)—Toei Animation  
 SilverHawks (a)—Lorimar-Telepictures  
 Simon in the Land of Chalk Drawings—Coe Film Associates  
 Six Bears and a Clown (f)—Coe Film Associates  
 SkylArk—Link Licensing Ltd.  
 The Smoggles—Cinar Films  
 The Snorks—Worldvision Enterprises  
 Space Angel—Coral Pictures Corp.  
 Space Cop—Gabin (a)—Toei Company  
 Space Kidettes—DFS/Dorland Program Exchange  
 Speed Racer (a)—CST Entertainment  
 Spider Man (a)—ARP Films  
 Spider Woman (a)—ARP Films  
 Spielvan (a)—Toei Company  
 Splash—Globe Trotter Network  
 Spunky and Tadpole—Coral Pictures Corp.  
 Star Blazers (a)—ARP Films; Westchester Films, Inc.  
 Star Fleet (a)—Enoki Film  
 Star Trek Animated—Paramount Television  
 Starbreaker—National Film Board of Canada  
 Starting Out—Central Independent Television  
 Step, Jun! (a)—Toei Animation  
 Stop! Hibar! (a)—Toei Animation  
 Story Theatre—ABR Entertainment  
 Storybook Classics—Devillier Donegan Enterprises  
 Stripy (a)—Italtoons Corp.  
 Sub-Mariner (a)—ARP Films  
 Super Gal Asari (a)—Toei Animation  
 Super Saturday/Super Sunday—Claster Television Prodn.  
 Superfriends (a)—LBS Communications  
 Supergran—Tyne Tees Enterprises  
 Swiss Family Robinson—Telescreen Inc.  
 Tales from Fat Tulip—Central Independent Television  
 Tales of the Mouse Hockey League (a)—Atlantis Television International  
 Ted E. Bear Series—The Berle Adams Co.  
 Tekkaman The Space Knight (a)—William Winckler Prodn.  
 Tennessee Tuxedo and His Tales (a)—DFS/Dorland Program Exchange  
 Terrahawks—Primetime Entertainment and Syndicast Services  
 Terry and the Gunrunner—Central Independent Television  
 Terrytoons (a)—Viacom International  
 That Teen Show—DFS/Dorland Program Exchange  
 There's Nobody Like You—The Christophers  
 Thor's Hammer—Riverside Pix  
 Thralls, The—Riverside Pix  
 ThunderCats (a)—Lorimar-Telepictures  
 Tic Tac—Globe Trotter Network  
 Tiger Mash II—Toei Animation  
 Timecube—Glenray Communications  
 Tom & Jerry & Friends—Turner Program Services  
 Toward the Terra—Toei Animation  
 The Transformers (a)—Claster Television Prodn.; Sunbow Productions  
 Tranzor Z (a)—TEN, The Entertainment Network  
 Trap—Filmoption International; Via le Monde Inc.

The Trap Door—Link Licensing Ltd.  
 Tuck Everlasting (f)—Coe Film Associates  
 Tucker and the Horse Thief—Scholastic Productions  
 Turner Entertainment Cartoon Library—Turner Program Services  
 TV POWWW!—M.A. Kempner, Inc.  
 Two Year Vacation—Toei Animation  
 The Umpire—National Film Board of Canada  
 Uncle Waldo's Cartoon Show (a)—DFS/Dorland Program Exchange  
 Undercover Kids—Transcontinental Pictures Industries  
 Underdog (a)—DFS/Dorland Program Exchange  
 Valley of the Dinosaurs—DFS/Dorland Program Exchange  
 Vintage Classic Cartoons—Television Syndications  
 Voltron Special: Fleet of Doom, Saber Rider and Star Sheriffs—  
 World Events Productions  
 Voltron: Defender of the Universe—World Events Productions  
 Vytor, The Starfire Champion—World Events Productions  
 Warner Brothers Cartoon Library—Turner Program Services  
 Welcome to Our Small World—Raymond International  
 Wheelie and the Chopper Bunch (a)—DFS/Dorland Program Ex-  
 change  
 When You Grow Up—Coe Film Associates

Wildrose Julie—Cori Films  
 Winderia—Harmony Gold  
 The Wizard of Oz—Telescreen Inc.  
 Wonder Six (a)—Enoki Film  
 Wonder Why—Coe Film Associates  
 The Wonderful World of Oz—Cinar Films; Screen Gems div Coca-  
 Cola Telecom.  
 Woodplum—Interama  
 Woody Woodpecker and Friends (a)—DFS/Dorland Program Ex-  
 change  
 The Woozies (a)—Cori Films  
 Workin' for Peanuts—Scholastic Productions  
 The World of David the Gnome—Cinar Films  
 You Can't Do That on Television—Ironstar Communications  
 Young People's Specials—Multimedia Entertainment  
 Young Samson—DFS/Dorland Program Exchange  
 Young Sherlock—Granada Television Int'l  
 Young Universe—Behrens Productions  
 Zig Zag—Thomas Howe Associates Ltd.  
 Zoobilee Zoo—SFM Entertainment  
 3 Stooges Cartoons (a)—R.T. Donnelly Enterprises

## SPORTS/GAMES/OUTDOOR LIFE/SERIES, SPECIALS

A Man Named Lombardi—Gould Entertainment  
 The A-Play—Tempo Television Network  
 A Tribute to Eddie Robinson—Raymond Horn Syndications  
 All Time, All Pro Teams—Blair Entertainment  
 All-American Pro Ski Classic—Tatum Communications  
 All-Star Special—Major League Baseball Prodn.  
 Almost Giants—National Film Board of Canada  
 Aloha Classic—DeLaurentiis Entertainment  
 American Ski Classic-Vail, Colorado—GGP/GGP Sports/GGP Enter-  
 tainment  
 American Sports Cavalcade—Tomwil, Inc.  
 American Wrestling—Brian Jackson Films Ltd.  
 American's Golden Ski Anniversary—WesternWorld Television  
 America's Weekend—Special Events TV Network  
 Aspen's Fortieth Anniversary—WesternWorld Television  
 At the Limit/Paul Newman, Championship Race Driver—Jerry Dexter  
 Program Syndication  
 Atlantic Coast Conference Basketball—Raycom Sports  
 Autumn Ritual—NFL Films  
 Baseball 1987: A Look Ahead—Major League Baseball Prodn.  
 Battle of the Monster Trucks—Mediacast Television  
 Beyond Paradise: A Baja Adventure—Tomwil, Inc.  
 Big Eight Conference Basketball—Raycom Sports  
 Big Eight Conference Football—Raycom Sports  
 Big League Dreams—Tempo Television Network  
 Bigfoot—Tomwil, Inc.  
 Bill Burrud's "World of Adventure"—Acama Films  
 Bill Dance Outdoors—Advanswers Media/Programming  
 Billy Westmoreland Fishing Diary—Tempo Television Network  
 Bluebonnet Bowl—Raycom Sports  
 Bob Uecker's Wacky World of Sports—Orbis Communications  
 Born in America-The Gregg Lemond Story—WesternWorld Televi-  
 sion  
 Boxing—Acama Films; Raymond Horn Syndications  
 Breakaway-Outdoors with Terry and the Tiger—Thomas Howe Asso-  
 ciates

Bridgestone Winter Skiing Special—Tatum Communications  
 Bull Riding Championships—Reel Movies International  
 Catalina Triathlon—WesternWorld Television  
 Celebrity Bowling—Peter Rodgers Org.  
 Celebrity Tennis—Peter Rodgers Org.  
 Champions—Television Distribution Co.  
 Championship Wrestling—Peter Rodgers Org.  
 Cheyenne Frontier Days Rodeo & Footbag Championships—Tatum  
 Communications  
 Chicago Cubs TV Network—Tribune Entertainment  
 College Hoops—Tempo Television Network  
 Crunch Time: The NFL's Hardest Hitters—NFL Films  
 The Dallas Supercross Finals 1984—Tatum Communications  
 Droids & Time Wait for Snowman—Tatum Communications  
 The East Comes West—National Film Board of Canada  
 Eckerd Tennis Open—GGP/GGP Sports/GGP Entertainment  
 The Exciting World of Speed and Beauty—Access Syndication; Tom-  
 wil, Inc.  
 Fabulous Floppers—Tomwil, Inc.  
 Fighting Back—National Film Board of Canada  
 The Fish and Game Forecaster—S.P.R. Newssource  
 Fishing Texas—Tempo Television Network  
 Fishing the West—Fishing the West  
 Frontier 500 Off-Road Race 1984—Tatum Communications  
 Funboard Connection—JEF Films, Inc.  
 Giro D'Italia—GGP/GGP Sports/GGP Entertainment  
 Glow—MG/Perin, Inc.  
 GLOW-Gorgeous Ladies of Wrestling—Independent Network, Inc.  
 Good Fishing with Babe Winkelman—Joseph Pedott Adv & Mktg  
 Grand Prix All Star Show—Television Distribution Co.  
 Great American Football Rivalries—Tempo Television Network  
 The Great American Outdoors—Tempo Television Network  
 Great American Ski Resorts—Kristofferson Communications  
 The Greats of the Game—DFS Program Exchange  
 Hawaiian International Billfish Tournament—Dyncomm Sports  
 Heavenly Valley Pro/Celebrity Ski Race—Tatum Communications



Hesston Pro Rodeo—Advanswers Media/Programming  
 Inside NASCAR—Trans World Teleproductions  
 International Sailboard Championship—Dynocomm Sports  
 International Speed Skiing Championships—Tatum Communications  
 Jimmy Houston Outdoors—Temp Television Network  
 Jockey—JME/JM Entertainment  
 John Denver Celebrity Ski Classic—GGP/GGP Sports/GGP Entertainment  
 John Madden's Super Bowl Special—GGP/GGP Sports/GGP Entertainment  
 Just Huntin' and Fishin'—Reel Movies International  
 Kentucky Derby Preview—GGP/GGP Sports/GGP Entertainment  
 Kickoff Classic—Raycom Sports  
 Liberty Bowl—Raycom Sports  
 Light Moments in Sports—Major League Baseball Prodns.  
 Linea Abierta: Interaccion Deportiva—Global Video Productions  
 Look to the Sky—Tatum Communications  
 The Man Who was Born to Sail—Peter Rodgers Org.  
 Martial Art Forms—ESPY-TV  
 Martial Arts Mania—ESPY-TV  
 Metro Conference Basket—Raycom Sports  
 Mohammed Ali vs. Trevor Burbick—Medallion TV Enterprises  
 Monday Night Match-Up—NFL Films  
 Monte Carlo World Pro/Celebrity Tennis Championships—Tatum Communications  
 The Name of the Game is Golf—Tempo Television Network  
 NFL Films Presents—NFL Films  
 NFL Super Bloopers—NFL Films  
 NFL Update '87—Blair Entertainment  
 The NFL's Greatest Games—NFL Films  
 N.H.L.—Telescreen Inc.  
 No Guts, No Glory—TEN, The Entertainment Network  
 Nude Aerobics—Cinema Releasing Corp.  
 NWA All Star Wrestling—Jim Crockett Promotions  
 NWA Pro Wrestling—Jim Crockett Promotions  
 O-P Pro Surfing Championship—Dynocomm Sports  
 Olympic Gold/Sports Journal—Sullivan Films Distribution  
 Once Upon a Wheel—ABR Entertainment  
 Open Season—SFM Entertainment  
 Osmonds U.S. Ski Team Celebrity Classic—Pearson International  
 Outdoor Life—Joel Cohen Prodns. & Dist.  
 Outdoor Sportsman Magazine—Tempo Television Network  
 The Outdoor Trail with Wayne Pearson—Tempo Television Network  
 Outdoors with Bill Harper—Tempo Television Network  
 The Pony Express Classic—Images Presentations Corp.  
 PPW—WWF/Multi Market Media  
 President's Triathlon-Dallas—Tatum Communications  
 Pro Rodeo Tour—Reel Movies International  
 Pro Skate Board Championships—Dynocomm Sports  
 Race for #1 Post-Season Special—GGP/GGP Sports/GGP Entertainment  
 Race for #1 Pre-Season Special—GGP/GGP Sports/GGP Entertainment  
 Randy Cross' 49ers Magazine—GGP/GGP Sports/GGP Entertainment  
 Return of the Monster Trucks—Mediacast Television  
 Road to Calgary—GGP/GGP Sports/GGP Entertainment  
 Road to Seoul—GGP/GGP Sports/GGP Entertainment  
 Road to the Superbowl '88—Blair Entertainment  
 Roller Derby—Medallion TV Enterprises; Telescreen Inc.  
 Roller Derby Gold—ABR Entertainment  
 Rollermania—Pearson International  
 Rolling Thunder—WesternWorld Television  
 Scuba World—Reel Movies International  
 SETN NASCAR Racing—Special Events TV Network

Southwest Conference Football—Raycom Sports  
 Spenco 500 Bicycle Race—Tatum Communications  
 Sports Explained—Central Independent Television  
 Sports Films—Interama  
 Sports Lifestyles—GGP/GGP Sports/GGP Entertainment  
 Sports Newsatellite—Major League Baseball Prodns.  
 Sports Programs—Rubicon Corporation  
 Sports Pros... & Cons—SFM Entertainment  
 Sports Specials—Coe Film Associates  
 Stanford Football—GGP/GGP Sports/GGP Entertainment  
 Strange but True Football Stories—Blair Entertainment  
 Street Dreams—Link Licensing Ltd.  
 Summer Sports Special—Associated Television Int'l; Joel Cohen Prodns. & Dist.  
 Super Sports America—Tomwil, Inc.  
 Super Stars of the Super Bowl—Blair Entertainment  
 The Superchargers—Mediacast Television  
 Supercross—WesternWorld Television  
 Third Annual Beach Special 1986—Tatum Communications  
 This is the NFL—NFL Films  
 This Week in Baseball—Major League Baseball Prodns.  
 This Week in Motor Sports—Special Events TV Network  
 Thrills—WesternWorld Television  
 TNT—World Wrestling Federation  
 UFW Wrestling—WWF/Multi Market Media  
 U.S. National Skiing Championships-Cooper Mtn., Colorado—GGP/GGP Sports/GGP Entertainment  
 U.S. Pro Ski National Finals 1983—Tatum Communications  
 Various Sporting Events—Madison Square Garden Network  
 War of the Monster Trucks—Mediacast Television  
 Warren Miller Ski Films—WesternWorld Television  
 The White Escape—Peter Rodgers Org.  
 Winter Ski Special—Tatum Communications  
 Wizards vs. Wizards—Tatum Communications  
 Woods and Water Outdoor Show—Tempo Television Network  
 World Cup Finals-Sarajevo, Yugoslavia—GGP/GGP Sports/GGP Entertainment  
 World Cup Freestyle-Calgary, Canada—GGP/GGP Sports/GGP Entertainment  
 World Cup Freestyle-Tignes, France—GGP/GGP Sports/GGP Entertainment  
 World Cup Skiing-Laax, Switzerland—GGP/GGP Sports/GGP Entertainment  
 World Cup Skiing-Las Lenas, Argentina—GGP/GGP Sports/GGP Entertainment  
 World Cup Skiing-Val D'Isere, France—GGP/GGP Sports/GGP Entertainment  
 World Cup Skiing-Val Gardena, Italy—GGP/GGP Sports/GGP Entertainment  
 The World Cup-A Captain's Tale—Tyne Tees Enterprises  
 World Freestyle Skiing Invitational 1984—Tatum Communications  
 World Jet Ski Finals—Dynocomm Sports  
 World Off-Shore Power Boat Championships—Tatum Communications  
 World Outdoors—Kay Arnold Group, The  
 World Series Special—Major League Baseball Prodns.  
 World Wide Wrestling—Jim Crockett Promotions  
 Wrestling—Acama Films  
 The Wrestling Show—M & M Syndications  
 Wrestling Spectacular—Medallion TV Enterprises; Telescreen Inc.  
 WWF Superstars of Wrestling—World Wrestling Federation  
 WWF Wrestling Challenge—World Wrestling Federation  
 WWF Wrestling Spotlight—World Wrestling Federation

1984 Peugeot/Bridgestone Pro Ski Championships—Tatum Communications  
 1984 Pro Ski Championships—Tatum Communications  
 1985 Beach Special—Tatum Communications  
 1985 Women's Pro Ski Championships—Tatum Communications  
 1985 World Freestyle Invitational—Tatum Communications  
 1985 World Freestyle Skiing Invitational—Tatum Communications  
 1985 World Pro Ski Championships—Tatum Communications  
 1986 All-Pro Team—NFL Films  
 1986 Aspen Pro Ski Classic—Tatum Communications  
 1986 New Mexico Pro Ski Classic—Tatum Communications  
 1986 Skate America—Joel Cohen Prodn. & Dist.  
 1986 Winter Sports Special—Tatum Communications  
 1986 World Cup Freestyle Skiing—Lake Placid, New York—Tatum Communications

1986 World Pro Ski Championships—Keystone, Colorado—Tatum Communications  
 1986 World Surfing Championships—TSW/Television South West Ltd.  
 1987 Decathlon Challenge—Int'l Entertainment Group  
 1987 Farwest Pro Ski Classic—Heavenly Valley, California—Tatum Communications  
 1987 International Pro Ski Cup—Vail/Beavercreek, Colorado—Tatum Communications  
 1987 Junior Free Style Ski Championships—Telluride, Colorado—Tatum Communications  
 1987 Pro Karate Special—Tatum Communications  
 1987 Pro Ski Winterfest—Snow Summit, California—Tatum Communications

## ANIMAL/NATURE—SERIES, SPECIALS

A Knight Among the Cats of Venice—TSW/Television South West Ltd.  
 Alaska Outdoors—Tomwil, Inc.  
 All About Bears—National Film Board of Canada  
 Amazing Creatures of the Sea—Cori Films  
 Animal Express—20th Century Fox Television  
 Animal Instinct—David Blumenthal Assoc.  
 Animals in Action—Karvonen Films  
 Animals of the Sun—Harmony Gold  
 Bighorns of Beauty Creek—Karvonen Films  
 Broken Silence—Radiotelevision Espanola  
 Call of the Loon—Karvonen Films  
 Chameleons—Riverside Pix  
 Chernobyl! Autumn—Among the Lapps—Riverside Pix  
 Cousteau's Rediscovery of the World—Turner Program Services  
 The Decade of Destruction—Central Independent Television  
 Destroyers of Mountains—Karvonen Films  
 Dinosaur!—Teleworld  
 Dinosaurs—Euramco International  
 Dogstar—New Zealand National Film Unit  
 Elk Island—National Film Board of Canada  
 Explore—Silverbach-Lazarus Group  
 Filming the Fish Hawk—Karvonen Films  
 Films on Wildlife—Cori Films  
 Four Winds to Adventure—Bloom Film Group  
 Giants of the Forest—Karvonen Films  
 Grizzlies of the Great Divide—Karvonen Films  
 High Arctic Close-up—Karvonen Films  
 Hunters of the Sky—Karvonen Films  
 It's a Small World—Bloom Film Group  
 Let Them Live—ITC Entertainment  
 Lorne Greene's New Wilderness—Access Syndication

Lure of the Rockies—Karvonen Films  
 The Man Who Loved Birds—Ralph C. Ellis Enterprises  
 Marvels of the Deep—Euramco International  
 The Migration of the Salmon—Riverside Pix  
 Mutual of Omaha's Wild Kingdom—Bozell, Jacobs, Kenyon & Eckhardt, Inc.  
 Mysteries of the Deep—Euramco International  
 The Natural Art of Robert Bateman—Filmoption Internationale  
 One by One—Lionheart Television Int'l  
 Our Baby in Fur—Riverside Pix  
 Outdoor Encounters—Raymond International  
 Phenomenal World—Silverbach-Lazarus Group  
 The Play of the Dwarf Salmon—Riverside Pix  
 Profiles of Nature—Devillier Donegan Enterprises; Ralph C. Ellis Enterprises  
 River of Salmon—The Kay Arnold Group  
 Scandanavian Wilderness—Riverside Pix  
 Secrets of the Coast—TSW/Television South West Ltd.  
 Survivors of the Shortgrass—Karvonen Films  
 The Undersea World of Jacques Cousteau—20th Century Fox Television  
 Water Cobra—Riverside Pix  
 Where the Bay Becomes the Sea—National Film Board of Canada  
 Whitecoat—Filmoption Internationale  
 Wild Dogs of Jasper—Karvonen Films  
 Wild in the City—National Film Board of Canada  
 Wild Wild World of Animals—Genesis Entertainment  
 Wilderness Alive—Genesis Entertainment  
 Wildside—Lionheart Television Int'l  
 World of Survival—Anglia Television Ltd.  
 The World's Largest National Park—Riverside Pix  
 Zoo 2000—Lionheart Television Int'l

## EXHIBIT HALL HOURS

Thursday	1 p.m. to 6 p.m.	Saturday	12:30 p.m. to 5 p.m.
Friday	12:30 p.m. to 6 p.m.	Sunday	10 a.m. to 4 p.m.



## NEWS/PUBLIC AFFAIRS—SERIES, SPECIALS

After the Axe—National Film Board of Canada  
 AG DAY—Qualitron Media, Inc.  
 AG Week—Qualitron Media, Inc.  
 American Forum—World News Institute  
 America's Black Forum—Raymond Horn Syndications  
 Bet News—Black Entertainment Television  
 BizNet's Ask Washington—BizNet/U.S. Chamber of Commerce  
 Business Television Network—Family Entertainment  
 Case of Cities—Worldwide Television News  
 The Christian Science Monitor Reports—INN-The Independent Network News; Monitor Television International  
 The Entertainment Report—All American Television  
 The Fifth Estate—CBC Enterprises  
 Financial Wrap-Up—Discovery International  
 German News—Tempo Television Network  
 Hearst Report—King Features  
 INDX News Service—INN-The Independent Network News  
 INN-The Nighttime Edition—INN-The Independent Network News

It's Your Business—BizNet/U.S. Chamber of Commerce  
 Minority Business Report—Tribune/Central City Productions  
 Money, Money, Money—Tempo Television Network  
 Moscow Meridian—Tempo Television Network  
 N.I.W.S.—Lorimar-Telepictures  
 New Review—Worldwide Television News  
 The NEWSFEED Network—All American Television  
 Occasional News Specials—INN-The Independent Network News  
 Reynolds Report—Tempo Television Network  
 Roving Report—Worldwide Television News  
 Strictly Business—LBS Communciations  
 Today's Business—Buena Vista Television  
 US Farm Report—Tribune Entertainment  
 USA Tonight Primetime Newsbriefs—INN-The Independent Network News  
 The Wall Street Journal Report—Wall Street Journal Television  
 Who Wants Unions—National Film Board of Canada

## MAGAZINE/TALK SHOWS

America—ZGS Television Productions  
 Ask Dr. Ruth—King Features  
 The Barbara Mandrell Show—LBS Communciations  
 Breakfast in Beverly Hills—Arlington Television Sales  
 Christian Lifestyle Magazine—Faith for Today  
 Christopher Closeup—The Christophers  
 Coed-52—Scholastic Productions  
 Connecting—Thomas Howe Associates  
 Cope—timeRite Agency  
 Donahue—Multimedia Entertainment  
 Down to Earth Travel—ESPY-TV  
 Ebony/Jet Showcase—Ebony/Jet Showcase  
 ESSENCE Superstar Specials—Raymond Horn Syndications  
 ESSENCE: The TV Magazine—Essence Television Prodcutions; Raymond Horn Syndications  
 Fashion Report—GGP/GGP Sports/GGP Entertainment  
 Flash Point—JME/JM Entertainment  
 Geraldo Live!—Tribune Entertainment  
 Germany Today—Tempo Television Network  
 Good Advice—Coca-Cola Telecommunications  
 Hello Jerusalem—Tempo Television Network  
 Hello/Austria, Hello/Vienna—Tempo Television Network  
 Hello, This is Germany—Tempo Television Network  
 Heroes: Made in the U.S.A.—Access Syndication  
 Hour Magazine—Group W Productions  
 The June Cain Miller Show—Scott Entertainment  
 Laura McKenzie's "Round Trip"—Associated Television Int'l  
 Linea Abierta: Clinica Medica—Global Video Productions  
 Linea Abierta: Consulta Psicologica—Global Video Productions

Linea Abierta: Contacto Legal—Global Video Productions  
 Linea Abierta: Encuentro Astrologico—Global Video Productions  
 Linea Abierta: Senorita Corazon—Global Video Productions  
 Living Sketches—Raymond International  
 NightLife—King World  
 Norway Today—Tempo Television Network  
 Odyssey Magazine—Revcom Television  
 Off the Wall—LBS Communications  
 On Parade—Turner Program Services  
 The Oprah Winfrey Show—Camelot Entertainment; King World  
 PM Magazine—Group W Productions  
 Sally Jessy Raphael—Multimedia Entertainment  
 Speaking of Nairobi—National Film Board of Canada  
 Stardust—M & M Syndications  
 Success Stories—M & M Syndications  
 Sweden Today—Tempo Television Network  
 This is New Zealand—Tempo Television Network  
 This Week in Black Entertainment—Black Entertainment Television  
 ValueTelevision (VTV)—Lorimar-Telepictures  
 Video View—Prolusion  
 Videofashion Men—Videofashion  
 Videofashion Monthly—Videofashion  
 Videofashion News—Videofashion  
 The Wil Shriner Show—Group W Productions  
 Wild Destinations—Wild Destinations/Sherry Productions  
 Young America—Sunset Pacifica  
 16 Magazine Television—Silverbach-Lazarus Group  
 50 Plus—Raymond International

### REGISTRATION HOURS

Wednesday	8:30 a.m. to 5 p.m.
Thursday	8 a.m. to 5 p.m.
Friday	7 a.m. to 6 p.m.
Saturday	7 a.m. to 6 p.m.
Sunday	9 a.m. to 12 Noon

## SCIENCE/HEALTH—SERIES, SPECIALS

A Part of Life—TSW/Television South West Ltd.  
A Promise of Space—Images Presentations Corp.  
Alive!—Hollywood Pacific Studios; Tempo Television Network  
All Alone Together—S.P.R. Newssource  
Beyond 2000—LBS Communications  
Body Buddies—Acama Films  
Body Rhythm—Random Productions  
D.E.S.: An Uncertain Legacy—National Film Board of Canada  
D.W.I.—Deadliest Weapon in America—S.P.R. Newssource  
Discussions in Bioethics—National Film Board of Canada  
Doctor in the House—Int'l Entertainment Group  
Epidemic: America Fights Back—S.P.R. Newssource  
Epidemic: Why Your Kid is on Drugs—S.P.R. Newssource  
Eyes to the Future—TSW/Television South West Ltd.  
Fit for Life—Hollywood Pacific Studios; Tempo Television Network  
Free to Fly—Isme Bennie Int'l  
The Great Medical Themes—Telescreen Inc.  
Health Matters—Medstar Communications  
Hooked on Aerobics—Majestic Entertainment  
Impact Earth—Tomwil, Inc.  
Information on Health—ATA Trading Corp./Favorite TV  
Last Days of Okak—National Film Board of Canada

Learning Disabilities: "I'm Not Stupid"—S.P.R. Newssource  
Lifequest—Group W Productions  
Looks! How They Affect Your Life—S.P.R. Newssource  
Made in Space—Globe Trotter Network  
Man and His World—Coral Pictures Corp.  
Man and the Mediterranean Environment—Riverside Pix  
Medsource—Medstar Communications  
Miles to Go—Int'l Lutheran Layman's League  
Morning Stretch—Program Syndication Services  
The Recovery Series—National Film Board of Canada  
The Richard Simmons Show—Family Entertainment  
Someone You Know—S.P.R. Newssource  
Touch—S.P.R. Newssource  
Toward Immortality—S.P.R. Newssource  
The Toxic Avenger—Dan Robinson Bdcstg. Assoc.  
Turning the Tide—Tyne Tees Enterprises  
The Waist Land—S.P.R. Newssource  
Whispering Hope: Unmasking the Mystery of Alzheimer's—FBC Productions, Inc.  
Who Do You Think You Are?—JEF Films, Inc.  
Your Health, Your Life, with Dr. Art Ulene—Dan Robinson Bdcstg. Assoc.

## EDUCATIONAL/INSTRUCTIONAL—SERIES, SPECIALS—ALL CATEGORIES

The Baseball Bunch—Major League Baseball Prodn.  
The Best of You—All American Television  
Body Defense—WesternWorld Television  
Champion and a Child—ATA Trading Corp./Favorite TV  
Clotilde Sew Smart—Tempo Television Network  
Connie Martinson Talks Books—Tempo Television Network  
Days of Decision—LAVA Productions Inc.  
Educational Programming—Coe Film Associates  
Family Computing—Scholastic Productions  
Floyd on Fish—Lionheart Television Int'l  
Fresh Ideas—Tempo Television Network  
Gardener's Calendar—Granada Television Int'l  
Getting in Touch with Dr. David Viscott—Malrite Entertainment  
Good Housekeeping: A Better Way—King Features  
History in Action—Granada Television Int'l  
Horse Sense—TSW/Television South West Ltd.  
How Come and Why?—Int'l Video Exchange  
How the Things Work—Globe Trotter Network  
"How To" Series—Vitt Media Int'l  
Ken Hom's Chinese Cooking—Lionheart Television Int'l

Madhur Jaffrey's Indian Cooking Course—Lionheart Television Int'l  
Master Bridge—Television Distribution Co.  
Master Work Out—ESPY-TV  
The Melting Pot—Television Distribution Co.  
The Micro at Work—Granada Television Int'l  
Parenting—Raymond International  
Place and People—Granada Television Int'l  
Plant Groom—timeRite Agency  
Scholastic Sports Academy—Scholastic Productions  
Sew What's New—Television Distribution Co.  
Sewing with Nancy—Tempo Television Network  
Skin Tricks—Telescreen Inc.  
The Soccer School—Studio Hamburg Atelier GmbH  
Soup to Nuts—Tempo Television Network  
Tennis the Nasty Way—Images Presentations Corp.  
Test Series—LBS Communications  
Wally's Workshop—Gray-Schwartz Enterprises  
World of Cooking—WesternWorld Television  
You Can Do It!—Hollywood Pacific Studios

## THE GAME STRIPS

\$1.98 Beauty Show—Bel-Air Program Sales/Clarion Communications  
The \$1,000,000 Chance of a Lifetime—Lorimar-Telepictures  
\$100,000 Pyramid—20th Century Fox Television  
All American Bingo—All American Television  
The All New Dating Game—Bel-Air Program Sales/Clarion Communications

Battle of the Teen Stars—Sunset Pacifica  
Bingomania—Priatel Productions  
Busman's Holiday—Granada Television Int'l  
Can You Top This?—ABR Entertainment  
Card Sharks—Coca-Cola Telecommunications; Mark Goodson Productions; Television Program Source  
Concentration—Mark Goodson Productions; Victory Television



Crosswits—ABR Entertainment  
 Family Feud—Viacom International  
 The Gong Show—Bel-Air Program Sales/Clarion Communications  
 High Rollers—Orion Television Syndication  
 Hollywood Squares—LBS Communications; Orion Television Syndication  
 Home Shopping Game—MCA TV  
 Hot Streak—Reg Grundy Productions  
 Jackpot Bingo—Dan Robinson Bdcstg Assoc.; Silverbach-Lazarus Group  
 Jeopardy!—Camelot Entertainment; King World  
 The Joker's Wild—Colbert Television Sales  
 Juvenile Jury—Colbert Television Sales  
 Keynotes—Reg Grundy Productions  
 Late Night Lotto—ITF/Gaylord Production Co.; Reg Grundy Productions  
 Love Connection—Lorimar-Telepictures

Match Game—Coca-Cola Telecommunications; Mark Goodson Productions  
 Matchmates—Reg Grundy Productions  
 The New Dream House—TEN, The Entertainment Network  
 The New Newlywed Game—Bel-Air Program Sales/Clarion Communications  
 Perfect Match—Lorimar-Telepictures  
 The Price is Right—Mark Goodson Productions  
 Sale of the Century—Reg Grundy Productions  
 Scrabble—Reg Grundy Productions  
 Split Second—Viacom International  
 Strike it Rich—Blair Entertainment  
 Take a Bow, America—Prijetel Productions  
 Tic Tac Dough—Colbert Television Sales  
 Treasure Hunt—Bel-Air Program Sales/Clarion Communications  
 Trivial Pursuit—Fries Distribution Co.  
 Wheel of Fortune—Camelot Entertainment; King World  
 10th Frame Bowline—Random Productions

## SHORTS/FILLERS—ALL CATEGORIES

An Italian in Algiers—Italtoons Corp.  
 Animal Snapshots—Studio Hamburg Atelier GmbH  
 Biotopes—Italtoons Corp.  
 Birth of a Baby—Raymond International  
 Canine Comments—Weiss Global Ent.  
 Chef of the Stars—ARP Films  
 Chinese Animated Shorts—Italtoons Corp.  
 The Chuckle Heads—Weiss Global Ent.  
 Collecton—ARP Films  
 Dream of the Wild Horses—Interama  
 The Eyes and Ears of the World—Sherman Grinberg Film Libraries  
 Fifteen Humorous Glimpses of Winter—Raymond International  
 Fishtales—Isme Bennie Int'l  
 Fox Movietone News—20th Century Fox Television  
 The Frog, The Dog and The Devil—New Zealand National Film Unit  
 Glass F-EX—Thomas Howe Associates  
 Greatest Headlines of the Century—Sherman Grinberg Film Libraries  
 Interludes with Nature—Raymond International

Kay's Crazy Komics—Kay Arnold Group  
 Keystone Komedies—Blair Entertainment  
 Kids Say the Darndest Things—Weiss Global Ent.  
 Live Action & Animated Shorts—Italtoons Corp.  
 Masterworks—NVC Arts International  
 Max, the 2,000 Year Old Mouse (a)—ARP Films  
 The Nose—ARP Films  
 Occurrence at Owl Creek Bridge—Interama  
 Our Gang—Turner Program Services  
 Paramount Newsreels 1940–1957—Gray-Schwartz Enterprises  
 Philip: The Imaginary Ghost—Raymond International  
 Pulcinella—Italtoons Corp.  
 RKO Short Library—J.E.D. Productions  
 The Shorts Collection—Coe Film Associates  
 Tension Point—Int'l Lutheran Layman's League  
 Trespass (a)—Isme Bennie Int'l  
 TV Shorts for Children—Studio Hamburg Atelier GmbH  
 Un Chien Andalou—Interama

## PROGRAM INSERTS—ALL CATEGORIES

An American Dream—ZGS Television Productions  
 Animal Safari—David Blumenthal Assoc.  
 Backyard Chef—Marketing Communications Group  
 Bill Cosby's Picture Pages—DFS/Dorland Program Exchange  
 Black History Notes—Tribune/Central City Productions  
 Celebrity Pursuit—Program Syndication Services  
 Cronicas del Siglo XX—ZGS Television Productions  
 Daily Dollar\$—TeleCom Productions  
 Dr. Ron Check Psychology Reports—Eagle Media, Inc.  
 The Dummies—Telescreen Inc.  
 Entertaining Ideas—David Blumenthal Assoc.  
 ESSENCE Black Minutes—Raymond Horn Syndications  
 ESSENCE Moments—Essence Television Productions  
 Family Doctor—Marketing Communications Group

Filmlaugh—Interama  
 Founding Fathers—David Blumenthal Assoc.  
 Fun Moments in Sports—Mizlou Television Network  
 Funny World—Gray-Schwartz Enterprises  
 Great Homes of Georgia—Marketing Communications Group  
 Great Moments in Auburn Football—Marketing Communications Group  
 Great Moments in Florida Gator Football—Marketing Communications Group  
 Great Moments in Georgia Football with Vince Doole—Marketing Communications Group  
 Great Moments in Georgia Tech Football—Marketing Communications Group  
 Greatest Headlines of the Century—Gray-Schwartz Enterprises

Hints from Heloise—King Features  
 Hispanic Heritage—ZGS Television Productions  
 Holiday Moments—Program Syndication Services  
 Holiday Sales Boosters—Sherry Grant Enterprises  
 Hollywood Dreams—Mediacast Television  
 Intermission—Select Media  
 Joe Carcione-The Greengrocer—Mighty Minute Programs  
 Keeping Fit—David Blumenthal Assoc.  
 The Laff-a-Bits—Kay Arnold Group  
 Laura McKenzie's "Trav'l Tips"—Associated Television Inc't  
 The Line—Interama Inc.  
 The Little Theater—Majestic Entertainment  
 Lo Nuestro—ZGS Television Productions  
 Magic Carousel—Interama  
 Master's Minutes—ESPY-TV  
 Meet Your Animal Friends—Euramco International  
 Memories of Martin—Prijatel Productions  
 Milestones of the Century—Coral Pictures Corp.  
 The Missing Children's Network—Prijatel Productions  
 Mordillo—Interama  
 Mr. Food—King World  
 Ms. Fixer Upper—Kay Arnold Group  
 Musical Telescriptions—Coral Pictures Corp.  
 Nutrition World—Raymond Horn Syndications  
 Paramount Short Subjects—Republic Pictures Corp.

Post Time—TeleCom Productions  
 Presidential Moments—Gould Entertainment  
 Quality of Life—Sherry Grant Enterprises  
 Quicky Quiz—Gray-Schwartz Enterprises  
 Rapid T. Rabbit's Tips for Kids—ESPY-TV  
 Road to the Super Bowl Vignettes—Blair Entertainment  
 Sloppy Cook—timeRite Agency  
 Smart Cookies with Dr. Sonja Freedman—Dan Robinson Bdcstg. Assoc.  
 Something You AUTO Know—Sherry Grant Enterprises  
 Sportfolio—Gray-Schwartz Enterprises  
 The Strassels Report—Prijatel Productions  
 Sylvia Porter's Money Tips with Carole Sinclair—MG/Perin, Inc.  
 TeleBingo—TeleCom Productions  
 This Day in Hollywood—JME/JM Entertainment  
 Today in Music History—Select Media  
 TV Facts—Scott Entertainment  
 T.V. Time Capsule—King Features  
 Twentieth Century Woman—SFM Entertainment  
 We the People—Sherry Grant Enterprises  
 Whodunit?—Select Media  
 The Winning Moment—MG/Perin, Inc.  
 Yan Can Wok—Mediacast Television  
 21 Days of America—Sherry Grant Enterprises

## INTERNATIONAL DISTRIBUTION ONLY-ALL CATEGORIES

A Bunny's Tale—ABC Distribution/ABC Pictures International  
 A Fight for Jenny—Fremantle International  
 A Little Like Magic—CBS Broadcast Int'l  
 A Look at Liv—International Media Associates  
 A Miracle of the Heart-A Boys Town Story—Columbia Pictures Int'l Television  
 A Picture of U.S.—Republic Pictures Corp.  
 A Super Night of Rock 'n' Roll—Fremantle International  
 A Year in the Life—MCA Television Int'l  
 The A-Team—MCA Television Int'l  
 The Abbott and Costello Show—CST Entertainment  
 ABC Wide World of Sports—ABC Distribution/ABC Pictures International  
 About Tap—Marvin Goodman Associates  
 Acceptable Risks—ABC Distribution/ABC Pictures International  
 Accidental Family—Republic Pictures Corp.  
 Action Avalanche—American Programs International  
 Acts of Violence—Marvin Goodman Associates  
 Adam: His Song Continues—Horizon International Television  
 The Adventures of Black Beauty—Fremantle International  
 Adventures of the Falcon—Creative International Activities  
 African Hunters—International Media Associates  
 The Africans—Fox/Lorber Associates  
 Airwolf—MCA Television Int'l  
 Alf—Lorimar-Telepictures  
 Alfred Hitchcock Presents—MCA Television Int'l  
 Alice in Wonderland—Columbia Pictures Int'l Television  
 All Goodson-Todman Game Shows—Fremantle International  
 All the Money in the World—ABC Pictures/ABC Distribution  
 Almanac—Creative Int'l Activities  
 Arnazons—ABC Distribution/ABC Pictures International  
 Amen—MCA Television Int'l  
 American Caesar—CST Entertainment

American Cup Gymnastics—CBS Broadcast Int'l  
 America's Top Ten—Horizon International Television  
 Amerika—ABC Distribution/ABC Pictures International  
 The Amsterdam Affair—Horizon International Television  
 Amy—American Programs International  
 An All Star Celebration Honoring Martin Luther King, Jr.—Fremantle International  
 An Evening at the Improv—Creative Int'l Activities  
 Angel Rider—Manson International  
 Animated Children's Features—Stillman Grissmer, Inc./Producers Marketing Group  
 Annual Academy Awards—ABC Distribution/ABC Pictures International  
 Appointment with Fear—Manson International  
 Arctic Heat—Manson International  
 Arthur the Kid—ABC Distribution/ABC Pictures International  
 Atlanta 500—ABC Distribution/ABC Pictures International  
 Australia Now—Fox/Lorber Associates  
 Baby John Doe—Simcom International  
 Badge of the Assassin—Columbia Pictures Int'l Television  
 Banjo: The Woodpile Cat—MGM/UA Communications  
 The Baron—Fremantle International  
 Barry at Blenheim—Marvin Goodman Associates  
 Batman—20th Century Fox TV International  
 Battlestar Galactica—MCA Television Int'l  
 The Beatles—American Programs International  
 Behind the Scenes: The Movie Makers—Marvin Goodman Associates  
 Belmont Stakes—ABC Distribution/ABC Pictures International  
 Benson—Columbia Pictures Int'l Television  
 Best Kept Secrets—ABC Distribution/ABC Pictures International  
 Betty White Show—Gilson International  
 Big Bird In China—Children's Television Workshop



Biggles—Making of a Movie—American Programs International  
 Bill Cosby—Republic Pictures Corp.  
 Billy Galvin—Manson International  
 Billy Goat's Bluff—American Programs International  
 Biography—Creative Int'l Activities  
 The Bionic Six—MCA Television Int'l  
 BJ and the Bear—MCA Television Int'l  
 Blacke's Magic—MCA Television Int'l  
 Blinkins—MCA Television Int'l  
 Blood Red Roses—Lorimar-Telepictures  
 Blood Link—Manson International  
 Bogart—American Programs International  
 The Bollo Caper—ABC Distribution/ABC Pictures International  
 Bonanza—Republic Pictures Corp.  
 Booby Trap—Manson International  
 Book Adventures—MCA Television Int'l  
 Boxing from Madison Square Garden/Boxing from Atlantic City—  
 Stillman Grissmer, Inc./Producers Marketing Group  
 British Rock: The First Wave—Fox/Lorber Associates  
 Buck Rogers in the 25th Century—MCA Television Int'l  
 Bullies—Simcom International  
 Burning Rage—Fremantle International  
 Burt Lancaster Presents: Sherrill Milnes & Friends—Marvin Good-  
 man Associates  
 The Butterfly Revolution—Manson International  
 Call it Macaroni—Horizon International Television  
 Camelot—Marvin Goodman Associates  
 The Campbells—Fremantle International  
 Can a Guy Say No?—New World Television International  
 The Canterville Ghost—Columbia Pictures Int'l Television  
 Can You Feel Me Dancing?—Fremantle International  
 Carlton Your Doorman—Gilson International  
 Cartoon Specials—Marvin Goodman Associates  
 Cat on a Hot Tin Roof—Fremantle International  
 CBS Network Movies/ONE—CBS Broadcast Int'l  
 CBS Network Movies/TWO—CBS Broadcast Int'l  
 CBS Sports Spectacular: 1970-80—Stillman Grissmer, Inc./Pro-  
 ducers Marketing Group  
 Celebrity Daredevils—Berle Adams Company  
 The Challenge of The Caucasus—Marvin Goodman Associates  
 Challenge '83-'87: America's Cup—Stillman Grissmer Inc./Produc-  
 ers Marketing Group  
 The Champions—Stillman Grissmer, Inc./Producers Marketing  
 Group  
 Chaplin: The Little Tramp—Marvin Goodman Associates  
 Charles in Charge—MCA Television Int'l  
 Charlie's Angels—20th Century Fox TV International  
 Chateau Production Specials—International Media Associates  
 Chopper One—20th Century Fox TV International  
 Christmas Eve on Sesame Street—Children's Television Workshop  
 Christmas Every Day—CBS Broadcast Int'l  
 Christmas in Washington—Fremantle International  
 The Christmas Story-Carols for Christmas—American Programs In-  
 ternational  
 Chuck Jones Animated Specials—Berle Adams Company  
 Circus of the Stars—Berle Adams Company  
 Cisco Kid—Fremantle International  
 City Killer—Fremantle International  
 Classic Features—Stillman Grissmer, Inc./Producers Marketing  
 Group  
 The Classics Package—CST Entertainment  
 Cleo Laine and James Galway-Harmony in Music—Marvin Goodman  
 Associates

Codename: Foxfire—MCA Television Int'l  
 College Basketball—ABC Distribution/ABC Pictures International  
 College Football—ABC Distribution/ABC Pictures International  
 Colonel March of Scotland Yard—Creative Int'l Activities  
 Concerto at Work—Marvin Goodman Associates  
 The Coral Jungle—Horizon International Television  
 Courage—New World Television International  
 The Cradle Will Fall—Fremantle International  
 Crazy Like A Fox—Columbia Pictures Int'l Television  
 Crime Story—New World Television International  
 Critical List—Gilson International  
 Crossover—Simcom International  
 Cry for the Strangers—MGM/UA Communications  
 Crystal Gayle—Fox/Lorber Associates  
 Curious George—Fremantle International  
 Curtains—Simcom International  
 Cutter to Houston—MGM/UA Communications  
 Dads—Columbia Pictures Int'l Television  
 Dalton—MCA Television Int'l  
 Dancing in the Dark—Simcom International  
 Daniel Boone—20th Century Fox TV International  
 Dave Brubeck Live at the Vineyards—American Programs Interna-  
 tional  
 The Days and Nights of Molly Dodd—Lorimar-Telepictures  
 Defiant Ones—MGM/UA Communications  
 Designing Women—Columbia Pictures Int'l Television  
 Diana Ross in Concert at Caesar's Palace—Marvin Goodman Asso-  
 ciates  
 Diana Ross Special—Fremantle International  
 Diff'rent Strokes—Columbia Pictures Int'l Television  
 Dionne Warwick—Fox/Lorber Associates  
 Divorce Court—Fremantle International  
 Doc—Gilson International  
 Don't Touch—New World Television International  
 Doug Henning's World of Magic Specials—Marvin Goodman Asso-  
 ciates  
 Dr. Kildare—Republic Pictures Corp.  
 Dreamgirl USA—20th Century Fox TV International  
 Duck Factory—Gilson International  
 Dusty's Trail—20th Century Fox TV International  
 Dynasty—20th Century Fox TV International  
 Dynasty Year VII—20th Century Fox TV International  
 Eagle in a Cage—Horizon International Television  
 Earth Wind and Fire in Concert—Marvin Goodman Associates  
 Easter Parade—CBS Broadcast Int'l  
 Easy Prey—New World Television International  
 Echo Park—Manson International  
 Eddie Money at The Kabuki—American Programs International  
 The Electric Company—Children's Television Workshop  
 Ellington: The Music Lives On—Fremantle International  
 Elvis Memories—Fremantle International  
 Elvis: The Echo Will Never Die—Marvin Goodman Associates  
 Embassy—ABC Distribution/ABC Pictures International  
 Emmy Awards—Berle Adams Company  
 The Equalizer—MCA Television Int'l  
 The Ernie Kovacs Story—ABC Distribution/ABC Pictures Interna-  
 tional  
 Eubie!—Marvin Goodman Associates  
 Expedition: Danger—20th Century Fox TV International  
 The Explorers—Stillman Grissmer, Inc./Producers Marketing Group  
 The Facts of Life—Columbia Pictures Int'l Television  
 The Facts of Life Goes Down Under—Columbia Pictures Int'l Televi-  
 sion

The Fall Guy—20th Century Fox TV International  
 Family—20th Century Fox TV International  
 Fantasy Island—20th Century Fox TV International  
 Fatal Attraction—American Programs International  
 Felix the Cat—CST Entertainment  
 Firefighter—Columbia Pictures Int'l Television  
 Firehouse—20th Century Fox TV International  
 First the Egg—ABC Distribution/ABC Pictures International  
 Flamingo Road—MGM/UA Communications  
 Folk City 25th Anniversary Show—Fox/Lorber Associates  
 Follies in Concert—Marvin Goodman Associates  
 Foul Ups, Bleeps and Blunders—MCA Television Int'l  
 The Fourth Stage—International Media Associates  
 Frankie Valli—Fox/Lorber Associates  
 Free Ride—Manson International  
 Fresno—Gilson International  
 The Fugitive Samurai—Fremantle International  
 Gabriela—MGM/UA Communications  
 The Gangster Chronicles—MCA Television Int'l  
 George Burns Comedy Week—MCA Television Int'l  
 George McKenna Story—Horizon International Television  
 George Washington—MGM/UA Communications  
 George Washington: The Forging of a Nation—MGM/UA Communications  
 Get Smart—Republic Pictures Corp.  
 The Ghost & Mrs. Muir—20th Century Fox TV International  
 The Ghost of Thomas Kempe—ABC Distribution/ABC Pictures International  
 Gilbert & Sullivan's Greatest Hits—American Programs International  
 Gimme a Break—MCA Television Int'l  
 Glen Campbell—Fox/Lorber Associates  
 The Grateful Dead in Concert—Marvin Goodman Associates  
 The Great Pleasure Hunt—Fox/Lorber Associates  
 Greatest Headlines of the Century—American Programs International  
 Guilty of Innocence—Columbia Pictures Int'l Television  
 Gumby—Republic Pictures Corp.  
 H. R. Pufnstuf—Republic Pictures Corp.  
 Half Slave, Half Free—Fremantle International  
 Hard Choices—Manson International  
 Hard Copy—MCA Television Int'l  
 Harper Valley—MCA Television Int'l  
 Harry Belafonte: Don't Stop the Carnival—CBS Broadcast Int'l  
 Haunting of Hamilton High—Simcom International  
 Hawaiian Heat—MCA Television Int'l  
 He Makes Me Feel Like Dancin'—Marvin Goodman Associates  
 The Hearst & Davies Affair—ABC Distribution/ABC Pictures International  
 Heart Light City—Marvin Goodman Associates  
 Heart of Rock 'N Roll—Marvin Goodman Associates  
 Heart of the City—20th Century Fox TV International  
 Heart Sounds—Columbia Pictures Int'l Television  
 Heavenly Bodies—Creative Int'l Activities  
 Hell Town—Columbia Pictures Int'l Television  
 Here We Go Again—20th Century Fox TV International  
 He's the Mayor—MCA Television Int'l  
 High Stakes—Simcom International  
 Higher Education—Simcom International  
 Hill Street Blues—Gilson International  
 Hit City—Stillman Grissmer, Inc./Producers Marketing Group  
 Hockey Night—American Programs International  
 Hollywood Air Force—Manson International  
 Hollywood Vice Squad—Manson International  
 Hollywood: The Selznick Years—American Programs International

Hour Magazine—Horizon International Television  
 House Calls—MCA Television Int'l  
 Houston Knights—Columbia Pictures Int'l Television  
 Hungry Hearts—Fremantle International  
 Hunter's Blood—Manson International  
 I Dream of Jeannie—15 Years Later—Columbia Pictures Int'l Television  
 I Feel a Song Comin' On—Marvin Goodman Associates  
 I Spy—Republic Pictures Corp.  
 I Want to Go Home—New World Television International  
 I Want to Live—MGM/UA Communications  
 Iceland Breakthrough—International Media Associates  
 Imagemaker—Manson International  
 Images of Ireland—Creative Int'l Activities  
 The Incredible Hulk—MCA Television Int'l  
 Indianapolis "500"—ABC Distribution/ABC Pictures International  
 The Insiders—MCA Television Int'l  
 Inspiration: Vienna—Fox/Lorber Associates  
 Intimate Encounters—Columbia Pictures Int'l Television  
 Invasion of Privacy—Columbia Pictures Int'l Television  
 J.F.K.—Creative Int'l Activities  
 Jack and Mike—MGM/UA Communications  
 The Jackie Gleason Show—20th Century Fox TV International  
 James Cagney: That Yankee Doodle Dandy—MGM/UA Communications  
 Jazz in America—Fremantle International  
 The Jeffersons—Columbia Pictures Int'l Television  
 Jihad—International Media Associates  
 John and Yoko: A Love Story—Horizon International Television  
 Johnny Mathis—Fox/Lorber Associates  
 The Joint is Jumpin'—American Programs International  
 Journey to Adventure—Marvin Goodman Associates  
 The Juggler—American Programs International  
 Julia—20th Century Fox TV International  
 Karate Action Theatre—American Programs International  
 The Karloff Collection—American Programs International  
 Kate's Secret—Columbia Pictures Int'l Television  
 Kennedy Center Honors—Fremantle International  
 Kentucky Derby—ABC Distribution/ABC Pictures International  
 The Kid from Nowhere—Fremantle International  
 Kids from Fame—MGM/UA Communications  
 Kids Incorporated—MGM/UA Communications  
 The Kingdom Chums—ABC Distribution/ABC Pictures International  
 Knight Rider—MCA Television Int'l  
 Kraft All-Star Salute to Ford's Theater—Fremantle International  
 L.A. Law—20th Century Fox TV International  
 L.A. Streetfighters—Manson International  
 Lady Blue—MGM/UA Communications  
 Lancer—20th Century Fox TV International  
 Land of Doom—Manson International  
 Land of the Giants—20th Century Fox TV International  
 The Last Days of Frank & Jesse James—Fremantle International  
 The Last Precinct—Columbia Pictures Int'l Television  
 Last Resort—Gilson International  
 Late Bloomer—Columbia Pictures Int'l Television  
 The Late Show Starring Joan Rivers—20th Century Fox TV International  
 Legends of the Screen—Creative Int'l Activities  
 Life and Death—American Programs International  
 Life and Death in the Emergency Room—Marvin Goodman Associates  
 The Limbo Line—Horizon International Television  
 Lime Street—Columbia Pictures Int'l Television  
 Little Johnny Jones—Horizon International Television



Long Time Gone—ABC Distribution/ABC Pictures International  
 Lost in London—Horizon International Television  
 Lost in Space—20th Century Fox TV International  
 Lost!—Simcom International  
 Love Lives On—ABC Distribution/ABC Pictures International  
 Loving—Fremantle International  
 Loving You—Republic Pictures Corp.  
 Luciano Pavarotti—Live from Las Vegas—Marvin Goodman Associates  
 Mafia Princess—Horizon International Television  
 The Magic of David Copperfield—Fremantle International  
 The Magic of Mark Wilson—Marvin Goodman Associates  
 Magnum—MCA Television Int'l  
 Major League Baseball—Regular Series—ABC Distribution/ABC Pictures International  
 Major League Baseball—World Series—ABC Distribution/ABC Pictures International  
 The Making of Joan Collins—American Programs International  
 Man from Interpol—Creative Int'l Activities  
 The Man Outside—Horizon International Television  
 The Man Who Fell to Earth—MGM/UA Communications  
 Manhunt for Claude Dallas—Fremantle International  
 Mania—Simcom International  
 Marian Rose White—MGM/UA Communications  
 Marilyn Monroe—Creative Int'l Activities  
 Married . . . with Children—Columbia Pictures Int'l Television  
 Mary—Gilson International  
 Mary Tyler Moore Variety Hour—Gilson International  
 The Masculine Mystique—Creative Int'l Activities  
 M\*A\*S\*H—20th Century Fox TV International  
 Maude—Columbia Pictures Int'l Television  
 Meatballs III: Summer Job—Manson International  
 The Mel Torme Special—American Programs International  
 Melanie—Simcom International  
 Merton: A Film Biography of Thomas Merton—International Media Associates  
 Miami Vice—MCA Television Int'l  
 Middletown—Marvin Goodman Associates  
 The Midnight Hour—ABC Distribution/ABC Pictures International  
 The Mighty Hercules—CST Entertainment  
 Miller's Court—20th Century Fox TV International  
 Mini-Series—20th Century Fox TV International  
 The Miracle Worker—Berle Adams Company  
 Misfits of Science—MCA Television Int'l  
 Moment of Crisis—Marvin Goodman Associates  
 Mom's on Strike—New World Television International  
 Monte Carlo—New World Television International  
 Moonlighting—ABC Distribution/ABC Pictures International  
 More Game Shows—Fremantle International  
 Most Endangered Species: Denton Cooley—International Media Associates  
 Most Endangered Species: George Adamson—International Media Associates  
 Movies of the Week—Gilson International  
 Movin' On—20th Century Fox TV International  
 Mr. & Mrs. North—Creative Int'l Activities  
 Mr. Belvedere—20th Century Fox TV International  
 "Mr. Drums"—Buddy Rich and His Band—American Programs International  
 Mr. Lucky—Creative Int'l Activities  
 Mr. T and Emmanuel Lewis in a Christmas Dream—Fremantle International  
 Murder Among Friends—Horizon International Television  
 Murder, No Apparent Motive—Marvin Goodman Associates  
 Murder, She Wrote—MCA Television Int'l  
 Music Legends—American Programs International  
 Musical Variety Shows—Berle Adams Company  
 Mussolini: The Untold Story—Berle Adams Company  
 My American Cousin—Manson International  
 My Friend Tony—Republic Pictures Corp.  
 My Mother's Secret Life—ABC Distribution/ABC Pictures International  
 Mystery of Laguna Baja—International Media Associates  
 Nadia—American Programs International  
 Nanny and the Professor—20th Century Fox TV International  
 National Geographic Explorer—International Media Associates  
 The National Geographic Far East Specials—Fremantle International  
 Neil Diamond "Hello Again"—Berle Adams Company  
 Neil Young—Solo Trans—Marvin Goodman Associates  
 Nena: Europatour 84—Marvin Goodman Associates  
 The New Leave it to Beaver—MCA Television Int'l  
 The New Mike Hammer—Columbia Pictures Int'l Television  
 Newhart—Gilson International  
 Night of 100 Stars II—Fremantle International  
 No Dead Heroes—Manson International  
 No Greater Gift—New World Television International  
 One Day At A Time—Columbia Pictures Int'l Television  
 On Fire—Fremantle International  
 On the Brink—Stillman Grissmer, Inc./Producers Marketing Group  
 One by One—Manson International  
 The Other Lover—Columbia Pictures Int'l Television  
 Otherworld—MCA Television Int'l  
 Our House—Lorimar-Telepictures  
 Out of the Darkness—Columbia Pictures Int'l Television  
 Out on a Limb—ABC Distribution/ABC Pictures International  
 Outback—Horizon International Television  
 Outlaws—MCA Television Int'l  
 P.T. Barnum and His Human Oddities—Marvin Goodman Associates  
 Paper Dolls—MGM/UA Communications  
 Paperback Hero—Simcom International  
 Paramount News—American Programs International  
 Paris—Gilson International  
 Pathfinders—Creative International Activities  
 The Patti LaBelle Show—Fremantle International  
 The Pee Wee Herman Show—Marvin Goodman Associates  
 Penalty Phase—New World Television International  
 Perfect Strangers—Lorimar-Telepictures  
 Perry Como's Christmas in San Antonio—Berle Adams Company  
 Peter & The Wolf and Other Tales—American Programs International  
 Peter Gunn—Creative Int'l Activities  
 Peter, Paul & Mary 25th Anniversary Special—Marvin Goodman Associates  
 Photoplay—Horizon International Television  
 Phyllis—Gilson International  
 Pink Nights—Manson International  
 The Pink Panther & Sons—MGM/UA Communications  
 Please Don't Eat the Pictures—Children's Television Workshop  
 PM Magazine—Horizon International Television  
 Portraits of a Legend—Horizon International Television  
 Preakness Stakes—ABC Distribution/ABC Pictures International  
 Premiere Drama—American Programs International  
 Primus—20th Century Fox TV International  
 Pro Bowlers Tour—ABC Distribution/ABC Pictures International  
 The Promotables—CST Entertainment  
 Puttin' on the Kids—MCA Television Int'l  
 Queen—We Will Rock You—American Programs International

Queenie—New World Television International  
 Quest for the Atocha—International Media Associates  
 Quincy—MCA Television Int'l  
 Radioactive Dreams—Manson International  
 Rags to Riches—New World Television International  
 Randy Newman at the Odeon—Fox/Lorber Associates  
 The Ravine—Horizon International Television  
 The Real Adventures of Sherlock Holmes & Dr. Watson—American Programs International  
 The Real Ghostbusters—Columbia Pictures Int'l Television  
 Recent Movies of the Week—20th Century Fox TV International  
 Reckless Disregard—Fremantle International  
 Red Skelton—Republic Pictures Corp.  
 Remington Steele—Gilson International  
 Ringling Bros. Barnum & Bailey Circus Specials—Marvin Goodman Associates  
 Ripley's Believe It or Not!—Columbia Pictures Int'l Television  
 River of the Red Ape—American Programs International  
 Rock and Roll: The Early Days—Fox/Lorber Associates  
 The Rockford Files—MCA Television Int'l  
 Romance Theatre—Fox/Lorber Associates  
 Romper Room—Fremantle International  
 Room 222—20th Century Fox TV International  
 Roses are for the Rich—Lorimar-Telepictures  
 Ryan's Hope—Fremantle International  
 Saber of Scotland Yard—Creative International Activities  
 Saber Rider—Globe Trotter Network  
 Say Amen, Somebody—Marvin Goodman Associates  
 Scene of the Crime—MCA Television Int'l  
 Schoolbreak Specials—CBS Broadcast Int'l  
 Seavisions—International Media Associates  
 Secrets of the Titanic—International Media Associates  
 Separate Tables—MGM/UA Communications  
 Sesame Street—Children's Television Workshop  
 Seven Brides for Seven Brothers—MGM/UA Communications  
 Sheena Easton—Fox/Lorber Associates  
 Siegfried and Roy: Superstars of Magic—Marvin Goodman Associates  
 Signal 7—American Programs International  
 SilverHawks—Lorimar-Telepictures  
 Silver Spoons—Columbia Pictures Int'l Television  
 Simon & Simon—MCA Television Int'l  
 Sisters in the Name of Love—CBS Broadcast Int'l  
 The Sky's the Limit—International Media Associates  
 Sledge Hammer!—New World Television International  
 Small Wonder—20th Century Fox TV International  
 Snoopy Come Home/A Boy Named Charlie Brown—CBS Broadcast Int'l  
 Something in Common—New World Television International  
 Sour Grapes—Manson International  
 Special Effects—American Programs International  
 Special People—Fremantle International  
 Spectacular Sports Bloopers and Fabulous Fouls—Stillman Grissmer Inc./Producers Marketing Group  
 Spectreman—Creative Int'l Activities  
 Speed Racer—CST Entertainment  
 Spies—Lorimar-Telepictures  
 Square One—Children's Television Workshop  
 Squeeze a Flower—Horizon International Television  
 St. Elsewhere—Gilson International  
 The Stand-In—American Programs International  
 Star Knight—Manson International  
 Star Performance—Creative Int'l Activities  
 Starman—Columbia Pictures Int'l Television

Starsky & Hutch—20th Century Fox TV International  
 Still the Beaver—MCA Television Int'l  
 Stillwatch—Fremantle International  
 Stingray—Columbia Pictures Int'l Television  
 Stir Crazy—Columbia Pictures Int'l Television  
 Stitches—Manson International  
 Stranded—Columbia Pictures Int'l Television  
 Street Hawk—MCA Television Int'l  
 Strike Force—20th Century Fox TV International  
 Sugar Bowl—ABC Distribution/ABC Pictures International  
 Super Plastic Elastic Goggles—Republic Pictures Corp.  
 Superwings—Stillman Grissmer, Inc./Producers Marketing Group  
 Surf & Sail—Stillman Grissmer, Inc./Producers Marketing Group  
 S.W.A.T.—20th Century Fox TV International  
 Sweet Surrender—Columbia Pictures Int'l Television  
 Take Off to Night Flight—Marvin Goodman Associates  
 Tales of the Gold Monkey—MCA Television Int'l  
 Teenage America—Fremantle International  
 The Tenth Anniversary Johnny Cash Christmas Special—Fremantle International  
 There Must Be A Pony—Columbia Pictures Int'l Television  
 This is America—Stillman Grissmer, Inc./Producers Marketing Group  
 Those Fabulous Clowns—Marvin Goodman Associates  
 Three for the Road—Gilson International  
 Three Wishes for Jamie—Columbia Pictures Int'l Television  
 Thrillvision—American Programs International  
 Time Was—Marvin Goodman Associates  
 To the Ends of the Earth—International Media Associates  
 Together We Stand—MCA Television Int'l  
 Tony Awards—Fremantle International  
 The Tony Randall Show—Gilson International  
 Tramp at the Door—Simcom International  
 Trapper John—20th Century Fox TV International  
 Triplecross—ABC Distribution/ABC Pictures International  
 The Tripods—Fremantle International  
 True Confessions—Horizon International Television  
 TV Hall of Fame—Berle Adams Company  
 TV Reader's Digest—Creative Int'l Activities  
 TV's Bloopers & Practical Jokes—Columbia Pictures Int'l Television  
 TV's Funniest Game Show Moments—Fremantle International  
 The Two Mrs. Grenvilles—Lorimar-Telepictures  
 Unmasking the Idol—Manson International  
 Unreleased Features—CST Entertainment  
 Valerie—Lorimar-Telepictures  
 The Vals—Simcom International  
 Vanishing Act—Fremantle International  
 Vega\$—20th Century Fox TV International  
 Video Profiles—Marvin Goodman Associates  
 Vietnam: The Ten Thousand Day War—CST Entertainment  
 Violated—Manson International  
 The Violent Enemy—Horizon International Television  
 Voltron—Globe Trotter Network  
 Voyage to the Bottom of the Sea—20th Century Fox TV International  
 Voyagers!—MCA Television Int'l  
 Wall Street Journal Report (International Edition)—Vitt Media Int'l  
 Walls of Glass—Manson International  
 War Between the Classes—New World Television International  
 War Boy—Simcom International  
 Warner/Amex—Nickelodeon—Fremantle International  
 We're Movin'—Horizon International Television  
 West 57th—CBS Broadcast Int'l

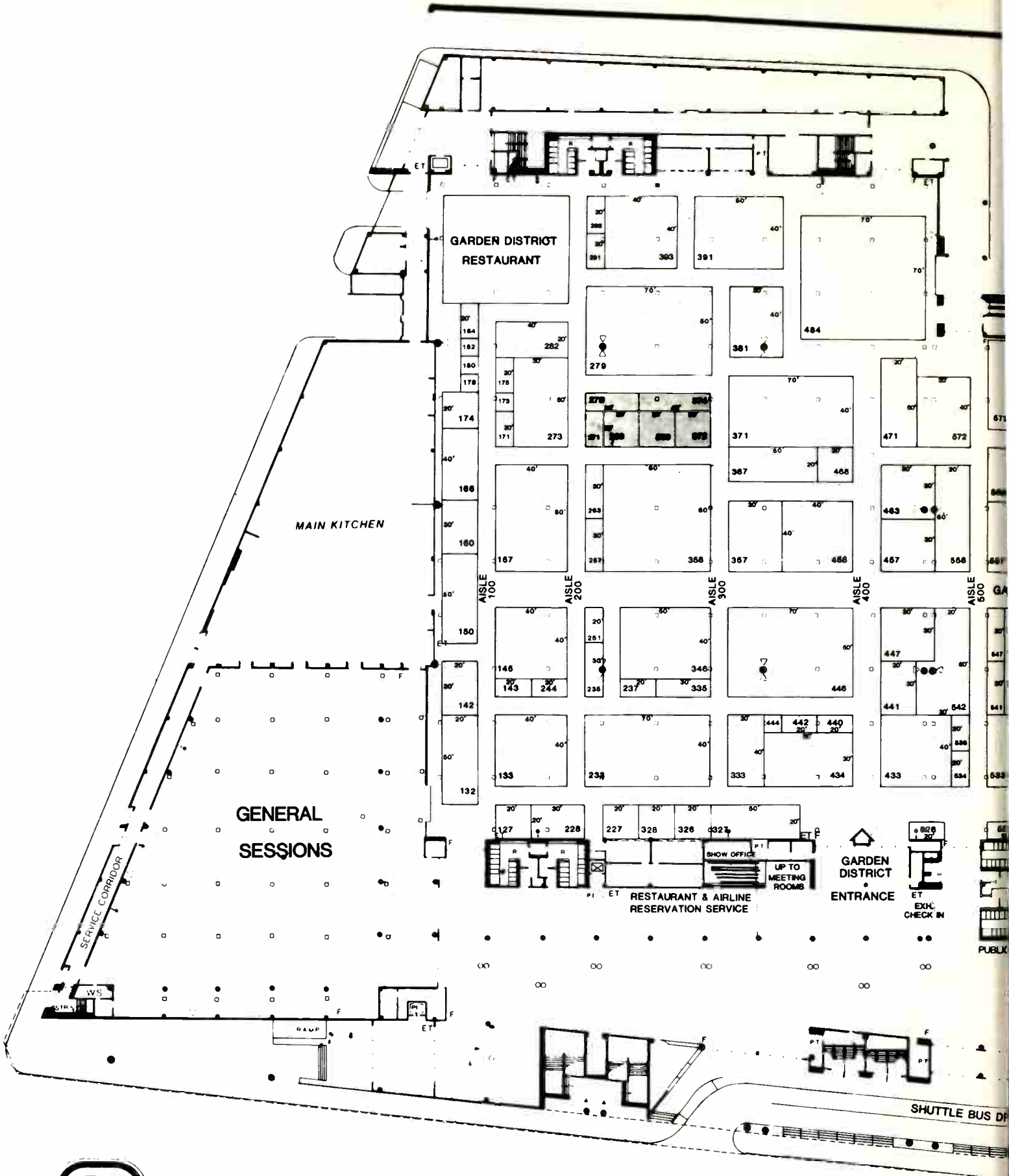


We've Got Each Other—Gilson International  
 What Comes Around—Simcom International  
 What's Happening Now!!—Columbia Pictures Int'l Television  
 The White Hunter—Creative International Activities  
 White Shadow—Gilson International  
 Who's the Boss—Columbia Pictures Int'l Television  
 Why Would Anyone Want to Kill a Nice Girl Like You?—Horizon International Television  
 Wild America—Marvin Goodman Associates  
 Wild, Wild World of Animals—Fox/Lorber Associates  
 Wilderness Alive—Fox/Lorber Associates  
 Willy Milly—Manson International  
 Windrider—Manson International  
 Witness for the Prosecution—MGM/UA Communications  
 The Wizard of Oz—CST Entertainment  
 The Wizard—20th Century Fox TV International

WKRP in Cincinnati—Gilson International  
 Women in Rock and Roll—Creative Int'l Activities  
 Women of San Quentin—MGM/UA Communications  
 World Figure Skating Championships—CBS Broadcast Int'l  
 World into Image—Marvin Goodman Associates  
 The World Sportman—ABC Distribution/ABC Pictures International  
 World War II: G.I. Diary—Fox/Lorber Associates  
 The World We Live In—Fox/Lorber Associates  
 The World's Greatest Illusions—Marvin Goodman Associates  
 Wrestling from America—Stillman Grissmer, Inc./Producers Marketing Group  
 Yancy Derringer—Creative Int'l Activities  
 2AM Paradise Cafe—Marvin Goodman Associates  
 "227"—Columbia Pictures Int'l Television  
 3-2-1 Contact—Children's Television Workshop  
 9 to 5—20th Century Fox TV International

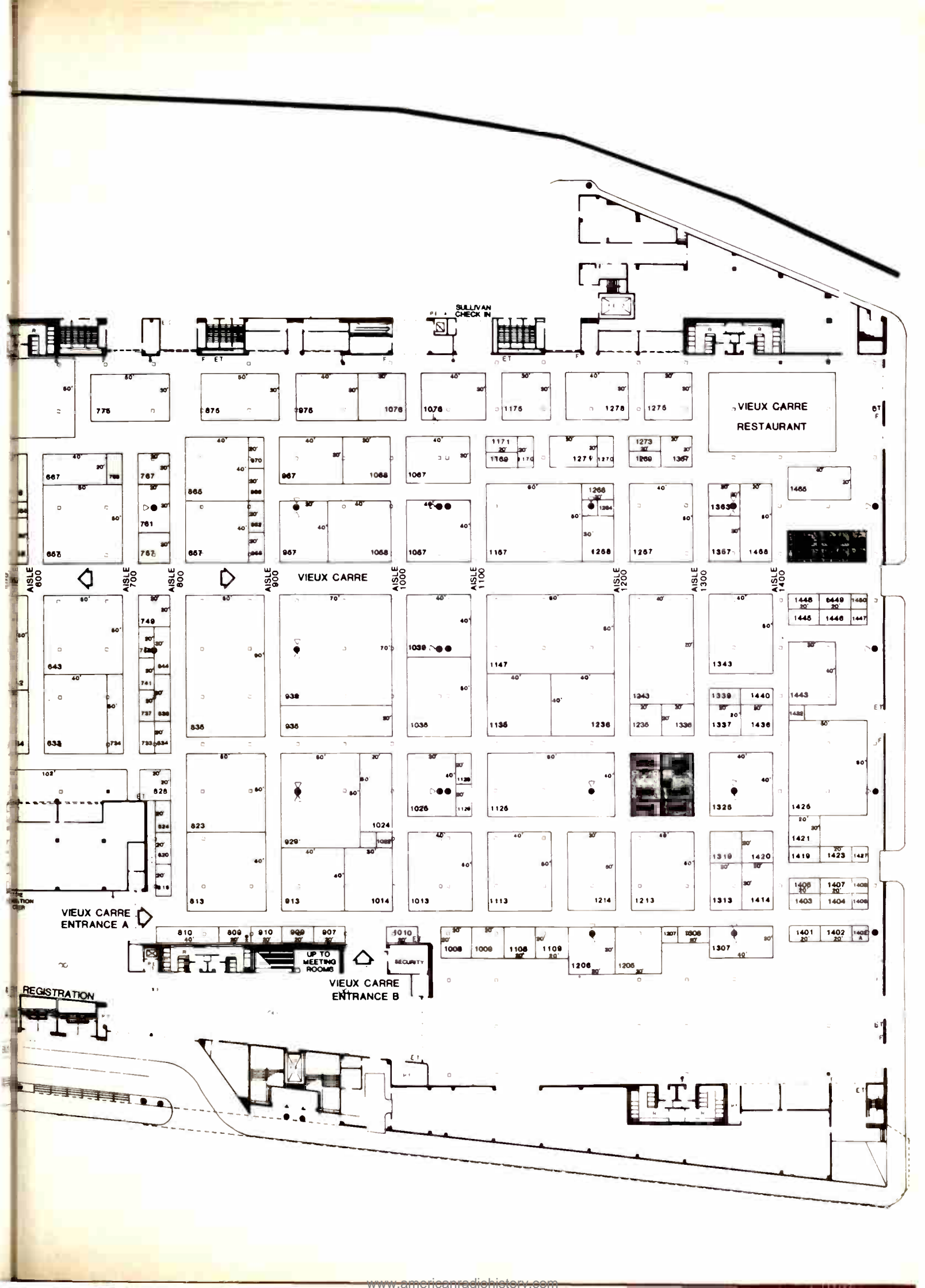
## NEW ORLEANS HOTELS

Best Western French Market Inn 501 Decatur Street	561-5621	Maison Dupuy 1001 Toulouse St.	586-8000
Best Western Rault Center 111 Gravier St.	586-1100	Marie Antoinette 827 Toulouse St.	525-2300
Bienville House 320 Decatur St.	529-2345	Monteleone 214 Royal St.	523-3341
Chateau LeMoyne Holiday Inn 301 Dauphine St.	581-1303	New Orleans Hilton Riverside & Towers Poydras St. at the Mississippi	561-0500
Dauphine Orleans 415 Dauphine St.	586-1800	New Orleans Marriott 555 Canal St.	581-1000
De La Post Motor Hotel 316 Chartres St.	581-1200	Le Pavillion Baronne & Poydras Sts.	581-3111
Downtown Howard Johnson's 330 Loyola Ave.	581-1600	Pontrachartrain 2031 St. Charles Ave.	524-0581
Fairmont Hotel Canal St. & University Pl.	529-7111	Ramada New Orleans 1732 Canal St.	525-5525
Holiday Inn Crowne Plaza 300 Poydras St.	525-9444	Royal Orleans Royal at St. Louis St.	529-5333
Holiday Inn French Quarter 124 Royal St.	529-7211	Royal Sonesta 300 Bourbon St.	586-0300
Hyatt Regency 500 Poydras Plaza	561-1234	Saint Ann 727 Conti St.	581-1881
Inter-Continental New Orleans 444 St. Charles Ave.	525-5566	St. Louis 730 Bienville St.	581-7300
International 300 Canal St.	581-1300	Sheraton New Orleans Hotel & Towers 500 Canal St.	525-2500
Landmark Inn Bourbon St. 541 Bourbon St.	524-7611	Soniat 1133 Chartres St.	522-0570
Maison Chartres 505 Chartres St.	529-2172	Sugar House 315 Julia St.	525-1993
Maison De Ville 727 Toulouse St.	561-5858	Westin Canal Place 100 Iberville	566-7006
		Windsor Court 300 Gravier St.	523-6000



**New Orleans Convention Center**





SULLIVAN  
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RESTAURANT

VIEUX CARRE

VIEUX CARRE  
ENTRANCE A

VIEUX CARRE  
ENTRANCE B

REGISTRATION

UP TO  
MEETING  
ROOMS

SECURITY

# EXHIBITORS

COMPANY	BOOTH	COMPANY	BOOTH
ABC Distribution Co./ABC Pictures International	440	DFS/Dorland Program Exchange	1014
ABR Entertainment Company	875	Dynocomm Sports	1171
Access Syndication	391	East in Motion Pictures Inc.	865
Advertiser Syndicated Television	1408	Ebony/Jet Showcase	1443
AGB Television Research	275	Electronic Media	1357
Airborne Express	1419	Ralph C. Ellis Enterprises	865
Alberta Motion Picture Development Corp.	865	Emery Air Freight	1445
All American Television	433	Enoki Films	1457
American Motion Picture Company	1225	ESPY-TV	1406
Anglia Television Ltd.	1465	Essence Television Productions	1235
Apollo Theatre Syndication	326	Excel Telemedia International	749
Arbitron Ratings Company	1343	Extra Extra	182
Arlington Television Sales	1420	Family Entertainment	967
ARP Films, Inc.	572	Filmlife/Fortress Film Depository	816
ASI Market Research	834	Filmoption Internationale	865
Atlantic Video	1128	Financial News Network	1268
Audience Research & Development	1367	First National Telecommunications	1325
Avery Productions	1440	Fishing the West	824
Baruch TV Group	269	Four Star International	1214
Behrens Productions	658	Fox/Lorber Associates	471
Bel-Air Program Sales/Clarion Communications	1025	Fremantle International	357
Bennett/Watt Ent. Inc.	1463	Fries Distribution Company	1013
Ismé Bennie International	865	Gaylord Syndicom	1058
Biznet/Chamber of Commerce of the U.S.	757	Genesis Entertainment	273
Black Entertainment Television	171	GGP/GGP Sports/GGP Entertainment	393
Blair Entertainment	657	Glazer & Kalayjian	1403
Blair Television	1135	Globo TV Network of Brazil	468
BMI-Broadcast Music Inc.	1421	GLOW Inc.	1076
Bonneville Media Communications	838	The Samuel Goldwyn Company	346
Bozell, Jacobs, Kenyon & Eckhardt, Inc.	1108	Granada Television International	734
Broadcast Information Bureau	444	Sherry Grant Enterprises	442
Broadcast Magazine	180	Group W Productions	835
Broadcast Management Plus	733	Group W TV Sales	1307
Broadcast Promotion & Marketing Executives	1264	Larry Harmon Pictures Corp.	547
Buena Vista Television/Walt Disney Pictures	484	Harmony Gold	1125
Camelot Entertainment Sales	1157	Hit Video USA	1278
Canamedia Productions	865	HK-TVB International Ltd.	1446
Castle Hill Television	327	The Hollywood Reporter	768
C.B. Distribution Company	957	Home Shopping Network	282
CBS Broadcast International	257	Raymond Horn Syndications	1328
Central Independent Television	1465	Thomas Howe Associates	865
Chamber of Commerce of the U.S./Biznet	757	HRP Inc.	127
Channel One Inc./TPC Communications	541	IDC Services Inc.	834
The Christophers	1010	IDDH	966
Cimadis, Inc.	865	IMC Marketing Group Ltd.	844
Cinar Films Inc.	865	Independent Network Inc.	1075
Cinema Preview Channel	1326	Innovative Productions	1402
Cinema Shares International	434	International Lutheran Layman's League	534
CineVisa International Media Distributors	865	International Television Enterprises Ltd.	1465
Claster Television Inc.	279	Italtoons Corp.	1459
Coca Cola Telecommunications	371	ITC Entertainment	463
Coe Film Associates	907	ITF/Gaylord Production Co.	909-913
Joel Cohen Productions & Distribution	910	Jefferson Pilot Data Systems	809
Colex Enterprises	333	JK Distribution	251
Columbia/Embassy Television	446	JME/JM Entertainment	775
Consumer Discount Network	1402A	JZTV E Cinema	1459
Contel-Con Hartsock & Co.	820	Katz Television	458
Coral International Television	1257	Kelly Childs Productions	1407
Crazy Eddie	1449	M.A. Kempner Inc.	528
Jim Crocket Promotions	166	King Features Entertainment	857
Crystal Pictures	1270	King World	1147
CST Entertainment	761	LBS Communications	233
The Curran-Victor Company	271	Lionheart Television International	1035
Dancin' on Air Productions	1401	Lorimar-Telepictures	642-643
Darino Films/The Library of Special Effects	291	M & M Syndications	538



COMPANY	BOOTH	COMPANY	BOOTH
Majestic Entertainment	962	The Silverbach-Lazarus Group	542
Major League Baseball	666	Skyline Micro	173
Malrite Entertainment	1436	Southbrook Television Distribution	1039
Marc-George Productions	1231	Southcoast Video	1405
Medallion TV Enterprises	810	Spanish Television	1461
Mediacast Television Entertainment	975	Special Events TV Network	372
Medstar Communications	227	Standard Advertising	1269
MG/Perin Inc.	1075	Peter Storer & Associates	970
MGM/UA Television	358	Studio Hamburg Atelier	228
Mizlou Programming	572	Sunbow Productions	381
Monitor Television International	369	Syndicast Services	633
MTM Productions	929	D. L. Taffner/Ltd.	457
MTS Entertainment	1067	Telecom Productions	1337
Muller Media, Inc.	447	Telefilm Canada	865
Multimedia Entertainment	133	The Telephone Auction Shopping Network	1319
The Museum of Broadcasting	1458	Telepool GmbH	228
Need for Speed Productions	1450	Teleproductions Inc.	143
New Century Telecommunications	367	TeleRep, Inc.	132
New World Television	1213	Televitures	441
NFL Films, Inc.	1271	Television Program Enterprises	145
NHK-Japan Broadcasting Corp.	150	Television/Radio Age	527
Nielsen Media Research	1113	Teleworld, Inc.	565
Nippon Animation	1404	TEN-The Entertainment Network	634
NVC Arts International	1462	Thames Television International	457
NY Television	745	M.K. Thomas & Co/The New Hot Tracks	335
Ontario Film Development Corporation	865	timeRite Agency	1169
Orbis Communications	813	Toei Animation Co., Ltd.	142
Orion Television Syndication	557	Toei Company Ltd.	1227
Paramount Television & Video Programming	628	Trans World Teleproductions	1336
Parrot Communications	741	Tribune Entertainment	157
Peregrine Film Distribution	1205	Turner Program Services	1243
Perennial Pictures	737	TV Executive	1207
Petry	558	TV World	178
Prijatel Productions	1068	Twentieth Century Fox Television	573
Primetime Entertainment	1414	Ulster Television	1465
Pro Serv Television	1009	Universal Wrestling Federation/Multi-Market Media	1275
Pro Sports Entertainment/Water Sprots Network	237	Up with People	664
Pro Video News Service	1448	U.S. Air Force	1447
Program Syndication Services	1258	Variety	244
Promark/LA Buick Media	235	Vestron Pictures	1206
Radiotelevision Espanola-RTVE	263	Via le Monde	865
Raycom Sports	1109	Viacom	939
Reel Movies International	291	Viacom International	935
Republic Pictures Corporation	533	The Video Tape Company	958
Research Technology International	1332	Vid-Film Services	328
Riverside Pix	1170	Visual Productions '80	865
Hal Roach Studios	1024	Wall Street Journal Television	374
Rock International Films	1022	Weiss Global Enterprises	828
G. Ross Tele-Distribution	865	WesternWorld Television	967
Sandoval Productions	174	Wild Destinations/Jack Sherry Productions	293
Satellite Bingo	1008	Wold Communications	767
Satori Entertainment	1175	World Events Productions	667
Scott Entertainment	1440	World Wide Bingo	175
Select Media	1057	World Wrestling Federation	1425
Settel, Inc.	160	WW Entertainment	1236
SFM Entertainment	823	Yorkshire Television	1465
Bill Sherman & Associates	1313	Z-Axis	1432
		ZGS Television Productions	1363

### HOSPITALITY SUITES AT THE WESTIN CANAL PLACE

MCA TV	29th Floor
MMT Sales	Suite 2226
Dan Robinson Broadcasting	Suite 2326
Victory Television	Suite 2426
Warner Bros. TV Distribution	Suite 2626 & 2627
Worldvision Enterprises	28th Floor

# NATPE Conference 1987 Agenda

## Wednesday, January 21

8:00 a.m. to 8:00 p.m. . . . Rep firm and station group meetings

8:30 a.m. to 5:00 p.m. . . . Registration Open

9:00 a.m. to 6:00 p.m. . . . Press Room Open

9:00 a.m. to 4:30 p.m. . . . NATPE/BEA Seminar

1:30 p.m. to 5:00 p.m. . . . Spouse Event-Riverwalk Ramble—a tour of the new underground shopping mecca and the waterfront park above it.

2:30 p.m. to 3:00 p.m. . . . Press Briefing

3:00 p.m. to 5:00 p.m. . . . International Seminar

*Moderator:* Larry Gershman, Hollywood

*Panelists:* Brian Donegan, Devillier/Donegan Enterprises; Bob Jones, KYW-TV, Philadelphia; David L. Simon, Fox Television Stations; Mel Smith, Tribune Broadcasting; Don Taffner, D. L. Taffner/Ltd.

4:00 p.m. to 5:00 p.m. . . . NATPE Educational Board Meeting

5:30 p.m. to 7:00 p.m. . . . International Reception

## Thursday, January 22

8:00 a.m. to 5:00 p.m. . . . Registration Open

8:00 a.m. to 6:00 p.m. . . . Press Room Open

9:00 a.m. to 5:00 p.m. . . . Spouse Lounge Open

9:00 a.m. to 10:00 a.m. . . . Workshop-Block Booking/Block Buying

*Moderator:* Richard Barovick, Loeb and Loeb and Hess

*Panelists:* Joel Chaseman, Post-Newsweek Stations; Dick Colbert, Colbert Television Sales; Henry Gillespie, Turner Program Services; Harry First, New York University Law School; Sy Yanoff, WNEV-TV, Boston.

10:05 a.m. to 11:05 a.m. . . . Washington Update

*Moderator:* Michael Gardner, Akin, Gump, Strauss, Hauer & Feld

*Panelists:* FCC Commissioners Dennis Patrick and James H. Quello; John Lane, Artis, Hendrick & Lane; Alfred Sykes, Department of Commerce.

11:15 a.m. to 1:00 p.m. . . . General Session/Brunch

*Welcome by:* David L. Simon, NATPE President, Fox Television Stations

*Keynote Address:* Francis T. Vincent, Jr., Entertainment Business Sector, The Coca-Cola Company

*Entertainment by:* Jack Daniels and the Original Cornet Band.

1:00 p.m. to 6:00 p.m. . . . Exhibit Hall Open

1:30 p.m. to 5:00 p.m. . . . Spouse Event—New Orleans Museum of Art (tickets at Spouse Desk)

## Friday, January 23

7:00 a.m. to 6:00 p.m. . . . Registration Open

8:00 a.m. to 6:00 p.m. . . . Press Room Open

8:30 a.m. to 9:30 a.m. . . . Affiliate Meetings

### ABC Meeting

*Moderator:* Mike Seagly, WZZM-TV, Grand Rapids  
*Panelists:* Mickey Hooten, Hearst Broadcasting; Mark Mandala,; George Newi

### CBS Meeting

*Moderator:* Kay Hall, WDBJ-TV, Roanoke

*Panelists:* Herb Gross; Bob Horner; Tom Leahy; Tony Malara; Scott Michaels; Neal Pilson; David Poltrack.

### Independents Meeting

*Moderator:* Vicki Gregorian, WLVI-TV, Boston

*Panelists:* Charlie Edwards, Gaylord Broadcasting; Jamie Kellner, Fox Television Network; Preston Padden, INTV

### International Meeting

*Moderator:* Gunnar Rugheimer, London

*Panelists:* Charles Denton, Central Independent Television, London; Francesco DeCresceno, Milan; Larry Gershman, Hollywood; Arne Wessberg, Channel One, Helsinki

### PBS Meeting

*Moderator:* John Felton, WPBT, Miami

*Panelists:* Cindy Browne, KTCA-TV, Minneapolis; Bob Davidson, Eastern Educational Network; Ron Devillier, Devillier/Donegan Enterprises; Dr. David J. Leroy, PMN TRAC, Tucson; Frank Miller, Lionheart Television; Art Singer, New Hampshire Public Television.

### Cable Meeting

*Moderator:* Chuck Gingold, Lifetime Network

*Panelists:* Paul Corbin, The Nashville Network; David Kenin, USA Network; Geraldine Laybourne, Nickelodeon; Terry McGuirk, WTBS, Atlanta

9:00 a.m. to 5:00 p.m. . . . Spouse Lounge Open

9:00 a.m. to 10:15 a.m. . . . Spouse Event-Mission Possible: Financial Planning

*By:* Charles Brucia, leading accountant plus guest experts

9:40 a.m. to 10:40 a.m. . . . Absolutely the Last Annual George Back Barter Workshop

*Moderator:* George Back, All American Television

*Panelists:* Dan Cosgrove, ASTA; Phil Howort, LBS Communications; Roger King, King World; Cassandra Reese, Kraft, Inc.; John Rohrbeck, KNBC, Los Angeles

9:40 a.m. to 10:40 a.m. . . . Program Management Skills

*Presentation by:* Bill Brower, Brower Associates

10:45 a.m. to 12:15 p.m. . . . General Session/Brunch-Sitcoms and First-Run

*Moderator:* Barry Thurston, Embassy/Columbia Television

*Panelists:* Steve Bell, KTLA, Los Angeles; West Harris, NBC Owned Stations; David Salzman, Lorimar-Telepictures; Don Taffner, D. L. Taffner/Ltd.

*Host:* Deb McDermott, NATPE first vice president, WKRN-TV, Nashville

### State of the Association Report

*By:* Phil Corvo, NATPE executive director

12:30 p.m. to 6:00 p.m. . . . Exhibit Hall Open

12:45 p.m. to 1:45 p.m. . . . Spouse Event—The Amazing Kreskin, a demonstration by the famed Mentalist, sponsored by M&M Syndications



**2:15 p.m. to 3:15 p.m. . . . Spouse Event—Joanie Greg-gains**, restful exercise tips, courtesy of Program Syndica-tion Services

**6:00 p.m. to 7:00 p.m. . . . Alumni Club Reception**

## **Saturday, January 24**

**7:00 a.m. to 6:00 p.m. . . . Registration Open**

**8:00 a.m. to 7:00 p.m. . . . Press Room Open**

**8:30 a.m. to 10:00 a.m. . . . General Session/Breakfast-  
Today's Executive Producer: The Business of Creation**

*Moderator:* John Goldhammer, Goldhammer Produc-tions

*Panelists:* Steven Bochco; Dick Clark; Ralph Edwards; John Rich

*Host:* Joe Weber, NATPE second vice president, MMT Sales

**Report on the Annual Production Conference**

*By:* Bob Jones, NATPE immediate past president, KYW-TV, Philadelphia

**Report on the NATPE Educational Foundation**

*By:* Lew Klein, Gateway Communications

**9:00 a.m. to 5:00 p.m. . . . Spouse Lounge Open**

**10:15 a.m. to 11:16 a.m. . . . The Economic Revolution**

*Moderator:* Consuelo Mack, anchor, Buena Vista Te-levision's "Today's Business"

*Panelists:* Jeff Epstein, First Boston Corporation; Alex Gerster, Grey Advertising; Ken Gorman, Viacom Inter-national; Paul Kagan, Paul Kagan Associates

**10:15 a.m. to 11:15 a.m. . . . New Era in Regulation: How  
the Mid-Term Elections Affect Broadcasting**

*Moderator:* Dick Block, DBA Enterprises

*Panelists:* Charles Firestone, UCLA Communications Law Program; Tom Herwitz, counsel, Fox Television Sta-tions; Thomas M. Ryan, Committee on Energy & Com-merce, U.S. House of Representatives; Andrew Jay Schwartzman, Media Access Projects; John Summers, NAB

**10:15 a.m. to 11:15 a.m. . . . View from the Fourth Estate**

*Moderator:* Charles Rose, CBS Television

*Panelists:* Jonathon Banner, View Magazine; Michael Lambert, 20th Century Fox Television; Gary Lieberthal, Columbia/Embassy Television; Sol. J. Paul, Television/Radio Age; David Persson, Electronic Media; Dick Rob-ertson, Lorimar-Telepictures; Lucie Salhany, Paramount

Television; Syd Silverman, Variety; Don West, Broad-casting Magazine

**10:30 a.m. to 12 noon . . . Spouse Event—Mutiny on the  
Bounty**—visit the ship moored at the Riverwalk, spon-sored by Turner Program Services

**11:20 a.m. to 12:20 p.m. . . . New Business Opportunities**

*Moderator:* Ken Rees, WCCO-TV, Minneapolis

*Panelists:* Bill Craig, Midwest Cable Satellite; Willis Duff, Audience Research & Development; Paul Raymon, WAGA-TV, Atlanta; Ryan Tredennick, WJXT, Jack-sonville

**11:20 a.m. to 12:20 p.m. . . . The Meters, The People and  
Dr. Ruth**

*Moderator:* John Von Soosten, Katz Television

*Panelists:* Pierra Megroz, ScanAmerica; Joe Philport, AGB Television Research; Rick Spicer, R. D. Percy; Da-vid Traylor, A. C. Nielson; Dr. Ruth Westheimer

**11:20 a.m. to 12:20 p.m. . . . The First Year is the Worst  
Year**

*Moderator:* Jim Lutton, WFSB, Hartford

*Panelists:* Farrell Meisel, WOR-TV, New York; Ann Pace, WJXT, Jacksonville; Barry Thurston, Columbia/Embassy Television; Deb Zeyen, Group W Television

**12:30 p.m. to 5:00 p.m. . . . Exhibit Hall Open**

**12:30 p.m. to 2:00 p.m. . . . Spouse Luncheon**, sponsored by Bel-Air Program Sales

*Starring:* Bob Eubanks of "Newlywed Game" and Langdon "Mr. Romance" Hill

**6:00 p.m. to 8:00 p.m. . . . Iris Awards Celebration** (Per-forming Arts Center)

*Hosts:* Oprah Winfrey and John Davidson

*Entertainment:* Ray Charles

## **Sunday, January 25**

**8:30 a.m. to 9:30 a.m. . . . Roman Catholic Mass**

**9:00 a.m. to 4:00 p.m. . . . Press Room Open**

**9:00 a.m. to 12 noon . . . Registration**

**9:00 a.m. to 4:00 p.m. . . . Spouse Lounge Open**

**9:30 a.m. to 10:00 a.m. . . . NATPE Annual Board Meet-  
ing and Elections**

**10:00 a.m. to 4:00 p.m. . . . Exhibit Hall Open**

**3:30 p.m. to 4:00 p.m. . . . Distributors Meeting**

**4:00 p.m. to 9:00 p.m. . . . Super Bowl Party**, produced by Don Smith, WAGA-TV, Atlanta

## **PRESS ROOM HOURS**

Wednesday	9 a.m. to 6 p.m.
Thursday	8 a.m. to 6 p.m.
Friday	8 a.m. to 6 p.m.
Saturday	8 a.m. to 7 p.m.
Sunday	9 a.m. to 4 p.m.

## NEW ORLEANS RESTAURANTS

Antoine's (Creole) 713 St. Louis St. ....	581-4422	Kabby's Seafood New Orelans Hilton .....	561-0500
Arnaud's (French) 813 Bienville St. ....	523-0611	K-Paul's Louisiana Kitchen (Creole) 416 Chartres St. ....	942-7500
Bailey's (American) Fairmont Hotel .....	529-7111	L'Escale (French) 730 Bienville St. ....	524-3022
Berdou's (Creole) 300 Monroe St., Gretna .....	368-2401	Lido Gardens (Italian) 4415 Airline Hwy., Metairie .....	834-8233
Le Bon Créole Maison Dupuy Hotel .....	586-8008	Louis XVI (French) Marie Antoinette Hotel .....	581-7000
Bon Ton Café (Cajun) 401 Magazine St. ....	524-3386	Maison Andre (Creole) Village Aurora Mall, Gretna .....	392-0000
Brennan's (French) 417 Royal St. ....	525-9711	Maurice's Bistro (Creole) 1763 Stumpf Blvd., Gretna .....	361-9000
Broussard's (Creole) 819 Conti St. ....	581-3866	Moran's Riverside (Italian) 914 Decatur .....	529-1583
Bruning's (Seafood) 1924 West End Park .....	282-9359	Tony Moran's (Italian) 240 Bourbon St. ....	523-8833
Butcher Shop (Steak House) 3322 N. Turnbull, Metairie .....	454-2666	Mother's (American) 401 Poydras St. ....	523-9656
Café Bromeliad (Continental) New Orelans Hilton .....	561-0500	Mr. B's (Creole-French) 201 Royal St. ....	523-2078
Café Sbisa 1011 Decatur St. ....	561-8354	Frank Occhipanti's (Creole) 2712 N. Arnoult, Metairie .....	888-1131
Camellia Grill (American) 626 S. Carrollton Ave. ....	866-9573	Old Spaghetti Factory (Italian) 330 Charles St. ....	561-1068
Caribbean Room (Creole) Pontchartrain Hotel .....	524-0581	Pascal's Manale (Italian-Creole-Cajun) 1838 Napoleon Ave. ....	895-4877
Casamento's (Seafood) 4330 Magazine St. ....	895-9761	Petrossi's (Seafood) 901 Louisiana Ave. ....	895-3404
Charlie's Steak House 4510 Dryades St. ....	895-9705	T. Pittari's (Seafood) 4200 S. Clairborne Ave. ....	891-2801
Chez Hélène (Creole) 1540 N. Robertson St. ....	947-9155	La Provence (Creole) U.S. 190, Lacombe .....	626-7662
Christian's (Creole) 3835 Iberville St. ....	482-4924	Ralph & Kacoo's (Seafood) 519 Toulouse St. ....	522-5226
Commander's Palace (Creole) 1403 Washington Ave. ....	899-8221	Rib Room (Creole) Royal Orleans Hotel .....	529-5333
Court of Two Sisters (Creole) 613 Royal St. ....	522-7273	La Riveria (Italian) 4506 Shores Dr., Metairie .....	888-6238
Crescent City Steak House 1001 N. Broad, Mid-City .....	821-3721	LeRuth's (Creole) 636 Franklin, Gretna .....	362-4914
Le Croissant New Orelans Hilton .....	561-0500	Ruth's Chris Steak House 711 N. Broad, Mid-City .....	482-9278
Crozier's Restaurant Français (French) 7033 Read Ln., New Orelans East .....	241-8220	Sazerac (French) Fairmont Hotel .....	524-8904
Delmonicos (Steak-Seafood) 1300 St. Charles Ave. ....	524-4937	Trey Yuen (Chinese) 620 Decatur St., Ste. 500 .....	588-9354
Galatoire's (Seafood) 209 Bourbon St. ....	525-2021	Tyler's Beer Garden (Oyster Bar) 5234 Magazine St. ....	891-4989
Grill Room Windsor Court Hotel .....	523-6000	Versailles (French) 2100 St. Charles Ave. ....	524-2535
Andrew Jackson (Creole-French) 221 Royal St. ....	529-2603	Winston's (French) New Orleans Hilton .....	561-0500
Jonathan (Creole) 713 N. Rampart .....	586-1930	Ye Olde College Inn (American) 3016 S. Carrollton Ave. ....	866-3683



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# NATPE Convention Planner

	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>	<i>Sunday</i>
7 a.m.					
8 a.m.					
9 a.m.					
10 a.m.					
11 a.m.					
Noon					
1 p.m.					
2 p.m.					
3 p.m.					
4 p.m.					
5 p.m.					
6 p.m.					
7 p.m.					
8 p.m.					
9 p.m.					



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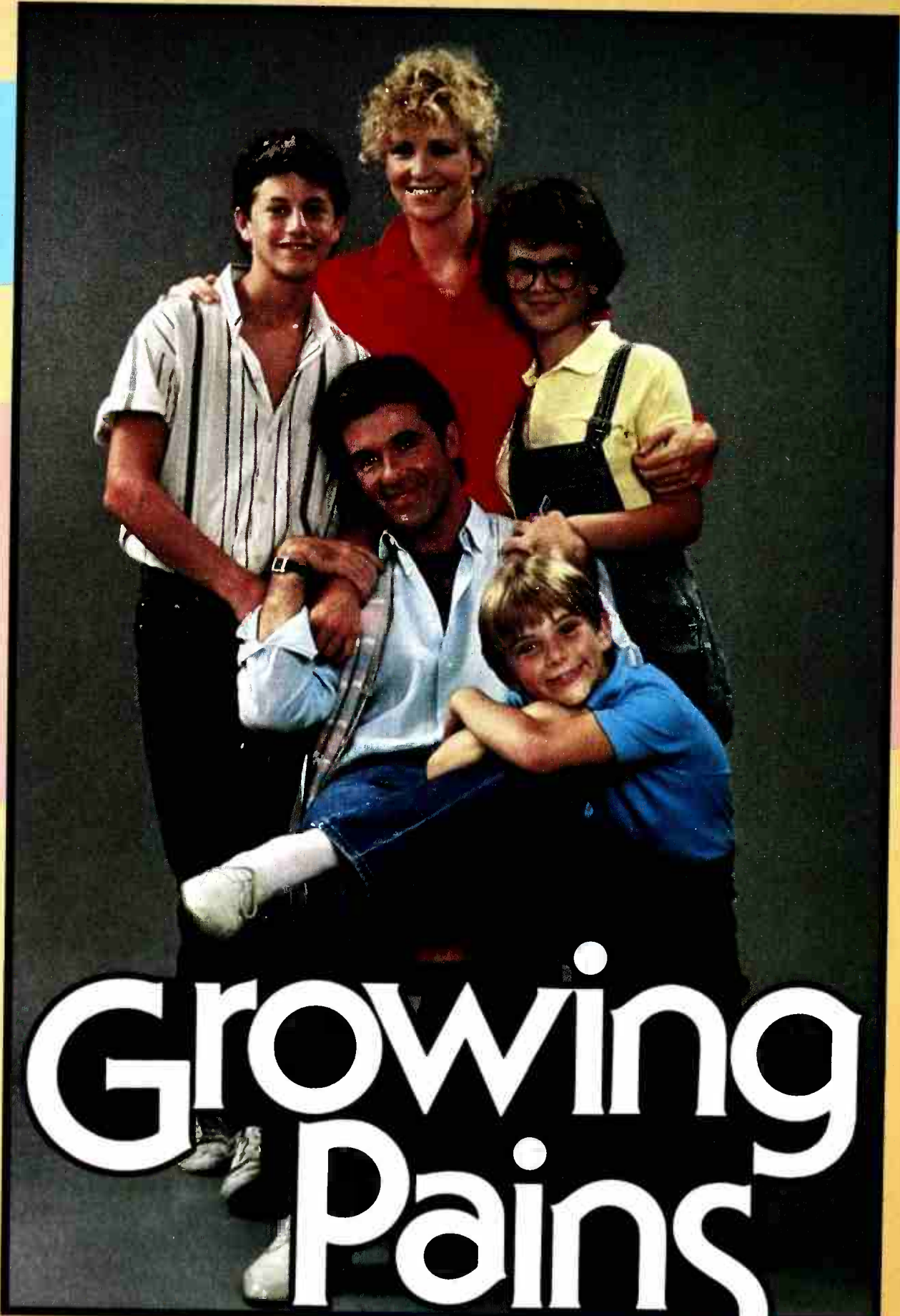
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# Growing Pains

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# Wall Street Report

## Gannett profits continue steady growth; production for TV new major activity

Expanding aggressively in TV production through a new joint venture with former NBC chairman Grant A. Tinker and in broadcast properties partly through a "white knight" role, Gannett Co. continues to make steady net earnings gains. For the third quarter of 1986, it reported an 8 per cent increase for its 76th consecutive quarter of comparative earnings increases.

John J. Curley, president and CEO, notes that improved broadcast earnings reflected improved local TV sales and contributions from recently purchased TV stations. He adds, though, "The loss of tax credits for capital expenditures in the current year will reduce 1986 earnings gains from earlier expectations and will limit fourth-quarter earnings progress."

In the third quarter, net income was \$65,530,000, compared with \$60,702,000 in the 1985 period. Earnings per share increased 7 per cent to 81 cents, compared with 76 cents a year earlier. Operating revenues grew 25 per cent to \$689,059,000 from \$550,285,000.

For the first three quarters of 1986, net income increased by 8 per cent to \$187,564,000 from \$173,833,000. Earnings per share were \$2.33, up 7 per cent from \$2.17. Operating revenues grew 27 per cent to \$2,019,977,000 from \$1,589,901,000.

## Production expansion

The recently announced joint venture with Tinker will involve TV productions and other entertainment programming, which could eventually include made-for-TV movies and feature films. Tinker will head the production company. In conjunction with this move, Gannett is acquiring Laird International Studios in Culver City, Calif. The studio facilities, launched in 1918 and used for such classics as *Gone With The Wind* and *Citizen Kane*, were acquired at an auction

for \$24 million and include 12 sound stages set on a 14-acre lot.

Early in 1986, playing a "white knight" role in an unfriendly takeover attempt, Gannett entered into the largest merger in its history, acquiring The Evening News Association for \$717 million. Along with newspapers, it acquired two TV stations in the proposition—Washington's top-rated WDVM-TV (now WUSA-TV) and KVUE-TV Austin, Texas. Around the same time, it moved into radio in Dallas-Fort Worth with the acquisition of KTKS(FM).

More recently it completed purchase of KCMO/KBKC(FM) Kansas City, with KBKC changing its call letters to KCPW, and acquired KHIT(FM) Seattle-Everett. This brings Gannett's total number of radio stations to 18—10 FM and eight AM. It operates eight TV stations and publishes 92 daily newspapers, including *USA Today*, 40 non-dailies, newspaper magazine *USA Weekend* and the largest outdoor advertising company in North America. Gannett also has marketing, television news production, research satellite information systems and a national group of commercial printing facilities.

## Broadcast revenues

The company's broadcast revenues have shown a compound annual growth rate of 17 per cent since 1976, growing from \$63,133,000 to \$265,480,000 in 1985. Broadcast revenues in 1985 increased 14 per cent over the previous year. For the six TV stations the company was operating at the time, local revenues were up 9 per cent and national revenues 8 per cent.

Radio station revenues increased 32 per cent in 1985, reflecting the effect of the 1984 acquisitions of WDAE Tampa-St. Petersburg and KKBQ AM-FM Houston. On a pro forma basis for radio stations owned as of December 29, 1985, revenues were 17 per cent higher than a year earlier. The company reports television and radio revenue increases in 1985 reflect generally improved ratings at many of its stations and increased advertising rates.

Among factors adversely affecting profits in 1985 were operating losses for *USA Today*. For the first three quarters of 1985 and for the full year, those losses declined from 1984 levels.

### Gannett Co.

(000\$ except per share amounts)

	1985	1984	% Change
Operating revenues	\$2,209,421	\$1,960,197	+12.7
Net income	253,277	223,934	+13.1
Net income per share	3.16	2.80	+12.9
Working capital	170,252	100,799	+68.9
Long-term debt	491,565	188,724	+160.5
Total assets	2,313,218	1,812,200	+27.6
Capital expenditures*	199,372	116,413	+71.3
Shareholders' equity	1,275,213	1,141,964	+11.7
Dividends per share	1.53	1.33	+15.0
Average number of common shares outstanding	80,233	80,112	+0.2

\* Excluding capitalized interest.

# Syndicated programs with 2 or better ratings, November, 1986

	MKT	RTG	SHR	RANK	COVG	W25-54		M25-54		TEENS		KIDS	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
Wheel of Fortune	199	19.3	33	1	99.6	12.0	1	8.5	1	6.5	7	7.1	15
Jeopardy	189	12.3	26	2	98.4	7.6	2	4.9	7	4.0	27	3.0	85
PM Magazine	45	9.7	18	3	36.6	6.4	3	5.1	4	3.3	38	2.7	93
New Newlywed Game	181	8.9	17	4	96.5	6.2	4	4.3	9	5.2	11	4.1	52
M.A.S.H.	159	8.7	19	5	90.6	5.7	6	6.1	2	4.6	18	3.0	85
People's Court	181	8.2	21	6	95.3	4.3	14	2.8	19	2.7	64	1.4	165
Three's Company	143	7.9	18	7	84.7	4.5	13	3.2	12	9.1	3	7.3	12
Oprah Winfrey Show	131	7.7	31	8	89.3	6.1	5	1.7	70	1.0	187	0.8	210
So West Conf Fibi	19	7.7	25	8	7.4	2.2	70	5.0	5	2.1	89	1.0	194
Phil Donahue Show	181	7.6	29	10	97.9	4.6	10	1.6	79	0.8	225	0.5	274
National Geographic	47	7.6	15	10	27.4	4.6	10	5.0	5	2.9	54	3.3	76
Entertainment Tonight	140	7.5	15	12	87.6	5.4	7	4.0	10	2.4	76	1.6	150
Best of Natl Geo Spc	59	7.5	14	12	44.7	4.9	8	5.2	3	2.9	54	3.6	64
Hollywood Squares	134	7.2	17	14	86.1	4.6	10	2.8	19	4.1	24	3.4	73
ACC Football	18	7.1	24	15	10.0	2.1	73	4.8	8	2.6	67	1.4	165
Hee Haw	165	7.1	18	15	77.8	3.4	24	3.2	12	1.8	109	2.6	101
Big Spin	9	6.9	12	17	10.7	4.7	9	3.1	14	3.9	30	3.6	64
Card Sharks	35	6.6	16	18	35.0	3.3	28	2.0	50	2.8	58	2.2	118
Facts of Life	104	6.5	13	19	76.4	3.8	18	1.9	58	9.7	1	8.5	5
Magnum P.I.	116	6.4	16	20	77.5	4.2	15	3.1	14	3.3	38	2.1	124
Gimme A Break	103	6.2	13	21	81.0	3.9	17	1.9	58	8.5	4	8.6	4
Small Wonder	111	6.2	13	21	82.7	4.0	16	2.3	33	6.6	6	9.1	2
Benson	108	6.0	13	23	71.0	3.8	18	2.9	16	5.1	13	4.5	43
Different Strokes	127	6.0	14	23	83.2	2.9	39	1.6	79	9.4	2	10.2	1
Divorce Court	137	5.9	18	25	85.7	3.4	24	1.7	70	2.4	76	1.1	187
Jeffersons	96	5.6	13	26	63.7	3.8	18	2.5	27	4.8	16	4.5	43
Gods Good News	5	5.4	17	27	2.2	3.3	28	3.7	11	2.5	71	4.9	36
Silver Spoons	29	5.4	11	27	29.4	3.1	35	2.0	50	7.9	5	7.6	9
Ellery Queen	6	5.3	14	29	9.1	3.6	21	2.9	16	1.7	120	0.8	210
\$100,000 Pyramid	40	5.2	11	30	40.4	3.0	36	1.9	58	1.4	148	1.7	142
2 Close For Comfort	84	5.2	11	30	55.5	3.4	24	2.2	37	5.6	9	4.8	37
Fight Back	27	5.1	13	32	38.6	2.5	53	2.3	33	1.9	101	1.1	187
Dating Game	142	5.1	15	32	84.1	3.2	31	1.9	58	4.4	20	2.5	105
9 to 5	63	5.0	10	34	60.9	3.4	24	2.0	50	3.7	32	3.9	55
Hour Magazine	126	4.8	18	35	82.1	2.6	49	0.6	244	0.5	279	0.4	299
WKRP In Cincinnati	102	4.8	12	35	63.2	3.2	31	2.8	19	3.2	46	2.4	109
Barney Miller	92	4.7	14	37	56.4	2.6	49	2.5	27	1.5	134	1.2	179
Mama's Family	138	4.6	10	38	85.2	3.2	31	2.1	44	3.3	38	3.2	80
Superior Court	109	4.6	15	38	73.0	2.4	56	1.3	121	1.7	120	0.8	210
Throb	133	4.6	9	38	88.4	3.3	28	2.3	33	3.7	32	3.4	73
Wild-World-Animals	6	4.6	14	38	5.9	2.0	74	2.2	37	1.9	101	0.8	210
World of Disney	79	4.6	12	38	50.7	2.8	41	2.1	44	4.1	24	8.9	3
Good Times	40	4.5	12	43	36.8	2.9	39	1.9	58	5.9	8	4.4	45
Taxi	85	4.5	12	43	55.5	3.0	36	2.8	19	2.4	76	1.4	165
Star Search-O	154	4.4	11	45	88.5	3.5	23	2.2	37	3.0	51	2.5	105
Love Connection	119	4.3	15	46	82.7	2.4	56	1.4	107	1.8	109	0.7	231
What's Happening Now	85	4.2	10	47	73.0	2.8	41	1.6	79	4.9	14	4.7	40
Agronsky and Company	7	4.1	11	48	8.9	1.3	149	2.1	44	0.5	279	0.2	356
Fame	127	4.1	9	48	84.4	3.2	31	1.6	79	4.2	21	3.5	68
\$1,000,000 Chance	103	4.1	13	48	73.8	2.2	70	1.2	134	1.3	156	1.5	159
Puttin Hits	106	4.1	11	48	79.4	3.0	36	1.9	58	5.2	11	4.2	51
Ted Knight Show	98	4.1	9	48	78.0	2.7	45	1.7	70	2.5	71	3.3	76
Dance Fever	106	4.0	11	53	76.2	2.6	49	1.5	91	4.0	27	2.8	90
It's A Living	138	3.9	9	54	86.9	2.6	49	1.7	70	3.1	49	2.7	93
Judge	67	3.9	15	54	57.3	2.4	56	1.0	166	1.6	125	0.9	201
WWF Champ. Wrestling	119	3.8	13	56	83.1	1.5	107	2.6	26	4.7	17	2.9	88
Hart To Hart	44	3.8	11	56	45.5	2.7	45	1.3	121	1.4	148	1.2	179
Lifestyles—Rich/Fam.	148	3.8	11	56	84.5	2.5	53	1.7	70	1.0	187	0.7	231
Three Stooges	31	3.8	12	56	40.7	1.6	102	2.1	44	3.8	31	5.1	32
What A Country	85	3.8	8	56	73.4	2.7	45	2.0	50	3.3	38	3.2	80



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# Syndicated programs with 2 or better ratings, November, 1986

	MKT	RTG	SHR	RANK	COVG	W25-54		M25-54		TEENS		KIDS	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
Big 10 Ftbl	33	3.7	13	61	24.0	1.0	198	2.7	24	1.2	167	0.5	274
Little House On Prairie	78	3.7	12	61	43.0	2.4	56	0.9	186	3.3	38	3.5	68
Ropers	10	3.7	12	61	5.3	1.9	82	1.1	144	4.1	24	1.4	165
Columbo	16	3.6	8	64	18.8	2.0	74	1.9	58	0.8	225	0.7	231
Quincy	65	3.6	10	64	36.1	2.4	56	1.6	79	1.3	156	0.7	231
Sanford and Son	48	3.6	10	64	50.4	2.3	64	2.1	44	3.0	51	2.3	111
Solid Gold Org	178	3.6	9	64	96.4	2.8	41	2.1	44	3.7	32	2.6	101
That's My Mama	12	3.6	8	64	9.3	2.3	64	1.1	144	4.2	21	3.5	68
What's Happening	30	3.6	9	64	25.7	1.9	82	1.1	144	4.9	14	4.4	45
Black Sheep Squadron	31	3.5	11	70	29.4	1.9	82	2.4	30	1.3	156	1.0	194
City of Angels	5	3.5	9	70	8.6	3.6	21	2.5	27	2.0	94	0.4	299
Honeymooners	66	3.5	9	70	59.0	2.3	64	2.3	33	1.5	134	0.7	231
Late Show—Joan River	93	3.5	9	70	77.1	2.7	45	1.9	58	0.8	225	0.2	356
Whats Happenin Now	16	3.5	11	70	18.9	2.0	74	1.4	107	5.4	10	3.8	58
Bill Curry Show	5	3.4	9	75	2.1	1.3	149	1.5	91	0.9	213	0.5	274
Entertainment Week	143	3.4	15	75	84.3	2.4	56	1.9	58	1.0	187	0.6	255
Happy Days	100	3.4	10	75	67.2	1.8	89	1.4	107	4.2	21	4.3	48
One Big Family	135	3.4	7	75	85.4	2.4	56	1.5	91	3.3	38	2.8	90
Star Trek	112	3.4	11	75	76.6	2.3	64	2.8	19	1.8	109	1.6	150
This is the NFL	72	3.4	12	75	64.6	1.2	158	2.9	16	1.5	134	0.7	231
Andy Griffith Show	87	3.3	11	81	54.1	2.2	70	1.6	79	1.5	134	1.8	139
Buck Rogers	41	3.3	10	81	38.4	2.3	64	1.6	79	2.7	64	3.8	58
Chips Patrol	35	3.3	11	81	29.4	1.6	102	1.5	91	3.3	38	2.6	101
Wizard of Oz	5	3.3	10	81	1.0	2.8	41	0.7	225	1.8	109	8.2	7
Barnaby Jones	28	3.2	15	85	36.2	1.8	89	1.2	134	0.7	242	0.5	274
Benny Hill Show	45	3.2	9	85	45.3	1.5	107	2.2	37	1.5	134	0.5	274
T.E.N. College FTBL	8	3.2	12	85	5.6	0.6	262	1.8	67	1.5	134	0.5	274
Fall Guy	67	3.1	8	88	42.4	1.6	102	1.7	70	2.5	71	2.3	111
Fame Repeat	37	3.1	11	88	39.6	2.0	74	1.0	166	2.8	58	2.3	111
Knight Rider	28	3.1	7	88	18.8	1.9	82	1.6	79	3.6	36	3.9	55
Pvt Benjamin	19	3.1	7	88	13.3	2.0	74	0.9	186	2.3	86	2.8	90
Tales from the Darkside	133	3.1	10	88	85.1	2.4	56	2.2	37	1.9	101	1.4	165
Universal Wrestling	69	3.1	11	88	47.7	1.2	158	2.2	37	3.3	38	1.7	142
All in the Family	36	3.0	10	94	45.5	1.7	93	1.2	134	1.0	187	0.7	231
Bosom Buddies	42	3.0	7	94	28.8	1.7	93	1.5	91	2.8	58	2.1	124
Dallas Cowboy Weekly	21	3.0	8	94	9.5	1.3	149	2.0	50	1.1	180	0.5	274
G.I. Joe	131	3.0	9	94	88.7	0.5	295	0.4	301	4.5	19	7.7	8
Mission Impossible	18	3.0	10	94	31.1	1.7	93	1.7	70	0.6	263	0.8	210
Power Pro Wrestling	25	3.0	9	94	20.3	1.1	180	2.4	30	2.9	54	2.0	128
Rockford Files	53	3.0	12	94	35.5	1.8	89	1.6	79	0.4	310	0.4	299
Sally-Rafael	68	3.0	17	94	54.0	2.0	74	0.6	244	0.2	364	0.2	356
Thundercats	132	3.0	10	94	89.2	0.7	245	0.4	301	2.9	54	8.4	6
Tom Landry	20	3.0	11	94	8.1	1.2	158	2.4	30	1.0	187	0.8	210
Vegas	18	3.0	9	94	22.6	1.4	126	1.5	91	0.1	388	0.3	328
Lou Grant	13	2.9	10	105	10.4	2.0	74	1.3	121	0.7	242	0.5	274
Police Story	12	2.9	11	105	13.2	1.6	102	1.4	107	0.6	263	0.3	328
Wild Kingdom	153	2.9	10	105	80.7	1.5	107	1.4	107	1.0	187	1.6	150
Brady Bunch	61	2.8	9	108	52.4	1.1	180	0.6	244	3.5	37	5.7	28
Cannon	19	2.8	11	108	25.2	1.4	126	0.8	202	0.5	279	0.1	397
Ladies—Wrestling	19	2.8	7	108	19.4	1.5	107	2.2	37	2.8	58	2.5	105
Great American Hero	8	2.8	6	108	19.3	1.7	93	1.4	107	2.4	76	2.3	111
JEM	117	2.8	12	108	86.4	0.8	237	0.6	244	2.8	58	7.2	14
Matt Houston	19	2.8	7	108	18.2	2.0	74	1.3	121	1.0	187	0.7	231
Puttin on the Kids	71	2.8	11	108	64.9	1.7	93	0.9	186	4.0	27	4.8	37
Soul Train	74	2.8	10	108	59.9	2.3	64	1.4	107	3.2	46	2.6	101
Transformers	137	2.8	9	108	91.0	0.5	295	0.4	301	3.7	32	7.0	16
The White Shadow	9	2.8	9	108	13.3	1.6	102	1.4	107	2.3	86	1.7	142
Funtastic—Hanna Barbera	93	2.7	14	118	72.6	0.6	262	0.7	225	2.4	76	7.4	10
Grizzly Adams	22	2.7	9	118	15.3	1.9	82	1.5	91	2.0	94	3.3	76



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## Syndicated programs with 2 or better ratings, November, 1986

	MKT	RTG	SHR	RANK	COVG	W25-54		M25-54		TEENS		KIDS	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
Wrestling—Various	134	2.7	10	118	86.8	1.3	149	2.0	50	3.0	51	1.9	135
Love Boat	61	2.7	10	118	53.2	1.4	126	0.8	202	1.2	167	1.0	194
Smurf—Magic Flute	115	2.7	9	118	84.4	0.6	262	0.3	337	2.7	64	7.4	10
Alice	78	2.6	11	123	44.1	1.4	126	1.1	144	2.4	76	1.7	142
Angie	11	2.6	4	123	14.0	1.7	93	0.9	186	1.5	134	1.5	159
Animal Express	10	2.6	6	123	6.5	1.8	89	1.0	166	1.3	156	1.3	174
Bionic Woman	11	2.6	8	123	13.3	1.4	126	1.0	166	1.5	134	1.7	142
Dennis the Menace	6	2.6	10	123	13.1	0.3	362	0.3	337	1.5	134	7.3	12
Dukes of Hazzard	89	2.6	11	123	48.1	1.2	158	1.0	166	2.4	76	3.1	84
Gidget	113	2.6	7	123	85.2	1.7	93	0.9	186	3.1	49	2.7	93
Siskel and Ebert	138	2.6	10	123	85.5	1.9	82	1.8	67	1.0	187	0.4	299
This Week—Country Music	65	2.6	11	123	20.0	1.5	107	1.1	144	1.0	187	0.6	255
Women of the World	24	2.6	6	123	18.5	1.2	158	0.4	301	0.3	337	0.6	255
Bob Knight	5	2.5	9	133	2.1	2.5	53	2.7	24			1.1	187
Bonanza	31	2.5	9	133	31.9	1.4	126	1.4	107	0.8	225	1.0	194
Carol Burnett/Friends	30	2.5	8	133	33.2	1.5	107	1.2	134	0.7	242	0.6	255
Hawaii 5-0	54	2.5	10	133	35.7	1.4	126	1.0	166	0.5	279	0.6	255
Laverne and Shirley	59	2.5	11	133	42.3	1.2	158	0.8	202	2.6	67	2.3	111
Little Rascals	17	2.5	14	133	11.4	1.4	126	1.5	91	2.4	76	3.9	55
Lone Ranger	26	2.5	10	133	24.5	1.3	149	1.4	107	1.8	109	2.1	124
Barbara Mandrell	10	2.5	8	133	10.7	1.2	158	0.7	225	0.6	263	0.6	255
Perry Mason	45	2.5	9	133	47.7	1.7	93	1.2	134	0.4	310	0.4	299
Police Woman	14	2.5	9	133	19.1	1.4	126	0.7	225	0.5	279	0.7	231
Soap	21	2.5	7	133	19.1	1.9	82	1.3	121	1.6	125	0.7	231
Speed and Beauty	47	2.5	7	133	42.2	0.5	295	1.4	107	0.7	242	0.7	231
Streethawk	74	2.5	8	133	59.9	1.5	107	1.3	121	2.1	89	2.0	128
Trapper John MD	41	2.5	10	133	24.1	1.5	107	0.8	202	0.8	225	0.7	231
You Write the Songs	134	2.5	9	133	86.6	1.4	126	1.1	144	1.0	187	0.7	231
Charlies Angels	39	2.4	10	148	30.1	1.3	149	1.0	166	1.4	148	0.8	210
Daniel Boone	17	2.4	8	148	15.3	1.5	107	1.4	107	1.3	156	1.4	165
Earle Bruce	7	2.4	11	148	4.7	0.7	245	1.8	67	1.4	148	0.2	356
Flintstones	83	2.4	10	148	69.7	0.7	245	0.3	337	1.9	101	5.7	28
Gunsmoke	46	2.4	8	148	34.1	1.5	107	1.3	121	0.6	263	0.8	210
Heroes Made—USA	54	2.4	9	148	54.0	1.0	198	1.5	91	0.6	263	0.6	255
Health Matters	14	2.4	10	148	19.9	1.0	198	0.4	301	0.1	388	0.6	255
Jetsons	72	2.4	9	148	69.9	0.6	262	0.3	337	2.0	94	6.0	23
Kojak	21	2.4	8	148	26.8	1.4	126	1.3	121	0.5	279	0.2	356
Leave it to Beaver	52	2.4	9	148	50.3	1.4	126	0.8	202	1.8	109	2.7	93
Let's Go to Races	6	2.4	5	148	5.6	1.4	126	0.8	202	1.2	167	1.1	187
One Day at a Time	46	2.4	9	148	36.8	1.4	126	0.7	225	1.6	125	1.6	150
Rawhide	31	2.4	8	148	29.8	1.5	107	1.3	121	0.6	263	1.1	187
Tarzan	14	2.4	11	148	10.3	1.5	107	1.0	166	2.0	94	2.2	118
Tru Confessions	80	2.4	10	148	65.3	1.5	107	0.4	301	0.7	242	0.5	274
Welcome Back Kotter	7	2.4	6	148	9.7	1.1	180	0.8	202	2.5	71	2.2	118
Battlestar Galactica	20	2.3	8	164	16.3	1.5	107	1.5	91	3.2	46	1.5	159
Blue Knight	15	2.3	7	164	14.2	1.2	158	1.0	166	0.1	388	0.5	274
Bugs Bunny	37	2.3	12	164	41.4	0.6	262	0.8	202	1.8	109	5.0	34
Dempsey—Makepeace	33	2.3	7	164	28.1	1.4	126	1.6	79	0.7	242	0.3	328
Guns—Will Sonnett	20	2.3	8	164	8.5	1.4	126	2.0	50	1.0	187	1.6	150
He-Man—Universe	106	2.3	9	164	80.3	0.5	295	0.3	337	1.6	125	6.9	17
In Search of . . .	38	2.3	9	164	28.3	1.1	180	1.1	144	0.9	213	0.4	299
Munsters	17	2.3	10	164	33.6	1.2	158	0.9	186	2.0	94	2.4	109
Odd Couple	37	2.3	6	164	44.6	1.4	126	1.1	144	0.7	242	0.5	274
Scooby Doo	107	2.3	10	164	78.7	0.5	295	0.3	337	1.5	134	6.3	20



## Syndicated programs with 2 or better ratings, November, 1986

	MKT	RTG	SHR	RANK	COVG	W25-54		M25-54		TEENS		KIDS	
						RATING	RANK	RATING	RANK	RATING	RANK	RATING	RANK
Silverhawks	103	2.3	7	164	82.7	0.5	295	0.4	301	2.8	58	6.1	21
Sports Lifestyle	38	2.3	9	164	37.6	0.8	237	1.2	134	0.9	213	1.5	159
Inhumanoids	107	2.3	11	164	82.8	0.7	245	0.6	244	2.5	71	6.0	23
Tales—Darkside—Repeat	11	2.3	12	164	18.0	1.7	93	2.0	50	0.8	225	0.4	299
Tom and Jerry	62	2.3	13	164	57.7	0.6	262	0.5	273	1.3	156	5.7	28
Wonder Woman	14	2.3	9	164	14.3	1.2	158	0.6	244	2.6	67	2.0	128
Young People's Specials	83	2.3	8	164	39.2	1.4	126	1.0	166	1.6	125	2.0	128
Beverly Hillbillies	41	2.2	8	181	34.5	1.2	158	1.1	144	1.1	180	1.7	142
Branded	22	2.2	8	181	11.6	1.2	158	1.7	70	0.7	242	1.5	159
Dangermouse	5	2.2	9	181	15.7	0.4	334	0.5	273	1.9	101	5.1	32
Fantasy Island—60	26	2.2	9	181	25.6	1.2	158	0.8	202	1.1	180	0.9	201
Kung Fu	21	2.2	10	181	21.9	0.9	218	1.7	70	0.8	225	1.2	179
Maude	15	2.2	9	181	20.1	1.5	107	0.9	186	0.9	213	0.5	274
Plasticman	9	2.2	9	181	18.3	0.6	262	0.7	225	1.6	125	6.0	23
She Ra—Princess	114	2.2	8	181	83.6	0.5	295	0.3	337	1.5	134	6.4	18
Shopsmith	36	2.2	7	181	7.8	1.1	180	1.3	121	1.0	187	0.8	210
Strictly Business	55	2.2	9	181	47.9	0.9	218	1.0	166	0.5	279	0.3	328
Twilight Zone	68	2.2	8	181	58.9	1.5	107	1.6	79	1.0	187	0.5	274
Voyagers	68	2.2	9	181	59.2	1.5	107	1.1	144	2.2	88	1.9	135
Wild Wild West	33	2.2	9	181	31.4	1.2	158	1.5	91	0.7	242	0.8	210
Woody Woodpecker	37	2.2	13	181	39.5	0.5	295	0.5	273	1.3	156	5.0	34
American Top 10	114	2.1	8	195	75.6	1.1	180	0.7	225	2.6	67	1.4	165
Bob Newhart Show	33	2.1	5	195	26.8	1.4	126	1.3	121	0.5	279	0.3	328
Carson's Comedy	30	2.1	7	195	26.8	1.1	180	1.3	121	0.9	213	0.2	356
Cisco Kid	21	2.1	10	195	15.7	1.1	180	1.1	144	1.5	134	1.6	150
Cover Story	55	2.1	9	195	58.5	0.9	218	0.5	273	1.8	109	0.2	356
Cross Wits	29	2.1	9	195	14.7	1.3	149	0.5	273	0.4	310	0.8	210
Dancin' to the Hits	77	2.1	7	195	57.7	1.2	158	1.0	166	1.5	134	0.8	210
Dream Girl USA	101	2.1	6	195	77.8	1.2	158	0.8	202	1.9	101	1.1	187
Ent Tonight R30	11	2.1	9	195	18.7	1.1	180	0.5	273	0.2	364	0.1	397
Ghostbusters	72	2.1	8	195	72.0	0.5	295	0.2	374	2.1	89	5.8	27
The New Hot Tracks	19	2.1	8	195	29.6	1.1	180	0.7	225	1.9	101	1.0	194
Ironside—Raymond Burr	7	2.1	9	195	12.2	0.7	245	0.3	337				
My Little Pony	110	2.1	10	195	85.8	0.5	295	0.2	374	0.7	242	6.1	21
New Wilderness	83	2.1	13	195	54.0	0.9	218	1.1	144	0.7	242	0.9	201
Super Chargers	32	2.1	6	195	30.5	0.6	262	1.5	91	1.8	109	0.4	299
S.W.A.T.	10	2.1	8	195	13.9	1.2	158	0.7	225	1.3	156	0.8	210
At the Movies	88	2.0	7	211	71.7	1.3	149	1.1	144	1.3	156	0.6	255
Batman	29	2.0	9	211	23.3	0.7	245	1.0	166	2.1	89	3.2	80
Big Valley	38	2.0	8	211	26.3	1.1	180	1.0	166	0.6	263	0.6	255
Carter Country	14	2.0	7	211	12.9	1.2	158	1.1	144	1.8	109	1.4	165
Dallas	44	2.0	8	211	29.3	1.4	126	0.6	244	0.9	213	0.6	255
Get Along Gang	63	2.0	10	211	59.2	0.4	334	0.3	337	1.4	148	5.9	26
Gilligan's Island	36	2.0	8	211	25.4	0.9	218	0.7	225	1.7	120	2.5	105
Hollywood Closeup	33	2.0	7	211	33.8	1.2	158	1.1	144	1.0	187	2.2	118
I Love Lucy	54	2.0	9	211	57.1	1.4	126	0.6	244	0.8	225	1.3	174
More Real People	22	2.0	9	211	18.4	0.9	218	0.8	202	0.5	279	0.8	210
Mork and Mindy	46	2.0	7	211	39.9	1.0	198	0.7	225	1.9	101	2.3	111
Muppet Show	75	2.0	14	211	41.6	0.7	245	0.6	244	1.1	180	4.3	48
Popples	67	2.0	12	211	63.3	0.3	362	0.3	337	1.2	167	6.4	18
Puttin Hits Rpt	12	2.0	9	211	9.9	1.4	126	0.5	273	2.0	94	2.2	118
S Carolina Ftbl Hi-Lts	5	2.0	9	211	2.2	0.9	218	1.5	91	1.0	187	0.3	328
Waltons	41	2.0	9	211	28.0	1.3	149	0.6	244	0.7	242	0.9	201

Source: NSI (Cassandra), ranked by household ratings.

## NATPE PREVIEW

**NATPE** (from page 168)

are Buena Vista's *Win, Lose or Draw*, which has already wrapped up stations in New York, Los Angeles and Chicago and is hosted by Bert Convy. The celebrity-driven comedy game show was created by Burt Reynolds, who is executive producer and has committed to 50 episodes as a celebrity player.

Also new is *Words and Music*, a music game strip, from Program Partners, for a start this month; *Can You Top This?* comedy/game show based on the popular radio program of many years ago, from ABR Entertainment, which is looking to start the shows this month or the next; and 20th Century Fox's *Secrets and Rumors*.

One game show which is looking specifically a fall late-night spot is *Late Night Lotto*, from ITF Enterprises. Offered by cash and a barter minute for national sale, the game show uses letter clues to solve a word puzzle and offers cash to viewer call-in winners. Petry's Fentress views *Lotto* as one of the better late-night ideas in a long time. However, it's recalled that one of the hot new trends of the last NATPE was bingo games including *Banco*, *Bingo*, *Jackpot Bingo*, a home-participation strip from MCATV, *WinAmerica Sweepstakes*, and *\$25,000 Bingo Mania*. Of these, only one, *Bingo Mania*, is currently on the air.

### First-run talk emphasizes 'help'

First-run talk strips which have been introduced sparingly over the past few NATPE conventions, are being spoken of loud and clear at this year's confab. As many as a dozen will probably be presented, including several "help" series—a new development—plus a large number of the more traditional types of talk shows. Some of the new-found interest regarding the advice series is due to *Ask Dr. Ruth*, (Dr. Ruth Westheimer) which debuts this month on about 100 stations, with almost half being network affiliates.

The half-hour, all-cash strip involves the whimsical and somewhat naughty sex therapist responding to questions phoned in by viewers and from a live audience and centers around celebrity guests. *Dr. Ruth* will continue to appear on the Lifetime cable network, where she hosts an hour show. Close to 60 new episodes are in the can for Lifetime. Ironically, it's recalled that MGM/UA introduced a *Ruth* series at

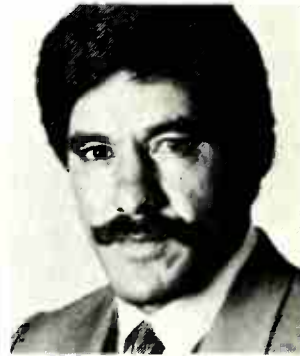
### Blair's "Strictly Confidential"



### Multimedia's "On the Move"



### Tribune's "Geraldo Live!"



### Fries Entertainment's "The Auto Connection"



### Harmony Gold's "Between Us"



### Syndicast's "Slim Cooking"



### Bel Air's "Mr. Romance"



### Group W's "The Wil Shriner Show"





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**King Features' "Ask Dr. Ruth"**



**Coca Cola's "Good Advice"**



**Baruch TV's "Getting in Touch"**

the NATPE convention of several years ago and did not even get a "go." Obviously, her cable success kicked off the King Features new try to get the show on stations.

Most of the stations in the lineup are running the show in late-night or early morning possibly because of the show's frank sexual subject matter. WNBC New York, for example, is airing *Dr. Ruth* at 3 a.m., Monday through Thursday, and at 1 a.m. on Saturdays, after *Saturday Night Live*. The show replaced *Ben Casey* episodes during the week. At WNEV-TV Boston, CBS affiliate, *Ruth* gets a better time period, with the station running the cash-plus-barter minute strip at 11:30 p.m., according to Sy Yanoff, president and general manager, as a lead-in to the half-hour delay of CBS' late-night block. *Ruth* replaced the repeat airing of *Entertainment Tonight*. Originals of *ET* run in access.

Other stations airing *Ruth* include WPHL-TV Philadelphia, which runs the

strip at 11 p.m., and WXON-TV Detroit, at midnight. WPWR-TV Chicago, airs *Ruth* in a primetime slot, beginning at 10 p.m., taking over from *Smash*. In two cases, *Ruth* is airing in the daytime. KPIX-TV San Francisco, airs *Ruth* at 11:30 a.m., and *Ruth* runs at noon on WDCA-TV Washington.

### Fall, '87 starts

Most of the other talk show entries are looking for a fall, 1987 start, mostly as daytime shows, and all are going the cash-plus-one-minute-for-barter route. These half-hours are Viacom's *People in Crisis*, 160 episodes/100 repeats, featuring Dr. Dan Kiley; LBS Communications' *The Group in Session*; *Good Advice With Dr. Joy Browne*, from Coca-Cola Telecommunications, 195/65. For *Strictly Confidential*, a series set in a group therapy session. Dr. Susan Forward is host, and each session is a re-enactment of a case file from her records. There's also *Getting in Touch With Dr. David Viscott*, from Baruch TV Group and Von Soosten at Katz notes that it's conceivable that stations may combine *Ruth* and another help series as a one-hour block. "I wouldn't be surprised if syndicators will tell stations to team *Ruth* with one of their advice shows. There is a courtroom block, so why not an advice block?" Also, he points out, advice series can be combined with *Donahue* or with *The Oprah Winfrey Show* as a two-hour block for daytime or early-fringe programming.

Other new talk strips encompass such subjects as cooking: *Slim Cooking*, from Syndicast Services, featuring Richard Simmons; advice on romance, via Bel-Air's *Mr. Romance*; aerobics, reruns of *The Richard Simmons Show*, from Family Entertainment (for January or February start); comedy, *Breakfast in Beverly Hills*, from Arlington Television Sales (April start); and *The Wil Shriner Show*, a one hour talk/entertainment strip from Group W Productions. The show includes on-location segments.

Other talk strips: *Geraldo Live*, one-hour program from Tribune Entertainment; and *Strange Paradise*, re-packaged gothic mysteries from a series in syndication in 1960s and 1970. HRP's McCarthy believes that the talk show acceleration in numbers being introduced is possibly triggered by the success of *Winfrey*. *True Confessions*, the other fall entry strip from King World, has been dropped because of poor ratings.

*Winfrey*, as reported in the Nielsen metered markets, is setting a strong pace in first-run, drawing especially good ratings on ABC affiliate WXYZ-TV Detroit and on KABC-TV, ABC-owned



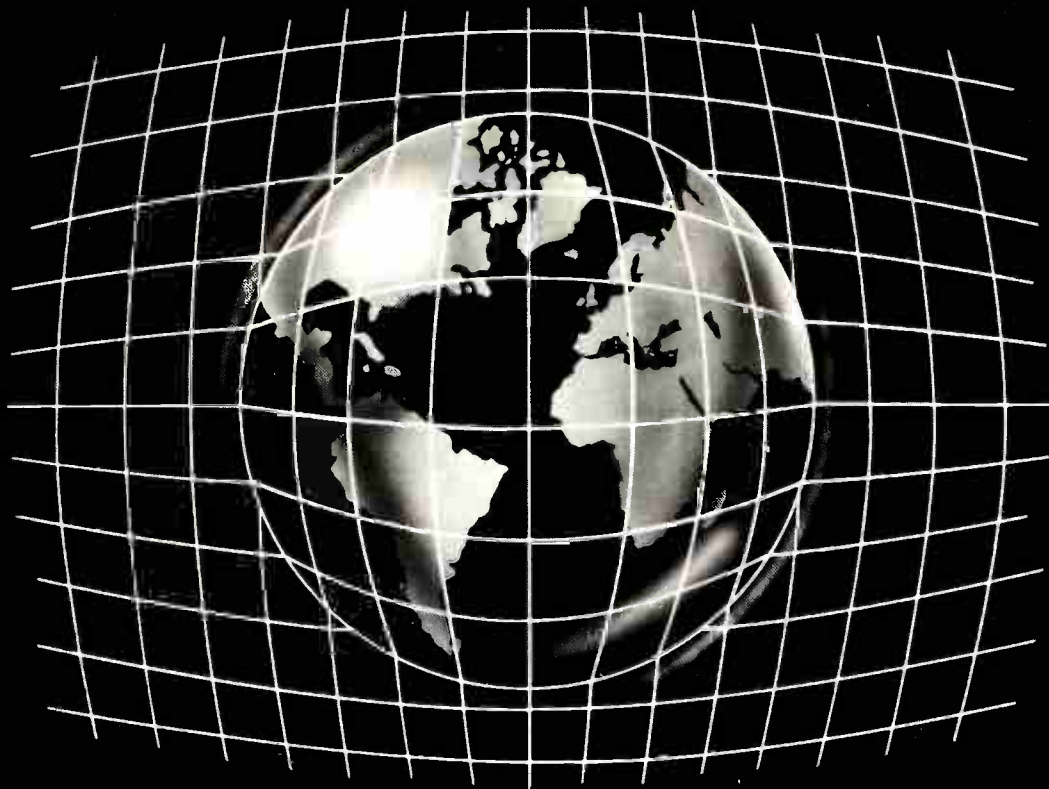
**TPE's "Runaway with the Rich & Famous"**



**New Century's "Photoplay"**



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## NATPE PREVIEW

station in Los Angeles. In the Nielsen weekly report ending December 21, the show was ranked Number 9 and got a 6 rating on 135 stations, representing 92 per cent of the country.

### Morning block

*Winfrey* and *Donahue* are played back to back at WUSA-TV Washington, as a two-hour morning block, from 9–11. Hank Price, program and marketing director of the CBS affiliate, says *Winfrey*, since its debut in the fall, is picking up some of *Donahue*'s shares and doing well. And KW is so bullish on *Winfrey* that it has already made renewal deals at substantially higher fees with many stations and is upgrading the show to early-fringe, when the HUT levels are higher than in the morning, similar to what Multimedia did with *Donahue* a few years ago.

Among those signed for renewals of *Winfrey* for early-fringe airing are KDKA-TV Pittsburgh, WTMJ-TV Milwaukee, WSB-TV Atlanta and WJXT-TV Jacksonville, plus all the ABC-owned stations except WLS-TV Chicago. KW's proposed strip, *The Tony Orlando Show*, is just completing a two-month test at WDIV(TV) Detroit, where, notes Petry's Fentress, its performance is "competitive" with other programs in the daytime in the market. If the test does well, it may be introduced at NATPE as a fall airing possibility.

In any case, with both *Winfrey* and *Donahue* out of the daytime picture in several markets, McCarthy at HRP, says that it brightens the picture for new talk shows to break into the arena. "It's not inconceivable that a station will have two or more talk shows in a market in the daypart."

Still other talk shows looking for a fall berth are *Parole Board*, court show from Coca-Cola Telecommunications, and *Comedy Court*, coming out of Bel-Air Program Sales; *On Parade* from Turner Broadcast Sales; and New Century's *Teleplay*, both magazine shows. *Court*, basically designed for late-night, is seen by Petry's Fentress as having potential on the basis of the pilot. Late night for first-run talk shows and for other genres has become especially important recently since the debut of both *The Late Show Starring Joan Rivers* and *Nightlife With David Brenner* this season. *Rivers* is doing well, after an initial drop-off, getting higher numbers in many instances than the programs carried pre-*Rivers*, says Fentress of Petry. The jury is still out on *Nightlife*, which is getting poor time periods in some markets.

### World Events; "Vytor"



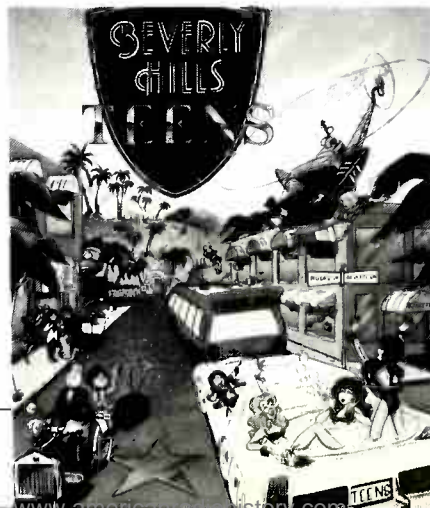
Claster's "Jem"



### JM's "Kids Are People Too"



### Access' "Beverly Hills Teens"



Lorimar Telepictures' "Gumby"



Worldvision's "Alvin & the Chipmunks"



Access' "U.S. Space Force"



Claster's "Air Raiders"



## Glut of kidvid depresses ratings

There won't be any shortage of animation newcomers looking for a fall, 1987, berth, and this is not exactly being looked at as good news by stations and reps alike. This year's ratings for most of the kids' shows wound up quite low in the November books, and reps are saying that they were due primarily to one word—glut—which they see as portending similarly dismal numbers for the same reason for many of the 1987-88 announced offerings. In this current season, reps point out, most of the animated kids' shows are getting ratings of between 1 and 2, including both the season's newer vintage such as *Adventures of the Galaxy Rangers*, *My Little Pony and Friends*, *Defenders of the Earth*, *Ghostbusters*, *Centurians* and *SilverHawks*, as well as the older series.

The only new animated strip showing any vitality at all is *The Smurfs*, which, according to Petry's Fentress, racked up a 3.5 rating in the Nielsen fast weekly report for the week ending December 14. The only other animation series to approximate those figures were *G.I. Joe*, with a 3.7, and *The Transformers*, with a 2.8, notes Fentress. In total, 47 kids' strips are currently being offered, according to MMT Sales Syndicated Program Guide, including two different *Bugs Bunnys* and two different *Popeyes* from various distributors.

Petry's Fentress says the poor numbers indicate that animation and kids' programming in general have taken a bath in the fourth quarter. "It's not that the quality of the shows are bad, it's that the market is glutted with kids' programming." Katz's von Soosten agrees that the market is saturated with kids' shows but adds that most of the first-run strips are vying for an afternoon time slot, pitting the programs against each other, in markets where at least two indies are competing for the kid audience.

Von Soosten adds there just aren't enough time periods to support all the kids' shows, so there will be a falling out of those that can't get good clearances. "Everybody wants 3-5 p.m., not 7-9 a.m." The volatile nature of kids' business was already felt in the 1985-86 season when a number of sci-fi strips entered the marketplace, with only a few escaping the fallout. The kids' wave of the future, according to the consensus from reps, is tied more to series with strong character appeal and comedy than to the hard-action robotic programs tied to toy manufacturers.

### Columbia's "The Real Ghostbusters"

### Worldvision's "Snorks"



### ABR's "Kid's Crosswits"

### World Events' "Saber Rider"



### Lorimar-Telepictures' "The Comic Strip"



### MCA's "Bionic Six"

### Access' "Tiffany Blake"







# SIMON



*"There's something special about the light and shadow, the texture of film."*

*David L. Simon is Vice President, Programming, for Fox Television Stations Inc., and current President of the National Association of Television Program Executives.*

"I was a television baby. Like a kid in a candy store, there was just never enough. I knew exactly what was on at any given time of day. My biggest treat was to play hooky from school, so I could watch the game shows and 'I Love Lucy' during the day.

"My job with Fox involves working with our independent television stations in a variety of areas. Together we shape and mold their schedules by determining the best possible product to acquire for the individual market. It's a business of teamwork—nobody has all the answers—and that's what I like most about it.

"The business is centered around creating and maintaining good relationships. Our goal is to build each Fox station into the leading television station in its respective market, so that top producers and distributors will bring their products to Fox first. One

thing is certain; you must be open to innovations.

"There's an intensity to this industry which brings out people's dedication and commitment—I don't know anyone who works a 'normal' eight-hour day. There's no such thing in the station business. For me, the work is exhilarating and satisfying. It's an exciting time to be in this business, representing a major force in the industry.

"Fox Television Stations is the largest group of independent stations in the country. Programming for independent stations is very different from that of a network affiliate, in that we must acquire and schedule 24 hours a day. We're in the sitcom business, the children's business, the news business and, of course, the movie business.

"We are also very excited about the new Fox Broadcasting Company, a satellite-delivered national program service for independent stations. In addition to 'The Late Show Starring Joan Rivers,' FBC will provide us with two nights of prime time programming in March, with plans for an additional night each successive year.

"We're going after 'network quality' programming, and so often that means originating on film. There's

something special about the light and shadow, the texture of film. Tape is fine when you want that 'live' look. Something that's going to look like a play. But when it comes to a work of art, which movies and many television programs are, it's important that you have the depth and feeling on film. I can't imagine 'Casablanca' being shot on tape. If you look at the successful television programs, so many of them were shot on film. I have a love affair with film. It's warm, it's comfortable to watch."

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**Eastman film:  
Images from Innovation.**

However, this is not to say that the "soft" shows have been spared from the downward kids' audience level, with those newly introduced experiencing much the same fate as the hard-action type. Only *Smurfs*, as noted previously, appears to have escaped unscathed, of the new entries this fall.

### Announced for fall

When it comes to the fall, 1987, there are already 15 announced kid strips, with about half considered to be in the soft vein, and there are already five kid shows looking for fall, 1988, slots. One "soft" show, LBS Communications' *The Adventures of Teddy Ruxpin*, made its debut in December as an opener of two five-part miniseries from the strip package, while the second five-parter will premiere in April, with repeats of both in July and August.

Other new "soft" kid strips available at NATPE are L-T's *Gumby* (1988) and for this fall are *The Comic Strip* (five different half-hours for vertical or horizontal use); Access Syndication's *Tiffany Blake* and *Beverly Hills Teens*, with a major toy line from Coleco to coincide with the launch of the *Teens* strip; Buena Vista's *Duck Tales*; Claster Television's *JEM*; *Dinosaucers* and *The Real Ghostbusters* from Coca-Cola Telecommunications; and *Ralph T. Rabbit*, from EPY-TV, live action show about a puppet and some of his puppet friends, with singing and humor. In live action, there's *Kids Are People Too*, from JM Entertainment.

*Rabbit* and *Comic Strip* are offered either as a strip or as a weekly half-hour series. Other series new for NATPE are MCA TV's *The Bionic Six*, for weekly airing in April, or as a strip for the fall; *Dynamen*, for a January 1987, start, from Fox/Lorber; Group W's *Bravestarn* and World Events' *Saber Rider & the Star Sheriffs*, both in the cowboy/adventure category; *Spiral Zone* from Orbis; *U.S. Space Force*, from Access; T.E.N.'s *Dan Cougar*. Coca-Cola's Telecommunications' *Karate Kid* is available for a fall, 1988 start, as is 20th Century-Fox's *Small Wonder*, which becomes a strip, from a weekly series.

Weekly animation series are *Kidsongs*, from Orbis, for an April start, plus others for the fall are *Air Raiders* from Claster Television and *Barbie TV Magazine*, information and magazine show for and about kids, and *Captain Power and the Soldiers of the Future*. *Captain Power*, from Mattel Toys Syndication, is being planned as a strip for the fall, 1988. Other strips for 1988 are *Alvin and the Chipmunks*, and *Chuck Norris* from Worldvision, as well as *The Snorks* (off NBC); and World Events *Vytor*.

*Vytor* already has commitments in 10 of the top 25 markets, including the TVX Broadcast Group, plus other stations, representing a clearance of 20 per cent of the country. Stations signed are WTAJ-TV Philadelphia, WKBD-TV Detroit, KTXH-TV Houston, and the two Koplar outlets, KPLR-TV St. Louis and KRKB-TV Sacramento, among other licensees.

Also being offered is a package of 10 new premiere two-hour movies, *Hanna-Barbera's Superstars 10*.

Sameness is another contributing factor for the poor showing of new entries, speculates Bjork, at Seltel. "The new shows are not distinctive. Robot shows are duplicated, so there is no room for all the same type of series to be successful." Also, she points out, new startup indie stations are airing kids' product, diluting the audience. In Houston, for example, three or four stations went into kids this year. It once was a two-station market. In Philadelphia, Miami and Chicago, the new Grant Broadcasting stations all entered the kids' arena the past fall, which possibly contributed to accelerating Grant's Chapter 11 bankruptcy filing, according to observers. "There was simply too much kid competition for them to make the time periods pay off," notes one rep, who didn't want his name mentioned.

For competitive reasons, stations made changes quickly in kids' programming, pulling, shifting and adding programs in wholesale fashion even as the season got into full swing. In New York, for example, both WPIX(TV) and WNYW-TV not only made changes in September but revised their lineups a few times in the month or two after. On WPIX, *Smurfs*, *Ghostbusters* and *Galaxy Rangers*, were the new kids' shows for September, but *Rangers* and *Smurfs* were shifted in October, while in November, *Rangers* went into a morning slot after an afternoon berth, and *Smurfs* and *Transformers* were moved as well. WNYW shifted *Defenders* from an afternoon slot to an early-morning time period, with *SilverHawks* moved up a half-hour in the afternoon.

Another development at stations regarding programming is that some are stocking up on the kids' shows as backup product in anticipation of poor showings. Carol Hanley, program director at KCOP-TV Los Angeles, admits she's grabbing up more kids' shows than there are slots to fill, a move she claims is a protective rather than a defensive measure. She says she made the purchases mostly because they enable the station to rotate its shows and to keep the station's programming fresh, rather than because "we were trying to

keep the kids' shows away from our competitors."

At WLVI-TV Boston, Victoria Gregorian, program director, says she stocked up on more kids' series than the station can handle at present. The conflict, she adds, is that "it's difficult to pass on some which appear to have promise, so you take as much as you can."

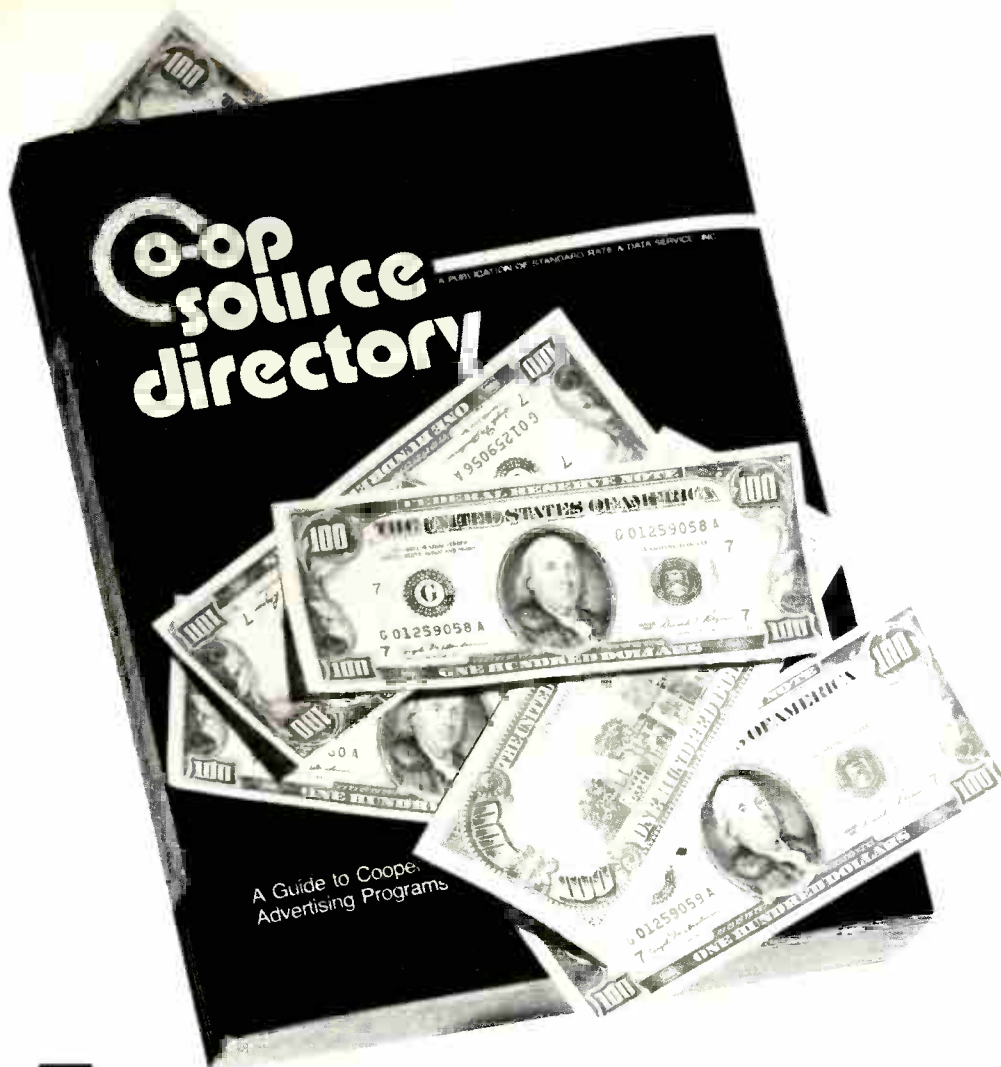
### Interactive shows

One of the interesting new emerging developments in the kids' arena is interactive programming by computer, although its future at this point is up in the air. The initial interactive entry is *Captain Power*, live-action program that will use a computer-animated light beam to activate Mattel toy line characters. And follow-up efforts may be in the works via World Events' *Saber Rider* and *Vytor*. A light beam signal activates the toy so the viewer can score points by shooting at objects on the TV screen with his "power jets." Conversely, the TV screen can "retaliate" by shooting the toy and grabbing points away from the youngster.

Katz's Von Soosten is adopting a wait-and-see attitude on personal computer series. "They have a possibility for clicking, but it's too early to tell if they will represent a trend in kids," says Von Soosten. But Petry's Fentress looks at these kid-participation shows in more questionable terms. Having seen the *Captain Power* pilot, Fentress doesn't believe the series will do well. On the other hand, he adds, its future is uncertain. "It's really very, very risky. The program is one thing, but if the syndicator is placing bets on the interactive portion as driving the show, then perhaps the syndicator should think again. If the show becomes only a gimmick, its longevity with kids will be minimal at best."

Meanwhile, double-running of some of the newer string of strips is becoming more of a trend among indies. *Defenders of the Earth*, for example, is running twice daily on at least four stations. In fact, *Defenders*, *SilverHawks* and *Centurians* were all getting double runs as of the past September. KDAF-TV Dallas-Fort Worth ran *SilverHawks* at 7:30 a.m. and 4:30 p.m. Houston, did likewise. WGBS-TV Philadelphia runs *Centurians* in both the 3 p.m. and 7:30 p.m. slot, one of the few stations airing an animation show in access. While it made some improvement on WGBS, *Centurians* was the first major animated program in Seltel's metered market report in October to be dropped by a major market, San Francisco, where *Centurians* aired on KICU-TV.





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## NATPE PREVIEW

The big double-run story is *Defenders*, which is being run twice daily in four of the metered markets, getting both a morning and afternoon exposure. The stations include KICU-TV San Francisco, KDAF-TV Dallas-Ft. Worth and WATL-TV Atlanta.

### Hours dominate off-network strips

The off-network strips fresh for NATPE this year again continue to be dominated by hours, with half-hours for next season again at a premium. And, as predicted, the glut of hour shows which made their appearance in the current season apparently is taking its toll on ratings, and it's likely that many of the 1987-88 vintage will not fare well either, although a few less off-network shows will be available than this season.

In general, the present hours are performing moderately, notes Petry's Fentress, although *Falcon Crest* is a "failure" *Fall Guy*, he continues, "is being called a failure by some but in other markets is doing moderately. The hour version of *Knight Rider* is not doing as well as the half-hour, and has been a disappointment; while *Magnum P.I.* is doing all right. By and large its numbers are okay but people are disappointed mostly because of the amount of money they paid for it."

As far as next season's rerun hours are concerned, another dozen or so will look to make the grade, including two by MCA TV—*The A Team* and *Simon & Simon*. Four from Coca-Cola Telecommunications, *Ripley's Believe It or Not* (available as a half-hour as well), *Riptide*, *Crazy Like a Fox* and *T. J. Hooker*, promise another hard-fought battle, mostly in early fringe, among indies.

Some stations, obviously seeing the writing on the wall, are expected to delay running their purchases, depending on the competition and their need in the market, says one rep. Other rerun hours set to debut next season are *V*, a miniseries from Warner Bros.; three shows from MTM, *St. Elsewhere*, *Hill Street Blues* and *Remington Steele*, and two from Colex, *Father Murphy* and *Hardcastle and McCormick*. *Hardcastle* is the once-per-week version offered by barter, and stripping episodes start the following season, it's pointed out.

Actually, *St. Elsewhere's* marketing is up in the air as of presstime, but it's rumored that the program may go weekly to start on a 52-week basis.

HRP's McCarthy believes the *St. Elsewhere* marketing plan would be a good move. "They don't want to bring it in as a strip to an already flooded marketplace. What may happen is that syndicators with some of the hours which have not been getting a substantial number of clearances or high ratings may follow suit with their upcoming hours.

"What has to be understood is that all the three networks aren't doing well in some time periods and talking about reducing compensation, so it's not inconceivable that syndicated quality programming in the hour form could be used as a once-per-week primetime preemption. This would be a start to proving the worth of the series in syndication, if it does well. Right now the syndicators can't sell hours for money, marbles or chalk."

### Half-hours

In half-hours, only six represent the 1987-88 crop, and four are distributed by Coca-Cola Telecommunications—



Paramount's "Family Ties"



Warner Bros.' "V"



Warner Bros' "Scarecrow & Mrs. King"

Colex's "Father Murphy" Columbia's "Ripley's"



Columbia's "T. J. Hooker"



Victory's "Remington Steele"



Paramount's "Cheers"



Victory's "St. Elsewhere"





three sitcoms, *Family Ties*, *Cheers* and *Punky Brewster*, the last which is being sold with 44 first-run episodes, plus *Ripley's Believe It or Not*, which is also offered in a one-hour version. Fentress at Petry predicts a broad audience for *Cheers* and *Family Ties*, while *Brewster's* audience will be more specialized, encompassing mostly younger people, he says.

As for *Believe it or Not*, Fentress sees it as "a toughie." Other half-hours coming on the scene next season will be two colored versions of past series. *Henneseey*, TV series which aired on CBS from 1959-62, is being syndicated by Hal Roach Studios, and there's Four Star's *Wanted Dead or Alive*, starring Steve McQueen. If the *McQueen* series, 94 episodes, does well, Fentress sees a slew of westerns galloping into next year's NATPE.

As for 1988-89, there will be *Webster*, from Paramount Television; *Night Court*, from Warner Brothers, in a five-year deal; MTM's *Bob Neuhart*; and *The Coby Show*, from Viacom.

The half-hour sitcom strips which went into syndication the past fall, *Facts of Life* and *Silver Spoons*, are both faring well, note the reps. *Facts of Life* showed exceptionally strong ratings in the Nielsen overnights in October, topping the previous October, 1985, entry on 10 of the 14 stations tracked in the report.

Also, as aired on 11 indies and one affiliate, WPLG(TV) Miami, Post-Newsweek ABC outlet, where it runs at 4 p.m., after *General Hospital* and beats its competition, *Life* improved its lead-in 10 of 11 markets. In one case, *Spoons* was bought by KTVU(TV) San Francisco last fall, but was not triggered this season, notes Carolyn Klas, program director, because of a tight schedule and for budget considerations. Plans call for the off-network *Spoons* to run first, followed by the new episodes, she says. *Cheers*, also bought by KTVU(TV), will be run in early-fringe next year, according to Klas.

In some instances, both *Spoons* and *Life* sitcoms are being double-run in early fringe and in several cases are getting good numbers in that form as well. WDZL-TV Miami runs *Silver Spoons* at 5:30 and at 7 p.m. and in both time slots is doing better than its previous occupants, *Bewitched* and *Kojak*, respectively, says Michael Stopnick, program manager. The 7 p.m. *Spoons* is used as counterprogramming against WCIX-TV's *M\*A\*S\*H* and WBES-TV's *The Jeffersons*, and to affiliates' game shows and network news. *Spoons* is run sequentially, says Stopnick.

KTTV(TV) Los Angeles has been running *Facts of Life* at a back-to-back sitcom, from 5-6 p.m. Don Tillman,



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MCA-TV's "Home Shopping Game"



Lorimar Telepictures' "VTV"

program director, says that the episodes are run in chronological order, similar to *Brady Bunch*, which aired a few years ago on the station. *Facts of Life* registered a 4.8 at 5 p.m. in recent overnights, besting its lead-in, *ThunderCats*, by nearly as much as two-to-one at times as well as and indie competition and KCBS-TV's news.

But one of the major ongoing stories regarding half-hour sitcoms is *The Cosby Show*, which is certain to get a large share of talk on the convention floor, although Viacom, its distributor, will not actively sell the series at its booth. "In a way it will be conspicuous by its absence," notes one of the reps. Viacom's explanation for not pitching the series at NATPE is that the selling requires a special presentation on a market-by-market basis.

Six markets have been closed for *Cosby*, which got at least its minimum bid price in all six, according to a Viacom spokesman, and Viacom was looking to Tampa, at presstime, as the seventh to acquire the show. The syndicator will continue its rollout after the NATPE hiatus, at a four-to-five market per week clip. The selling of *Cosby* is expected to be completed as anticipated, in a time frame of 15 months.

What *Cosby* does and the way it's being presented, as a network show, may set an industry trend, with other syndicators selling their hot properties in a similar way. McCarthy at HRP says that the high prices gotten by *Cosby* will affect marketplace prices of other off-network sitcoms offered for syndication. "Stations would be very wise if they tried to make arrangements on any of the other sitcoms being made available in their marketplace before *Cosby* is offered there. If you buy a sitcom before *Cosby*, the price will be a little more reasonable than if the show is bought after *Cosby*, because *Cosby* will influence the marketplace's prices upward."

### Home shopping shops for outlets

Home shopping, in one form or another, may very well find a home at the NATPE convention and may expand to large-scale proportions both as a program and as a TV service. Two major syndicators, Lorimar-Telepictures, which opened the gate for the concept among syndicators, and MCA TV will offer home shopping entries. Home shopping plans by a third syndicator, LBS Communications, have been

dropped, however. In addition, non-syndicator companies will be looking to sell stations directly on home shopping or scouting for deals with syndicators at the convention.

The Lorimar-Telepictures program, *Value Television*, being launched this month in a co-venture with the Fox TV Stations and Horn & Hardart, has a current clearance of 84 stations, covering 68 per cent of the country, of which 94 per cent are affiliates, excluding the Fox stations. Affiliates include CBS stations WJBK-TV Detroit, WJW-TV Cleveland, WAGA-TV Atlanta, KSL-TV Salt Lake City, KOIN-TV Portland and WISH-TV Indianapolis. The hour strip will run mostly in the daytime at 9, following CBS' one-and-a-half hour new morning block. VTV will premiere in New Orleans at 9 on WDSV-TV on January 19.

VTV has sold well enough for L-T to pitch a separate four-hour overnight shopping service. As for the daytime VTV, outlets will get a 5 per cent commission on merchandise sold in their market. Terms call for a cash license fee, and stations get 12 minutes for local sale. But beginning in 1987-88, L-T will take two minutes for barter.

Production budget on the show is said to be \$7 million annually, and estimates are that VTV will average a 3 rating, although no guarantee arrangements are involved. VTV is being pushed as an entertainment program with a soft sell and is hosted by Alex Trebeck of *Jeopardy!*

MCA TV's home shopping show, *The Home Shopping Game Show*, is a half-hour strip that combines both game and home shopping aspects, with Jerry Shaw, *Hollywood Squares* director, doing likewise on the home shopping game show. The strip is the opening bell in MCA's partnership with the Home Shopping Network and Kragen & Co. And, according to Shelly Schwab, MCA TV Enterprises president, another show will be forthcoming soon by the principals.

The Home Shopping Network, which owns 10 fledgling UHF outlets in major markets, will not air the game show because the series is aimed at attracting outlets which have higher viewing levels. *The Home Shopping Game Show* will also have a revenue-sharing arrangement, but will be offered by barter. Details of both were not released, as of presstime. Co-hosts of the series are Bob Circosta, a host on HSN, and Dean Goss, from *Let's Make a Deal*. MCA Enterprises will sell both the barter time and will clear stations on the series, which will debut in the fall.

In the case of LBS, it had planned to enter home shopping, along with Gold-



en West Productions/Telstar, via a co-venture deal with Shopping Channels Inc. and Consolidated Stores Corp., founders of a 24-hour service, Shopping Line, which was running on about a dozen stations, including WNYC-TV New York. WNYC-TV had been airing the shopping service from 11 p.m. to 1:30 a.m. since late October, when the service became operational. But the service began to lose ground when WNYC-TV indicated plans to pull the program.

Another factor in the demise of what was designed to be a full-fledged syndication program, is that LBS, which was to buy the service, along with its partners, and the founders couldn't agree on terms. Would-be syndication players include Shop Television Network; The Sweepstakes Channel, owned by Digest Publishing; Video Shopping Productions; and Entertainment Marketing Inc., which will all have exhibition space or a presence at the convention. At STN, its show, *Better Shopping by STN*, actually premiered in October on KSCI-TV Los Angeles, but was pulled off the air because it wasn't getting the ratings anticipated. But the series, which was hosted by Pat Boone, was on a UHF, explains Michael Rosen, chairman and president of STN, and he is now targeting for a higher class of independent stations and/or affiliates and is seeking a syndication deal with distributors. The network offers 5 per cent revenue-sharing and six local minutes an hour. *The Sweepstakes Channel*, originally geared for cable, is being tested as a two-hour pilot on a dozen TV stations instead, according to a spokesperson at SC. Here, too, the principals are talking to syndicators on a possible distribution deal. SC consists of interviews with authors and editors and concentrates on direct marketing of magazines and books.

The Denver-based Video Shopping Productions plans to do its own distribution on five half-hour shows but is talking to two syndicators about possible syndication, notes Steven Cohen, president of VSP. One of the Shows to be offered at NATPE is *Wheel and Deal*, a game show with a computer-generated electronic set composited into the finished program. The four other programs are of the magazine type, says Cohen. Entertainment Marketing's NATPE contribution will be offering segments of its long-form cable-based Consumer Discount Network for commercial TV station use. EM already airs a program, *Consumer Discount Auction*, in half-hour and one-hour forms on 77 stations. Other NATPE exhibitors in home shopping will include the Financial News Network, which will shop for broadcast outlets to carry its TelShop Service. □



LBS' "Music Machine"



Blair's "Fan Club"

## Proposed first-run half hour strips

Program	Distributor	Eps. Orig/rep.	Terms	Barter Time
<b>Winter-spring 1987</b>				
Can You Top This?	ABR	105/105	Cash	
Mix and Match	Family Entertainment	180/80	Cash or Barter	
Split Second	Viacom	130/65	Cash	
Photoplay (3/86)	New Century/ A. Landsburg	105/25	Cash	
Words and Music	Program Prtnrs	45/20	Cash	

## Fall 1987

Comedy Courtroom	Bel-Air	160/100	Cash + +	1:00N/5:30L
Dream House	TEN	195/65	Cash + +	1:00N/5:00L
Force III	Orbis	TBA	TBA	
High Rollers	Orion	195/65	Cash + +	1:00N/5:30L
Home Shopping Game	MCA-TV	260/0	Barter	2:30N/4:00L
Honeymoon Hotel	Access	TBA		
Late Night Lotto	ITF	260	Cash + +	1:00N/5:00L
Match Game	Coca Cola TV	195/65	Cash + +	1:00N/5:30L
Parole Board	Coca Cola TV	95/65	Cash + +	1:00N/5:30L
Salem's Children	Group W	260	Cash + +	1:00N/5:00L
Secrets & Rumors	20th Centry Fox	90/40	Cash + +	1:00N/6:30L
Strictly Confidential	Blair Ent.	195/65	Cash + +	1:00N/5:30L
Trivial Pursuit	Worldvision	TBA	TBA	
Truth or Consequences	Lorimar-Tele	170/90	Cash + +	1:00N/5:30L
Win, Lose or Draw	Buena Vista	185/75	Cash + +	1:00N/5:00L

## Proposed talk/magazine

Program	Distributor	Eps. Orig/rep.	Terms	Barter Time
<b>January 1987</b>				
Ask Dr. Ruth (30min)	King Features	130/130	Cash + +	1:00N/5:30L
VTV (60min) (C)	Lorimar-Tele	260/0	Cash*	

## Fall 1987

Between Us (30min)	Harmony Gold	195/65	Cash	1:00N/5:00L
Geraldo Live! (60min)	Tribune	230/30	C + + + +	2:00N/12:00L
Getting in Touch (60min)	Baruch TV Group	210/50	C + + +	1:30N/12:30L
Good Advice (30min)	Coca Cola	195/65	Cash + +	1:00N/5:00L
Barbara Mandrell (60min)	LBS/Dick Clark	195/65	C + + + +	2:00N/11:00L
Mr. Romance (30min)	Bel-Air	160/100	Cash + +	1:00N/5:30L
On The Move (30min)	Multimedia	195/65	Cash +	1:00N/5:30L
On Parade (30min)	Turner Prog.	260/0	Cash +	:30N/6:00L
Slim Cooking (30min)	Syndicast	195/65	Cash +	:30N/6:00L
Wil Shriner (60min)	Group W	195/65	Cash + +	1:00N/5:30L

\* Cash Deal Jan-August. September '87—52 weeks becomes a Cash +; 2:00N/12:00L. Five percent commission to station of sales generated in their market.  
Source: Katz Programming



## Proposed new first-run weekly sitcoms

Program	Distributor	Eps. Orig/rep.	Terms	Barter Time
<b>January 1987</b>				
Charles in Charge	MCA-TV	26/26	Barter	3:00N/4:00L

### April 1987

Allo, Allo	Lionheart	17/9	Cash	
Three Apartments*	D. L. Taffner	44/75	Cash + + +	1:30N/5:00L

\* Syndicator requires a two-and-a-half-year commitment.

### September 1987

Bustin' Loose	MCA-TV	26/26	Barter	3:00N/4:00L
Goucho & Me	ITF	24/24	C + + +	1:00N/5:00L
Life's a Banquet	M&M Syndication	26/26	Barter	3:00N/3:30L
Marblehead Manor*	Paramount	24/24	C + + +	1:30N/5:30L
New Monkees	Colex	26/26	Barter	3:00N/3:30L
Out of This World*	MCA-TV	24/28	C + + +	1:30N/5:30L
Punky Brewster**	Coca-Cola	44/Neg	Cash + +	1:00N/5:30L
Suddenly Sheriff*	Lorimar-Tele	22/30	C + + +	1:30N/5:30L
Temporarily Yours	ITF	24/24	C + + +	1:30N/5:30L
That's My Mama Now	Columbia	22/30	C + + +	1:30N/5:30L
We Got It Made*	MGM/UA	24/24	C + + +	1:30N/5:30L
You Can't Take It with You*	LBS	22/28	C + + +	1:30N/5:30L

\* NBC O & O deal closed. \*\* Purchased as part of off-network strip deal, barter for one year only, once a week.

## Proposed children's programs

Program	Distributor	Eps. Orig/rep.	Terms	Barter Time
<b>Spring 1987</b>				
Bionic Six	MCA	22/2	Barter	2:30N/4:00L

### Fall 1987

Abra Kadabra	M&M Syn.	26/2	Barter	3:00N/3:30L
Barbie	MTS	42/2.5	Barter	2:30N/4:00L(D)
Beverly Hills Teens	Access	65/8	Barter	2:30N/4:00L(D)
Bionic Six	MCA	78/7	Barter	2:30N/3:30L(B)
Bravestarr	Group W	65/8	Barter	2:00N/4:00L(B)
Captain Power	MTS	65/8.8	Barter	2:30N/4:00L(D)
Comic Strip	Lorimar-Tele	65/12	Barter	2:30N/3:30L(B)
Dinosaucers	Columbia	65/8	Barter	2:30N/3:30L(B)
Duck Tales	Buena Vista	65/8	Barter	2:30N/3:30L(B)
Jem	Claster	75/7	Barter	2:00N/4:00L(C)
Monster Band Takes a Stand	JM Entertainment	26/2	TBA	TBA
Real Ghostbusters	Columbia	65/8	Barter	2:00N/4:00L(F)
Saber Rider and the Star Sheriffs	World Events	65/8	Barter	2:00N/4:00L

Source: Katz Programming

Teddy Ruxpin	LBS	65/8	Barter	2:30N/3:30L(B)
Tiffany Blake	Access	65/8	Barter	2:30N/4:00L(D)
U.S. Space Force	Access	65/8	Barter	2:30N/4:00L(D)

Source: Katz Programming

## January 1988

Woody Woodpecker	DFS	113/2.3	Barter	Negotiable
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## Fall 1988

Alvin and the Chipmunks	Lorimar-Tele	65/12	Barter	2:30N/3:30L(B)
Gumby	Lorimar-Tele	65/8	Barter	2:00N/4:00L(F)
Karate Kid	Columbia	65/8	Barter	2:30N/3:30L(B)
Snorks	Worldvision	65/8	Barter	2:00N/4:00L(F)
Vytor	World Events	65/8	Barter	2:30N/3:30L

(A) 5 runs first two years; unlimited runs year three. (B) In 4th quarter the split is 2:00N/4:00L. (C) Strip will include 49 new episodes plus the 26 from Spring 1986 weekly play. (D) In 4th quarter split is 2:00N/4:30L. (E) Beginning in 1987-88 season straight + cash. (F) Contains a mixture of Off-Network and First-Run episodes. NOTE: Each + indicates 30-second distributor commercial.

## Proposed first-run hour weeklies

Program	Distributor	Eps. Orig/rep.	Terms	Barter Time
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### Winter 1987

Ten Pin Alley	Innovative	13	Barter	5:00N/7:00L
Top of the Pops	T.E.N.	26	C + B	2:00N/10:00L

### Fall 1987

All New Record Guide	M&M Syn.	42/10	Barter	6:00N/6:00L
American Bandstand	LBS	46/6	Barter	6:00N/6:00L
Friday the 13th: the TV Series	Paramount	26/26	Barter	6:00N/6:00L
Star Trek: the Next Generation	Paramount	26/26	Barter	7:00N/5:00L

## Current first-run hour weeklies

Program	Distributor	Eps. Orig/rep.	Terms	Barter Time
Beyond 2000	All American	52/0	Barter	5:00N/7:00L
Classic Country	Genesis	91/Neg	Cash	
Dempsey & Makepeace	Viacom	19/38	Cash	

## Future off-network half-hours

Program	Distributor	Episodes	Runs	Yrs	Terms
Cheers	Paramount	121	6-10	3.3-5	Cash
Down to Earth	Lorimar-Tele	104	6	4	Cash

Source: Katz Programming



Family Ties	Paramount	124	6-10	3.3-5	Cash
I-40 Paradise	All-American	130	6	4	Cash
Punky Brewster	Columbia	88	6	4	Cash
Ripley's (30 Min.)	Columbia	120	Unl	7	Cash

## 1988

Cosby Show	Viacom	125+	7-9	3.5-5	Cash
Hennesey	Outlet	96	5	3	Cash
It's A Living	LBS	100/27-ON	6	4	Cash
Kate & Allie	MCA-TV	96	6	3.5	Cash
*Love, American Style	Paramount	100	TBA		TBA
*Mr. Belvedere	Fox	48	TBA		TBA
Newhart	MTM	120	6	5	Cash
Night Court	Warner	101	8	5	Cash
9 to 5	Fox	85/33-ON	6/4		TBA
*Safe At Home	Turner	110	TBA		TBA
*Still the Beaver	MCA-TV	80	TBA		TBA
Webster	Paramount	100	6-10	3.3-5	Cash
*What's Happening Now	Columbia	131/65-ON	TBA		TBA

## 1989

*Brothers	Paramount	114	TBA		Cash
Charles in Charge	MCA-TV	74/22-ON	6	4.5	TBA
Golden Girls	Buena Vista	88	TBA		TBA
Growing Pains	Warner	110	8	6	Cash
Mama's Family	Lorimar-Tele	100/35-ON	TBA		TBA
New Gidget	Colex	76/32-ON	TBA		TBA
*New Monkees	Colex	102/58-ON	TBA		TBA
*Rocky Road	Turner	100	TBA		TBA
Small Wonder	Fox	90	TBA		TBA
Who's the Boss	Embassy	115	TBA		TBA
*That's My Mama Now	Columbia	83/39-ON	TBA		TBA

## 1990

227	Embassy	44	TBA		TBA
*Valerie	Lorimar-Tele	32	TBA		TBA
*We Got It Made	MGM-UA	96/24-ON	TBA		TBA

## 1991

*Perfect Strangers	L-T	32	TBA		TBA
*You Again	Worldvision	39	TBA		TBA

\* Series not yet in syndication, but we have projected the earliest available dates and the total number of episodes including those committed to for the 1986-87 season.

## Future off-network hours

### 1987

Program	Distributor	Episodes	Runs	Yrs	Terms
A Team	MCA-TV	106/128	6	4.5	Cash
Believe it or Not	Columbia	TBA			Cash

Source: Katz Programming

Cagney & Lacey	Orion	102	6	4.5	Cash
Father Murphy	Colex	35	1.5	1	Barter 5:00N/7:00L
Remington Steele	Victory	TBA			Cash
Simon & Simon	MCA-TV	125	6	4.5	Cash
St. Elsewhere	Victory	156	6	4	Cash
T.J. Hooker	Columbia	90	6	5	Cash
V—10-hour miniseries	Warner Brothers	5	3	5	Cash (A)

### 1988 (tentative)

Hardcastle & McCormick	Colex	65	6	4	Cash
Hotel	TBA	TBA			TBA
Miami Vice	MCA-TV	90	6	4	Cash
Riptide	Columbia	TBA			TBA
Scarecrow & Mrs. King	Warner Brothers	TBA			TBA

### 1989 (tentative)

Murder, She Wrote	MCA-TV	TBA			TBA
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### 1990 (tentative)

Airwolf	MCA-TV	TBA			TBA
Crazy Like a Fox	TBA	TBA			TBA
Highway to Heaven	New World TV	TBA			TBA
Hunter	Cannell	TBA			TBA

(A) Offered as a mini-series in 1986; decision will be made at a later date regarding sales as a series.

## Proposed first run half-hour weeklies

Program	Distributor	Eps. Orig/rep.	Terms	Barter Time
<b>Winter 1987</b>				
Let's Go To the Movies	Program Ptners	13	Cash	
Music Machine	LBS	26/26	Barter	3:30N/3:00L
Runaway with the Rich & Famous	TPE	15/15	Barter	3:30N/3:30L
The Sports Game	Program Ptners	13	Cash	
<b>September 1987</b>				
The Auto Connection	Fries Ent.	24	Barter	2:30N/4:00L
Best of the Best	Blair Ent.	26/26	Barter	2:00N/4:00L
Fan Club	Blair Ent.	26/26	Barter	3:00N/3:30L
Laugh Machine	King World	26/26	Barter	3:00N/3:30L
Rat Patrol	MGM/UA	22/28	B + C	TBA
'Scue Me	Coca-Cola	TBA	TBA	
Sea Hunt	MGM/UA	22/28	B + C	TBA
Six Guns & Saddles	Fries Ent.	26	Cash	
Success Stories	M&M Syn.	26/26	Barter	3:00N/3:30L
Vidiots	Harmony Gold	26/26	Barter	2:30N/4:00L

Source: Katz Programming



tion and then put them into syndication. SuperStation stripping was achieved last season with both *Rocky Road* and *Safe at Home*, and *Rocky Road* is now ready to roll into broadcast with 104 episodes for next fall.

*Safe at Home*, however, won't be syndicated just yet. Petrik explains that there's "so much out there [in syndication]. How much can we do?" *Rocky Road* is being offered, he says, because it's different than other sitcoms in that it was designed to play as a transitional show "between cartoons and family sitcoms," from 5-6 p.m. "It plays more like *Gilligan's Island*, *The Brady Bunch* or *Leave it to Beaver*," he says.

### The Beaver

Speaking of *Beaver*, syndication sales of the first-run version of that sitcom—produced by MCA TV and playing weekly on WTBS—are also on hold. Shelly Schwab, President, MCA TV Enterprises, says, "We've been the victim of our own success. We've been very hot in first-run. We'll get those things [first-run] off the ground and then come back to *Beaver*." The sitcom will be strippable in fall 1988, he notes, when two seasons of *The New Leave It To Beaver* from WTBS will be combined with the 26 episodes of the earlier *Still the Beaver* from The Disney Channel for the syndication package.

Schwab says prior cable runs don't affect viewership significantly once such a sitcom goes into syndication. WTBS, he explains, only has 41 per cent household penetration, and Disney penetration is "almost nonexistent."

### New sitcom strips

Two new off-cable sitcom strips besides *Rocky Road* are being offered at NATPE for fall premieres.

Lorimar-Telepictures is selling 104 episodes of *Down to Earth*, which was the first original sitcom to premiere on WTBS. A Lorimar spokesperson says the show is being offered at "moderate prices" to stations: "We're trying to give them a break so they can recoup their investments." He adds that the series could work sandwiched "between a *Family Ties* and a *Webster* to control audience flow."

George Back, president of All American Television, also promotes the idea of sandwiching an inexpensive, little-known off-cable strip between well-known shows. In his case, All American's Hagen-Menk Entertainment division is syndicating 130 episodes of *I-*

*40 Paradise*, a sitcom which played for three years on The Nashville Network. Back feels it will do well "on a regional basis, in towns on the I-40 belt."

Lloyd Werner, senior vice president, sales and marketing, for Group W Satellite Communications, marketer of The Nashville Network, agrees, noting that *I-40's* best chances for success rest with stations in southeastern states. "It's not a show for major markets," he admits. "One of the reasons we dropped it was that, for us, it was too rural in nature." *I-40*, he continues, appeals to a *Hee-Haw* type of audience—"older and rural"—and should do well in the same markets where *Hee-Haw* achieves its high ratings.

"We produced it [through Cinetel Productions] and we share in the revenues," says Werner. He notes that *I-40* has been off The Nashville Network's schedule since last March: he feels a year is "the least amount of time" that should occur between cable and broadcast windows of any show.

Besides the three new off-cable sitcom strips, a second season of D. L. Taffner's *Check It Out*, off-USA Network, will start this April. This series is entering broadcast one season at a time, following premiere cable windows [*Bizarre* now follows a similar pattern]. This season, 103 stations with 80 per cent coverage carry the sitcom, and David Kenin, USA's senior vice president of programming, says he hasn't heard any negative feedback regarding the dual broadcast/cable runs.

### MTV and BET

Also at NATPE, Viacom is taking renewals for its weekly one-hour *MTV Top 20 Video Countdown*, now seen in 84 markets covering 81 per cent of the country and set to begin its second season in April. The barter show, which runs on broadcast a day after its cable airing, has an unusual sales angle: Ad time is sold solely by MTV's sales force, with the national commercials running in both media.

Viacom will also syndicate three MTV specials. One will definitely be the annual *MTV Video Music Awards*, says Zaleski, with the other two yet to be determined.

While most off-cable fare doesn't advertise its origin point, these Viacom shows depend on the MTV identification to increase credibility and audience.

Conversely, Black Entertainment Television's entry into the syndication field is expected to provide exposure for the network itself, according to Darryl Grayson, BET special assistant to the president. "The ancillary revenue from syndication," he adds, "will

help BET develop more original programming."

BET, exhibiting at NATPE for the first time, offers two series, both available now for airing during the same weeks as their cable exposure: *BET News*, a half-hour weekly show, which premiered on cable in October; and *This Week in Black Entertainment*, which has aired as a one-hour show on BET for the past couple of years but is available in half-hour form to broadcasters.

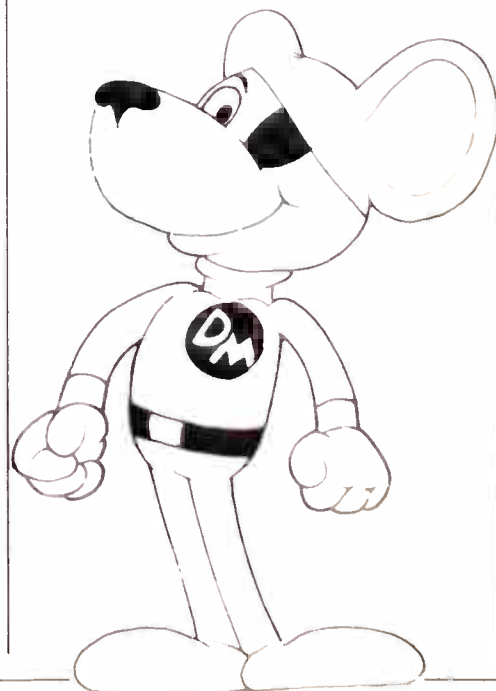
### A test market

Some programs are now going into syndication only because of their success on cable.

*Dangermouse*, which had an exclusive window on Nickelodeon for 2½ years, began a syndication run via Taffner this season. "We signed the check for *Dangermouse* [from Thames Television] three years ago at NATPE," says Geraldine Laybourne, executive vice president-general manager of both Nickelodeon and its Nick at Nite service. "We proved to the broadcast industry that a cartoon like that could survive in the U.S."

"It's encouraging to us that success in cable can lead to success in syndica-

**Taffner's  
"Dangermouse"  
proved his power  
on Nickelodeon  
before venturing  
into syndication.**





HBO's "1st and Ten"

*With Paramount setting the pace, current cable comedies build backlogs to ensure success in later broadcast syndication.*



Paramount's "Brothers"



Paramount's "Hard Knocks"



Viacom's "Gary Shandling"



Paramount's "Sanchez of Bel Air"



MCA's "Beaver"

tion," Laybourne continues. She notes that Nickelodeon's reruns of such shows as *Dennis the Menace*, *Lassie* and *Route 66* have been followed by both re-syndication and revived first-run efforts.

Similarly, Arts & Entertainment's success with *Buffalo Bill*, which it bought directly from the show's producer, has convinced Lorimar to pick up syndication rights to the series. "There were only 26 episodes," explains Peter Hansen, A&E vice president, programming, "so it wasn't the kind of show a syndicator went out and grabbed."

Nick at Nite, whose lineup consists almost entirely of old reruns for the "TV generation," has become a favorite test vehicle for syndicators, says Laybourne. "They seem to prefer selling to us," she explains, "because we treat the product with a great deal of fun." The latest Nick acquisition, "out of the vaults and onto our air," as Laybourne puts it, are eight seasons worth—198 episodes—of *Private Secretary* and its successor, *The Ann Sothern Show*, from 20th Century-Fox.

#### Lifetime tales

Episodes of *Woman to Woman*, a made-for-syndication talk hour hosted by Pat Mitchell, have been edited down to a half-hour by Golden West for their morning airings on Lifetime. Charles Gingold, Lifetime vice president, programming, says this "gives us a serious talk format that has been lacking on the network," and that Lifetime may even "resurrect" the series in first-run.

MGM/UA failed a few years ago in its attempt to syndicate a show starring Dr. Ruth Westheimer. But the success of the one-hour *Dr. Ruth* strip on Lifetime helped convince Hearst, one of Lifetime's parent companies, to finally bring the sex therapist into syndication. Rather than recycle the Lifetime hours, however, Hearst's King Features division decided to produce *Ask Dr. Ruth*, a new half-hour series in an altered format.

Perhaps King Features wanted to avoid the fate of Lifetime's *Good Housekeeping: A Better Way*, which it syndicated in fall, 1985, while the series was still airing in strip form on Lifetime. The show never took off in broadcast, however, and Gingold soon cancelled its cable run.

Another notable failure involving simultaneous cable/syndication runs was Orbis' fall, 1984 attempt with Bristol-Myers' *Alive & Well* women's show, which was then also stripped on USA. Only about 20 stations picked up the show, remembers John Ranck, execu-





Lorimar-Telepictures' "Gulag"



Viacom's "Blood Ties"



Orbis Premiere Films' "Apology"

**Made-for-cable movies are treated by stations as first-run theatricals, says Orbis' John Ranck. L-T and Viacom are also in the field.**

tive vice president, station sales for Orbis, and ratings were not high enough to sustain the syndication past 13 weeks.

### From Disney to ABC

While cable programs going into syndication are not that unusual these days, The Disney Channel may be the first cable service to have its fare later appearing on network TV. That's because several made-for-Disney Channel films have been popping up on ABC's *Disney Sunday Movie* over the past year.

When Disney first formed its Buena Vista syndication division last year, it stated that original Disney Channel fare would be placed into syndication, and that original syndicated programming would premiere on the cable network. So far, such crossover seems less evident in syndication than with the ABC show, but Stephen Fields, vice president of consumer marketing for The Disney Channel, says the strategy still stands.

### Future off-cable

CBN Cable Network, meanwhile, is expected to air first-run episodes of a new *Lassie* series from Southbrook Entertainment next fall. The shows would then go into syndication, *Check it Out* style a year or so later, with CBN sharing in the syndication action.

CBN will also have a piece of the eventual syndication of *Butterfly Island*, a half-hour adventure show it coproduces. Following its premiere as a miniseries last season, it has just begun a 24-episode regular run.

Other future off-cable possibilities include several game shows: *Jackpot* and *Chain Reaction*, from USA; and *Double Dare*, a kids' show from Nickelodeon.

*Blood Ties*, a two-hour movie which premiered in December on Showtime, will be syndicated by Viacom as a four-hour miniseries "sometime this year," says Zaleski.

Showtime's *It's Gary Shandling's Show* will also be syndicated by Viacom, but Zaleski—alluding to the unusual nature of the show—says, "We're trying to figure out what to do with it."

### New episodes

Another area for future off-cable syndication lies in the new episodes now being produced for cable of cancelled network series, an approach first proven by Showtime and 20th Century-Fox with *The Paper Chase*. By adding the made-for-cable episodes to the limited number of original shows, syndicators figure to have viable product

for broadcast stripping.

USA this season resurrected both *Airwolf* and *Alfred Hitchcock Presents*, both from its part-owner MCA, and CBN is talking up such a possibility for Coca-Cola's (formerly Columbia's) *Hell Town* and *Crazy Like a Fox*. But Gingold feels, "Even if you have fresh episodes, the perception [of viewers] is still of an off-network series."

CBN program director Harry Young points out, however, that a cancelled show doesn't necessarily mean a bad show. And MCA's Schwab notes that many former network series would have had more episodes if they didn't end up in time periods that caused their cancellation. He stresses that USA gives neither MCA nor similar part-owner Paramount any special consideration when it comes to production of such first-run product. "If it doesn't work for them," he says, "it doesn't matter who owns the show."

### Pre-syndication

CBN, which brought the term "pre-syndication window" into the lexicon, continues to make such cable-exclusive deals. Exclusive premieres next fall, a year or two before they go into syndication, will be *The Paper Chase* and *Crazy Like a Fox* (unless a network agrees to air first-run episodes of the latter next season). Meanwhile, Coca-Cola's *Hardcastle & McCormick* will enter syndication in fall, 1987 following an exclusive run on CBN.

USA this season joined CBN in the pre-syndication game when it began an exclusive airing of Coca-Cola's *Riptide*, which will probably go into syndication for fall 1988.

"A pre-syndication window of a highly successful series may mitigate the syndication window," argues Dalton Danon, senior vice president, pay/cable and feature film syndication, Lorimar-Telepictures. "The dollar potential of syndication is so much greater than cable."

Danon says he's not interested in pre-syndication cable windows for L-T programs, adding that they're only suitable for series with soft syndication prospects that need to prove audience appeal.

Young counters, "Our economics have come to the point where we can come up to the plate and take a swing [with syndicators]." Young elaborates that pre-syndication windows allow distributors to "gain a substantial sum with one deal." Because of this, he says, they don't have to make as much revenue from syndication sales. "It lessens the risk for them," he explains. "And the formula's working out very well for both syndicators and our network." □

From all that we hear, we can expect many stations to go the checkerboard route during the next TV season. The deal to which the NBC O&Os have agreed reportedly includes cash plus three 30s for national sale. This would mean substantially more time available for syndication than was previously true.

What does the potential availability of more sitcom barter time in access mean to advertisers? Syndication is viewed by advertisers chiefly as an efficient alternative to primetime network television. Historically, syndication

nation as to why advertisers should pay more than they normally do for syndicated game shows. I would also attempt to cope with the widespread belief that barter syndication hurts local stations because it depletes local advertisers' budgets and eats up too much of the stations' available inventory. Although many reps adhere to this view, my own experience is to the contrary; I find that syndication money invariably comes from network budgets rather than local spot budgets. Moreover, quality programs like the sitcoms which KTLA is checkerboarding can result in higher ratings and more young adult viewers, which will in turn allow

bis, Colex and Fox—all straight barter and with at least some premiere titles. She says, "We're getting a little over half of the inventory, and we try to overcome as much of the loss of inventory as possible by charging a premium. We can point to past performance of titles in the same package, or sometimes the same title when we repeat it. Some titles are obviously more repeatable than others."

Trivette at WCCB-TV expresses keen interest in premiere packages but takes into consideration any restrictions regarding windows and the amount of play titles have had on pay-TV. He says he doesn't consider availability of titles in the home video market to be a big factor in Charlotte. He says his station has run studies during the past 12 months to determine the impact on station revenues of buying barter packages.

He concludes, "It's not a losing proposition, but it doesn't make for much increase in the cash situation either." He says his station has taken some of the Orbis premiere product and is looking at a couple of family-oriented packages.

WGNX has bought premiere barter packages from its parent company's Tribune Entertainment as well as from MCA, Embassy and MGM. Ramsey says certain titles have delivered unusually well. For example, *Sixteen Candles* delivered an 11 rating on a Sunday night. He notes the window situation sometimes pushes the station into double runs—a weeknight and a Sunday night in the same week. He observes that sometimes the second run, on Sunday night, outperforms the first, getting a rating of 4 to 6.

### Oldies, exploitables

While premiere packages are the most talked about, stations report still doing well with the likes of vintage titles and what they call exploitables—an umbrella term that can include horror, science fiction and even made-for-TV movies with a sexual theme.

Where vintage titles are concerned, Seltel's Bjork points to some that never wear out—not only the chestnut, *Casablanca*, but also titles like *North By Northwest* and *The Sons of Katie Elder*. In exploitables, Friedman of WNYW reports good results with made-for-TV titles like *Police Woman Centerfold*—and a "creature features" umbrella of theatricals that plays well in primetime.

Bierman at WSBK-TV says there aren't many of the older major packages open in Boston but that there are a lot of exploitables up for sale: "I think

## III. Effects of checkerboarding

Market	Station	Survey period	Program	Household rating/share
Knoxville	WTVK	Nov. 1985	Barney Miller	7/11
Knoxville	WTVK	Nov. 1986	Checkerboard	4/6
Oklahoma City	KOCO-TV	Nov. 1985	Price is Right	4/7
Oklahoma City	KOCO-TV	Nov. 1986	Checkerboard	4/6
Sacramento	KCRA	Nov. 1985	PM Magazine	10/16
Sacramento	KCRA	Nov. 1986	Checkerboard	7/12

Source: NSI, November 1985 and 1986.

has been priced at a lower CPM than prime network because of lower ratings, greater commercial load, and uneven clearance patterns around the country.

However, because sitcoms cost quite a bit more to produce than do game shows, the barter sales people will probably ask for more money than has been customary in their normal mix of programming. With an anticipated softening of the network economy next year, we are likely to see a narrowing of the CPM differential between syndication and primetime. Barter syndicators should be aware of this circumstance and prepared to reduce their costs to long-established norms if this is what it takes for them to get their shows on the air.

First-run sitcoms in prime access have a twofold appeal to advertisers:

- They come closest in format and quality of production to the types of programs which are aired by the networks, especially in the 8 p.m. time period.

- They have strong appeal for teens and young adults, as is evidenced by the big numbers which KTLA is pulling within these demos on weeknights at 7:30 p.m. (See Table II)

### Why pay more?

If I were a syndicator handling sitcoms during this coming season, I would try to devise a persuasive expla-

ation as to why advertisers should pay more than they normally do for available commercial time.

In sum, barter syndication can work for all parties. Advertisers can get quality programs at CPMs below those of the networks; stations can get large audiences within a quality environment, enabling them to charge more per spot; and program producers can make a reasonable profit. Moreover, with so many new programs coming on stream during the TV season just ahead, stations will have an especially wide choice in this connection.

Syndicators and stations should bear in mind that one of the keys to the success of any show, whatever type it may be, is making the prospective viewer aware of its existence. This is especially vital in the case of a checkerboard schedule, as a different show is on the air every night. Extra promotional effort is mandatory in this instance both before and during the broadcast season.

As the networks move in the direction of reducing comp payments to their affiliates, the stations may in turn be more inclined to preempt network programs in favor of strong syndicated shows, such as the first-run sitcoms offered at NATPE 1987. Syndicators must obviously be pleased at this turn of events.

All in all, the 1987/88 TV season promises to be different, interesting, and hopefully rewarding for barter syndication. □



they play well on a Saturday night at 11 or 11:30 and also on weekend daytime, but for that time period you have to edit them heavily, which takes away from their appeal. Their potential for getting good ratings in primetime is limited because of the heavy competition here."

With the tight economy for stations, KPLR-TV's Stevens says, "A picture in syndication must have legs as it's never had before. Some of the older stuff lasts longer than the more exploitable titles. The John Wayne movies are constant ratings getters vs. a newer movie like *Ice Pirates*."

Clark at KHTV believes exploitables tend to have a more positive long-term economic impact on the station than "the heavy hitters." He reports, "We're having a good deal of luck with those geared toward science fiction and with features that have more action and less drama."

### Made-fors, miniseries

Bjork notes that made-for-TV product generally costs less than theatricals and that titles like *The Burning Bed* can turn in excellent performances. She reports seeing "some unbelievable numbers" for the miniseries *The Thorn Birds*—"much higher than you would expect for one that did that well on network."

Friedman of WNYW finds made-fors to be "just as valuable as anything else for the first couple of runs. Beyond that, they're not as valuable." He describes miniseries as "kind of on the wane," noting that they're risky in taking up three to five nights in many cases. He says, though, that *Shogun* averaged a 9 on the station in its first run and a 6 in its second last summer. "For the third run, we'll take the two-and-a-half hour version," he notes.

Miniseries and made-fors have performed relatively well for WGNX, Ramsey reports, noting that his station has had success with Warner Bros. titles, while Atlanta competitor WATL has picked up some good ratings with a Fries Frame package. "But if it's a crisis-of-the-week type movie," he says, "it will work for a shorter period of time than many of the theatricals that tend to be less dated."

### Competitive scheduling

Ramsey reports his station's prime-time movies averaged a 5 in the November NSI and that the station's movie performance picked up significantly when the feature was moved a couple years ago from an 8 p.m. start to 9 p.m. The rating for the 8 p.m. time period stayed about even: "A movie at 8 does

### First-run results (from page 173)

Brainstorm	MGM/UA	4/85	9.2
The Seduction	Embassy	5/85	10.8
Frances	Tribune/Viacom	5/85	7.1
My Favorite Year	MGM/UA	6/85	5.6
Evil Under Sun	Tribune/Viacom	6/85	7.7
Haunting Julia	Embassy	7/85	7.5
The Year of Living Dangerously	MGM/UA	7/85	6.3
Foolin' Around	Tribune/Viacom	7/85	8.1
The Formula	MGM/UA	8/85	8.2
Washington Affair	Tribune/Viacom	8/85	9.0
Romantic Comedy	MGM/UA	9/85	6.5
That Championship Season	Tribune/Viacom	9/85	5.0
Dr. Detroit	MCA	9/85	10.8
The French Lieutenant's Woman	MGM/UA	10/85	5.2
A Force of One	Tribune/Viacom	10/85	9.6
Halloween II	MCA	10/85	1.3
Zapped	Embassy	11/85	6.7o/4.5r
Forced Vengeance	MGM/UA	11/85	10.0
Ten to Midnight	Tribune/Viacom	11/85	10.8
The Sword and the Sorcerer	MCA	11/85	8.8
Curse of Panther	MGM/UA	12/85	8.4
Middle Age Crazy	Tribune/Viacom	12/85	5.2
Raggedy Man	MCA	12/85	7.5
Mother Lode	Tribune/Viacom	1/86	7.3
Endangered Species	MGM/UA	1/86	10.0
A Little Sex	MCA	1/86	9.8
Octagon	Tribune/Viacom	2/86	11.0
Scanners	Embassy	2/86	5.9o/3.2r
Beastmaster	MGM/UA	2/86	13.3
Rear Window	MCA	2/86	12.6
Macon's Run	MCA	3/86	7.1
Valley Girl	Tribune/Viacom	3/86	8.9
Cannery Row	MGM/UA	3/86	6.3
Take Down	Tribune/Viacom	4/86	3.6o/2.4r
Final Option	MGM/UA	4/86	5.5
Ghost Story	MCA	4/86	9.9
Bad Body	Tribune/Viacom	5/86	6.7o/4.5r
Thief	MGM/UA	5/86	5.8
Vertigo	MCA	5/86	8.5
Eddie and the Cruisers	Embassy	5/86	4.2o/2.3r
Godzilla 1985	ANTV	5/86	4.8
Buffalo Roam	MCA	6/86	6.0
Reckless	MGM	7/86	7.5

\* All ratings are cumulative between first and subsequent runs unless otherwise indicated. Where indicated, "o" is original run and "r" is repeat. Source: Seltel.

## Network primetime theatrical movies

Fourth quarter, 1986\*

		Rating	Share	Network	Date
1.	Raiders Lost Ark	22.7	37	ABC	9/28
2.	Trading places	22.5	34	NBC	10/5
3.	Sudden Impact	19.6	30	ABC	11/16
4.	Splash	16.8	26	ABC	11/9
5.	48 Hours	16.3	25R	NBC	12/14
6.	Terms of Endearment	15.9	28	NBC	11/16
7.	Officer & Gentleman	15.3	25R	NBC	10/20
8.	Never Say Never	15.3	23	ABC	11/02
9.	Natural	15.1	26	NBC	10/26
10.	Escape Alcatraz	13.1	21R	ABC	11/30
11.	Ordinary Heroes	12.3	18	ABC	10/19
12.	Risky Business	11.6	18R	CBS	12/02
13.	Smokey & Bandit—III	10.7	19	CBS	11/27
14.	Against All Odds	10.5	19	CBS	12/06
15.	Psycho II	10.2	17	CBS	10/25
16.	Lassiter	9.6	17	CBS	11/08

## Top 10 network made-for-TV-movies

Fourth quarter, 1986\*

		Rating	Share	Network	Date
1.	Stranded	24.9	38	NBC	9/22
2.	Kate's Secret	24.1	36	NBC	11/17
3.	P. Mason—Shooting Star	23.6	37	NBC	11/09
4.	Smoky Mt. Christmas	23.2	35	ABC	12/14
5.	When Bough Breaks	22.3	36	NBC	10/12
6.	Fight For Jenny	20.0	31	NBC	10/6
7.	Of Pure Blood	20.0	30	CBS	10/19
8.	Women Of Valor	19.6	32	CBS	11/23
9.	Promise	19.5	29	CBS	12/14
10.	Unnatural Causes	19.3	31	NBC	11/10

## Network miniseries

Fourth quarter, 1986\*

		Rating	Share	Network	Date
1.	Last Frontier-2	25.0	39	CBS	10/7
2.	Last Frontier-1	23.8	36	CBS	10/5
3.	Anastasia-2	20.9	32	NBC	12/8
4.	Anastasia-1	20.7	32	NBC	12/7
5.	Fresno-1	19.7	30	CBS	11/16
6.	Rage of Angels II-2	16.5	25	NBC	11/3
7.	Rage of Angels II-1	15.9	25	NBC	11/2
8.	Fresno-2	15.2	22	CBS	11/17
9.	Monte Carlo-1	14.6	23	CBS	11/9
10.	Fresno-3	12.8	19	CBS	11/18
11.	Fresno-5	12.7	18	CBS	11/20
12.	Fresno-4	12.5	24	CBS	11/19
13.	Monte Carlo-2	12.2	19	CBS	11/10
14.	George Washington II-2	9.8	15	CBS	9/22

Source: NBC Research based on NTI data. \* September 22–December 14.

about the same as *Quincy* at 8, but *Quincy* at 10 doesn't perform as well as *Quincy* at 8."

He explains, "We're very far west in the Eastern time zone, so it gets dark here very late. And we're primarily a white collar town, so people don't get home that early." He observes that WATL also shifted its movie to 9 p.m. with similar results.

KPLR-TV is averaging a 6 in prime-time movies, with competing indie KDNL-TV averaging a 3, which Stevens considers pretty good for a UHF station vs. his VHFer. He boasts a better library than the competition: "We tied up more packages before they did."

Bierman reports his Boston independent averaged a 5/7 in November primetime movies and averages a 4/6 on a year-around basis. He notes, "In December, we were using product that was expiring, so it didn't do as well. It may have run five or six months before vs. what is usually nine months to a year between runs." His station has a primetime feature every night but Sunday along with an 11 p.m. horror movie and a Charlie Chan title at 1 a.m. On Saturday, there are features at noon, 2 p.m. and 4 p.m., and on Sunday at 2, 4 and 6 p.m.

In the November Arbitrons for Houston, with three independents competing with primetime movies, Clark reports KHTV had the top average of the three with a 6—with all three going head-to-head at 8 p.m. He points out the other two averaged 5s, "so Houston is almost like Los Angeles, where independents get a very strong share of the audience." He adds that, without advance information on what the other two independents will run, all he can do is counterprogram the networks, going for a different set of demographics.

KHTV runs primetime movies Monday through Saturday, along with some movies at 1:30 a.m. "just to get use out of the product" and a regular 5 p.m. move on Sunday—plus a 1 p.m. and 3 p.m. feature on that day when sports aren't being run. He says he wouldn't consider shifting the movie to 9 p.m. in his market "because the news is on at 10 on the affiliates, and it would be disastrous if we tried to bridge the news period. We now have *Benny Hill* at 10, and it's the strongest show on an independent at that time."

For WNYW, average ratings for the 8–10 p.m. time period have picked up two points since movies were scheduled, says Friedman. Both Nielsen and Arbitron showed an average 7 rating for the time period in the November sweep, while, in November, 1985—with *PM Magazine*, *All in the Family* and *Merv Griffin* in the time slot, the average was a 5. □



Distributor	Package title	Terms	Availability	Description
Colex	Hope Diamonds	Barter (14/10) & Cash	Varied dates—9/86 to 9/90	11 Bob Hope features, 8 of which will have a one-month barter window from 9/86-4/87. These 8 will become available for cash 1 day after barter window ends, on a 6 runs/4 years basis. Last three have same cash contract, but are available at later dates. Titles include <i>My Favorite Brunette</i> , <i>The Road to Rio</i> , <i>How To Commit Marriage</i> and <i>Cancel My Reservation</i>
Columbia	Volume VII	Cash/runs TBA	TBA	Theatrical package, titles TBA
Embassy	Embassy III	Cash/6 runs 4 years	Varied dates—now to 2/90	16 theatricals, 4 made-fors; from comedy to adventure. Includes <i>Gandhi</i> , <i>Deadly Force</i> , <i>Get Crazy</i> and <i>Scanners</i>
The Entertainment Network	Sizzle	Cash/6 runs/ 5 years	Now	12 exploitables that include <i>Texas Chainsaw Massacre</i> , <i>Slave of the Cannibal God</i> and <i>The Cars That Ate People</i>
First National Telecommunications	Applause I	Cash/5 runs/ 5 years (negot.)	Most now; latest, 2/88	9 theatricals, 4 made-fors, such as <i>Dead Wrong</i> , <i>Shadow of Death</i> , <i>Confessions of a Married Man</i> and <i>Remembrance of Love</i>
	Applause II	Cash/5 runs/ 5 years (negot.)	Varied dates—now to 9/90	4 theatricals, 12 made-fors, including <i>Seduced</i> , <i>Legs</i> , <i>I Married Wyatt Earp</i> and <i>Foggy Bottom USA</i>
Four Star International	Star Two	Cash/runs negot./6 years	Now	11 theatricals, 4 made-fors, including <i>Obsessed with a Married Woman</i> , <i>Curtains</i> and <i>Melanie</i>
Fox/Lorber	Harold Lloyd Library	Cash/2 runs/ 4 years	Now	8 Harold Lloyd features including <i>Girl Shy</i> , <i>The Freshman</i> and <i>Kid Brother</i> ; 26 half-hours of scenes from Lloyd's features and one and two-reel comedies; a 90-minute off-net special on Lloyd, hosted by Dick Van Dyke
	Bad Girls	Cash/6 runs/ 4 years	Now	8 exploitables including <i>The Bitch</i> , <i>The Oldest Profession</i> and <i>Union City</i>
Fries Entertainment	Fries Frame 3	Cash/5 runs/ 5 years	Varied dates—3/87 to 12/89	25 made-fors, including <i>Fatal Vision</i> , <i>An Early Frost</i> and <i>Partners in Crime</i>
Hal Roach Studios	Colorization Network II	Cash/Negot. runs	9/87	Broadcast premieres of 15 colorized b&w films, including <i>Topper Returns</i> , <i>Angel and the Badman</i> and <i>Saint Joan</i>
	Hal Roach Classics Vol. I	Cash/Negot. runs	9/87	20 b&w features including <i>Brooklyn Orchid</i> , <i>Go, Johnny, Go</i> and <i>There Goes My Heart</i>
Harmony Gold	Harmony Golden I	Cash/6 runs/ 5 years	Now	Minipackage of five theatricals including <i>The Plumber</i> , <i>Three Men in a Boat</i> , <i>Only Once in a Lifetime</i> , <i>Give Us Tomorrow</i> and <i>Savage Encounter</i>
	Harmony Golden II	Cash/6 runs/ 5 years	Now	Five features, titles TBA
	Harmony Golden Classics	Cash/6 runs/ 5 years	Now	Five features and made-fors, including <i>Shout: The Story of Johnny O'Keefe</i> , <i>The Adventures of Pinocchio</i> (live action), <i>William the Conquero</i> and <i>Sandokan</i>
ITC Entertainment	Volume IV	Cash/6 runs/ 6 years	Varied dates—now to 11/88	16 made-fors, including <i>Malice In Wonderland</i> , <i>Sessions</i> , <i>Secrets of a Married Man</i> and <i>Amos</i>

Distributor	Package title	Terms	Availability	Description
JM Entertainment	Power Pac	Cash/Negot. runs	Now	42 features, (2 b&w) including <i>Delusions of Grandeur</i> , <i>Oopsie Poopsie</i> , <i>Safari Express</i> and <i>The Prophet</i>
	Action Avalanche	Cash/Negot. runs	Now	7 exploitables such as <i>Hired Gun</i> , <i>Psycho from Texas</i> and <i>Women in Cell Block 7</i>
	Action Theater	Cash/Negot. runs	Now	9 mostly kung-fu features including <i>Good-bye, Bruce Lee</i> , <i>Fist of Fear</i> , <i>Touch of Death</i> and <i>The Tong Father</i>
	Avenging Exploitables	Cash/Negot. runs	Now	6 exploitables such as <i>Buried Alive</i> , <i>Dr. Butcher</i> and <i>Rub Out</i>
	Music Legends	Cash/Negot. runs	Now	4 films featuring musicians, including <i>The Grateful Dead Movie</i> , <i>A Certain Sacrifice</i> and <i>Black Moses of Soul</i>
	Premiere Drama Thrillervision	Cash/Negot. runs Cash/Negot. runs	Now Now	7 dramas including <i>The Deception</i> , <i>Dirty Mouth</i> and <i>No Regrets</i> 5 horror films such as <i>Wolfman</i> , <i>Deranged</i> and <i>Omen of the Devil</i>
Lorimar- Telepictures	Ultra 4	Cash/6 runs/ 5 years	Varied dates—now to 5/91	30 made-fors including <i>Promises to Keep</i> , <i>This Child is Mine</i> , <i>Crime of Innocence</i> and <i>Wild Horses</i>
MCA TV	Film Fest I	Cash/10 runs/ 5 years	Varied dates—7/87 to 4/90	22 made-fors including <i>Codename: Foxfire</i> , <i>Advice to the Lovelorn</i> and <i>Memories Never Die</i>
	Universal's Marvelous 10	Barter 9/13 split/2 runs first month/ cash Sept. '87	Now	Includes <i>The Munster's Revenge</i> , <i>Captain America</i> , <i>Dr. Strange</i> and <i>The Invisible Woman</i>
	Universal Pic- tures Debut Network II	Barter 10½/ 11½ split/also cash	Sept. '89	25 barter films, up to 35 cash films, including <i>The Breakfast Club</i> , <i>Dune</i> , <i>Fletch</i> , <i>Mask</i> and <i>The River</i>
Medallion TV Enterprises	Volume IV	Cash/Negot. runs	Now	11 features including <i>Amen</i> , <i>Dinah East</i> and <i>How to Succeed with Girls</i>
MG/Perin	Movie Mad- ness	Cash/5 runs/ 5 years	Now	16 titles including <i>House on Sorority Row</i> , <i>The Grim Reaper</i> and <i>The Wrestler</i>
MGM/UA Communica- tions	MGM/UA Premiere Network II	Barter 10½/ 11½ split/2 runs within 4- 5 wk. window	Now	24 theatricals with all but <i>Apocalypse Now</i> having no previous broadcast runs. Titles include <i>War Games</i> , <i>Jinxed</i> , <i>The Pope of Greenwich Village</i> , <i>Heaven's Gate</i> and <i>Yentl</i>
	MGM/UA III	Cash/8 runs/ 4 years	Now	After their barter run, the 24 Premier Network II films will join <i>The Idolmaker</i> , <i>Yes, Giorgio</i> , <i>Rich Kids</i> , <i>Poltergeist</i> , <i>White Buffalo</i> and <i>Buffalo Bill &amp; the Indians</i> for cash runs
New Century Telecommuni- cations	The Grey Fox	Cash/Negot. runs/5 years	Now	16 titles including <i>Agatha</i> , <i>The Grey Fox</i> , <i>Straight Time</i> and <i>Heartaches</i>
	The Janus Package	Cash/Negot. runs	Now	185 titles; can be cherry-picked from the complete list. Titles include <i>Lord of the Flies</i> , <i>The Thirty-Nine Steps</i> and <i>The Devil and Daniel Webster</i>
New World Television	New World I	Cash/5 runs 5 years	Varied dates—now to 12/88	18 films which include <i>Angel</i> , <i>The Last Plane Out</i> , <i>Philadelphia Experiment</i> and <i>Transylvania 6-5000</i>
Orbis	Pacific International Television Network	Barter 10½/ 11½ split/2 runs per film	Now	6 family/nature theatricals, including <i>Across the Great Divide</i> , <i>Sacred Ground</i> and <i>Mountain Family Robinson</i>



Distributor	Package title	Terms	Availability	Description
	Great American Adventure Orbis Premiere	Cash/5 runs 7 years Barter 10/14 split	Oct. '87 July- Aug. '87	14 Pacific International titles including the six from the above barter package 6 off-HBO made-fors, titles TBA
Orion	Orion III	Cash/11 runs/ 5½ years	Now	20 theatricals with a broadcast "premiere window" for three runs over 18 months, then back to cable for 30-60 days, then returning to stations for the remaining runs. Titles include <i>Broadway Danny Rose</i> , <i>The Woman in Red</i> , <i>Desperately Seeking Susan</i> and <i>The Cotton Club</i>
	Starview I	Cash/8 runs/ 5 years	Now	11 made-fors including <i>Beverly Hills Madam</i> , <i>Brass</i> , <i>A Matter of Sex</i> , <i>Condor</i> and <i>Victims for Victims</i>
Paramount	Special Edition II	Cash/6 runs/ 5 years	Varied dates—9/88 to 11/89	40 theatricals including <i>Rosemary's Baby</i> , <i>The Odd Couple</i> , <i>Catch-22</i> , and <i>Play It Again, Sam</i>
	Portfolio XII	Cash/6 runs/ 4 years (see note)	Fall '87	26 theatricals including <i>Airplane II</i> , <i>Star Trek II: The Wrath of Khan</i> , <i>Friday the 13th: Part 3</i> , <i>King of the Gypsies</i> and <i>Witness</i> . Note: Beginning in fall '87, 12 titles will have a one-month barter window with two runs. Barter split is 11½/10½
	Preview III	Cash/6 runs/ 5 years	Jan. '87	20 exploitable theatricals including <i>Alphabet City</i> , <i>Frankenstein &amp; the Monster from Hell</i> , <i>Joy of Sex</i> , <i>First Love</i> and <i>Night of the Comet</i>
Peregrine Films (Formerly American Nat'l)	Dynamagic	Cash/runs TBA	TBA	10 animated features including <i>Space Firebird</i> , <i>Techno Police</i> and <i>Locke the Superpower</i>
Republic Pictures	Hollywood Stars	Cash/runs TBA	Now	17 vintage theatricals including <i>Distant Drums</i> , <i>Marjorie Morningstar</i> and <i>Cloak and Dagger</i>
Samuel Goldwyn	November Gold	Cash/6 runs/ 4 years	Feb. '87	20 broadcast premiere theatricals, including <i>City Streets</i> , <i>Paradise Motel</i> , <i>Pray for Death</i> , <i>Abducted</i> and <i>The Fix</i> . Note: Five titles, <i>Once Bitten</i> , <i>Love Letters</i> , <i>Getting Even</i> , <i>Nightmare on Elm Street II: Freddy's Revenge</i> and <i>The 39 Steps</i> will have a barter run before their cash run. The split is 10½/11½
Satori Television	Dimension II	Cash/5 runs/ 5 years	Now	14 theatricals, available in edited for TV or original versions. Titles include <i>Home Movies</i> , <i>Terminal Island</i> and <i>Moving Out</i>
SFM Entertainment	SFM Holiday Network	Barter 10/10 split, 1-2 runs within window	Now	11 films with 3-day pre-holiday windows, including <i>The Girl Most Likely</i> (Valentine's Day), <i>Night in Casablanca</i> (Memorial Day). The 11 titles for '88 include <i>On A Clear Day You Can See Forever</i> and <i>Half a Sixpence</i>
Silverbach-Lazarus Group	Visual I	Cash/Negot. runs	Now	30 features made for Canadian TV, including <i>Deadly Pursuit</i> , <i>The Edge</i> and <i>First Week in May</i>
Southbrook	Primetime 90's	Cash/4-6 runs till 12/90	Now	10 made-fors from the early '70s, including <i>Face of Fear</i> , <i>Hunter</i> and <i>The Migrants</i>
Troma	Explosive Exploitable I	Cash/Negot. runs	Now	15 teen and young adult titles, including <i>Ellie</i> , <i>Rebel Love</i> and <i>When Nature Calls</i>

Distributor	Package title	Terms	Availability	Description
Turner Pro-gram Services	Color Classics	Barter 11/11 split/1-2 runs within 1-month window for each film	Now	24 colorized versions of b&w vintage theatricals, including <i>The Maltese Falcon</i> , <i>42nd Street</i> , <i>Dark Victory</i> and <i>Father of the Bride</i>
20th Century-Fox	Premiere II	Cash/8-10 runs/6 years	Varied dates now to 9/89	22 made-fors including <i>Sister, Sister</i> , <i>A Letter to Three Wives</i> and <i>Peyton Place: Next Generation</i>
Vestron Television	Empire of Terror	Cash/8 runs/5 years	Now	19 horror films, including <i>Crawlspace</i> , <i>Dolls</i> and <i>Troll</i>
	Heroes, Pirates & Warriors	Cash/8 runs/5 years	Now	14 action features such as <i>Pirate Warrior</i> , <i>The Jungle Master</i> and <i>The Marauder</i>
	Lovely & Deadly	Cash/8 runs/5 years	Now	12 exploitables including <i>Ms. Stiletto</i> , <i>Night Force</i> and <i>The 13 Chairs</i>
Viacom	TV Net	Barter 12/10	Now	12 titles; contract calls for repeat telecast within 8 days of original telecast as well as within broadcast window. Includes <i>Tender Mercies</i> , <i>The Naked Face</i> and <i>Missing in Action</i>
	Exploitables 4	Cash/runs N/A	Now	24 exploitables, theatricals and made-fors, including <i>Texas Chainsaw Massacre II</i> , <i>Big Bad Mama</i> , <i>Dogs</i> , <i>Final Executioner</i> and <i>Piranha 2: The Spawning</i>
Video Media Marketing	Cinemagic	Cash/4-6 runs/2-3 years	Now	44 titles divided among three sub-packages, Scream Showcase (titles include <i>Demons of the Dead</i> and <i>Man with the Synthetic Brain</i> ), Action Showcase (titles include <i>Shark Hunter</i> , <i>Sea Serpent</i> and <i>Battle of the Stars</i> ) and Epic Showcase ( <i>Last Days of Pompeii</i> and <i>Seven From Thebes</i> )
	Main Events	Cash/10 runs/5 years	1987	10 theatricals including <i>The Desert Warrior</i> , <i>Ordinary Heroes</i> and <i>Hotel Colonial</i>
	Network Showcase	Cash/10 runs/5 years	Now	15 exploitable theatricals with only CBS <i>Late Movie</i> exposure. Titles include: <i>Treasure of the Amazon</i> , <i>Island Claw</i> and <i>The Great Alligator</i>
Warner Bros.	TV 4	Cash/5 runs/5 years	Jan. '88	13 features, including <i>Killer in the Mirror</i> , <i>Kung Fu: The Movie</i> and <i>Don't Go to Sleep</i> ; 6 of the titles are available for a pre-play on 10/1/87 and have a license of 5 years/3 months.
World Vision	Prime VIII	Cash/runs TBA	Fall '87	20 comedy and action/adventure features, such as <i>Happy</i> , <i>The Dirt-Bike Kid</i> and <i>Sam's Son</i>
	Hanna-Barbera's Superstars 10	Cash + barter/(see note)	Oct. '87	10 original animated features, including <i>The Jetsons Meet the Flintstones</i> and <i>Scooby-Doo and the Boo Brothers</i> . Note: barter run over the first 14 months; then available on cash basis for 5 runs over 5 years
WW Entertainment	Action Flicks	Cash/Negot. runs	Now	7 action adventures, including <i>The Black Cat</i> , <i>Ice</i> and <i>Last Hunter</i>
	Black Belt Theater 5	Cash/Negot. runs	Now	13 kung-fu and other martial arts movies, including <i>Master of Disaster</i> , <i>Battle for Shaolin</i> and <i>Claws of the Eagle</i>
	WW Prime	Cash/Negot. runs/4 years	Now	6 features which were co-produced with the BBC, including <i>Frankie and Johnnie</i> , <i>Slip-Up</i> and <i>In the Secret State</i>

Source: Compiled by TV/RADIOAGE from data supplied by Seitel and MMT Sales



**European** (from page 169)

utives, and hopefully find U.S. coproduction partners or arrange coproduction deals. Organizers will also hold a discussion on international coproduction with a panel of worldwide TV experts moderated by Gunnar Rugeimer, vice chairman of the U.K. Home Video Channel. One company intending to participate in *American Clinic* is Tyne Tees, which has "a couple of drama projects on the road," according to Sandford.

Despite reservations, however, several companies have taken the plunge and opted for their own booth this year, including U.K. producer/distributor NVC Arts International, French producer/distributor IDDH and Danish producer/distributor Riverside Pix. U.K. independents Central TV (also representing Ulster TV) and ITEL (selling for Yorkshire TV and Anglia TV) have decided to share a booth—and have shipped over the London bus to mark the occasion.

Europeans choose to exhibit at NATPE for a variety of reasons. As well as potential profits and a huge audience, they also go to make contacts and meet non-U.S. buyers.

Riverside Pix will be the first Scandinavian company to exhibit at NATPE. Negotiator Henrik Byrn, is very positive about the show and comments that the U.S. market for programming "is probably the most interesting from the point of view of potential audience." Horst Schering, head of Germany's WDR International, admits "We buy more than we sell," but remains optimistic: "NATPE is a domestic American market," he says, "but it has become more international over the past two or three years. Since our business in the U.S. is growing, on a small scale of course, we feel it is worthwhile going to present our programs." Miron of Thames comments, "At NATPE we are able to continue relationships with U.S. broadcasters on home territory, which is important."

Miron also sees NATPE as an additional opportunity to meet buyers from countries other than the U.S. NVC sales executive Jane Morland says this is one of the reasons why the company decided to exhibit this year. "NATPE is making an effort to attract foreign buyers," she says, mentioning in particular buyers from Latin America, Japan and Asia, for whom New Orleans is "accessible." Spanish state broadcaster RTVE will be exhibiting for the second time, primarily to reach Latin American buyers and buyers from Spanish stations in the U.S., says Maria Paz Jimenez, head of the sales service.

European exhibitors have a variety

of programs to offer this year, which they hope will appeal to the U.S.

The U.K.'s largest independent, Thames Television, will share its booth with its U.S. distributor, D. L. Taffner. Thames has gone to NATPE "from the year dot," in the words of Miron, who is in no doubt as to the value of the market. A number of programs are in syndication through Taffner, including *The World at War*, *Hollywood*, *Destination America*, *Dangermouse*, *Benny Hill* and *Crime Inc.* While Taffner concentrates on sales, Miron emphasizes the importance of Thames executives

attending the market: "We discuss programs which we've got coming up," he says, which this year will include *Lost Belongings*, a drama series in six, one-hour episodes about a couple in the midst of the Northern Ireland conflict, with "a love theme and the political element."

Another company with a long-standing relationship with the U.S. is the BBC, which will share a booth with its U.S. distributor, Lionheart Television. New titles for NATPE include *Mafia Wars*, comedy series 'Allo 'Allo, soap *Eastenders* and several program pack-



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ages including *Britcoms II*, a collection of sitcoms, *Stand Up*, featuring British stand-up comedians, and *Top Guns*, a package of documentaries about life in the British military service.

Central Television, which earlier this year opened a New York distribution office, will offer approximately 500 hours of programming, including drama, entertainment, pop specials, documentaries, TV movies, and educational and children's programming. Included in its lineup is the controversial satirical puppet show, *Spitting Image*, and drama series *Connie*, starring Stephanie Beecham, the British actress well-known in the U.S. for her role in *The Colbys*.

ITEL, which is sharing its booth with Central, hopes to sell two two-hour TV movies from Yorkshire TV: *May we Borrow your Husband* and *West of Paradise*. *West of Paradise* chalked up a number of sales at the London Market and MIPCOM in Cannes to France, Poland, Iceland, Scandinavia, New Zealand, Turkey, Swaziland and Jordan, among others, and Central obviously hopes this success will be matched in the U.S. Frank X. Miller, vice president of ITEL New York, says most of the backlog of ITEL material has already been placed in the U.S., and it will be concentrating on new productions and seeking good coproduction opportunities. Currently in syndication is Anglia's *Tales of the Unexpected*, a series of half-hour thrillers, and Anglia's *World of Survival* series also is doing well in the U.S.

Tyne Tees has built up a good relationship with the PBS network, selling "children's series, the odd documentary, single drama and arts specials," and with The Discovery Channel, which specializes in documentaries. Sandford says he would like to find a syndication outlet for Tyne Tees' drama: "I think NATPE is a good place to talk to people about this," he says. The company, which will represent Television South West and Border TV, specializes in particular in rock music, children's drama and, more recently, major dra-

ma. Sandford says music program sales to the U.S. are increasing: "We've been selling to MTV on a regular basis this year and have just done a deal with Network Ten on some *Tube* compilations."

NVC Arts International, after attending NATPE for the past two years as "spectators," decided to exhibit this time "to be more visible," says Morland. "We want to make ourselves known in the U.S. market," she says. NVC already sells its programming to the PBS network, as well as coproducing with it. Sales executive Helen Asquith says, "We'll be developing and continuing this relationship with national and local stations, and developing new ideas for coproductions." The company already has about 100 video titles on the U.S. home video market. Among its programs which are expected to generate particular interest at NATPE are a live recording of *The Golden Age*, a ballet performed by the Bolshoi, which will be touring the U.S. next summer, a film portrait of Picasso and musical portrait of composer *Andrew Lloyd Webber*, and live opera recordings from La Scala, Milan. The company will also screen its three-part documentary, *The Story of Fashion*, featuring Karl Lagerfeld and taking a look at 20th century fashion, "from haute couture to street chic."

### German representation

Four German companies will share a booth at NATPE: state broadcasters ZDF and WDR, and producers/distributors Telepool and Studio Hamburg. ZDF's Dubral says that during the past year or so, ZDF has made "some quite good contacts" in the U.S., particularly with cable television companies. The company's biggest U.S. success story was the sale of soap *The Black Forest Clinic* to Paramount, initiated last year at NATPE and completed at MIP-TV in Cannes. The program is currently being dubbed in London for Channel Four, and Paramount will then decide whether to use the English version or whether to dub it into "American English." This year ZDF has another soap up its sleeve: It will present a 10-minute trailer of the dubbed version of *The Legacy of the Guldenburg Family*. Another production which Dubral hopes will be popular with U.S. buyers is detective series *Derrick*, which has sold very well throughout Europe—to Italy, France, Scandinavia, The Netherlands, Austria, Hungary, Poland and Czechoslovakia. Some British ITV companies also are interested, he says.

WDR will exhibit its full range of programming at NATPE, including drama, documentaries and children's product. Recent sales to the U.S. in-

clude WDR's *Heimat* series to "a couple of cable companies," 13 half-hour animations entitled *Ganosch Dream Hour* to Walt Disney and documentaries to PBS. Horst Schering sees NATPE as "a good place to observe the American marketplace." He also will be looking for coproduction partners, but comments, "This is difficult in the U.S.; they are rarely prepared to enter into a coproduction deal where they have to invest money."

### French umbrella?

At presstime, it was not clear whether or not there would be a French umbrella. Marie-France Picart, head of the commercial service at FMI, confirmed, however, that a representative definitely would attend. Picart acknowledges that NATPE is "an important market," but points out that FMI works with its present U.S. contacts all year around. "We sold programs last year, including documentaries and variety shows to PBS and some cable channels," she says. The company, which is France's largest distributor, also has a contract with Films for the Humanities to supply programming for universities.

One French company which opted for its own stand this year is producer/distributor IDDH. Its decision was based largely on the fact that it has recently begun producing its own animation, which it can distribute worldwide, whereas previously it could only distribute other producers' product to French-speaking countries. The company currently is working on three animations for children: 26 26-minute episodes of *Blue Child*. It also plans a new animation, *Jeep*, and will be looking for coproducers at NATPE. A spokesperson hopes IDDH's animation will appeal to an American audience, partly because of the different styles: "We don't know what the Americans want, so we're going to find out."

Spain's RTVE, while continuing good relations with Spanish buyers at NATPE, also would like to promote its programs to the English-speaking sector. Jimenez recognizes that U.S. buyers want English versions of programs, "so we are dubbing our drama series *Goya* into English." RTVE would like to sell more drama in particular, she says. The company will be exhibiting feature films, series, documentaries and animation.

Danish independent producer/distributor Riverside Pix will attend NATPE armed with up to 20 new films, as well as documentaries, sports, music, children's and cultural programming, mainly Scandinavian-produced. The company regularly sells product to the U.S., primarily to PBS and educational networks, and cable companies. □

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# In the Picture

## Wayne Salo, Lorenzo Arbeit



Co-creative directors of Diener/Hauser/Bates now work for some package goods and hotel and resort accounts, though the majority of the agency's business continues to be in the entertainment category.

## Fast-turnover movies mean D/H/B creative must do 'good stuff, super-fast'

Wayne Salo and Lorenzo Arbeit, the new co-creative directors at Diener/Hauser/Bates succeeding the retiring David Dember, have worked together at the agency for some 20 years, less the two-and-a-half years Salo put in six years ago, working for Spiros Associates.

"In fact," recalls Arbeit, "when we started here we had adjoining offices, so we shared a wall."

Most of the agency's clients are in the entertainment business, and Salo recalls that in their early days at D/H/B, "There were more art films, made for adults. Most of today's movies are geared to younger audiences; 14 to 23 is the big movie-going crowd. It's a totally different world."

One result, Arbeit, the writer half of the team, says, is that "Today I find myself reading *Rolling Stone* to keep up with these movie-going young—with their music, their aesthetics, their sense of dress and design, and their vocabulary, which is constantly changing. They're a very different group of people than the ones who read *The New Yorker* or *Town and Country*."

Arbeit also notes, "It's one type of copy for youth-targeted productions, another for art films, and still another type of copy for television. And copy for a Broadway show is also one thing, and copy for our new venture, corporate-sponsored videos, another."

## Different levels of subtlety

"Each is a different level of subtlety," explains Arbeit. "Broadway show goers are not the same kinds of people who go to films. For some audiences we have to be more visually and verbally graphic than we are when we're advertising to other kinds of audiences."

While 60-75 per cent of the agency's work is for entertainment accounts, last year brought addition of

some package goods and hotel and resort assignments, both courtesy of new client Plummer Associates. So with these new-to-Diener categories, Salo notes, last year "We started looking for talent that's somewhat different from what we've had in the past. Creative teams at most other agencies generally have some time to research and think about, say, an airline campaign, or advertising for a bank. But movies have a fast turnover; six weeks, then it's time for the next new product. Our people are trained to deliver good stuff, super-fast."

Arbeit adds, "Outsiders who've watched us have been amazed at the quantity of work, and the speed with which we turn it out at the same time that we're able to maintain its quality. We're often required to deliver a full campaign over the weekend: 'We want your soul by Monday morning.' But we look at it as a challenge we're proud to meet. And in working with movies, we're working close up, in people's fantasy world. So a good writer or art director on package goods may not necessarily do a fabulous job with a film or a Broadway show."

## Sight unseen

Salo adds, "Often, we don't get to see the movie we're working on. We'll have to work from a synopsis. We sit down with the writer and art director, give them the synopsis, and tell them to come back in eight hours with the campaign."

Arbeit reports doing "some radio" for concerts, classical and rock, but says he "wishes we could do more radio for movies. But most of the film people prefer TV." He says that in New York the "top radio man we've found is Bob Pomann—Robert Pomann Recording Studios. He's a whiz at all kinds of effects. I can say, 'Give me this,' or 'Give me a little of that,' and he delivers. It's like working with a great video editor, only in sound. Then I can't wait to get back to the agency so I can show off our new radio commercial for the people here."

Arbeit also calls corporate-sponsored home videos "an exciting new direction for us." The agency opened its new division, DHB Video Resources, only a few months ago, and Arbeit describes it as "a new direction for us, even though it's directly connected to so much of our other experience in the world of entertainment. It lets us work with some new clients, some of them not always as show-business oriented as most of our other clients."

Salo trained for his job, but Arbeit was teaching Italian at Rutgers when a friend at Doyle Dane Bernbach asked him if he'd like to try his hand writing the copy for a performance of *Taming of the Shrew*. "And it happened," recalls Arbeit. "After that it would have been rather difficult for me to keep going back to the classroom, day after day."

Salo, on the other hand, majored in art and design in high school and was an illustrator in the service. Following his discharge he entered Pratt, "where I met a guy who worked here at Diener—worked on movies! Since I spent my entire childhood watching movies, I figured I'd found heaven—at least until reality set in."

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# Inside the FCC

## Preston R. Padden



*President, Association of Independent Television Stations in speech before recent INTV convention in Los Angeles.*

## Must-carry debate has moved beyond 'hollow' and 'naive' platitudes

The answers to many of the challenges we face are to be found in Washington where independent television is now a full fledged player. Much of our time over the past year has been focused on the issue of must-carry. Despite the setback of the commission's recent stay order, we have made significant progress. The commission's Report and Order makes the important finding that consumers cannot rely on unregulated cable systems to assure access to a diversity of information and entertainment. In fact, the majority's joint statement refers to cable, in quotes, as a "gatekeeper." The record before the commission is replete with evidence of cable operators' incentives to favor program services in which they have equity interests or in which they sell advertising. The record is also replete with evidence of the cable operator's incentives, capacity and inclination to choke off competing sources of information and entertainment. The commission specifically cites evidence of decisions by cable operators to not carry new broadcast stations, to drop established broadcast stations and to charge stations for carriage.

It is encouraging that the debate has moved beyond hollow and naive platitudes such as assurances that any "good" station will get carried. In fact, some cable operators no longer even attempt to hide their anti-competitive motives. Just a few weeks ago, a leading cable executive made the following statement, "We don't want to fuel the competition, so we will take Home Shopping Network off the air and put on cable-exclusive programs such as QVC and Cable Value Network." Obviously, as the cable giants continue to expand their programming and advertising activities, our stations will likewise come to be viewed as nothing more than unwanted competition to be snuffed out with a flick of the monopolist's switch. The FCC's proposed solution to this dilemma is to rely upon competition rather than regulation to as-

sure diversity for consumers. And the A/B switch is the commission's chosen instrument to assure such competition.

## Unreliability of A/B switches

In the *Quincy* case, the cable industry argued that A/B switches were wonderfully effective devices—a simple solution to the must-carry issue. In fact, some cable interests were so fond of A/B switches that they took the extraordinary step of attaching them to the briefs that they filed with the court.

However, it now appears that the principal utility of A/B switches is their use as a rhetorical device to mislead judges and FCC commissioners into striking down unwanted regulation. NCTA now tells us that A/B switches are notoriously unreliable and faulty devices. The very same switch which the court was told would be so easy for consumers to install is now found to pose a grave threat to everything from consumer safety to commercial air navigation.

However, even if the switch turns out to work better than NCTA now claims, it is clear that A/B switches are not the answer to assuring competition to cable. The commission deserves credit for its struggle to devise a constitutional solution to must-carry.

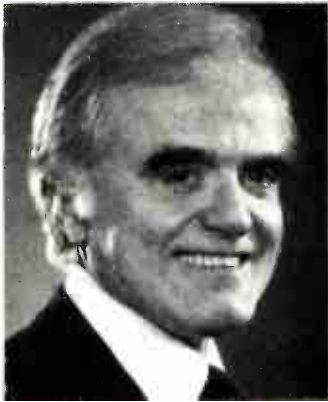
However, in the real world, as cable begins to flex its monopolistic muscle, A/B switches will be of little practical utility. There are simply too many people in too many different circumstances who do not have ready access to an antenna to connect to their A/B switch. Many consumers live in areas of hilly or mountainous terrain. Cable systems were built to bring over-the-air broadcast signals to these viewers. And, of course, cable remains their only reasonable means of access to broadcast programming. Others who lack access to antennas include those who live in planned communities with zoning restrictions and those who reside in the concrete canyons of our major urban centers.

## Compulsory copyright

The compulsory copyright license is another damaging and pervasive government intrusion on behalf of cable. This law enables the cable industry to ride into American homes on our backs. It permits the cable industry to sell to consumers the programs which we have purchased in the marketplace without providing any compensation to us.

The channel positioning controversy provides another vivid illustration of the unfair one-way leverage that cable enjoys in our current government skewed relationship. Well, if A/B switches are not the answer, and if there is not now a competitive marketplace to which the commission may reasonably defer, then what is the answer to the continuing must-carry controversy? In our judgment, the answer is to continue the new minimally intrusive, must-carry rules until the repeal of the other government intrusions which prevent the operation of a free and competitive marketplace.

## Jack Valenti



President and chief executive officer, Motion Picture Association of America, in speech before recent INTV convention in Los Angeles.

## Needed: curb on cable MSOs comparable to TV's 12-12-12 rule

For the first time in the history of the nation there resides in the community an unregulated monopoly. All other monopolies, the electric, gas, water and phone companies, are monitored and supervised by public agencies whose mandate it is to protect the American consumer. Not cable. By consent of the Congress, it is a primordial monolith with unlimited leeway to do as it chooses, what it chooses and how it chooses.

On January 1, 1987, the cable industry was professed a grant of privilege no other monopoly dared seek, much less achieve. Cable systems can now charge their subscribers fees as high as cable operators wish them to go, until subscribers break under the burden, with no forum available for any subscriber grievance.

The cable system may now, with a complacent smile, carry or not carry as many or as few local TV stations as it decides.

The cable system as the proprietor of the sole funnel to the subscriber, can close the throat of the funnel to any program that doesn't submit to whatever license fee the cable system finds amiable, with no regard to the marketplace value of that program.

The cable system can range over its franchise area with no anxieties about the city which granted its franchise, because the city is denuded of any usable authority to bring a surly cable system to heel.

What, then, you may ask, is to be done? How does this country salvage competition in the community and expel from its neighborhoods the toxins of monopoly?

First, and to my mind the most important imperative in the long-range interest of the public, there must be constructed a perimeter beyond which massive MSOs cannot advance. That means inserting in the cable marketplace the same defenses against unlimited communications power that are now applied to the television stations. No television group can own more than 12 TV stations, and there is a curb on

how much of the country those stations can reach potentially. That same precaution to baffle the ever-widening reach of cable power must be constructed now.

Cable's monopoly power is far larger, more menacing than a television station's. The reason is clear. There are several TV stations in just about every community, but there is only one cable system. Each cable system guards the only gate through which programs enter the neighborhood. And the guard is armed with a congressionally-conferred saber to keep television stations and creative programmers out or let them in depending on whether or not they play the game by the gatekeeper's rules.

Giant multiple system operators are growing with the speed of a viral contagion. By the end of this decade, the largest two [or] three MSOs will directly own or indirectly control more than half of all cable subscribers, and depending on the mobility and reach of financing, maybe 60 per cent or more. This chokehold on the cable environment certifies that a creative programmer who aims to offer his program to a cable audience will be able to move through the funnel only with the express permission of two or three corporate cable chieftains.

Second, Congress must sunset the compulsory license. A compulsory license, if ever it had even a meager reason for being, has long since shed that dubious value. Cable is a \$12 billion industry. If ever it needed a compulsory license, it surely doesn't now. Why, oh why, should cable's retransmitted distant signals be subsidized by program suppliers? Then to pour inequitable acid into an unfair wound, a court decision in July shrunk the subsidized copyright royalties, already artificially low under the compulsory license, even lower, by some 60 per cent. Today, a cable system pays *twice* as much for the postage stamps it uses to mail out its subscriber invoices as it pays for *all* its distant signal program importation.

## Syndicated exclusivity

Third, in the interim between today and the sunset of the compulsory license, the FCC should reinstate the syndicated exclusivity rule which the agency abandoned. Not only is cable given a subsidy by program owners, but program exclusivity contracts with local TV stations are freely and daily violated by cable systems. Cable systems loudly proclaim their affection for freedom from regulation, but they have a passionate adoration for their regulatory compulsory license.

As part of that interim design, return copyright royalties at least to the revenue level they occupied before they were devastated in the court.

Fourth, the FCC must redeem the luminous benedictions of the Communications Act of 1934 and the Chain Broadcasting Report of 1941, which lifted to the highest level viewers' right of accessibility to local TV stations and the nourishment of competition as a benefit to viewers. To that objective, design a rule that grants all local TV stations the right to be carried on the local cable system, without paying tribute or face exile, which is a synonym for bankruptcy.



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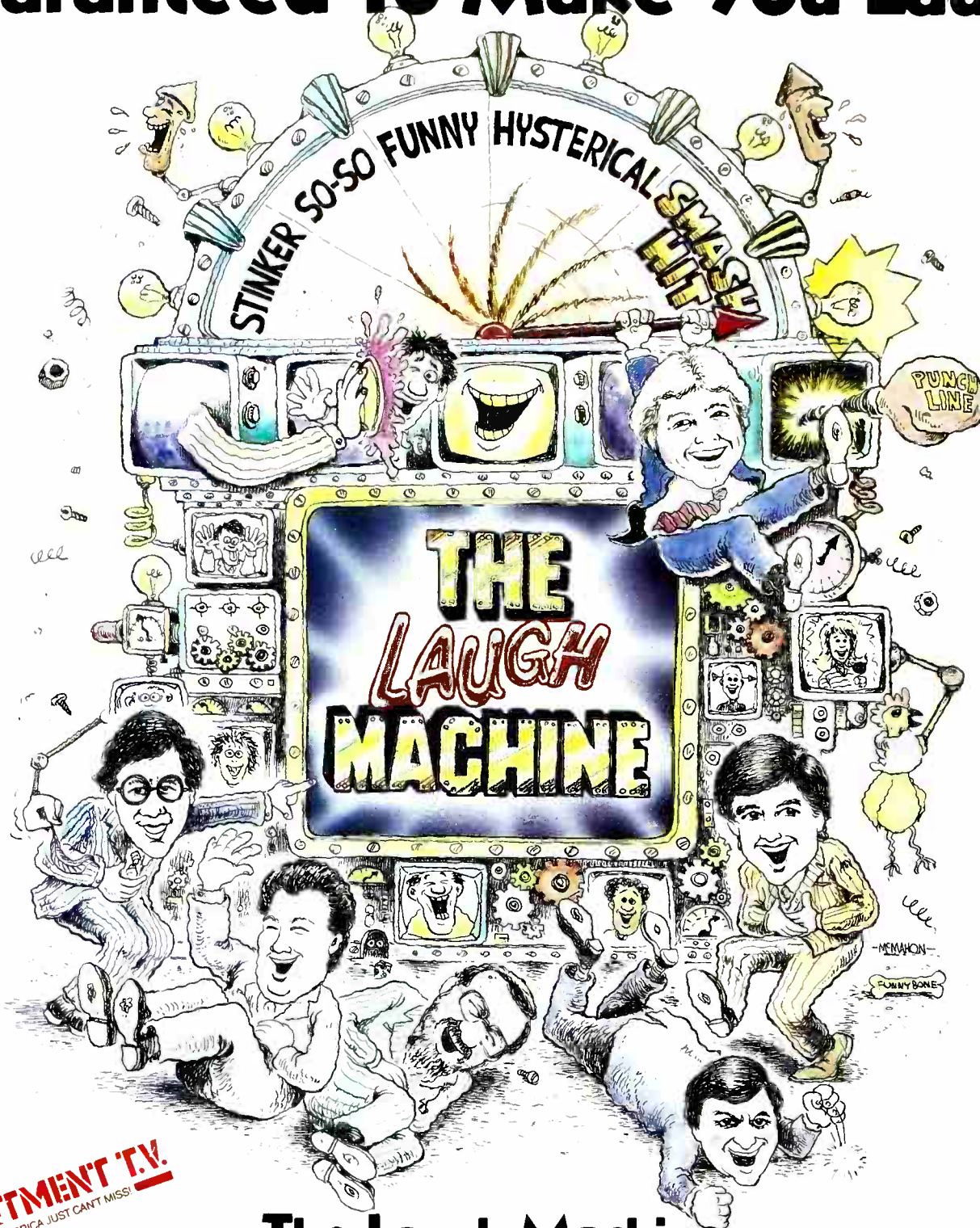
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